

Innovation Ethics: Value-Based Innovation

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Content

1. Innovation: Definitions and Terms
2. Descriptive: Values in Existing Innovation Concepts
Adverts, Global Innovation Index 2013, Domains of Ethics
3. Normative: Values of a Value-Based Innovation
4. The Ethical Innovator
5. Innovation of Ethics
6. Specific fields (for article)
 - Innovation and tradition
 - Innovation, risk and forgiveness

In separate Presentation:

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1. Innovation: Definitions and Terms

Definitions of Innovation and development of the term

- Innovation is the combination of creativity (invention and others) and its implementation for new solutions for problems and requirements in technical or societal issues. It is different from improvement as a gradual modification of an existing solution.
- Ethical innovation is innovation based on ethical values. Innovation ethics is the concept/theory for ethical innovation/innovators.
- Innovation of ethics looks for new values enhancing human lives.
- Innovation domains: is mainly used for technological innovation. But there are innovations in management, in political decision making, in writing styles, in marketing, in religious beliefs and values, in culture etc.
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The current hype of innovation, market driven entrepreneurial solutions in a competitive world, is replacing terms such as research, development etc.

Other terms in political, cultural and religious contexts:

- Political: transformation, reformation, renewal, revolution, development
- Abrahamic religions: Metanoia (re-direct your mind to God), new creation, eschatology
- Asian religions: spiritual way from ego to self, liberation from greed and materialism

2. Descriptive: Values in Existing Innovation Concepts

Descriptive Ethics means empirical description of existing values. Descriptive innovation ethics means to describe the values which are inherent in current or past innovation concepts and practices.

This is shown in examples of

2.1 Adverts and book titles

2.2 The «Global Innovation Index 2013»

2.3 Domains of ethics

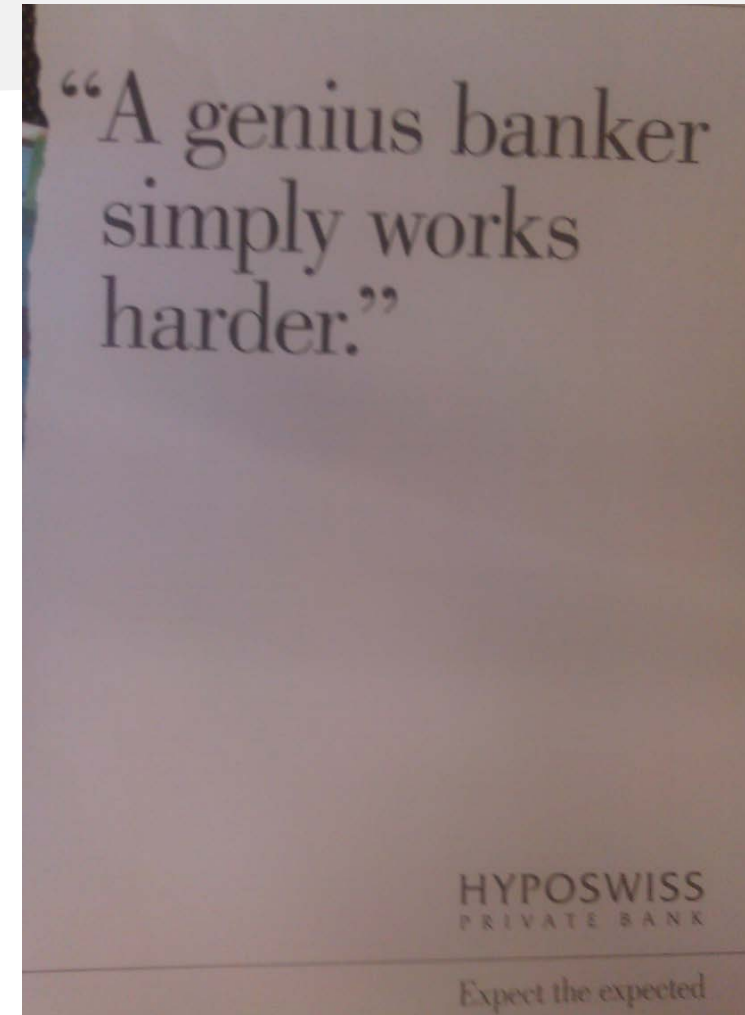
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2.1 Adverts and Book Titles

«New since 1365»: sustainable innovation



«Expect the expected»
Work ethics as daily
innovation



Balanced innovation



**Innovation only happens
with the right ingredients**

Young innovators and entrepreneurs



Social inclusiveness by language innovation



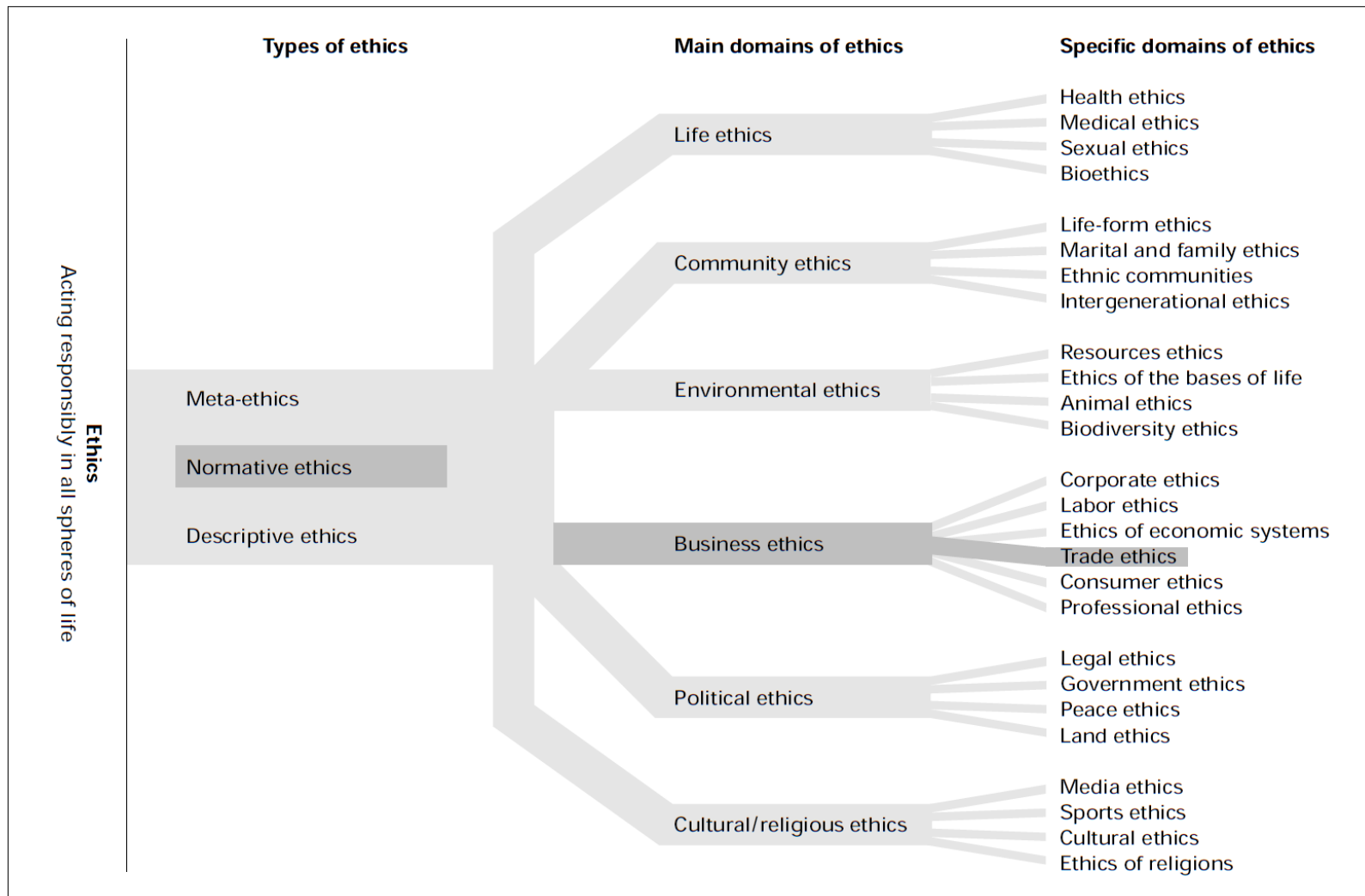
2.2 Innovation Index 2013: Indicators in Ethical Perspective

The Global Innovation Index (2013) is a very important global indicator for innovative potential of countries.

It evaluates and integrates 89 indicators (not summarized here. The participants know the Index). Remarks from ethical perspective:

- Some indicators like peer reviewed journal articles are questionable
- Input and output of cultural and religious factors for innovation are heavily underweighted, almost inexistent
- Such additional indicators should be integrated in future, e.g. number of spoken languages in a country, cultural factors to take/avoid risks, existence/nonexistence of insurances as indicator for capacity to take innovation and entrepreneurial risks,
- Indicators measuring the benefit and harm of innovation for society, eg inclusiveness, integration or growing inequality.

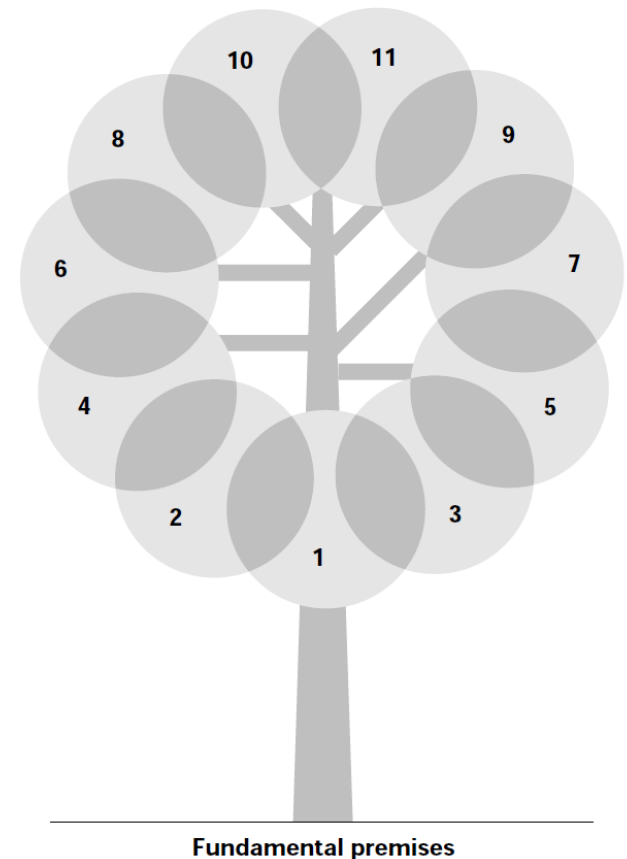
2.3 Innovation Ethics in many Domains



3.1 Normative: Values of a Value-Based Innovation

The key question for innovation is: what are the goals of life and a society? Does innovation support these goals or hinder or weaken them? “Goals” or “interest” can also be replaced by values.

- Freedom
- Fairness/Justice
- Responsibility
- Stability/Security
- Sustainability
- Care and compassion
- Participation
- Peace
- Reconciliation
- Trust



3.2 Ethical and Unethical Innovation

Innovation is ethically positive

if it strengthens human dignity, meets basic human needs, improves participation, freedom, equality, justice, sustainability, integrity, peace and reconciliation.

Innovation is ethically negative

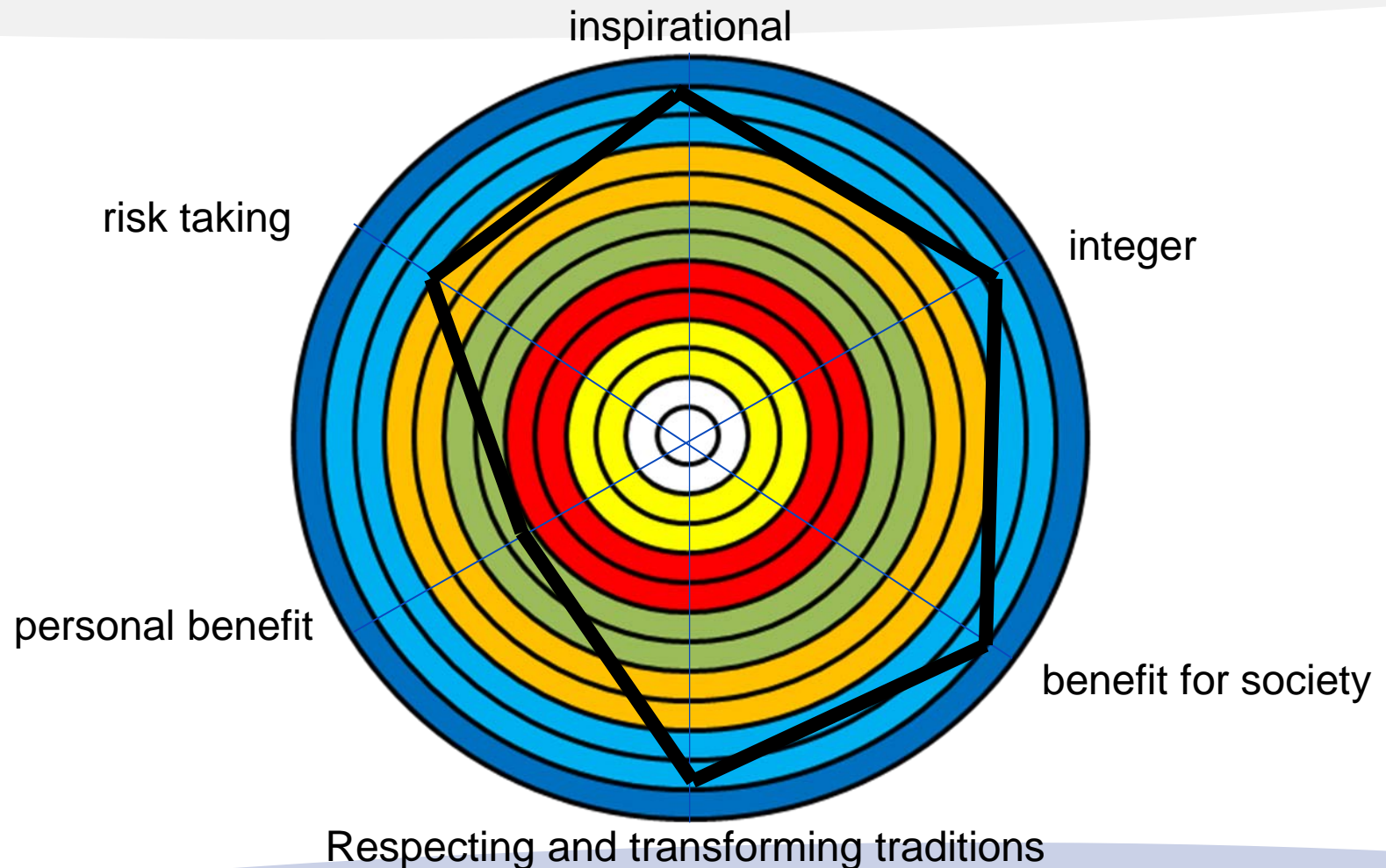
if it weakens these values, violates human dignity, strengthens human greed, increases exclusion, dependency, inequality, injustice, ecological destruction, war, corruption and destroys lives.

4.1a The Ethical Innovator: the twelve I's

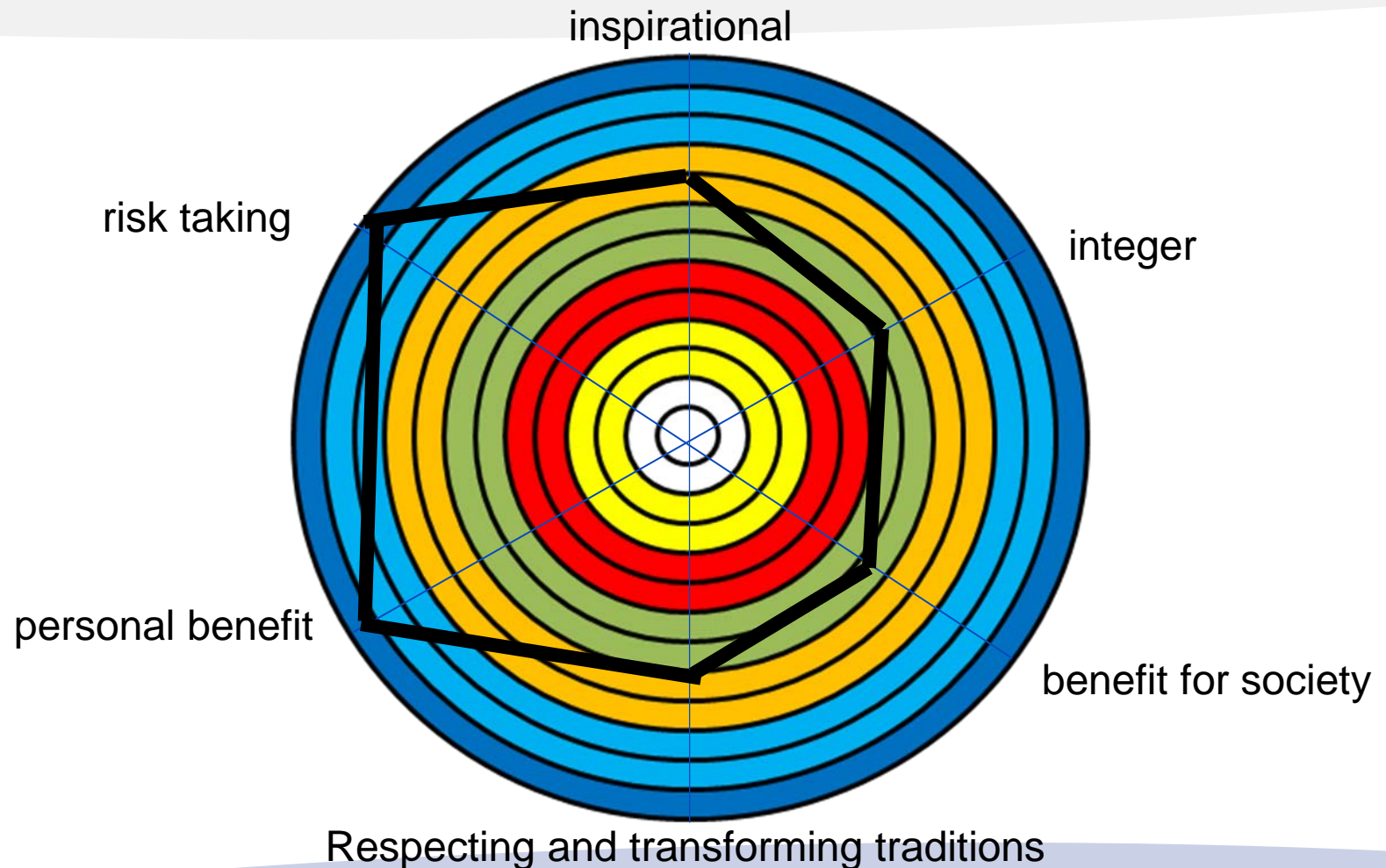
The ethical innovator is

- Ingenious thinking outside the box
- Intuitive holistic rational, emotional, social
- Inspirational inspired by the spirit and visions
- Integer honest, transparent, not plagiarising
- Independent from authorities and mainstream trends
- Inclusive for the benefit of deprived and needy
- Improving improving living conditions
- International not only for protected beneficiaries
- Indigenous respecting and integrating indigenous culture
- Influential ambitious in becoming mainstream
- Income generating not jobless growth, but job creating
- Indefatigable hope and energy to overcome obstacles.

4.1b Profile of an Ethical Innovator



4.2 Profile of an Unethical Innovator



4.3 Types of Innovation and their Ethical Value

- Scarcity innovation comes out of scarcity e.g. of energy or material. But it can also be scarcity of time, of human resources, of relations, of emotions etc. Scarcity often leads to more efficient use of raw material and other goods and services. - In ethical perspective, efficiency is very positive. Efficiency means a careful use of limited entrusted resources and therefore is a key element of good stewardship and entrusted power (in using entrusted resources).
- Basic needs innovation is the result of the urgent need to satisfy basic human needs like food, water, shelter. African creativity e.g. out of slum scarcity which you mentioned, or small technologies or survival strategies in building communities can lead to innovative solutions. But they are often not sufficiently innovative since they are based on short term quick solutions
- Sated innovation is a result of sated markets: “what shall we produce and sell in a market which seems to have everything? How to create needs?” This often leads to fashionable consumer goods and services which are not really serving the objectives as mentioned but serve (often jobless) growth in sated markets. But they can also lead to ethically justified innovation.

- Fashion innovation: The fashion-oriented differentiation of existing products (e.g. clothing) keeps products and services attractive and is part of their life-cycle. It may not be called innovation in the proper sense, because fashion innovation is in principle “more of the same” product, with a different marketing and wrapping.
- Luxury innovation: innovation of products and services in the luxury segment can be fashion innovation, but also real new products/services/life-styles. The ethical evaluation is linked to the whole question of luxury ethics: which luxury is ethical and which is unethical (puritans would say: luxury is per definition unethical. I would say: some luxury products can be ethically justified, e.g. something expressing a precious relation or is a symbol of a precious value)
- Shock/trauma innovation: a shock or trauma can lame and immobilize people, but can also mobilize them and lead to innovative restructuring of life and society to be protected for future shocks (e.g. tsunami, diseases etc.). The innovative capability after shocks and traumata depends on the pre-disposition and type of trauma (as trauma healing shows). Ethically, an innovation based on shock and trauma can be very positive. The question is how to be prepared and how to integrate trauma healing for innovative transformation.

- Gaming innovation (Joy of diversity): A strong motivation and energy for innovation is gaming, entertainment and joy of diversity. The primary goal of a game is to be a game. The joy of diversity (e.g. to prepare food in a very diversified and innovative way) is just to create happiness and joy. Fashion innovation can be seen as a part of it. Ethically speaking the innovation as joy of diversity is positive since diversity (cultural diversity, language diversity, biodiversity) is a wealth of nature and - in religious terms - a gift of the creator. Creation, creativity and innovation are interconnected (it leads not only to ethics of innovation, but also theology of innovation)
- Spiritual innovation is the innovation based on inner transformation processes by mediation, prayer, spiritual exercises, mystical experiences etc. it is one of the most powerful source of innovation because it can be very radical, visionary and far reaching. But it also can remain a pure inner process without capacity to become fruitful for societal transformation. Metanoia, the Greek New Testament Christian term for transformation to become a “new human being” is a profound process of transformative innovation.

5. Innovation of Ethics

Values Supportive of Innovation

The opposite, equally relevant question to the question, which values should be supported by innovation, is, which values, virtues and attitudes support innovation and which hinder it? Which ethical environment is needed to build a culture of innovation?

Different innovation cultures in history could be analysed. As an example: the Reformation time (16th century), the enlightenment time (18th /19th century) and its consequences have been very innovation times, among others because of a) the courage to break with tradition, b) the replacement of monolithic by semi-open or pluralistic societies, c) the cooperation between dissenters and political power which was open to defend/promote the dissenters etc.

Values/virtues which promote innovation

- Freedom of thoughts and expression
- Secular/religious vision of a better future
- Culture of forgiveness supports risk taking
- Tradition/culture as constant process
- Adaptive interpretation of holy texts
- Participatory cultures
- Care and compassion for human needs
- Sharing
- Convenience (search for easier solutions)
- Courage and critical thinking
- Individual creativity with networking capacity
- Static value system of one main value
- Suspicion, mistrust, security needs can lead to ethically positive and negative innovation.

values/virtues which hinder innovation

- Totalitarian oppression of expression
- Fatalism, resignation
- Culture of fear hinders risk taking
- Trad./culture as static entity/natural law
- Fundamentalist text interpretation
- Hierarchical or dictatorial cultures
- “Incurvatus in se”, blindness, narcissism
- Greed
- Ease and laziness (no motivation for change)
- Fear of authorities, subordination
- Only either or
- Dynamic value system balancing diff. values

6.1 Ethical Innovation in which Markets?

The legal frame plays a crucial role in supporting or hindering (ethical) innovation. This is true for the legal frame in economy, education, culture, environment, social and religious sectors. Let's take the economic sector:

- Little regulated/wild capitalism economies
- Highly regulated/plan economies
- Inefficient economies
- Monopolistic sectors in economies
- Informal economies
- Totalitarian economies
- Failing states economies
- Social/environmental market economies

6.2 Innovation and Tradition

- The clash between innovation and tradition exists in all societies and often leads to very severe conflicts.
- Innovators can only be successful in long term if they have a profound understanding of tradition(s) und transformation processes from old to new.

6.3 Globethics.net Principles of Research Partnerships (2005) - *and of Innovation Partnerships (2013)?*

1. Deciding on objectives together
2. Building mutual trust
3. Developing networks
4. Sharing the responsibility
5. Creating transparency
6. Evaluating the results
7. Disseminating the results
8. Applying the results
9. Sharing profits
10. Increasing research capacity
11. Building on the achievements
12. Research cycle

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Escaped priest now helps Syrian refugees resettle.(IN THE BEGINNING)	20130802	
Catholic voice for peace more urgent than ever.(EDITORIALS)	20130802	































Title:	Seeding rate and genotype effects on agronomic performance and grain protein content of durum wheat (Triticum turgidum L. var. durum) in south-eastern Ethiopia.
Author:	Abdo, W., Girma, F., Haile, Deressa, Nigussie-Dechassa, R.
Keywords:	Agricultural industry, Food/cooking/nutrition, Genetic aspects, Health
Publication Date:	20130601
Source:	African Journal of Food, Agriculture, Nutrition and Development
Vol. No.:	13
Year:	2013
Publisher:	Rural Outreach Program
Format:	Magazine/Journal
License/Copyright:	Copyright 2013 Gale, Cengage Learning. All rights reserved.
Submission Date:	2013-08-17 22:02
Identifier:	globethics:5153376
Links:	
Abstract:	The use of optimum seeding rate for the genotype may enhance productivity and grain protein content of durum wheat. Therefore, an experiment was conducted at two locations in south-eastern Ethiopia during the main cropping season of 2008 with the objective of elucidating the effects of seeding rate and genotype on agronomic performance and grain protein content of the crop. The experiment consisted

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 Innovation und Innovation and	 2008-12-30	 
 Innovation, Environmental	 2010	
 L'éco-innovation	 2006	 
 financial innovation	 2006	
 DIFFUSION OF INNOVATION	 2004	

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Keywords:	Business
Publication Date:	2006
Source:	Collins Dictionary of Economics
Publisher:	Collins
Document type:	Reference book entry
License/Copyright:	© C. Pass, B. Lowes, L. Davies 2005
Collection:	BE014
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COVER STORY
INVENTIVE AFRICA

The foundation of innovation

By Muhammad Zaman, Director of Lab for Engineering Education and Development and Associate Professor of Biomedical Engineering and International Health at Boston University

Empowering young men and women to dream big and drive it, not only create innovation, but will lead to indigenous solutions to the grander challenge facing the continent.

Practical steps
Fortunately, over the last five years, at the individual and collective governmental level, there has been some positive activity in improving higher education across the continent in science and engineering. The African Union and UNESCO have both started programmes to improve the state of engineering education. These initial steps will have to be expanded and matched with government support for them to make a lasting impact.

In addition to the political commitment, there are a number of other critical and practical steps needed by higher education to lead innovation. First is the creation of institutions that are designed to put innovation and creativity as the foundation of the curriculum. This does not necessarily mean creation of new institutions, but it means focus on quality and pursuit of creativity and entrepreneurship as part of the curriculum.

Second, reform that focuses on the greatest local challenges is absolutely necessary for highly young minds to come up with creative solutions. The status quo needs to be challenged or existing institutions are little attention to innovation and creativity is not possible.

The second component is access. Higher education needs to be more accessible to all, not just the elites. In particular, the presence of female students in business areas within the continent has been limited. This has to change if African innovators and entrepreneurs are serious about addressing transformative change in all areas ranging from healthcare to energy security.

Finally, quality assessment and control has to be a hallmark of African higher education. Africa needs to create not only good institutions but also maintain high quality. The continent needs to set institutions that grow both in impact and quality from one year to the next and on an ever rising quality spiral, driven with time.

I believe that the innovation landscape for the continent is bright. The challenges are not insurmountable, but the commitment to education, from practical outcomes requires creation and nurturing institutions that foster innovation, creativity and pursuit of the challenges.

Solving the bigger problems that affect the continent in infrastructure, energy, food security and health care will require linking innovative and transformative solutions that have to be a blend of modern and indigenous. There is only one path that can take Africa from being innovative prior to innovation rich it goes through higher education. ■

28
Africa Business July 2012



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South African students win Social Innovation Relay.(INNOVATION)(Brief article)	20121001	
Award for South African water innovation.(INNOVATION)(Brief article)	20121201	
Powering innovation.(AFRICAN DEVELOPMENT BANK)	20120601	
The blossoming of African innovation. (INVENTIVE AFRICA)(Company overview)	20120701	
Africa is the mother of invention. (INNOVATION)(Brief article)	20111101	
Renforcer l'innovation pharmaceutique en Afrique (Strengthening Pharmaceutical	2010	

\$150,000 Innovation Prize for Africa 2013.(INNOVATION) (Brief article)

* The 2013 Innovation Prize for Africa (IPA) is now open for entries. It will be awarded to winners who deliver market-oriented solutions for African-led development. It aims to support Africans' efforts to develop new products, increase efficiency and drive cost savings.

The United Nations Economic Commission for Africa (ECA) and the African Innovation Foundation (AIF) are inviting researchers, entrepreneurs and innovators to propose projects that unlock new African potential under one of five categories:

- * agriculture and agribusiness
- * Id applications
- * health and wellbeing
- * environment, energy and water
- * manufacturing and services industries

The best way to build Africa's capacity is to invest in local innovation and entrepreneurship and this prize encourages Africans to develop creative ways to overcome everyday challenges.

Only innovations by Africans and for Africans are eligible to enter. Africans in the diaspora can apply if their innovations are of significance to Africa.

The winning proposal will be awarded a cash prize of \$100,000 with the two runners-up receiving \$25,000. The registration deadline is 31st October 2012.

* Anticipated outcomes are the increased commercialization of research and



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- in the official languages of the country
- jurisprudence of the courts
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The platform will also offer a network, international online research groups on African law and other features. The launch is planned for September 2013. You can already access documents on African law, governance, ethics, in globethics.net libraries.

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Angola: Dias v Angola (2001) AHRLR 3 (HRC 2000)

Dias v Angola (2001) AHRLR 3 (HRC 2000)

Communication 711/96, Carlos Dias v Angola
Decided at the 68th session, 20 March 2000, CCPR/C/68/D/711/1996

Failure of the state to investigate a murder case

Evidence (failure of state party to respond to allegations, 7)
Personal liberty and security (security of person - death threats, 8.2, 8.3)

1. The author of the communication is Mr Carlos Dias, a Portuguese national. He submits the communication on his own behalf and on that of Carolina de Fátima da Silva Francisco, an Angolan national, killed on 28 February 1991. He does not invoke any articles of the Covenant. The Covenant and the Optional Protocol thereto entered into force for Angola on 9 February 1992.

Facts as submitted by the author

2.1. The author has a business in Angola, with a head office in Luanda. In February 1991, he was away on business and his business partner and companion, Carolina da Silva, stayed at the premises in Luanda. She was killed in the night of 28 February 1991. The author arrived back from his trip the following morning. The guard on duty was found severely wounded and later died of his injuries. The safe was found open and a large sum of money had been removed.

2.2. The author states that the murder was never seriously investigated by the Angolan police, despite several urgent requests made by him. The author then decided to start his own investigations and, in the beginning of 1993, published a series of advertisements in newspapers in Angola and in other countries, despite the fact that the Angolan authorities refused to give permission for these publications and actually threatened him if he would proceed to publish these. Following the advertisements, the author came into contact with an eyewitness to the crime.

2.3. In a statement made on 23 November 1993 in Rio de Janeiro, this eyewitness, an Angolan national born on 16 June 1972, stated that at the time she was the girlfriend of one Victor Lima, adviser to the President of Angola in charge of international affairs. On the evening of 27 February 1991, Mr Lima came to pick her up to go for a drive in his car. Later that night they picked up four of his friends. According to the witness the five men started to complain about Angolans who worked for white men, and said that they would eliminate this black girl

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**INTELLECTUAL PROPERTY RIGHTS, INNOVATION,
AND ECONOMIC GROWTH IN SUB-SAHARAN
AFRICA**

By Samuel Adams*

INTRODUCTION

In the era of globalization, knowledge and innovation play significant roles in economic activity. The protection of intellectual property rights (IPR) has therefore gained prominence in economic development literature because it motivates technological change, which is essential for economic growth.¹ In this paper, we define IPR as the rules on how to protect patents, copyrights, trademarks, and trade secrets that have become a standard component of international trade agreements.² Over the past decade, the protection of IPR has moved from an arcane area of legal analysis and a policy backwater to the forefront of global economic policymaking.³ This in no small measure has been motivated by the successful completion of the World Trade Organization's (WTO) Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs) in 1994. The TRIPs agreement sets strong minimum standards in each of the areas commonly associated with IPR, which includes patents, copyrights, trademarks, and trade secrets.⁴

The creation of an effective IPR regime has an effect on the incentive for new knowledge creation and its dissemination, the market structure, and consumer welfare. A growing number of experts, however, question the positive effect of IPR on economic performance in the context of developing countries and argue that the protection of IPRs do little to stimulate innovation in these countries.⁵ Leger (2005) observed that the very low innovative capabilities of the less developed countries limit the potential of IPR to support local innovation.⁶ Helpman noted that if any one benefits from IPR protection, it is certainly not the Global South (i.e., developing countries).⁷

In recent times, many studies have been conducted to ascertain the impact of IPR on economic growth. Unfortunately, however, there has been little focus on SSA. Consequently, the empirical evidence cited for the positive effects of IPR have been that which pertain to developing countries as a whole.

gracias

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oshe

thank you

asante sana

merci

danke

grazie