Rulebook

for designing ethical and sustainable AI-based design innovation

1. Get more further education and training! - Learn more! also in relation to and with the help of AI.

2. Check the progress of AI (technology) and invest when appropriate. Remember, AI as a knowledge technology does not necessarily mean successful algorithmic innovation and thus an improvement of your processes.

3. Learn to say no! Decide which development is ethically acceptable for you and which is not.

4. Be authentic, diverse and highly personalized - AI can help you stay/get authentic - even in the new world of advanced and augmented intelligence.

5. Learn to appreciate STEM (science, technology, engineering, mathematics) competencies, but also remember to integrate other areas of knowledge (ACD – arts, crafts and design avocations) and experience more closely. Social and emotional competencies and an expanded spectrum of empathy are particularly important here.

6. AI creates new demands as regards to memorizing: Structure your processes of forgetting actively, be clear about what you are capturing and let also the AI forget. Don't just outsource your memory - it not only counts where something is, but also the connection and the contextualization, so also work with AI in terms of memory and constant learning.