

Project name	DigiTeRRI project
Period/date of the action	January 2020 – December 2022
Target audience(s)	All actors of the innovation ecosystem in regions: industry & business, policy & public administration, science & research, education, as well as civil society organisations.
Involved partners and organisations	Austrian Institute of Technology (AIT), Grand E-Nov+, Karlstad University, Materialia, Montan Universität Leoben, Nordland Research Institute, Marketing Bruckmur, Paper Province, University of Lorraine, Region Värmland, WeDo, ZAT Leoben
Estimated number of people impacted/reached	DigiTeRRI has reached at least 1 000 people through collaboration work with the actors in the respective DigiTeRRI region and by implementing the 36 actions there, and on top several hundred people through conferences and similar events.

## Objective

DigiTeRRI applied the interlink between roadmapping and RRI and developed **roadmaps** for a transition of traditional industry regions into digitalized industrial innovation ecosystems.

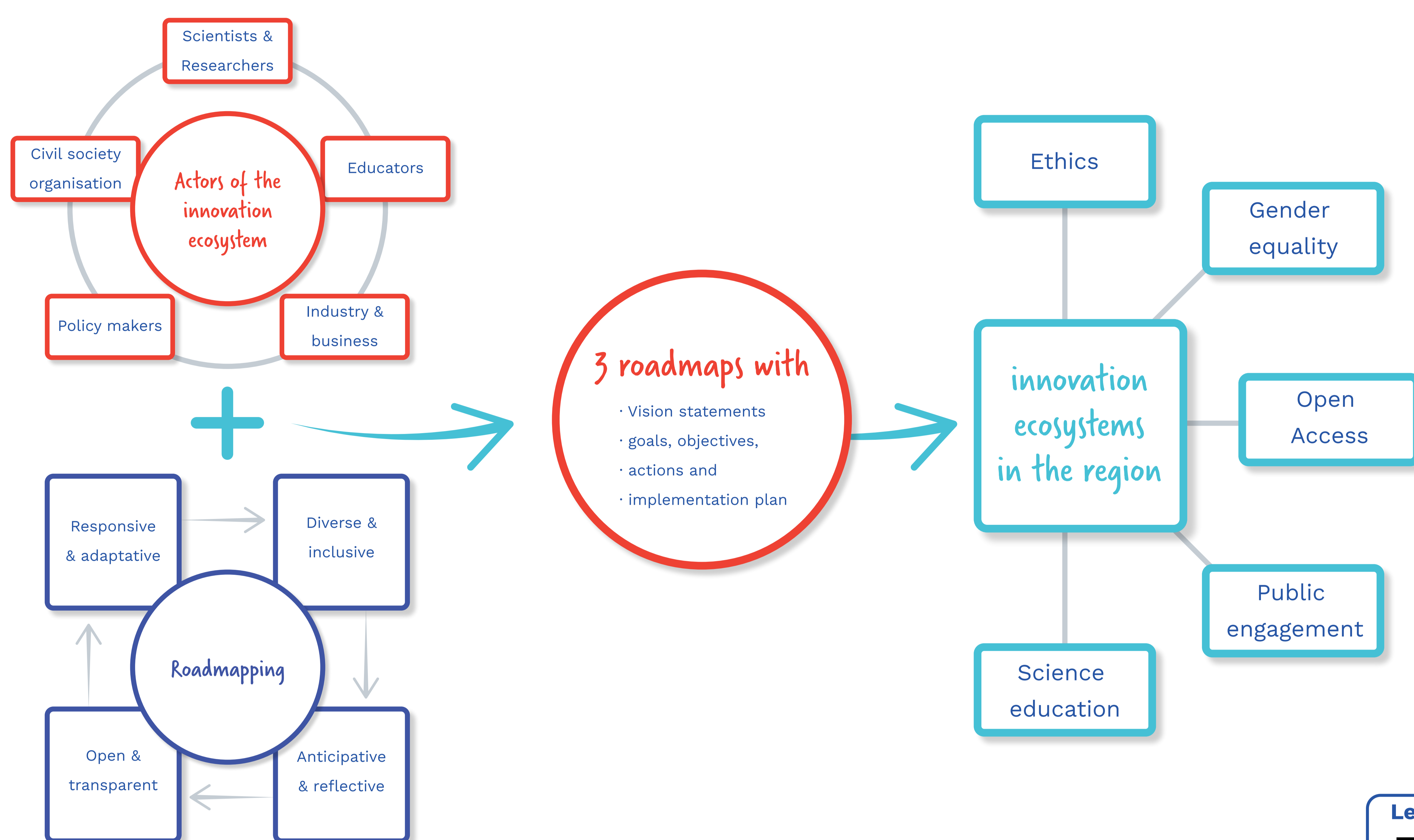


Figure 1: The integration of RRI into the DigiTeRRI roadmapping process. Source: AIT Austrian Institute of Technology

## Summary

DigiTeRRI has developed desirable futures via roadmapping and paid attention to diverse & inclusive, anticipative & reflective, open & transparent, and responsive & adaptive processes. The actors of the innovation ecosystem in each of the three territories could co-create their future together by considering the **RRI keys** (ethics, gender equality, science education, open access, and public engagement).

DigiTeRRI has implemented 36 actions during the project period with different implications. **The RRI approach applied in DigiTeRRI has successfully** (1) supported the development of Smart Specialisation Strategies for the engaged territories, (2) unveiled a lot of competences, knowledge, products, networks, technologies, etc. available in the region, (3) created awareness for the competences, facilitated a common understanding and supported communication (4) helped innovation ecosystem actors to anticipate their future with each other and develop it together, (5) strengthened the network between the actors, (6) raised awareness of interesting industry jobs in schools and students, (7) developed a common understanding for possible consequences of an innovation on the society and the environment, (8) formed networks across the three DigiTeRRI regions, (9) launched initiatives and activities for establishing platforms and for solving problems with interfaces between specific software.

## Lessons Learned

- 1. Implementing actions within the project duration of 36 months is a challenge, but it leads to concrete success stories and impact.**
- 2. The main success factors are (a) a well-designed and structured process, clearly communicated to all participating stakeholders, and (b) the engagement of the right stakeholders, who have the power, the urgency, and the legitimacy (!) in the innovation ecosystem, (c) the accompany by graphically visualisation of vision statements and goals for the communication with the people affected.**
- 3. The main challenges are (a) the composition and engagement of stakeholders to effectively implement changes in the territory and (b) the different logic of stakeholders (i.e., the way of thinking and acting in the innovation ecosystem) the logic differs between stakeholder groups.**
- 4. The RRI approach needs to be tailored to business requirements because implementing RRI can be costly, and businesses already face other challenges such as being competitive and operating efficiently.**

# Implications and conclusions from DigiTeRRI

<sup>1</sup> Mitchell, R. K., Agle, B. R., & Wood, D. J. (1997). Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *Academy of Management Review*, 22, 853–886.