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“Inspiring and surprising” new book on innovation ethics

The new book *“Innovation Ethics. African and Global Perspectives”*, co-published by Globethics.net and the African Innovation Foundation* AIF, looks at innovation ethics and the “ethical innovator”, from multidisciplinary and international perspectives with a focus on Africa.

“This ambitious and refreshing collection is a kaleidoscope, an ideas box for public policy, inspiring and surprising – not only for the quality of the contributions but also for what it reveals about its two editors Jean-Claude Bastos de Moraes and Christoph Stückelberger: a high-flying financier does not generally spend too much time with an ethics professor. Who knew that powerful money-making gurus could be sensitive to ethical desire?” *Célestin Monga, Senior Advisor, World Bank*

“The volume exquisitely describes the complex relationships amongst innovation, ethics, and tradition. It is a must read for everyone interested in innovation and governance.”

Kevin Urama, Managing Director Quantum Global Research Lab, Zug/Switzerland

Fourteen authors from four continents contribute their insights on ethical, value-driven innovation in this new book. It is the product of an experts’ workshop on “The Ethical Innovator. Ethics of Innovation: Innovation of Ethics” that took place in Cotonou, Benin in August 2013, supported by the AIF. Innovation is a core driver for economic growth, including in Africa, one of the upcoming continents in this respect. However, there are many ethical challenges to be addressed in the innovation process.

The book focuses on the question ‘Which innovation is more ethical and which innovation is less ethical?’ While it concentrates on innovation in Africa, there are contributions from Asia, Europe and North America from a broad range of disciplines. The 17 articles are clustered into topics including technological innovation, the ethics of innovation, the political frame for innovation and social and cultural innovation. It raises questions such as: What has futurist artificial intelligence and robotics to do with cultural identity in Africa? How does the concept of sustainable growth through mindfulness challenge mobile solutions? How can governmental institutions promote ethical innovation through their regulatory frameworks? What can one learn for innovative good governance from courageous prophets challenging the corruption of their kings? How can grassroots innovation by young African women and farmers become innovative business models? The expert workshop participants also propose 24 recommendations addressed to different audiences: governments, the private sector, educational and religious sectors. To all sectors they recommend “to include the ethical analysis of the positive and negative impacts of innovation and to include ethical criteria in innovation policies, priorities, methods and management” as top priorities.

The book’s editors are Jean-Claude Bastos de Moraes, an international entrepreneur and investor from Angola and Switzerland and founder of the AIF, and Christoph Stückelberger, Founder and Executive Director of Globethics.net.

*** Jean-Claude Bastos de Moraes / Christoph Stückelberger (Editors): *Innovation Ethics. African and Global Perspectives*, Globethics.net Global No 7, Geneva 2014, 232 pages, 14 authors, download for free and order print copies online (Euro 18.70/USD 25.-) from www.globethics.net/publications**

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