Understanding responsible innovation

Katharina Jarmai
Institute for Managing Sustainability
Vienna University of Business and Economics

January 24, 2019
Innovation

- Novelty
- Product, service, process or business model
- Market success
- Competitive advantage

FAIRPHONE
Responsibility

Responsible management of business operations

Responsibility for impact on people and the environment

citizenship
society
person
sustainability
philanthropy
impact
csr
legitimacy
ethics
stakeholders
environment
Responsible innovation

Create positive impact

Minimize potential negative impact

- Uncertainty of future developments
- New knowledge
- Re-use, adaptation
- Changing contexts
Minimize potential negative impact

**ANTICIPATE**
What social or environmental impact of your innovation is imaginable?

**REFLECT**
What are your objectives? What do you know and what do you not know?

**ENGAGE**
Do you engage with different potential stakeholders, even those not directly impacted?

**ACT**
What actions are required to ensure you innovate responsibly?