



The Four Words Defining our Future

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The reason I decided to join IEEE -

Advancing Technology for Humanity.

Advancing Technology *for Humanity.*

Our Planet and Our Kids.

IEEE Code of Ethics:

We, the members of the IEEE, in recognition of the importance of our technologies in affecting the quality of life throughout the world, and in accepting a personal obligation to our profession, its members and the communities we serve, do hereby commit ourselves to the highest ethical and professional conduct and agree: 1. to hold paramount the safety, health, and **welfare of the public**, to strive to comply **with ethical design and sustainable development practices**, and to disclose promptly factors that might endanger **the public or the environment**.

My Presentation:

- IEEE and Sustainability
- IEEE and Children's Data
- IEEE and Responsible, Ethically Aligned Design

Sustainability

Sustainable Infrastructures & Community Development Program

- Sustainable Energy
- Sustainable Information and ICT
- X Prize Partnership

Sustainability – Hearing from You

Please email Rudi Schubert r.schubert@ieee.org

- Let us know how you'd like to get involved.

Children's Data

Sustainable Infrastructures & Community Development Program

- Artificial Intelligence Systems (AIS), not “AI.”
- AIS is new – all data is shared to The Cloud.
- Profiling economics drive data collection and use.
- We need consumer/citizen-centric sovereign solutions.

Children's Data – IEEE Programs

- IEEE P2089 – Age Appropriate Digital Services Framework (based ICO UK work)
- IEEE P7004 (focus on student/children data governance)
- DIITA, Over 40 blockchain working groups, new Spatial Web Standards, collaborations with UNICEF, UNESCO, and cities like Helsinki and Vienna.

ECPAIS and the TAP Protocol Addressing COVID-19



Transparency: Full disclosure, and comprehensibility to a person with appropriate education and experience, of inputs, process, outputs, and outcomes of activities in the ecosystem of CTA.

Accountability: Holding organizations and people behind entities in the integrated system of CTA/CTT to account through the fulfillment of ethical obligations (as set forth in this report) for their roles and decisions that impact the inputs, process, outputs, and ecosystem outcomes.

Privacy: Preserving the private sphere of life and public identity of an entity (individual, group, community) to be free from unacceptable intrusion or invasion, and upholding the entity's dignity.

Responsible Design

- “Ethics” is “Applied Ethics” or “Responsible Design”
- Prioritizing Ethically Aligned Design at the outset of technology creation.
- Good news – this only works when we invite colleagues from other professions to ensure Responsible AIS.

Conclusion

This – this collaboration. This camaraderie. This **call to action** – to work together in consensus, to come together and say, once and for all that **our children and our planet are prioritized above profit**, above status quo procedures, above even ourselves – in humility and in unison we will now know, beyond the shadow of a doubt, **what it means to Advance Technology for Humanity.**

Conclusion

And we will be the ones doing it.

Conclusion

Together.

Conclusion

Thank You.

Hearing from You – It's Our Mandate and Our Mission.

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