



## RRI-LEADERS

# Leveraging Leadership for Responsible Research and Innovation in Territories

## Deliverable 6.4

# Communication and Dissemination Promo Packages

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## RRI-LEADERS Partners

NO	PARTNER'S NAME IN ENGLISH	PARTNER'S NAME IN NATIONAL LANGUAGE
P1	APPLIED RESEARCH AND COMMUNICATION FUND	ФОНДАЦИЯ „ПРИЛОЖНИ ИЗСЛЕДВАНИЯ И КОМУНИКАЦИИ“ (FONDATSIA PRILOZHNI IZSLEDVANIA I KOMUNIKACII)
P2	UNIVERSITY OF WESTERN MACEDONIA	PANEPISTIMIO DYTIKIS MAKEDONIAS
P3	THE DANISH BOARD OF TECHNOLOGY	FONDEN TEKNOLOGIRADET
P4	THE CATALAN FOUNDATION FOR RESEARCH AND INNOVATION	FUNDACIO CATALANA PER A LA RECERCA I LA INNOVACIO
P5	ZURICH UNIVERSITY OF APPLIED SCIENCES	ZURCHER HOCHSCHULE FUR ANGEWANDTE WISSENSCHAFTEN
P6	REGIONAL ASSOCIATION OF LOCAL GOVERNMENT OF WESTERN MACEDONIA	PERIFEREIAKI ENOSI DIMON DYTIKIS MAKEDONIAS
P7	SOFIA DEVELOPMENT ASSOCIATION	АСОЦИАЦИЯ ЗА РАЗВИТИЕ НА СОФИЯ (ASSOTSIATSIA ZA RAZVITIE NA SOFIA)
P8	MUNICIPALITY OF THALWIL	GEMEINDE THALWIL
P9	ECONOMIC DEVELOPMENT AGENCY OF SABADELL CITY COUNCIL	PROMOCIO ECONOMICA DE SABADELL

## Document revision history

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## Executive summary

The objectives of *D6.4 Communication and dissemination promo package* are:

- (i) to develop the first attractive and informative brochure and poster about the project following the visual identity established in task 6.3;
- (ii) to develop the project official press release template.

This document has been elaborated by the RRI-LEADERS partner Fundació Catalana per a la Recerca i la Innovació and consulted with the coordinator, the Applied Research and Communications Fund (ARC Fund). The materials have been presented to all partners during the General Assembly meeting on 17 June 2021. This document presents a brief introduction to the brochure, poster and press release template.

## Communication and dissemination promo package

In month 6, June 2021, the first promo package of the project will be issued containing (i) a brochure about the project and (ii) a poster for introducing RRI, the project objectives, methodology, approach, the consortium members and the main result: The transformative outlooks. They will be designed in two formats: print and digital. Templates in English will be provided for the territorial partners to translate and adapt it. The brochure will be updated during the project in months 12, 24 and 30, to highlight the results and findings of the project and adapted to the different target audiences.

This first promo package also includes a template for the project press release in English. The partners will translate it into their national languages and include their own logotype.

All three materials follow the visual identity established in task 6.3. and include the compulsory EU flag and the accompanying text “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 101006439”.

# Brochure



## **RRI-LEADERS**

Leveraging Leadership for  
Responsible Research and  
Innovation in Territories



# What is Responsible Research and Innovation (RRI)?

RRI is an approach that seeks to align science, technology and innovation with social values and needs. Its guiding principles are about linking science with society so that research and innovation can generate ethically acceptable, sustainable and socially desirable outcomes. RRI integrates the perspectives of a broad spectrum of social actors: (I) policymakers (national, regional and local administrations, EU institutions); (II) research and education communities (researchers, research centres, universities, research funding agencies); (III) business and industry (companies, industry associations, commerce chambers, entrepreneurs); and (IV) civil society (non-organised citizens, civil society organisations, consumers).



## RRI principles

Responsible Research and Innovation processes comprise five principles:



**Public engagement:** to involve different societal actors in science and technology and enlist their participation in all research and innovation steps (conception, design, development, outcomes, evaluation, and use).



**Open access and data:** to improve knowledge circulation about research and innovation activities so that they are more transparent and easily accessible to all audiences, for example, via the use of open access to publications and data platforms.



**Gender equality:** to promote women's participation as researchers and integrate the gender dimension in all phases of the research and innovation process, including in the formation of gender-balanced teams for decision-making, management and/or coordination.



**Ethics:** to foster research and innovation integrity in all activities, in full compliance with the highest ethical standards.



**Science education:** to increase society's overall science literacy, for example, by making science and technology more attractive for students and thus promote scientific vocations amongst children and young people.

## About RRI-LEADERS

RRI-LEADERS is a three-year **EU-funded project** (2021-2023) focusing on the integration of RRI at the **territorial** level. The interconnections between (I) geographical location, (II) socioeconomic and cultural bonds, and (III) administrative authority will be studied. To improve the future application of RRI, four European settings will be analysed as case studies: Western Macedonia (Greece); the city of Sofia (Bulgaria); the city of Thalwil (Switzerland); and the city of Sabadell (Catalonia, Spain). The four territories have different cultural and socioeconomic backgrounds, institutional and decision-making infrastructures, R&D landscapes, and dynamics between territorial agents.

Each territory will focus on one or more relevant policy areas:



**Western Macedonia (Greece):** economic transition to low-carbon economy, in particular a smooth and innovative transition from the coal value chain towards an alternative development paradigm.



**Sofia (Bulgaria):** support for innovation; digital transition and new skills; youth employment and entrepreneurship; and sustainable urban development.



**Thalwil (Switzerland):** energy transitions and climate change responsiveness.



**Sabadell (Catalonia, Spain):** inclusiveness and alignment of the territorial innovation ecosystem with societal challenges considering sustainability.

## How will RRI-LEADERS work?

RRI in the territories will be analysed and integrated through a co-creation process, which includes multi-actor collaboration and interaction. The aim of this process is to focus on the real challenges related to the chosen topics in each territory in order to develop a policy action plan based on the RRI principles and provide responsive solutions. Each stage of the co-creation process will integrate the following dimensions, known as AIRR:

**Anticipation:** systematic thinking about any known, probable, plausible and possible impacts of research, innovation.

**Inclusiveness:** involvement of societal actors from the areas of science and research, industry, policy, and civil society.

**Reflexivity:** a reflection and discussion on the commitments, motivations, and purposes of the project's outcomes.

**Responsiveness:** the ability to respond with enough flexibility to adapt the programme to participants' needs and expectations.

## RRI- LEADERS' results

The **Transformative Outlooks** will be the final outputs of the three-year co-creation process. These outlooks will consist of an action plan with measures for implementing the intended transformation in each territory through the integration of RRI as a framework for addressing territorially significant policy priorities.

The Transformative Outlooks will have the following characteristics:

**Territorial scope:** the transformative outlooks will be specific for each participating territory.

**Policy focus:** the participating territories have pre-selected specific policy areas.

**Inclusiveness and diversity:** they will reflect diverse societal characteristics, interests and attitudes through the involvement of diverse publics (in terms of age, gender, socioeconomic status, education, occupation, etc.) throughout the different stages of the co-creation process, and a continuous interaction between stakeholders and citizens.

**Reflection and integration:** the integration of the transformative outlooks comes after an exhaustive reflection process.

**Policy learning and self-reflection:** the participating territories will support and steer the emerging policy lessons and conclusions as well as assist the stakeholders in adhering to RRI principles.

**Anticipation, responsiveness, and transformation:** the outlooks for the transformation will be designed in an anticipatory and reflexive way.

## Co-creation methodology

The first stage of the co-creation process will map R&I institutions and stakeholders in each participating territory. This will provide an overview of existing practices and policy developments that have already integrated or will be able to integrate RRI principles and AIRR dimensions. After this, an iterative Delphi survey will be used to obtain opinions from the most relevant stakeholders about how RRI principles could be implemented in each territory. In the last stage of the co-creation process, the Transformative Outlooks will be conceived and validated through citizen engagement. Finally, the Transformative Outlooks obtained will be formally presented and endorsed by the respective decision-making body in each territory.

### How can RRI benefit my organisation?

By increasing contact with a wide variety of stakeholders and establishing fruitful collaborations with them.

By helping to identify new and perhaps unforeseen opportunities or strengthening the existing ones in accordance with social needs.

By understanding and anticipating uncertainties, concerns and expectations around products and processes.

By helping to adapt outputs to real demands and expectations.

By improving the organisation's social prestige, projecting a public image of transparency, openness and responsibility.

### How can I contribute to RRI in my organisation?

By identifying the RRI principles applied in the organisation and taking measures to improve them, while working to incorporate the missing ones.

By establishing clear guidelines to help staff address and implement RRI criteria.

By raising awareness of the importance of RRI values among the organisation's employees and its partners.

By being part of a wide and diverse network advocating for top-quality, trusted research and innovation policies, aligned with social needs and communicating new knowledge.

## Who we are

RRI-LEADERS represents a partnership of 9 organisations, of which 5 are methodological partners and 4 are territorial partners:

Applied Research and Communications Fund (Bulgaria)	Sofia Development Association (Bulgaria)
University of Western Macedonia (Greece)	Regional Association of Local Government of Western Macedonia (Greece)
Catalan Foundation for Research and Innovation (Catalonia, Spain)	Promoció Econòmica. Sabadell City Council (Catalonia, Spain)
Zurich University of Applied Sciences (Switzerland)	Municipality of Thalwil (Switzerland)
Danish Board of Technology (Denmark)	

## Follow us on:



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[www.rri-leaders.eu](http://www.rri-leaders.eu)



[info@rri-leaders.eu](mailto:info@rri-leaders.eu)

## References

<https://ec.europa.eu/programmes/horizon2020/en/h2020-section/responsible-research-innovation>

[http://projectsmartmap.eu/wp-content/uploads/2018/09/5\\_3Dmed\\_benefits.pdf](http://projectsmartmap.eu/wp-content/uploads/2018/09/5_3Dmed_benefits.pdf)

<https://www.rri-practice.eu/about-rri-practice/what-is-rri/>

[www.bioeticayderecho.ub.edu/es/rri](http://www.bioeticayderecho.ub.edu/es/rri)

# RR1 LEADERS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006439.

# Poster

# RRI-LEADERS

## Leveraging Leadership for Responsible Research and Innovation in Territories

The RRI-LEADERS project will explore the application and sustainability of the RRI paradigm within territorial research and innovation systems, with a special emphasis on instrumentalising territorial leadership in the design of policies that are anticipatory, inclusive, reflexive and responsive.

RRI-LEADERS is a three-year **EU-funded project** focusing on the integration of RRI at the **territorial level**. The interconnections between geographical location, socioeconomic and cultural bonds, and administrative authority will be analysed in four European settings: the Region of Western Macedonia (Greece), the city of Sofia (Bulgaria), the city of Thalwil (Switzerland), and the city of Sabadell (Catalonia, Spain).

RRI in the four territories will be studied and analysed through a co-creation process, which includes multi-actor collaboration and interaction through a multi-stage process. The aim of the process is to focus on the real challenges in each territory along with key policy areas for developing a future-oriented **transformative outlook**, integrating RRI principles and providing responsive solutions to identified challenges.



### The consortium

RRI-LEADERS represents a partnership of 9 organisations:

<b>Bulgaria</b>	Applied Research and Communications Fund & Sofia Development Association
<b>Greece</b>	University of Western Macedonia & Regional Association of Local Government of Western Macedonia
<b>Spain, Catalonia</b>	Catalan Foundation for Research and Innovation & Promoció Econòmica. Sabadell City Council
<b>Switzerland</b>	Zurich University of Applied Sciences & Municipality of Thalwil
<b>Denmark</b>	Danish Board of Technology

### Duration

January 2021 to December 2023



[www.rri-leaders.eu](http://www.rri-leaders.eu)



[info@rri-leaders.eu](mailto:info@rri-leaders.eu)



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## Press release template

# One line of headline

## Two lines of subhead

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### About RRI-LEADERS

Leveraging Leadership for Responsible Research and Innovation in Territories, RRI-LEADERS, is an EU-funded project that explores the application and sustainability of the RRI paradigm within territorial research and innovation eco-systems, with a special emphasis on instrumentalising territorial leadership in the design of policies that are anticipatory, inclusive, reflexive and responsive. See more information on [www.rri-leaders.eu](http://www.rri-leaders.eu).

BOILERPLATE

### Contact

Name Surname  
Organisation  
email

