Home

# 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.

Partners and Clients

# 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.**

A logo with a bird

AI-generated content may be incorrect.

# 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]

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.