

CSR, Nano and Emerging Tech

How can companies respond?

What do people think about nano?

- Significant public engagement done across UK and EU
 - Nanodialogues, Nanologues, Which? Citizen's Jury on Cosmetics - lots more in Europe
- Excitement about the potential for new technologies but concerned about the potential downsides
- NGOs also positive about potential but concerned about risks
- NGOs current focus on safety and regulation
- But focus is on the 'ology' not the specific material

Stakeholders are most worried about...

- 🌐 The potential for damage to human health and the environment
- 🌐 Lack of HSE testing of materials and products
- 🌐 Regulation not adequate to provide real oversight
- 🌐 Products being used for 'spurious' benefit
- 🌐 Being deliberately kept in the dark about when and how technologies are used
- 🌐 Impact of applications – e.g. human enhancement, surveillance, weapons, 'have's and have nots'

So what can companies do?

Health, safety and the environment

- 🌐 Support the development of effective regulation
- 🌐 Push hard for government funding of health, safety and environmental testing of materials and processes
- 🌐 Undertake nano specific HSE testing on your products
- 🌐 Ensure your suppliers have the data to give you confidence in the safety of materials you use

What can companies do?

Communication and engagement

- 🌐 Ensure your use of a new technology provides a real benefit to the consumer, not just a profit boost
- 🌐 Communicate about your use of the technology, in what way, for what benefit
- 🌐 Share data on the safety & testing you've done
- 🌐 Engage stakeholders and the public at key stages in product and material development and on ethical implications

MATTER activity

- A catalyst and inspiration for good practice
- Business Emerging Technologies Responsibility Group
 - New working group to think through issues & responses
 - Creation of *Principles for Emerging Technology Development* - evolution of Responsible Nano Code
 - Communications analysis of company approaches
 - Communications guidance & toolkit for companies
 - Ongoing engagement of companies in the debate
- Emerging Tech Award scheme!?

Nano links:



Nano&me www.nanoandme.org



Safenano - www.safenano.org



Dr Andrew Maynard's blog - <http://2020science.org/>



The EC Nano Observatory

<http://www.observatory-nano.eu/project/>