

NWO Responsible Innovation Update
February 2014



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News

Companies introduced to Responsible Innovation

On 16 January 2014, company representatives from a wide range of sectors came to the office of Royal HaskoningDHV in Amersfoort for an introduction to NWO's Responsible Innovation research programme.

[Read more >](#)



Interview

'We aim to make clear, balanced choices'

David Molenaar, country division head Wind Power at Siemens Nederland, is involved in a [Responsible Innovation study on wind power](#). In this project researchers from Delft University of Technology are working together with energy providers and industry to explore the conditions that offshore wind parks should meet to gain broad acceptance. After the 'false start' of wind energy in the Netherlands they hope to contribute to re-launching a solid industry that



all of the parties involved can be proud of in thirty years' time.

[Read more >](#)

Research results

Comforting chatbot

Chatting with the customer service is now considered normal. But what if 'Eva', 'John' or 'Julia' were capable of not just solving technical problems but also providing us with emotional support? Janneke van der Zwaan investigated this possibility in the NWO research programme Responsible Innovation. She will defend her doctoral thesis on 10 March.



[Read more >](#)

Research in progress

Soft worries versus hard figures in food technology

In spite of the extremely varied range of food products on offer, many consumers remain dissatisfied with industrially produced food. No taste panel has ever been able to change this. Consumers find the food artificial, for instance, or they complain about a lack of taste. These so called 'soft' worries – concerns that are labelled too subjective and emotional to take into account on a public level – need to be addressed if we want to innovate food technology successfully, says professor Hedwig te Molder from Wageningen University, one of the senior researchers on the [project Responsible Innovation in Food Technology](#).

The researchers recently produced a video:



[Read more >](#)

Calls and grants

Call for papers annual conference

The Third International Conference on Responsible Innovation will be hosted by NWO on 21 and 22 May in The Hague. The [call for papers](#) to be presented at this conference is now open. The conference will bring together researchers from various disciplines, as well as representatives from both the public and private sector to discuss the merits, practices and necessity of responsible innovation for technological development.

Values and Valorisation

This year's conference theme will be 'Responsible Innovation: Values and Valorisation'. The multiplicity and divergence of values involved in the development of new technologies will be a key theme, as well as the importance of involving stakeholders in all stages of the research and innovation process. At the conference researchers involved in the Responsible Innovation programme will present the 'lessons learned'. Also those not involved in this specific programme will share their experience and research in Responsible Innovation. Moreover, the conference will take stock of the research results that have been achieved so far and use these to look ahead to the follow-up programme that will be launched this spring.

[Visit the conference website >](#)

Preparations for new call in full swing

NWO - in consultation with the relevant economic priority areas ('top sectors') - is working hard to prepare the new call for proposals that will be launched for the Responsible Innovation programme this spring.

Consortia

The call will be for proposals from consortia in which researchers from the natural sciences, social sciences and

the humanities work together with private partners. It is aimed at six fields of technology, the top sectors:

- Energy
- Life Sciences and Health
- Agriculture and Food
- Chemistry
- High Tech Systems and Materials
- Water Technology

Proposals may address topics that are relevant to one of the specific fields mentioned above as well as broader topics relevant to all of these fields. A total of € 7 million will be available for the call.

Provisional timetable

Call open: March/April 2014
Submission project idea: May 2014
Closing of call: August-September 2014

This timetable may be subject to changes.

NWO will provide more information about the call and announce its launch through this update. The launch will also be announced on the [Responsible Innovation website](#).

[Read more about the background of this call >](#)

Monitoring the evolution and benefits of Responsible Research and Innovation

The Netherlands House for Education and Research in Brussels has launched a call for tenders aimed at helping the [Directorate-General for Research and Innovation](#) to develop and implement the European research and innovation policy with a view to achieve the goals of [Europe 2020](#) and the [Innovation Union](#).

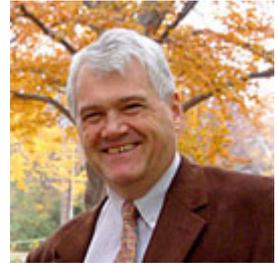
[More information >](#)

Events

Alzheimer, disease of the brain or

disease of society?

New imaging techniques and the development of biomarkers promise to bring an earlier and more accurate diagnosis of Alzheimer's disease within reach. How will this impact the lives of patients, their family and society as a whole? Will Alzheimer's become overmedicalised?



On 18 February from 17.00 to 19.00 hours a discussion about these questions will be held at Spui 25 in Amsterdam. The evening is being organised around Marianne Boenink's research project *Responsible Innovation of Early diagnostics for Alzheimer's disease*. Special guest is the world-renowned Alzheimer expert Peter Whitehouse.

[Read the invitation \[in Dutch\] >](#)

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Responsible Innovation

Technological developments may fail if their ethical and social consequences are not considered in time. NWO's Responsible Innovation programme funds and encourages research that considers the ethical and social aspects of new technology from the design phase onwards. Researchers from different scientific disciplines collaborate in this programme, such as ethicists, behavioural scientists, economists, psychologists and engineers.

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