PAS 440: 2020

Responsible Innovation - Guide

Launch Event, April 23rd 2020

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Welcome

Thank you for coming

Breakout Session Plan

- Innovate UK

- Responsible Innovation

- PAS 440 Overview

- Panel Discussion and Q&A

- Concluding Remarks

UKRI Innovate UK

This Session Is Being Recorded

Please note.

Innovate UK

Innovate UK

- Innovate UK is the UK's innovation agency (part of UKRI)

- Innovation – the commercially successful exploitation of new ideas

- We invest in ideas and technologies to drive productivity and economic growth

- We support companies of all sizes to grow in the UK and globally

- In any market, and using any technology

- Innovation accounts for up to 50% of labour productivity growth
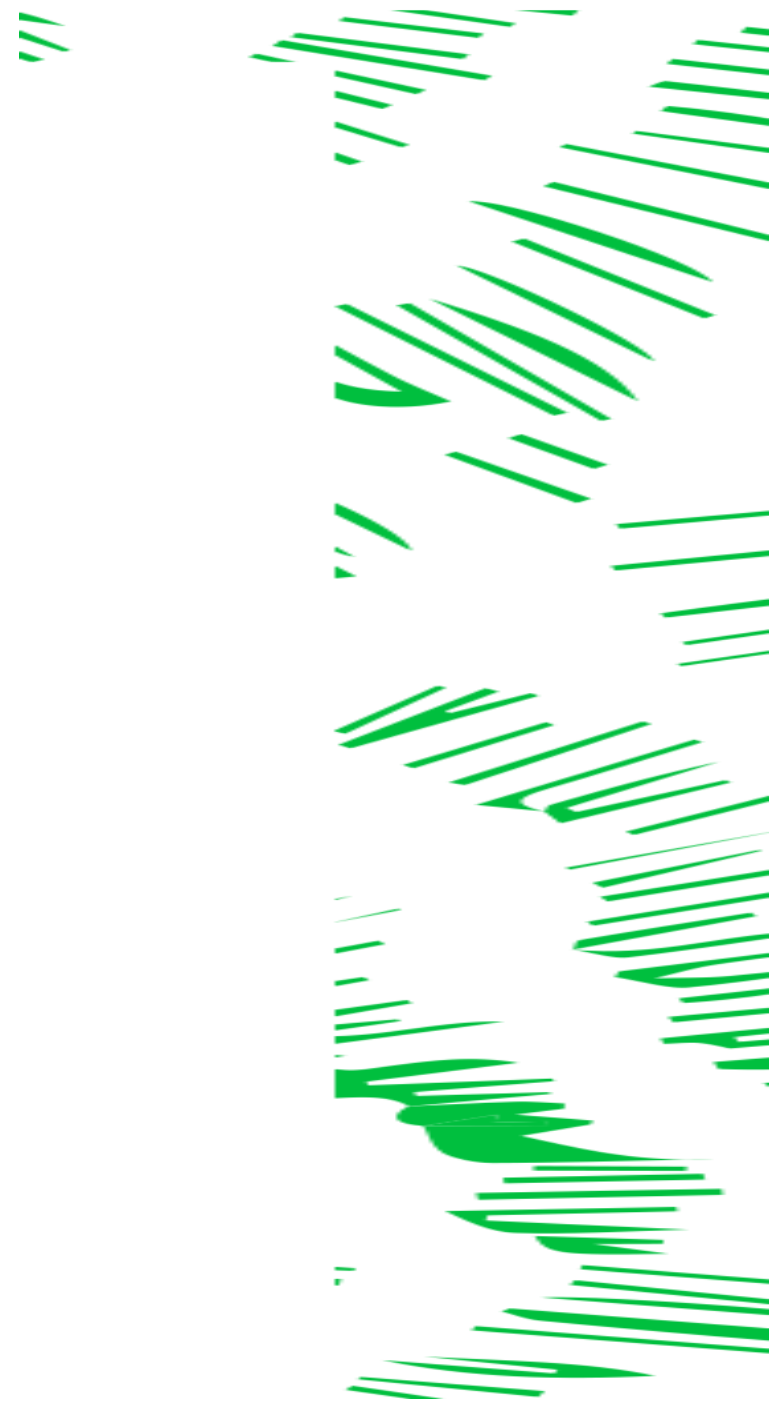
We know what we do works…

£2.9bn
since 2007

Industry match
funding taking
the total value c
projects above
£5.1bn

Up to
£21.2bn
in added value
to the economy

Up to
£7
for every
£1 we've
invested

We've funded around
11,000
projects

8,500
unique
organisations
involved

9 jobs
for each
organisation
involved

100,000
jobs created in total

UKRI Innovate UK

Responsible Innovation

What is Responsible Innovation?

- Responsible Innovation is the careful consideration of, and action to address, the potential impacts of introducing a new product, service, process or business model

  - Impact on the innovating company
  - Impact for their customers and suppliers
  - Impact for their investors
  - Impact on wider society and environment

- Business and society are better when you:
  - achieve upside benefits
  - avoid any downsides

UKRI Innovate UK

Responsibility: What Society Accepts

- In the UK governed by democratic process

  - We elect representatives (MPs)

  - They pass laws, intended to protect us and ensure good behaviour

  - Enforcement through police/criminal or civil courts and/or regulators

  - Works well for understood and established technologies, or where infrastructure exists e.g. HFEA and mitochondrial replacement therapy (2015)

- Emerging and early-stage technologies & totally new uses

  - sometimes not yet clear …. what should society / law accept?

UKRI
Innovate UK

How to approach the issue of RI?

- Academics: can call upon university ethics committees

- Companies:

  - Most want to do the right thing

  - What *IS* the right thing?

  - Usually *some of* the benefits are clear …

  - But how do you go about identifying and mitigating potential harms, unintended consequences, misuse etc.?

  - There was no overarching framework or guidance for companies

    ……………… until now

PAS 440: 2020

- Created to help companies innovate more responsibly

- Enable them to move forward *quickly* and *properly*

- Potential benefits

  - more resilient new product and services

  - cost and risk reductions

  - improved sustainability

  - improved trust in the company and maintenance of social license to operate

  - enhanced investment raising (greater investor confidence)

  - improved reputation and brand value

  - more attractive as an employer

  - improved value communication to wider society

  - better relationships with governments, regulators and local communities

PAS 440: approach

- Recognises that technology is neither good nor bad

  - It is what people do with it that matters

- Working to the PAS Guidance will help companies to:

  - achieve the benefits of their innovation

  - identify and avoid/mitigate any potential harms / unintended misuse

- Provides a standardised approach to identification of benefits and possible harms, to weighting them, to recording them, to iterating them, to communicating them …

PAS 440: Main Clauses

3. Definitions

4. Principles

5. How to use PAS 440

6. Company-level – how everything gets done

7-8. Innovation-level - for a specific product/service/process

    7. baseline assessment

    8. Stakeholder engagement, updating and iterating

9. Reporting

PAS 440 Clause 6: Company-level responsibility

- Commitment to **operate** in a socially responsible way

- Several Corporate Social Responsibility (CSR) standards exist, for ISO 26000

    a) accountability for its impacts on society, the environment and the economy;
    b) transparency in its decisions that impact on society and the environment;
    c) ethical behaviour;
    d) respect for stakeholder interests;
    e) respect for the rule of law;
    f) respect for international norms of behaviour;
    g) respect for human rights.

- Other points of reference include SDG

- Encourages publication of a Social Responsibility Report

- Table 1 provides an alternative starting template to help companies

PAS 440 Clause 6: Company-level responsibility

Table 1 – Demonstrating company-level social responsibility

Table Heading
Company name:
Sector of operation:
Geographic location of operations:
Date:
Authorized company contact:

Element of responsible organization-level behaviour	Evidence of company's contribution	Aspirations for future improvement (if necessary)
List to be based on BS ISO 26000 criteria, relevant elements of the SDGs, or other sources	E.g. the company's annual report or other formal documents.	Identify any areas where performance is not optimal and note any plans for improvement

PAS 440 Clause 7 & 8: Innovation-level responsibility

- Commitment to **innovate** in a socially responsible way

- Applies to a specific innovation, not everything the company does

- Particularly relevant for disruptive technologies, where

  - different upside/potential downsides not yet clear
  - society hasn't yet formed a view on what should/should not be done
  - legislative/regulative position still emerging

- Start with a baseline assessment; initial thinking/evidence gathering, put structure to existing company knowledge

- What are the potential harms? What could go wrong? How to I avoid that?

- Clause 8: Stakeholder engagement, further evidence gathering, iterate

- Clause 9: Reporting

PAS 440 Clause 7 & 8: Innovation-level responsibility

Table 2 – Responsible Innovation Framework (RIF)

RIF Assessment Heading:
Reference number/iteration number:
Innovation vision, description, targets and success measures:
Named responsible person or role (contact details):
Stage of development (early, middle, late):
Date of completion of this version:
Dates of completion of all previous versions of the RIF for this development:

1. ID #	2. Elements of RI – identify positive and negative outcomes of the innovation(s) (see 7.3)	3. Record the reasons for inclusion of the element in the baseline assessment (see 7.3) and note any changes to elements since the previous iteration of the RIF (see 8.2)	4. Identify (see 7.4) and engage with (see 8.3) stakeholders	5. Take action (see 7.5 and 8.4)
1.x	Societal elements (benefits)			
2.x	Societal elements (risks)			
3.x	Environmental elements (benefits)			
4.x	Environmental elements (risks)			
5.x	Health-related elements (benefits)			
6.x	Health-related elements (risks)			
7.x	Value chain elements (RI behaviour by other significant actors)			
8.x	Regulatory elements			

Expert Panel Session

Dave Hughes
Head of Global Technology Scouting
Syngenta

Rory Yates
Digital Solutions Leader
DXC Technologies

Concluding Remarks

Concluding Remarks

- The name: PAS 440 - why 440?

- Recognises that technology is neither good nor bad

  - It is what people do with it that matters

  - Achieve the benefits; avoid any potential harms

- Give companies a framework for managing and communicating that balance

- Please download it (for free) and use it to improve your innovation success

Experience-Of-Use Feedback
is very important

Please send to

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