**Partner Offer**

**03-jan-2023**

* **(\*) Relevant topic(s) in work programme (code & name of the topic(s) line(s))**

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| * HUMAN 01-01 (RIA) – Efficient Trustworthy AI
* HUMAN 01-02 (IA) – Pilots on Trustworthy AI and Robotics addressing key Societal Challenges
* HUMAN 01-11 (RIA) – Next Generation Internet
* HUMAN 01-12 (IA) – Pilots for Next Generation Internet
* HUMAN 01-21 (RIA) – Next Generation eXtended Reality
* HUMAN 01-22 (IA) – eXtended Reality for Industry 5.0
* HUMAN 01-23 (CSA) – An Open Human-Centric Metaverse
* HUMAN 01-81 (CSA) – Digital Humanism – People at the Center of the Digital Transformation
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* **(\*) Description of the expertise proposed (up to 1000 characters)**

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| **Expertise Proposed:*** **A dedicated and relevant Expertise in SSH, IT Acceptance and Privacy**
	+ Human, Social, Societal and Economic Impact of Digital Transformation / Technology
	+ User & Technology Interactions
	+ Users’ needs, decision-making and behavior in relation to Technology
	+ End-Users Needs and Requirements
	+ Surveys or Experimental Designs and Quantitative data Analysis
	+ Qualitative studies (Interviews, Focus groups) and Qualitative /Textual data Analysis
	+ Social and Societal Risks and Opportunities associated with technology usage and uptake
	+ Technology Acceptance from an End-user perspective (Citizens and Practitioners)
	+ Impact Assessment (especially but not only during and after Pilots with End-Users)
	+ Privacy and Protection of Personal Data (in particular Citizens’ views)
* **A dedicated and relevant Expertise in Writing and Evaluating H2020 proposals**
	+ Expertise in Writing proposals and Reports to be delivered to the EC
	+ Expert Evaluator in EU Calls since 2014
* **A dedicated Work Package that answers the SSH-related needs of the call**
	+ Developing and Writing the WP description
	+ Leading the WP and doing the corresponding work during the project

***My Objectives*****→** Helping consortiums in ensuring the relevance of their project from a SSH perspective→ Taking into account all relevant stakeholders’ (including citizens) needs and requirements→ Studying the Human, Social and Societal Factors of Technology Acceptance→ Ensuring a strong Economic and Societal Impact of Digital Transformation. |

* **(\*) Keywords describing the expertise proposed (up to 10 words)**

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| SSHHUMANSOCIETALTRUSTIT ACCEPTANCEUSER / HUMAN CENTRICITYEND-USER REQUIREMENTCO-CREATIONCITIZEN SCIENCEBEHAVIORAL ECONOMICS |

**Organisation information**

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| **(\*) Organisation and country:****AUDENCIA Business School** |
| **(\*) Type of organisation:****Academic / Research institute**  |
| **Former participation in FP European projects?****Yes** |
| **Web address:**[**https://faculte-recherche.audencia.com/en/research-lab/about-our-research-lab/**](https://faculte-recherche.audencia.com/en/research-lab/about-our-research-lab/) |
| **Description of the organisation:*** + Research and Education (Academia)
	+ Triple Accredited School (EQUIS, AMBA, AACSB)
	+ SSH Expertise, especially in the fields of Management, Marketing, Information Systems, …
	+ Experience with H2020, Marie Curie and Erasmus + Actions
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**(\*) Contact details**

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