

Responsible Innovation for synbio companies: lessons learned

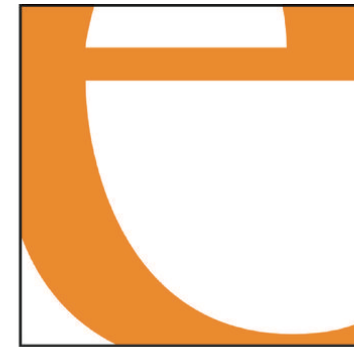
Lotte Asveld, Delft University of Technology, Biotechnology and Society Group



Main question

How to take responsibility as an
(commercial) innovator in synbio in the face
of uncertainty?

Ecover & Evolva: synbio (or GE) for sustainability



evolva

NATURE SUSTAINED

ECOVER and Method now with **extreme genetic engineering!**

There's nothing "natural"
in using algae oils made
by **Synthetic Biology.**



Extreme genetic engineering in your ice cream?



Lessons learned

- Listen to criticism carefully and develop your own answers
- Be precise about your claims (stay away from the N-word), acknowledge uncertainty
- Try to find common ground between shareholders and stakeholders