

# HUMAN CENTRIC INNOVATION: SEARCHING FOR A NEW VOCABULARY

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Social Science and  
Humanities



# European Alliance for Social Science and Humanities

## WHO?

- ▶ 75 members:
- ▶ Universities, Academic associations, Civil Society
- ▶ Publishers

## WHAT?

- ▶ Advocate for 'HUMAN CENTRIC' dimension of research and innovation programmes.
- ▶ Undertake research to improve the 'architecture' of EU and national programmes.



HOW DID WE GET HERE...?



# A Journey from Frascati to Oslo

<b>FRASCATI (1963)</b>	<b>OSLO (2015)</b>
<b>NATIONAL</b>	<b>FIRM/ BUSINESS SECTOR</b>
<b>R&amp;D Expenditure</b>	<b>Acquisition of machinery, equipment, or software</b>
<b>R&amp;D Personnel</b>	<b>Acquisition patents, licenses, or consultancy</b>
<b>Private sector investment (2002)</b>	<b>Sales from new or improved products, market share growth</b>
<b>Basic, Applied, Experimental Development</b>	<b>Productivity growth</b>



**EASSH**

# Milton Friedman, New York Times, 1970

“there is one and only one social responsibility of business—to use its resources and engage in activities designed to **increase** its **profits** so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.”



# European Innovation Council (EIC)

EIC supports startups and SMEs with the most promising innovations, facilitating their growth and integration into the market.

## Criteria

- ▶ Innovation potential, including ‘**TECHNOLOGY REDINESS LEVEL 5-8**’.
- ▶ Market Impact, ‘potential to capture a significant **MARKET SHARE...**’
- ▶ Business Strategy, demonstrating the potential for revenue generation and **PROFITABILITY**



# HUMAN CENTRIC INNOVATION...?

## Key Principles of Human-Centric Innovation

1. **User Needs First** - Innovation is driven by solving real-world problems for individuals, communities, or society.
2. **Empathy & Inclusion** -diverse perspectives, solutions are accessible, equitable, and inclusive.
3. **Technology as an Enabler.**
4. **Co-Creation Process** -collaboration with users to refine solutions.
5. **Sustainability & Ethics** -innovations are socially responsible, environmentally sustainable, and ethically sound.



# Assessing Human Centric Innovation

- ▶ User wellbeing and satisfaction
- ▶ Social and community impact
- ▶ Responsible use of technology
- ▶ Environ/ Sustainability impact
- ▶ Empowerment/ skills level
- ▶ User surveys, focus groups
- ▶ Who uses the innovation?
- ▶ Minimize biases, Data control
- ▶ Minimize energy, recycle
- ▶ Upskilling workers, job creation

PERSONAL

BUSINESS

COMMUNITY



EASSH