# Corporate Digital Responsibility

## Addressing stakeholders demands in the digital era

ethix

Lab for Innovation Ethics
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Investement specialists of the Ethos Foundation assessed Swiss SMI companies on their corporate digital responsibility.

The best company achieved just 39 points out of 100.

It is time to change it.

# 7 Ethos Criteria for Digital Responsibility

Digital Responsibility Code (DRC)

Contribute to reducing Digital technology Environmental footprint

Transparency among stakeholders on Digital Practices and Footprint

Ensure fair and responsible social transition

Highest data protection and processing standards

Prevent sensitive digital activities

Ethical Principles on the use of AI

Ethos Engagement Paper: Corporate digital responsibility, Nov. 2020

# Why Digital Corporate Responsibility

- Demands by consumers and regulators with regard to digital responsibility are increasing.
- Digital responsibility is the new dimension of CSR in the digital age.
- Empowering companies – staff, leadership and partners – to contribute to a fair society.

# How to get your company on track for the next round of evaluation ?

# What we offer

# Our services

Define ethical principles on the use of AI/data

Establish your digital responsibility code

Develop your strategy for a fair and responsible transition

# Ethical principles on the use of AI/data

- Develop tools and instrument of data governance are necessary to guide the handling of customer data.
- Define ethics principles for data scientists in the design of digital products.
- Establish guidelines for the collection and use of internal data (e.g. on employees).

# Ethical principles on the use of AI/data

## Offer

- We present state-of-the-art principles on AI/data ethics.
- We conduct a co-creation process with your teams to develop ethical principles.
- We develop internal courses for staff members to disseminate and exercise new competences.

## Deliverable

- Documentation on AI principles
- Internal guidelines on ethical principles for AI and data
- Training material

# Establish your digital responsibility code

- Improve your ESG rating with respect to responsible use of digital tools.
- Create governance structures in charge of digital responsibility (e.g. data ethics board).
- Sensibilise employees on topics related to digital responsibility.

# Establish your digital responsibility code

## Offer

- Register and systematically analyse existing guidelines in your company.
- Design and co-creation an AI or data ethics code.
- Analyse and improve your ESG rating.

## Deliverable

- Updated and consistent guidelines for your company
- Strategic and operational measures to implement the code
- Concrete suggestions on how to improve ESG ratings.

# Ensure fair and responsible social transition

- Digital tools require new skills: Support your employees in building the skill set for the digital transition.
- Establish a strategy to prepare your workforce and the job market of tomorrow.
- Develop strategic communication measures to position your company on matters of digital responsibility.

# Ensure fair and responsible social transition

## Offer

- We develop a strategy to prepare your workforce for the job market of tomorrow
- We identify measures to ensure a fair transition.
- We support your team in setting up an efficient internal and external communication strategy.

## Deliverable

- Strategy document for leadership
- List of measures to contribute to a fair transition
- Communication resources

Our credo as experts in digital ethics:

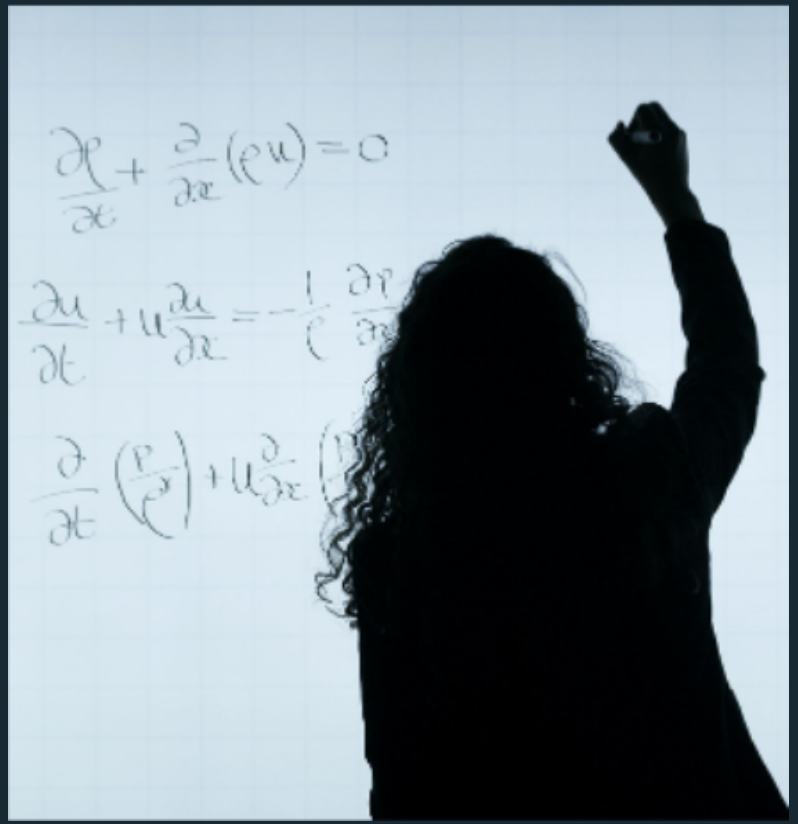
Efficient consulting services, directly implementable, by professional ethicists

# Our references

Ethical assessment of an HR data tool

## How to define ethical criteria and assess digital tools?

We conducted an ethical assessment of an HR-tool – combining data sciences and applied ethics. More on our blog



Mapping the existing label and guidelines on digital trust

## Understanding digital trust?

On behalf of the Swiss Digital Initiative, we mapped and evaluated the main product labels on digital trust.

Report to be found here

Data strategy for the canton of Vaud

## Which data strategy for public institutions?

The Canton of Vaud and the City of Geneva are two of the public leaders on responsible technologies. We supported their data strategies. More on our blog here.

# Who we are

ethix

# ethix – Lab for innovation ethics

As professional ethicists, we support your organization in achieving your goals on digital responsibility.

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