

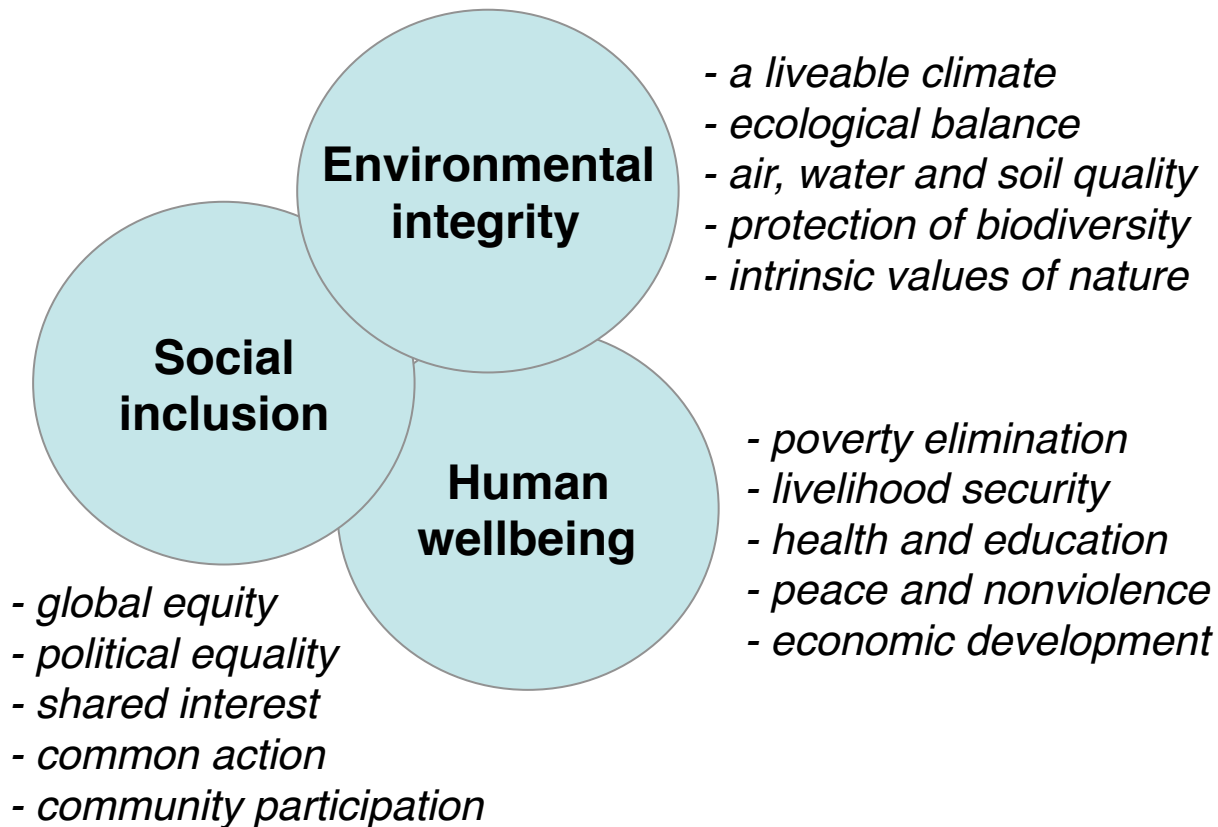
Social responsibility of business for S&T research, dissemination and application

Carlos Alvarez Pereira

**Conference on Science, Technology, Innovation & Social
Responsibility – CERN – Geneva, 11/11/15**

What “social responsibility” means?

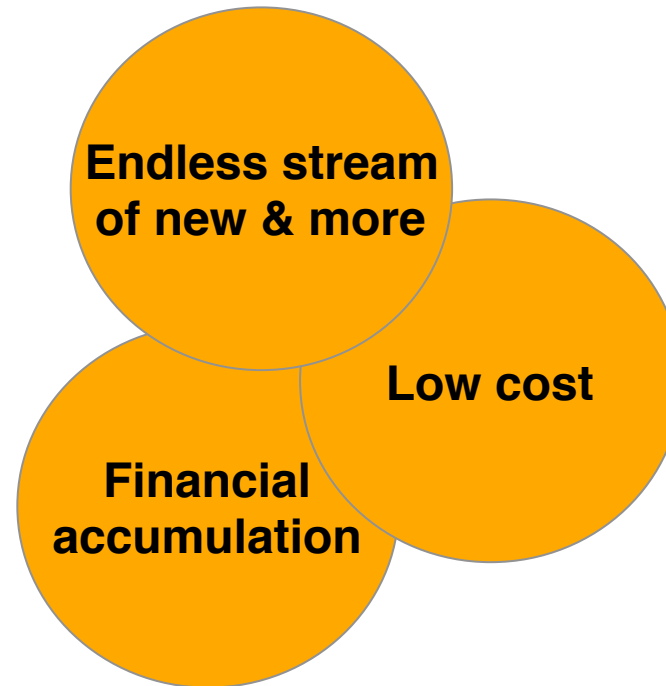
A confluence of purposes for a sustainable world



Ref. Andy Stirling “From Knowledge Economy to Innovation Democracy”, Nov 2014

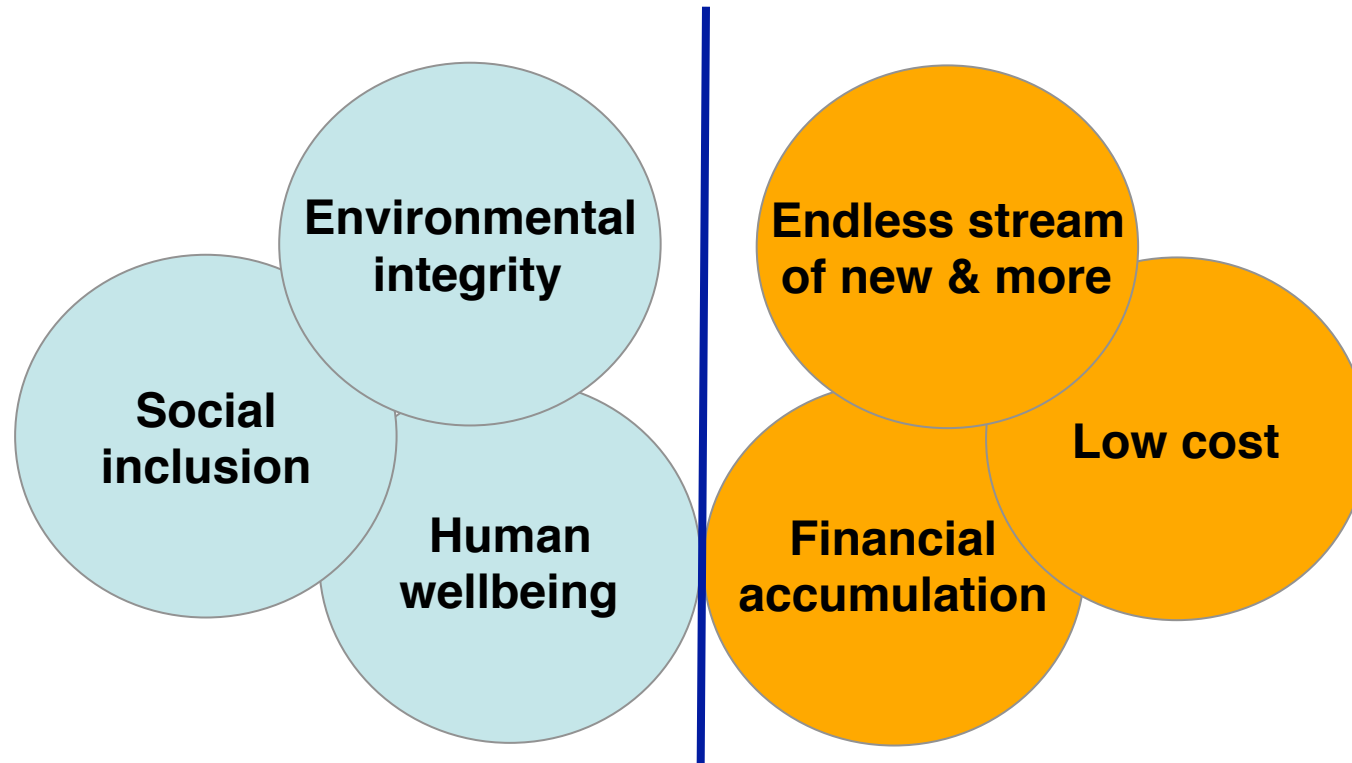
What “society” (*) asks to business....

(*) at least its dominant voices

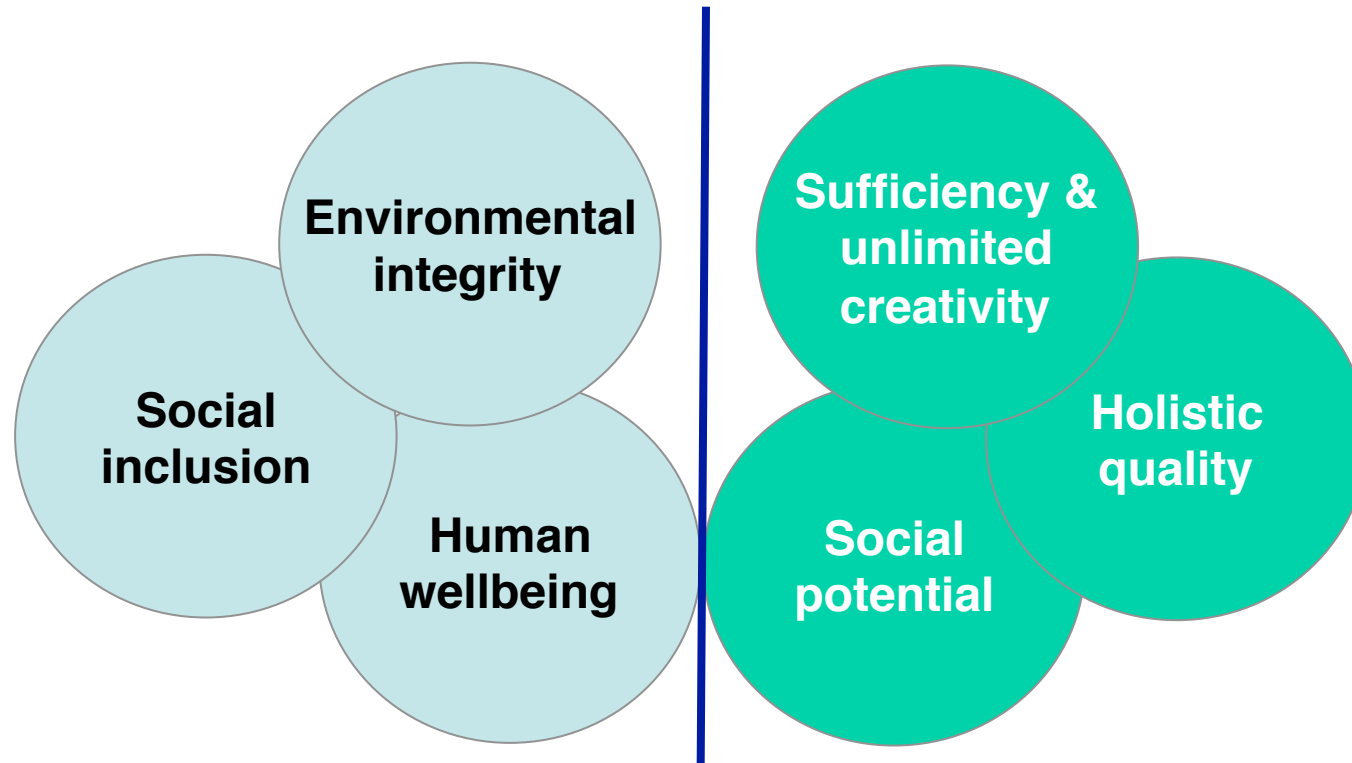


Are these purposes compatible?

Can S&T fill the gap?



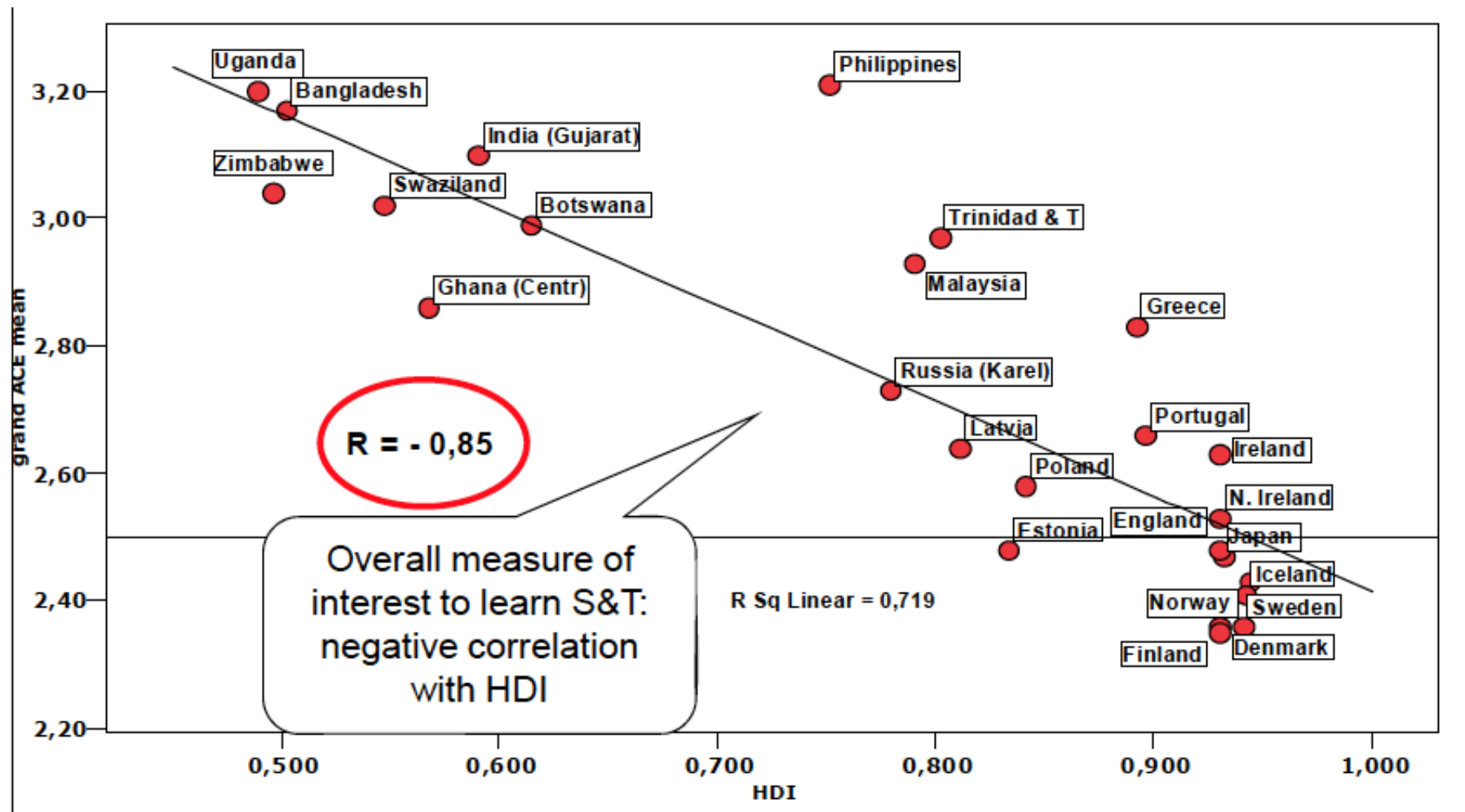
Redefining purposes of business



What is required...

- **Making socially possible for entrepreneurs to play with different rules**
- **Joint mobilization (S&T, business, stakeholders) towards sustainability based on new rules**
- **New economic thinking**
- **Inquiry into the purposes of S&T applications**

Beware: connection between S&T and society is fragile



Ref. ROSE Project, March 2010

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