

## EMBRACING SOCIETAL DYNAMICS IN THE EU: ARE WE READY?

### WEBINAR SERIES

**25 September 2024, Wednesday,  
14.00 – 15.00 CEST**

**26 September 2024, Thursday,  
14.00 – 16.00 CEST**



Lithuanian RDI Liaison Office in Brussels (LINO), the NCBR Office in Brussels – Business & Science Poland, the Slovenian Business & Research Association, Eötvös Loránd University, Corvinus University of Budapest and the National Research, Development, and Innovation Office in Hungary are pleased to invite you to a series of virtual events focusing on social aspects of research and innovation.

The first event will concentrate on **Societal Readiness (SR) model** and is scheduled for **25 September at 14.00 (Wednesday)**. Since 2014, the Technology Readiness Level (TRL) scale has been incorporated into the EU Horizon 2020 Work Programmes and widely adopted in many European countries and regions in the context of Research, Development, and Innovation investments supported by the ERDF (European Regional Development Fund). The Societal Readiness approach aims, when integrated into R&I processes, to improve the consideration of different societal needs and concerns and to respond to them, thereby increasing the potential for societal uptake. The Commission is proposing to introduce the Societal Readiness (SR) model for Cluster 5 of the Horizon Europe Programme in its upcoming 2025 Work Programme. During the first virtual event, we will explore this Societal Readiness (SR) model proposed by the Commission.

The second event will delve into the **social economy, specifically focusing on social innovation** and is scheduled for **26 September at 14.00 (Thursday)**. Social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can manifest as products, services or models addressing unmet needs more effectively. The goal of this event is to comprehend the phenomenon and added value of social innovation and how the Commission is promoting the market uptake of these innovation. During this event, you will have the opportunity to hear from the Commission and gain insights from the speakers coming from the organising Member States regarding their work in the field of social economy and social innovation.

**[Registration link for both webinars](#)**

## AGENDA I.

**25 September 2024, Wednesday**

Time	
14:00 - 14:10	<b>Welcome by the Organisers</b> <b>Moderator: Mr. Tadas TUMĖNAS</b> , Head of Lithuanian RDI Liaison Office (LINO)
14:10 - 14:40	<b>Keynote presentation: Societal Readiness Level (SRL)</b> <ul style="list-style-type: none"><li>• <b>Ms. Elene Dufour</b>, Policy Officer for research and innovation, European Commission</li></ul>
14:40 – 14:55	Discussion and Q&A session
14:55 - 15:00	Closing session

## AGENDA II.

**26 September 2024, Thursday**

Time	
14:00 - 14:10	<b>Welcome by the Organisers</b>
14:10 - 14:45	<b>Keynote presentations: Social Economy and Social Innovation in the EU</b> <ul style="list-style-type: none"><li>• <b>Mr. Karel VANDERPOORTEN</b>, DG GROW (G.2), European Commission</li><li>• <b>Ms. Rasida El HAOUZI</b>, Project Officer, EISMEA (I.01) (tbc)</li></ul>
14:45-14:55	Discussion and Q&A session
14:55-15:55	<b>Panel discussion and practical examples on social economy and social innovation with interactive discussion and Q&amp;As</b> <ul style="list-style-type: none"><li>• <b>Ms. Simona ŠIMULYTĖ</b>, Founder &amp; CEO, European Social Entrepreneurship and Innovative Studies Institute (Lithuania)</li><li>• <b>Ms. Reka MATOLAY</b>, Head of Corvinus Science Shop, Corvinus University of Budapest (Hungary)</li><li>• <b>Mr. Andrzej KLIMCZUK PhD</b>, Assistant Professor, Department of Social Policy, SGH Warsaw School of Economics (Poland)</li><li>• <b>Ms. Urška BITENC</b>, Head of the Social Economy Division, Ministry of Economy, Tourism and Sport (Slovenia)</li></ul> <b>Moderator: Ms. Ágota DÁVID</b> , Head of Brussels Office of the National Research, Development and Innovation Office Hungary (NRDIO)
15:55 - 16:00	Closing session