



University of  
Zurich <sup>UZH</sup>

**ETH** zürich



Zurich-Basel Plant Science Center

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## **Innovation seminar: Value Based Design**

**Lecturers: Dr. Verena Lütschg, About Tomorrow Consulting**

**Date:** November 30, 2022

**Time:** 14:00 to 18:00

**Location:** ETH Zurich Zentrum - LEE C 114 - Seminarraum  
(finding this room: <https://cutt.ly/VBH6vah>)

### **Course Description:**

New technologies and growing awareness in society of corporate social, ethical and ecological responsibility call for smarter product design based on strong and convincing values. We will begin this workshop by developing your personal value compass. We will discuss how personal and/or corporate values impact and drive the design process. Ethical risk zones help to understand potential risks of your product and to develop mitigations upfront using value-based design. We will then learn how the ecosystem you are operating in, the stakeholders involved and the context shape the value definition an prioritization and how based on this prioritization you can derive specific ethical requirements for your product.

### **Learning objectives:**

You will develop a deeper understanding of ethical implications and values in research and design and familiarize yourself with the value-based design process. You will learn how value-based reflection can provide guidance for business decisions