Footer

[innovethic claim]: We make innovation trustworthy

About us

# **The concept behind our brand**

# A logo with a bird AI-generated content may be incorrect.

The Eagle of Wisdom

hovers between heaven and earth—clear-eyed, balanced, and bold.  
It flies only with both wings.  
The future, too, needs balance:  
One wing of innovation, the other of ethics.  
This is the spirit that guides us.

Foresight and caution.  
New thinking and ancient wisdom.  
Speed and stillness.  
Efficiency and beauty.  
Creation and preservation.

**Where innovation meets ethics, meaningful change takes flight.**

# Let’s Build Trustworthy Innovation Together

Are you navigating the ethical challenges of emerging technologies? We support organizations in aligning innovation with integrity—through strategic guidance, tailored training, and research-based insight.

Partner with us to shape a future where technology earns trust, empowers people, and respects the planet.

**→ Get in touch to explore how we can support your mission.**

Workshops and Co-Creation

# Build innovation that earns trust.

Our workshops help start-ups, companies and the public sector turn bold ideas into responsible tech - – with ethics, user needs and legal clarity built in from day one.

### Why it matters

Emerging tech such as AI moves fast. But trust, compliance and social impact can't be afterthoughts.  
We help you tackle ethical and regulatory challenges early – so your innovation scales sustainably.

### What you get

* **Hands-on, co-creative sessions** – remote or on-site
* **Practical methods & tools** for ethical innovation
* **Expert input** on ethics, regulation and user-centric design

#### Your edge

* Build user trust & investor confidence
* Stay ahead of AI regulation (e.g. EU AI Act)
* Avoid ethical pitfalls before they scale
* Align innovation with values & vision
* Boost team clarity and decision-making

# Testimonials

## Here’s what people say about co-creating with us – real impact, fresh perspectives, and innovation that earns trust.

*The innovethic workshop was an exceptionally enriching experience for me. A value-based approach was used to develop sound criteria for ethical assessment. The moderation was purposeful, clear and at the same time open to different perspectives, which enabled valuable insights to be gained. A thoroughly inspiring format.*

Stefan Hupe, Innovation Consultant

*I recently had the pleasure of participating in an innovethic ethics workshop. The content and topics were presented in a tangible and pragmatic way. I was able to understand a lot in a short time and translate it into practical trains of thought.*

Christian Busse, AI Ambassador

*Participating in innovethic's workshop on ethical innovation was invaluable for me! Lukas has an extraordinary talent for facilitating constructive and confident dialogue between participants – a skill that is particularly crucial when emotions run high on controversial topics. And when don't they? Thank you very much, Lukas!*

Dr. Tanja Sinozic-Martinez, Expert in digital humanism for the City of Vienna

# Let’s build responsible tech together.

## Start with a free discovery call → [link]

Advice and Support

# Navigate complexity with confidence

## Our advisory services empower teams to innovate responsibly – with expert guidance on ethics, regulation, and strategic alignment.

### Why it matters

Responsible innovation is more than a checkbox – it’s your competitive edge. Early attention to ethics, law and social impact helps ensure your innovation is trusted and helps you avoid costly missteps later.

### What you get

• Tailored advice on responsible innovation strategy  
• Ongoing support for teams, leadership & governance  
• Input on ethical risk, regulatory readiness & stakeholder alignment

### Your edge

• Make informed decisions in complex environments  
• Strengthen internal alignment & external credibility  
• Anticipate legal and ethical challenges before they escalate  
• Align innovation with public interest and long-term impact

Endorsed by experts

## From digital ethics pioneers to innovation leaders – here’s why they trust our support.

*Innovethic is an Austrian leader in helping organisations to ramp up for the AI age with a view to long term wellbeing and responsibility. […] Lukas Madl is one of the first truly interdisciplinary experts able to grasp both the details of technology design as well as the scope of ethical, value-based and responsible thinking. I would absolutely recommend innovethic to enable a smooth transition into a future with AI.*

Prof. Sarah Spiekermann, Pioneer in digital ethics, scientist, author, speaker

*Lukas is one of those people who manages to combine a deep understanding of the project on the one hand with an incredibly likeable personality on the other. It's a pleasure to work with him.*

Dr. Martin Trinker, Director Business Development, ACIB GmbH

*Lukas Madl has done an excellent job. A very complex topic was broken down into its constituent parts and reassembled. Many thanks!*

Dr. Karl-Heinz Stellnberger, Head of department, voestalpine AG

*I particularly appreciate their ability not only to combine economic, technological and ethical aspects, but also to view them from a variety of perspectives. Innovethic thus creates a valuable framework for decisions and actions in projects, which is reflected in acceptance by customers, owners and in economic success. Anyone looking for sustainable, well-thought-out and future-proof corporate strategies will find an outstanding partner in Innovethic.*

Stefan Hupe, Innovation Consultant

Ready to build innovation that earns trust?  
Let’s turn complexity into clarity. Get in touch to explore how our advice and support can help your team innovate responsibly – with confidence, purpose and positive impact.

## Start with a free discovery call → [link]

Research and Insight

## Turn research into responsible impact

Our research and insight services help you integrate ethics, values and societal needs into your innovation projects – from proposal to execution.

### Why it matters

Ethical and social dimensions are no longer optional in research – they’re essential for funding success, public trust and constructive long-term impact. We help you meet these expectations with clarity, credibility and purpose.

### What you get

• Expert input for FFG, Horizon and other funded projects  
• Work package design on ethics, governance, diversity & social alignment  
• Ethical risk analysis, stakeholder mapping & value-based system design  
• A clear, transparent methodology for integrating ethics into R&D

### Your edge

• Boost proposal quality and funding success  
• Align innovation with human values and legal standards  
• Translate ethics into actionable system requirements  
• Build trust and reduce social risks from the start

Ethics in action.  
Here’s how leading researchers and innovation experts describe their experience working with Innovethic to embed ethics into real-world projects.

*innovethic supports us in understanding ethical issues not just as a marginal topic, but as an integral part of our research work. Thanks to their expertise, we are able to design technological innovations responsibly – in the interests of patients, society and all stakeholders involved.*

Dr. Michael Giretzlehner, Head of Research Department Medical Informatics, RISC Software GmbH

*Innovethic have done outstanding work for the Horizon project FEASTS in delivering a thorough and thoughtful ethical impact assessment. Their use of the Value-Based Engineering (VBE) methodology, grounded in stakeholder engagement, literature reviews, workshops, and interviews, provided us with a structured and balanced analysis of the ethical opportunities and risks associated with cultivated meat and seafood, invaluable for guiding responsible innovation of the sector.*

Anna Hadrych, *European Institute of Innovation & Technology (EIT) Food*

*Working with innovethic allows us to create perfect synergies between science and ethical aspects, which overall increases the chances of successful technology transfer and brings innovations closer to society. Thank you for the many valuable inputs!*

Dr. Mathias Drexler, CEO, acib GmbH

# Ready to strengthen your research with ethical clarity?

# Let’s explore how your project can benefit from structured ethical insight, stakeholder alignment and value-based design.

Get in touch to make your innovation socially desirable and funding-ready.

Keynotes and Trainings

# Inspiring Ethical Innovation

## We empower people and organizations to shape technology responsibly—through thought-provoking keynotes and practical training that blend innovation expertise with ethical insight and legal clarity.

### **Current Training Offers**

**AI Competence Training Compact**  
Learn the essentials of safe and responsible AI use in just 90 minutes—practical, accessible, and legally sound and aligned with Article 4 of the EU AI Act.

[MORE]

**Fit for the EU AI Act**  
Equip your team with the knowledge to meet the EU AI Act requirements—effectively, sustainably, and with confidence.

[MORE]

# What others are saying about our lectures and trainings

*We would like to express our sincere thanks for the highly professional and informative talk. The feedback from all participants was overwhelmingly positive. We wish you continued success – we look forward to seeing you again😊*

Rene Gneist, M.A., City Council Director

*Lukas Madl explains what is important in the EU AI Act in a competent and clear manner. This helps companies to quickly get their bearings without having to work through hundreds of pages.*

Dr. Isabell Kunst, CEO, Xephor Solutions

*The webinar about the AI act was really well put together. Lukas Madl was super knowledgeable. Thanks!*

Harald Preyer, Hosting the Future

*Bringing together two complex topics such as AI and ethics in a coherent manner is a balancing act. Lukas Madl mastered this brilliantly with his presentation ’Developing AI ethically‘.*

Dipl.-Ing. Caleb Gebhardt, ITSV GmbH

*Lukas brought a distinctly philosophical and ethics-focused perspective to our responsible AgeTech dialogue, raising deeper questions about technology's relationship with humanity while providing practical insights on privacy, trust, and ethical AI development. Thank you very much.*

Ezra Schwarz, AgeTech & Senior Care UX Research

Working with innovethic has been a great asset for us in delivering our AI compliance training programs. Mert Cuhadaroglu not only brings in-depth expertise, but also ensures the smooth organisation and delivery of our courses. His knowledge and professionalism enable us to provide our customers with high quality training that meets the latest AI governance and compliance requirements.

Dr. Shea Brown, CEO Babl AI

# Be Inspired

## Explore a curated selection of our recent public lectures and training programs—each designed to spark reflection and offer fresh perspectives for a more conscious and responsible future.

lectures and trainings

Ready to empower your team?  
We offer tailored keynotes and training programs that combine ethical insight, legal clarity, and innovation expertise. Let’s discuss how we can support your organization’s goals.

[GET IN TOUCH]