

# An invitation from the WIPO Ethics Office

## **ETHICS & NEW TECHNOLOGY: THE CASE FOR RESPONSIBLE INNOVATION**

**A WIPO PUBLIC LECTURE ON ETHICS  
BY  
PROFESSOR JEROEN VAN DEN HOVEN**

**Thursday 27 February 2020, 10.30 a.m. – 12.00 p.m.**

Languages: English/French (simultaneous interpretation)  
WIPO, 34 Chemin des Colombettes, 1211 Geneva, Switzerland

Ethics as a driver of innovation? New technological developments in areas like big data, robotics, block chain and artificial intelligence (AI), create opportunities, and also raise ethical challenges. Ethics, especially as it was traditionally practiced, could easily be mistaken for an impediment to innovation, and as putting a brake on certain directions of technological process. When our most deeply held values such as privacy, transparency, safety, security, trust, autonomy and well-being are at stake, ingenious new solutions are most needed.

On Thursday 27 February 2020, renowned Dutch Professor Jeroen van den Hoven will share his views on how pro-actively addressing moral dilemmas early on can provide long-term benefits for companies, citizens and society at large.

The lecture is open to all.

**Attendance is free of charge, registration is required**

To register please send an e-mail to [publiclecture@wipo.int](mailto:publiclecture@wipo.int)  
Please note that seats will be allotted on a first come, first served basis.

About Professor Jeroen van den Hoven

Jeroen van den Hoven is university professor and full professor of Ethics and Technology at the Delft University of Technology (the Netherlands) and scientific director of the Delft Design for Values Institute. He is the founding and former scientific director of 4TU Centre for Ethics and Technology (2007-2013) and the founder, and until 2016 Programme Chair, of the program of the Dutch Research Council on Responsible Innovation. He serves as a permanent member of the European Group on Ethics (EGE) of the European Commission. Awards, honors and distinctions: 2009: World Technology Award for Ethics; IFIP prize for ICT and Society. 2017: knighted in the Order of the Lion of The Netherlands. Recent publications are Designing in Ethics (2017) and Evil Online (2018). He is editor in chief of the periodical Ethics and Information Technology.

For a recent interview with Professor van den Hoven by Ms. Sarah Jordan, Deputy Editor of UN Special, see: <https://www.unspecial.org/2019/12/world-intellectual-property-organization-wipo-public-lecture-on-ethics/>