



**KEEP  
CALM  
AND  
FOLLOW  
THE NORMS**

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Norms → Values → Design Requirements



# Norms Definition

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- Something that is usual, typical, or standard
- Synonyms: standard, usual, normal, typical, average, the rule, predictable, unexceptional, par for the course.



# Example

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## An energy provider



**Value:** Sustainability

**Norms:** People don't want to pay too much

### **Design Requirements:**

- Costs below 10 euro a month
- CO<sub>2</sub> emission should be less than 10%



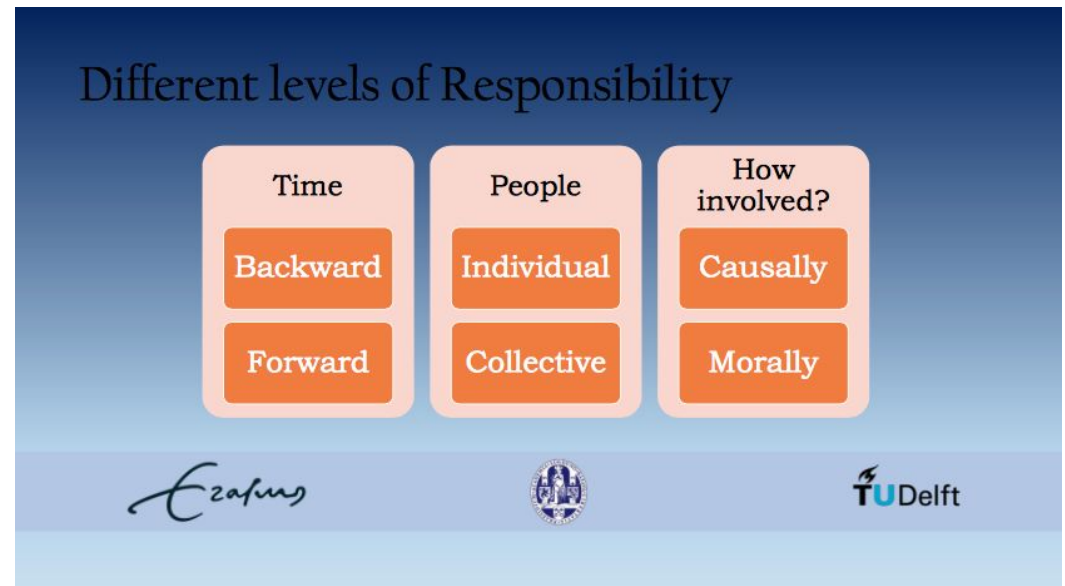
# Chapter 1

## Responsible Innovation and applied ethics

-Who is responsible?

-Individual and collective responsibility

-cooperation



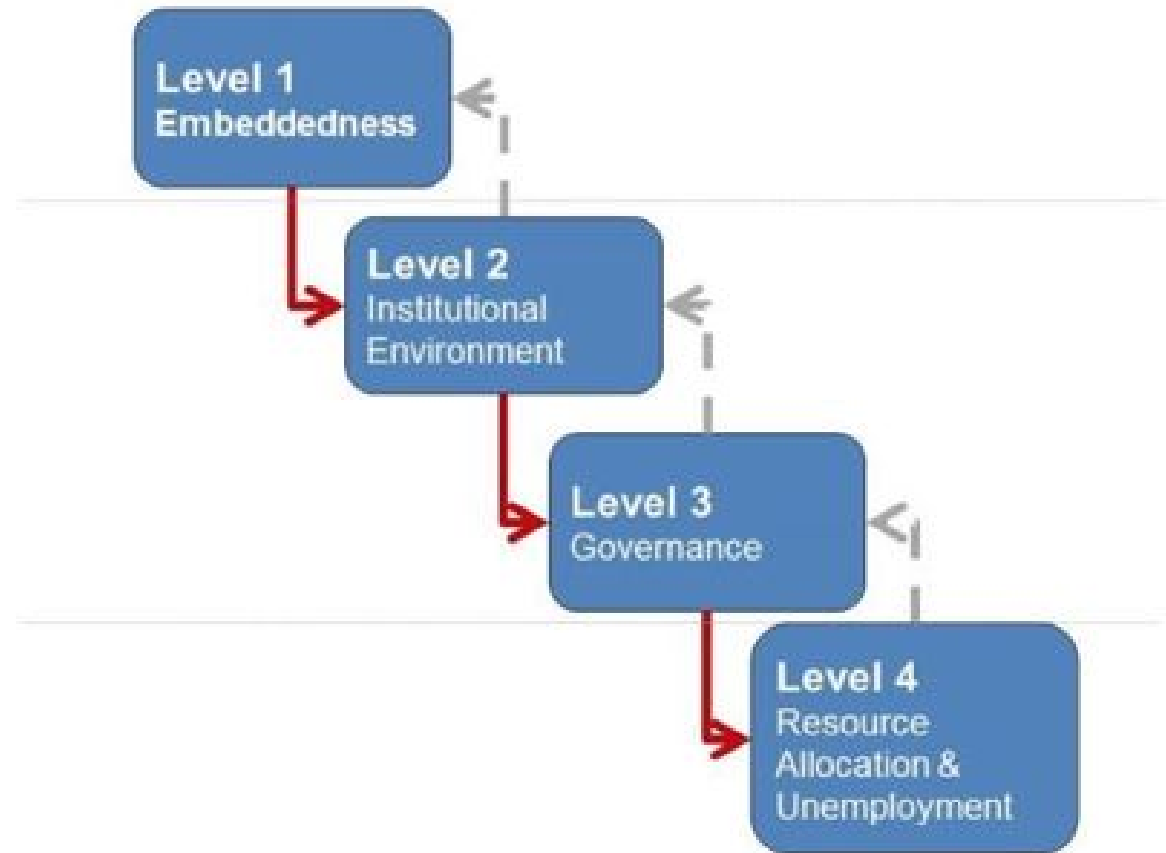
# Chapter 2

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Moral overload → dilemma's

Emotions

Institutions



# Assignment

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Think about the norms that are relevant to your SPG.

Keep in mind:

- Responsibility
- Stakeholders
- Institutions

NO VALUES









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Design Requirements → Norms → Values



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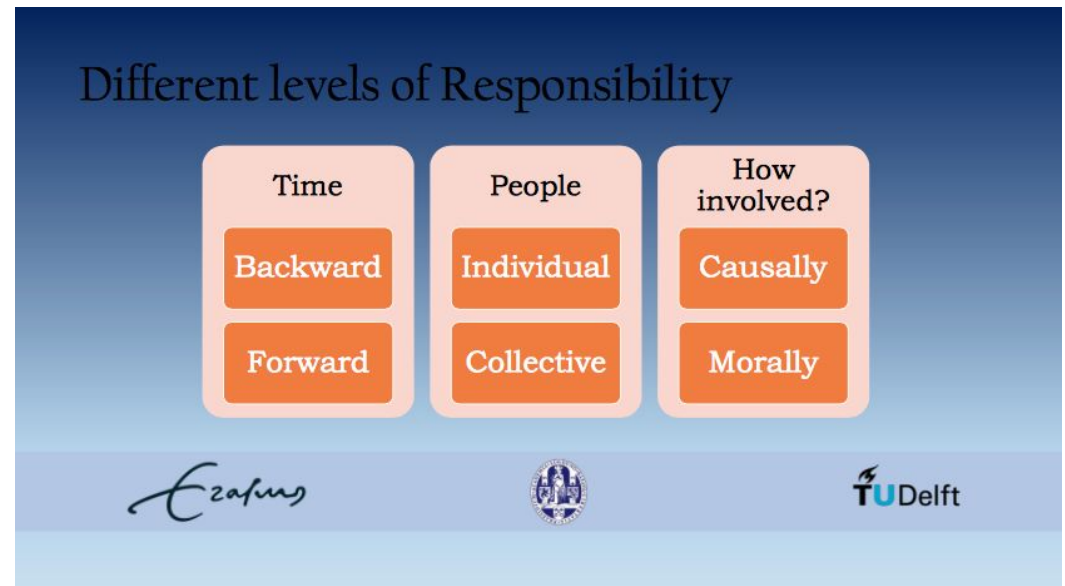
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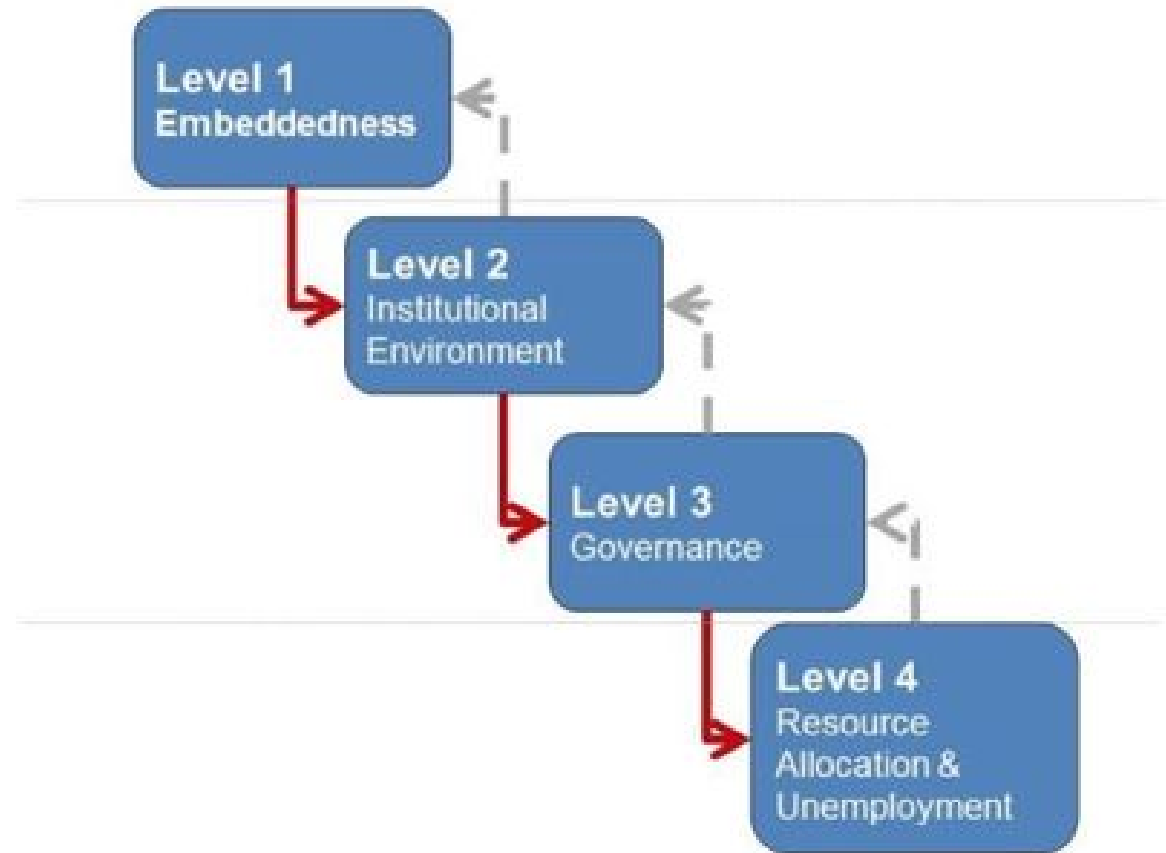


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Values→Design Requirements→Norms



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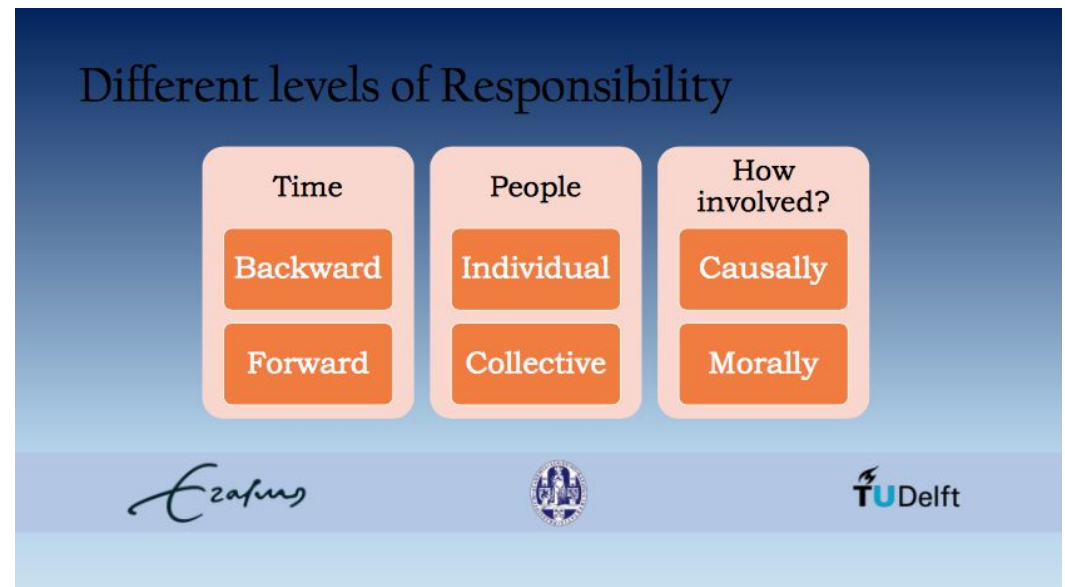
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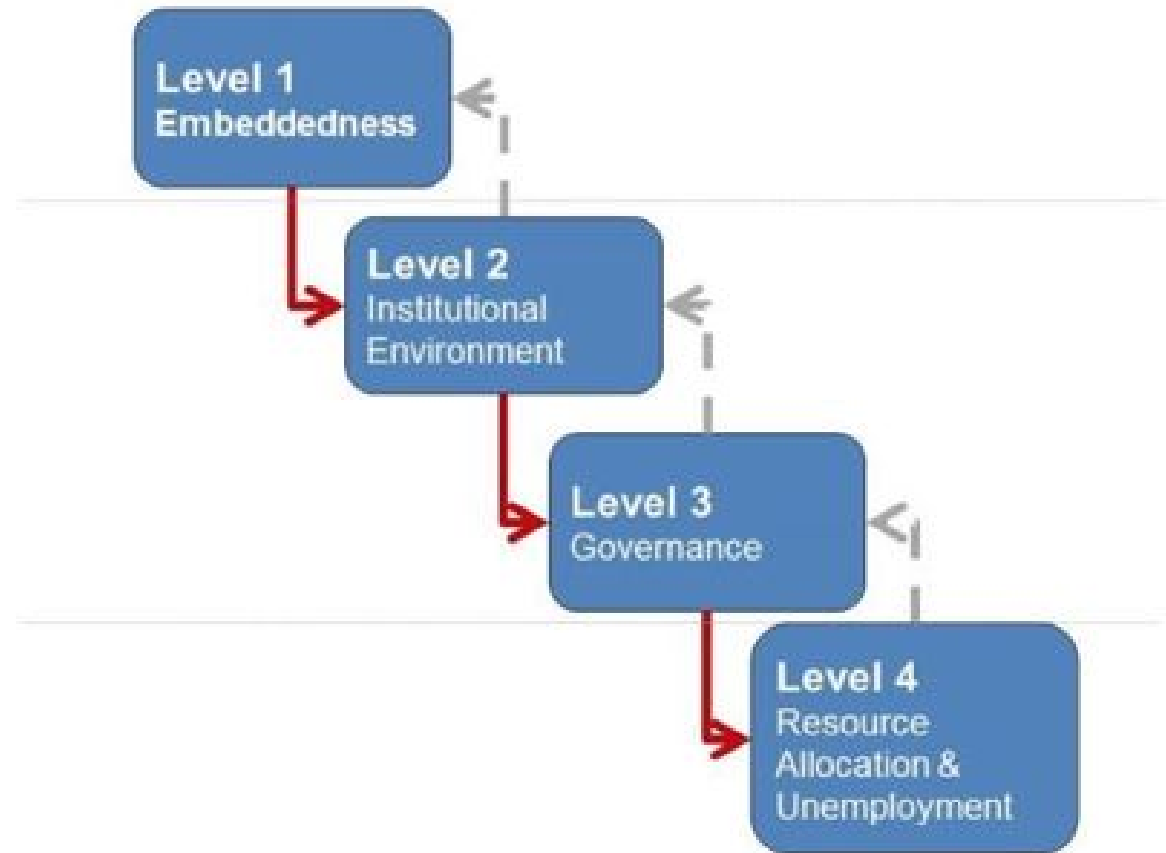
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be back at 15:00 for the pitch  
1 minute SPG explanation  
5 minutes presentation of approach (posters)

