

## **Safe and Sustainable Innovation Approach to meet policy ambitions**

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The Safe and Sustainable Innovation Approach (SSIA) seeks to enhance the ability of all stakeholders to address the safety and sustainability assessment of innovations in a robust yet agile manner. SSIA combines a) the Safe-and-Sustainable-by-Design (SSbD) concept, which recommends industry to integrate safety and sustainability considerations as early as possible into the innovation process, and b) the Regulatory Preparedness (RP) concept which aims to improve anticipation of regulators in order that they can facilitate the development of adaptable (safety and sustainability) regulation that can keep up with the pace of knowledge generation and innovation of nanomaterials and nano-enabled products. European and international efforts such as in the EU Chemical Strategy for Sustainability (including the JRC Framework for SSbD criteria) and in OECD, respectively, are now trying to bring this concept closer to practice. Finally, the role of new Horizon Europe project IRISS<sub>1</sub> SSbD ecosystem in supporting the uptake and utilization of SSbD strategies by industry, especially SMEs will be discussed.