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Empowering innovation with ethics

At Innovethic, we drive innovation by putting people and values first. This approach builds trust in technology, strengthens customer relationships, and creates long-term value for business and society.

Our Services

Innovation with an Ethical Compass

At Innovethic, we collaborate with research institutions and businesses to design and implement technologies that are ethical, human-centered, and legally compliant. Our approach ensures that innovation delivers real value—to customers, partners, and society.

Whether through inspiring keynotes, interactive workshops, or strategic consulting, we equip teams to innovate responsibly and effectively.

How We Work

Keynotes & Trainings

Engaging presentations and compact training formats on responsible innovation, ethics in tech, and legal compliance.

Examples:

- AI Competence Training Compact
- Ready for the EU AI Act

Workshops & Co-Creation

Interactive sessions to co-develop strategies, prototypes, and ethical frameworks—focused on user needs, impact, and values.

Examples:

- Develop an Ethics Code
- Value-Based Engineering

Consulting & Support

Strategic guidance from concept to implementation—ensuring your technology aligns with ethical standards and regulatory requirements.

Examples:

- Ethics-as-a-Service
- AI Governance

Research & Studies

Evidence-based analyses, pilot projects, and ethical impact assessments to support innovation with scientific rigor.

Examples:

- Ethics Partner in funded RTI projects
- Ethical Impact Assessments

Projects

Shaping Innovation with Purpose

At Innovethic, we collaborate on forward-thinking research, training, and innovation projects—ensuring that technological progress is guided by human values and ethical principles from the start. We are currently involved in the following initiatives:

Early Warning System (AIMS)

The AIMS project enhances patient safety through continuous monitoring and AI-powered predictions. By integrating ethical considerations from the outset, the project ensures responsible and trustworthy use of AI in healthcare across Europe.

Cultured Meat (FEASTS)

FEASTS is a major EU research initiative involving 36 partners, focused on advancing sustainable food systems through innovations in cultured meat and seafood. The project combines cutting-edge science, interdisciplinary collaboration, and ethical foresight to shape the future of food.

Ethical Chatbot (CLARA)

CLARA is redefining how users access product information by replacing traditional manuals with a privacy-preserving, AI-powered conversational assistant. The project prioritizes trust, transparency, and user autonomy in the design of natural language interfaces.

Youth with Responsibility (ÖkoWind)

ÖkoWind engages schoolchildren in hands-on learning about waste reduction and recycling. Through interactive workshops and ethical reflection, the project fosters environmental awareness and responsible thinking from an early age.

AI Governance Training

In collaboration with Babl AI, we deliver scalable training programs on AI governance. By combining expertise in ethics, compliance, and risk management, we help organizations build trustworthy AI systems that meet evolving regulatory standards.

Partners and Clients

Together with our partners and clients, we develop innovations that are not simply technically, but also humanely, convincing.

Testimonials

References speak for themselves. They show how our work is received by our partners and customers.

Testimonials

Certificates

With numerous certifications in innovation, ethics and compliance, innovethic reaffirms its commitment to integrity, responsibility and lifelong learning.

Certificates

Team

Our team consists of dedicated professionals who are committed to ethical innovation. We inspire, strengthen and complement each other in this challenge.

Why innovethic

Because responsible technology requires experience, depth and attitude.

35 years of expertise in tech ethics

Our roots lie in the critical examination of technology and society – long before AI became mainstream.

Practical innovation support

We understand the realities of product development, market requirements and scaling – from a wide range of industries and perspectives.

Multidisciplinary team

Our team brings together knowledge from ethics, law, technology, design and economics – for holistic solutions.

Excellent training & certifications

Our consulting is based on sound qualifications – from academic degrees to specialised AI and compliance certificates.

Humanness as a principle

Technology is made for people. That's why values such as respect, empathy and responsibility are at the heart of every solution we offer.

Ready to Innovate with Purpose?

Let's shape the future of technology—ethically, responsibly, and together.

Contact us today for a free initial consultation and discover how we can support your next innovation project.

About us

Welcome — we're glad you're here! As a pioneer in tech ethics, our everyday life is characterised by a spirit of discovery, learning and the pursuit of real added value.

Our Team

We are an interdisciplinary team with attitude and depth — united by decades of experience, sound training and the conviction that true innovation can only succeed with ethical competence and a human perspective.

Our Vision

Our vision is a future where technology serves people, respects the planet, and where innovation is guided by responsibility, empathy, and shared values.

Our Mission

We empower organizations to shape a future where innovation uplifts people, protects the planet, and earns trust—through ethical guidance, impactful training, and research-driven insight.

Our Values

We believe in innovation with integrity.
These five values keep us grounded and guide our path forward.

1. Authenticity → Staying Human in a Digital World

In an age shaped by AI, avatars, and automation, we stay grounded in what makes us human. We embrace our full selves—with all our strengths, flaws, and contradictions—and act with sincerity, not artificial polish.

2. Dignity → Putting People First

We believe that innovation only has meaning when it uplifts human dignity. True progress empowers individuals to grow, thrive, and be respected—at every stage of the journey.

3. Empathy → Listening with Purpose

We listen deeply—with openness, curiosity, and care. By understanding the needs and perspectives of those we serve, we ensure that innovation is not only effective, but also compassionate and inclusive.

4. Courage → Standing for What Matters

We speak up and take action—even when it's difficult. With conviction and clarity, we stand for truth, fairness, and beauty—because meaningful progress requires moral courage.

5. Prudence → Thoughtful by Design

In a fast-moving world, we choose reflection over reaction. Through mindful decisions, continuous learning, and shared responsibility, we shape innovation with clarity, care, and long-term vision.

Committed to Trustworthy AI

We dedicate volunteer hours to support initiatives and institutions working toward responsible AI development and governance.

Organisations

The Eagle of Wisdom

It 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.**

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]

[Interested in our keynotes or training programs?](#)

Let's explore how we can support your organization with tailored insights and impactful learning experiences.

[GET IN TOUCH]

Testimonials

Isabell Kunst, Rita Zehetner, Harald Preyer

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]