



# The Munich Conference Series on Ethics in Innovation

26 - 27 June 2017



In partnership with:



## CONFERENCE PROGRAM

### Innovation 4.0: Shaping a humane fourth industrial revolution

We are global, we are fast, we are digital. And as the world we know is changing at an incredible pace, there are predictions that 40% of the world's leading companies will not exist in a meaningful way after the next decade if they do not adequately prepare themselves for this era. Undoubtedly, the fourth industrial revolution is about to create a world in which virtual and physical systems cooperate with each other in a flexible way. It is changing how we work, live and relate to one another - and the very essence of what it means to be humane.

Recognizing this imperative need to discuss and redefine ethical standards and regulations in innovation and the leadership styles required across all sectors, the Max Planck Institute for Innovation and Competition and the World Forum for Ethics in Business in partnership with the European Patent Office, the German Patent and Trade Mark Office and the Peter Löscher Chair for Business Ethics at the Technical University of Munich are organizing a series of conferences titled the 'Munich Conference Series on Ethics in Innovation.'

The first conference in this series will take place from 26-27 June 2017 at the German Patent and Trade Mark Office in Munich and will focus on Information and Communication Technologies with special emphasis on innovations in the digital age, including artificial intelligence, internet of things and big data.

The conference will bring together 300 global thinkers and leading experts from academics, business, politics and NGOs and will address central questions such as:

- Innovation 4.0: Can growth really be the main guiding principle of the fourth industrial revolution? How can we ensure that this revolution is empowering and human-centred, rather than divisive and dehumanizing?
- Leadership 4.0: What type of leadership is needed for organizations to be able to innovate and transform in the speed needed?
- Education 4.0: Can value-based education be an answer to the need for adequate leadership?
- CSR 4.0: How can we assure that the fourth industrial revolution does not devour its own children but actually creates shared value?

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## Structure & Topics

The first Munich Conference on Ethics in Innovation will address several fundamental questions that cut across traditional disciplinary barriers and calls for an open, multi-disciplinary, and multi-stakeholder discussion of these questions. Day 1 of the conference outlines the most fundamental questions of ethics and innovation from the perspective of disciplines and discourses that affect all segments of human life. The questions considered on Day 1 of the conference include, but are not limited to, the following: Is there a 'common minimum' ethical value system that binds us as a human society? What are the socio-cultural and economic consequences, if any, of labelling certain material and immaterial creations as 'innovations' and not others? What role do ethical concerns play in the life and work of those engaged in some of the most groundbreaking innovations? What approaches to education can help nurture both ethical and innovative outlooks in individuals from diverse cultures? In what circumstances can people of one culture accept and embrace innovations from other cultures? Can such acceptance lead to greater communal harmony and secular yet economically prosperous living? Can innovations in the digital age serve to bring diverse cultures closer together in a democratic and secular framework? Is there a need to regulate innovations that might have an opposite effect?

Day 2 focuses on issues of ethics and innovation in a specific field, namely, **information and communication technologies**. The questions to be considered include means of promoting equitable and inclusive innovations in the ICT sector globally, inter alia, by ensuring equitable access to venture and seed capital funding; means of promoting innovations in the digital field that are supportive of larger societal goals such as democracy, peace, sustainability and inter-cultural harmony, means/need of regulating content in online media, issues of ethics linked to artificial intelligence and the internet of things, and adoption of means inclusive and exclusive of traditional intellectual property protection to promote, recognize and disseminate innovations emerging from diverse socio-cultural and economic contexts.

To ensure a rich multi-cultural and multi-stakeholder discussion of these issues, engaging experts as well as students and young professionals from diverse disciplinary fields from across the globe, the first Munich Conference Series on Ethics in Innovation is split into two segments:

- The World Youth Forum for Ethics in Innovation (WYF 2017) from 23-25 June 2017, at the Max Planck Institute for Innovation & Competition, Munich. For more information on the concept and program of WYF 2017, please visit [www.wfeb.org](http://www.wfeb.org).
- The multi-stakeholder conference on Ethics in Innovation (EII Conference) from 26-27 June 2017, at the German Patent and Trade Mark Office, Munich. More details available at [www.wfeb.org](http://www.wfeb.org).

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## Conference Schedule: 26 June 2017

<b>08:00 – 09:00</b>	<b>Registration</b>
<b>09:00 – 09:20</b>	<b>Welcome &amp; Introduction</b>
<b>09:20 – 10:20</b>	<b>Keynote Panel: 'Ethics' and 'Innovation' - Revisiting the Foundations</b>
<b>10:20 – 11:30</b>	<b>Panel I: Science, Ethics and Innovation: The Common Ground</b>
<b>11:30 – 11:45</b>	<b>Breathe Deep! Relaxation Quarter</b>
<b>11:45 – 12:00</b>	<b>Tea/Coffee Break</b>
<b>12:00 – 12:30</b>	<b>World Youth Forum Student Panel (I)</b>
<b>12:30 – 13:15</b>	<b>Open Floor Discussion and Q&amp;A</b>
<b>13:15 – 14:15</b>	<b>Lunch</b>
<b>14:15 – 15:45</b>	<b>Panel II: Continuing Education for Ethics in Innovations</b>
<b>15:45 – 16:00</b>	<b>Relax! Meditation Quarter</b>
<b>16:00 – 16:15</b>	<b>Coffee/Tea Break</b>
<b>16:15 – 17:45</b>	<b>Panel III: Regulations for Ethical Innovations</b>
<b>17:45 – 18:00</b>	<b>Recap! Reflection Quarter</b>
<b>18:00 - 19:00</b>	<b>Conference Dinner (for speakers/organizers/WYF Delegates)</b>
<b>19:15 - 21:00</b>	<b>Cultural Programs &amp; Public Talk with Sri Sri Ravi Shankar*</b> * (hosted by the Technical University of Munich @ TUM Audimax)

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## Conference Schedule: 27 June 2017

<b>8:30 – 9:00</b>	<b>Registration</b>
<b>9:00 – 10:30</b>	<b>Panel IV: Ethics and Digitization</b>
<b>10:30 – 10:45</b>	<b>Breathe Deep! Relaxation Quarter</b>
<b>10:45 – 11:00</b>	<b>Tea/Coffee Break</b>
<b>11:00 – 12:30</b>	<b>Panel V: Ethics, Economics and Artificial Intelligence</b>
<b>12:30 – 13:45</b>	<b>Lunch</b>
<b>13:45 – 15:15</b>	<b>Panel VI: Information, Innovation and the Internet of Things</b>
<b>15:15 – 15:30</b>	<b>Relax! Meditation Quarter</b>
<b>15:30 – 15:45</b>	<b>Tea/Coffee Break</b>
<b>15:45 – 17:15</b>	<b>Panel VII: Access, Affordability &amp; Participation: Promoting Sustainable &amp; Inclusive Innovations</b>
<b>17:15 – 17:45</b>	<b>World Youth Forum Student Panel (II)</b>
<b>17:45 – 18:30</b>	<b>Expert Group Discussion &amp; Conference Closing</b>

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## Conference Program: 26 June 2017

**08:00-09:00: Registration**

**09:00 – 09:20: Welcome & Introduction**

- **Mrs. Cornelia Rudloff-Schäffer**, President, German Patent and Trade Mark Office
- **Prof. Dr. Josef Drexl**, Director, Max Planck Institute for Innovation & Competition
- **Prof. Dr. Christoph Lütge**, Peter Löscher Chair for Business Ethics, Technical University of Munich
- **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business

## Ethics & Innovation: What We Knew Then, What We Know Now

**09:20 – 10:20: Keynote Panel**

The Keynote Panel of the conference brings together some of the world's most renowned humanitarians, academics and leaders of international institutions to share their views on fundamental human values, principles, practices and concepts that lie at the very root of the terms 'ethics' and 'innovation,' and their interface with business, economics and peaceful multi-cultural living in the 21<sup>st</sup> century global village.

- **Sri Sri Ravi Shankar**, Founder, World Forum for Ethics in Business, International Association for Human Values and International Art of Living Foundation
- **Bishop Dr. Marcelo Sanchez Sorondo**, Chancellor, Academy of Sciences and Pontifical Academy of Social Sciences, Vatican
- **Mr. Jaan Tallinn**, Co-founder, Skype

**10:20 – 11:30 Panel I: Science, Ethics & Innovation - The Common Ground**

Panel I will look into what modern science has to say about 'ethics' and 'innovation' and what circumstances enhance or nurture these aspects of human psyche. It also seeks to understand how researchers engaged in 'controversial' areas of scientific research view ethical concerns of society linked to their research.

- 'Innovations in Information and Communication Technologies: Addressing Issues of Ethics in a Developing Country Context' **Prof. Dr. Ashok Jhunjhunwala** (Indian Institute of Technology, Chennai)
- 'Can we enhance the ability to innovate? A scientific appraisal' **Prof. Dr. Fahri Saatcioglu** (Department of Biosciences, Faculty of Mathematics and Natural Sciences, Oslo University)

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- Title TBC - **Ms. Nicoletta Manzini**, Project Officer for the World Forum for Democracy, Directorate of Democratic Governance of the Council of Europe
- Chair & Moderator: **Prof. Dr. Ferdi Schüth**, Vice President, Max Planck Society

**11:30 – 11:45**            **Breathe Deep! Relaxation Quarter**

**11:45 – 12:00**            **Tea/Coffee Break**

**12:00 – 12:30**            **World Youth Forum Student Panel (I)**

**12:30 – 13:15**            **Open Floor Discussion and Q&A**

**13:15 – 14:15**            **Lunch**

**14:15 – 15:45**            **Panel II: Continuing Education for Ethics in Innovations**

Although innovation is often a word associated with industries and corporations, at the center of any innovation is an individual person – either as an originator, developer, funder or disseminator of an idea, invention or creation. That human race is innovative is undoubtedly true, and more so today than perhaps ever before. In fact, some believe that given adequate education and opportunity, every member of society is a potential innovator. Accordingly, systems and approaches to education are being re-evaluated and re-structured acknowledging that ‘information alone is not education.’ Systems of education that are aimed at maintaining, nurturing and bringing forth the innovativeness inherent in human beings, are gaining acceptance and even popularity, not only at the level of primary education, but also in the form of continuing education in Universities and work places. The third panel of the Munich Conference Series on Ethics in Innovation, therefore, looks at new or evolving understanding, approaches and systems of (continuing) education, that are primarily aimed at nurturing an ethically rooted, innovative individual.

- ‘Synergize’: Maximizing the Innovative Potential of Teams Working in High Impact Institutions and Firms’ **Mr. Christoph Glaser**, CEO, Transformative Leadership for Excellence/World Bank Trainer
- ‘Possibilities of Training the Mind: Meditation at University? The Munich Model’ **Prof. Dr. Andreas de Bruin**, University of Applied Sciences, Munich/Ludwig-Maximilians-Universität, München
- ‘Fair Play and ethical choices in the innovation and education of international elite sports’ **Mr. Inge Andersen**, Senior Consultant and former Secretary General, Norwegian NOC
- Title TBC - **Dr. Pascal Schneider**, Head of Qualification, Social Entrepreneurship Academy
- Chair & Moderator: **Mrs. Rajita Kulkarni**, President, World Forum for Ethics in Business

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**15:45 – 16:00**      **Relax! Meditation Quarter**

**16:00 – 16:15**      **Coffee/Tea Break**

**16:15 – 17:45**      **Panel III: Regulations for Ethical Innovations**

As the concept of ethics and innovation changes within plural, global societies and economy, the legal and regulatory environment which may often be slower in acknowledging, and therefore responding to these changes, needs also to be continually revised and re-assessed. In this process, each of the considerations discussed in the previous panels need to be taken into account, along with practical economic considerations. The final panel of the first day will bring together speakers engaged actively in government or legal/ economic policy research to understand current and emerging frameworks for governance and regulation in the field of ethics and innovation.

- ‘Innovations in the ICT Sector: Chances and challenges for women **Ms. Yvonne Feri**, Member, Swiss National Parliament)
- ‘European Patent Law & the UPC: Balancing Ethical Concerns and Economic Rights of Innovators’ **Prof. Dr. Christoph Ann**, Chair, Business Law & Intellectual Property Law, Technical University of Munich
- ‘Regulating Innovations in the ICT Sector: Towards a Greener & More Sustainable Europe’ **Mr. Jo Leinen**, Member, European Parliament
- ‘Intellectual Property & Ethics under the 4<sup>th</sup> Industrial Revolution’, **Mr. Francesco Zaccà**, Director in ICT - Directorate 1871, European Patent Office
- Chair & Moderator: **Prof. Dr. Josef Drexl**, Director, Max Planck Institute for Innovation and Competition

**17:45 – 18:00**      **Recap! Reflection Quarter**

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## CONFERENCE PROGRAM: 27 June 2017

### Ethics & Innovation in the 21st Century ICT Sector

While seeking to expand the discourse and dialogue pertaining to innovation to include a multi-disciplinary and multi-cultural understanding of ethics within its rubric, it is necessary to also bear in mind that ethics should not be seen as a 'brake', as something to slow down innovation. Ethics should also be seen as promoting both entrepreneurial spirit, as well as the spread of new ideas, each of which is in the interest of companies. In fact, in the globalized world, ethics in business has acquired proportions larger than personal ethos or virtues, in part due to changing laws and regulations (as discussed in Panel III), and in part, as a response to societal awakening and corresponding change in public expectations and demands.

Day 2 of the Conference seeks to highlight issues of ethics that uniquely underly the present day information and communication technologies, including the manner in which the present day socio-cultural and political environment influences, and in turn is influenced by, these technologies. While some of these issues are already commonly known and discussed, others are either 'hidden' or 'unknown' or are so recent in their origin that they are yet to become part of mainstream media or academic discourse. The panels of Day 2 of the conference invite speaker-experts from the government, industry and academia who are most informed about the current and emerging ethical issues underlying the creation, use and dissemination of the latest information and communication technologies.

#### 09:00 – 10:30 Panel IV: Ethics and Digitization

The internet has made innovation and creativity a household name in the 21<sup>st</sup> century. It has also made knowledge, information and innovations accessible from all corners of the globe, irrespective of the place of their origin. Needless to say, this free flow of information and innovations has changed the way we relate with one another on a daily basis. It has also broadened our perspectives and horizons like never before: We not only know more about how people live, think and feel in the remotest regions of the world, but are also able to access products and services from these regions on the click of a mouse. At the same time, as digital innovation responds to increasingly diverse demand sets, including, particularly, the demand for knowledge and information, it also influences broader social and political goals such as democracy, secular outlook, inter-cultural harmony and diversity. The issue of regulating the digital environment, by balancing the interest of diverse interest groups and cultures on the one hand, and larger goals of social harmony and inclusive growth on the other, becomes a delicate, yet urgent matter. Panel IV looks into legal and regulatory concerns associated with these issues from a multi-disciplinary perspective.

- 'The Internet Bill of Rights: Lessons from the Italian Experience' **Prof. Dr. Giovanna De Minico** (University of Naples Federico II)

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- ‘Ethical Issues of Bitcoin and Blockchain Technology’, **Prof. Dr. Christoph Lütge**, Peter Löscher Chair, Department of Business Ethics, Technical University of Munich
- ‘Regulating Digital Markets in Times of Post-Truth Politics’, **Prof. Dr. Josef Drexl**, Director, Max Planck Institute for Innovation and Competition
- ‘Ethical Aspects of ICT Patents: A Review of the Literature and a Summary of Expert Interviews’ **Prof. Dr. Knut Blind**, Technische Universität Berlin, Faculty of Economics and Management
- Chair: TBC

**10:30 – 10:45**                      **Breathe Deep! Relaxation Quarter**

**10:45 – 11:00**                      **Tea/Coffee Break**

**11:00 – 12:30**                      **Panel V: Ethics, Economics and Artificial Intelligence**

Going deeper into specific issues that challenge our current understanding of ethics and of the type of innovations that we, as a global society ‘desire’ or aspire towards, the fifth panel considers the interface of ethics, economics and legal instruments available, inter alia, to regulate innovations in the field of artificial intelligence. It further looks into, what, if any, are the ‘common minimum standards’ of ethics that can and are being imbibed into instruments and technologies employing artificial intelligence. Which laws and regulations, if any, guide the adoption of these common minimum standards and what modifications may be necessary in these laws and regulations?

- Using Artificial Intelligence for Law Enforcement: Current Trends and Ethical Challenges’ **Prof. Dr. Burkhard Schafer**, University of Edinburgh
- ‘The Social Contract of Patents - Can Artificial Intelligence Provide an Enabling Disclosure?’ **Dr. Clara Neppel**, European Patent Office
- ‘Implementing Ethics into Artificial Intelligence Applications’, **Kay-Firth Butterfield**, Vice Chair of the IEEE Industry Connections “Global Initiative for Ethical Considerations in the Design of Autonomous Systems” and **Dr. Axel Walz**, Senior Research Fellow, Max Planck Institute for Innovation and Competition
- Title TBC - **Mr. Sridhar DP**, Founder, CEO, Innovation Enabler Inc.,
- Chair & Moderator: **Mr. Günter Conrad**, Chairman, CON-First GmbH

**12:30 – 13:45**                      **Lunch**

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## 13:45 – 15:15 Panel VI: Information, Innovation and the Internet of Things

Technology today has not only made data, information, ideas, objects and people more accessible, but has also made it easier for them to communicate and remain in constant interaction with one another – knowingly or even unknowingly. What are the ethical implications of innovations in the age of the ‘Internet of Things’? Whither issues of data and information privacy? The 6th panel looks into these issues using an unusual and interdisciplinary approach.

- ‘The Ethical Use and Management of Big Data for Innovations in the Internet Age’ **Prof. Dr. Luciano Floridi**, Oxford University
- ‘Determining Inventorship in the Era of the Internet of Things: Whither Ethics, Whither Efficiency?’ **Prof. Dr. Heinz Goddar**, Partner, Boehmert & Boehmert, Munich
- ‘Automated Processing of Personal Data for the Evaluation of Personality Traits: Legal and Ethical Issues’ **Klaus Wiedemann**, Doctoral Candidate, Max Planck Institute for Innovation & Competition
- ‘Ethical Issues of Autonomous and Automatic Cars’ **Prof. Dr. Rafael Capurro**, Director, Steinbeis Transfer Institute - Information Ethics
- Chair & Moderator: **Prof. Dr. Reto Hilty**, Director, Max Planck Institute for Innovation and Competition

15:15 – 15:30 Relax! Meditation Quarter

15:30 – 15:45 Tea/Coffee Break

## 15:45 – 17:15 Panel VII: Access, Affordability & Participation: Promoting Sustainable & Inclusive Innovations

Ethics not only requires companies to rethink their innovative focus and structures, but also to introduce new policies, and to reevaluate their incentive schemes. Issues like CSR, Corporate Citizenship or Corporate Sustainability Management become central to companies’ core business, their R&D and innovation portfolios, and thus to their thriving in the future. At the same time, leading academics today recognize that the society is moving further from becoming an ‘information society’ to an ‘innovation society’. In this scenario, it is necessary to ask if every individual in society is gaining equitable access to the resources and finances necessary to engage in the innovative process and bring innovative new products and processes to the market. Panel 7 accordingly looks into the economic and financial policies of major emerging and developed economies that are aimed at promoting sustainable and inclusive innovations, ensuring not just access and affordability, but equal opportunity of participation to all.

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In partnership with:



- 'Impact Investing: Leveraging new financial resources and stimulating innovation to tackle social challenges', **Dr. Andreas Rickert**, CEO and Founder, PHINEO gAG
- 'How ICT infrastructure drives progress towards achieving the UN Sustainable Development Goals' **Mr. Robert Hansor**, Director of Global Sustainability Policy and Systems, Huawei Technologies Co.
- 'Securing Access and Participation: Ethics, Human Rights and Intellectual Property', **Prof. Dr. Christophe Geiger**, Director General and Director of the Research Department of the Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg, France
- 'Promoting Access and Sustainability in Africa: Lessons from the Telecommunications Sector of Uganda' **Dr. Rachel Alemu**, PPD, Germany
- Chair & Moderator: **Mr. Peter Marti**, CEO, Marti Communications

**17:15 – 17:45**      **World Youth Forum Student Panel (II)**

**17:45 – 18:30**      **Expert Group Discussion & Conference Closing**

The conference finale will comprise of a Group Discussion, where panel chairs and other experts will consider means of promoting 'ethical innovations' in the ICT sector. The discussion will also include inputs from the audience in the form of comments and Q&As.

Speakers (TBC):

- Prof. Dr. Josef Drexl (Law/Academia)
- Mrs. Rajita Kulkarni (Education/NGO)
- Prof. Dr. Christoph Lütge /Prof. Dr. Luciano Floridi (Management Ethics/Academia)
- Sri Sri Ravi Shankar (Human Values, Education / NGO)

Moderator: **Dr. Mrinalini Kochupillai** (Max Planck Institute for Innovation and Competition)

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