PRESS KIT

THE HOUSE OF ETHICS™

"Digital ethics is not a hobby.
With artificial intelligence infiltrating
our daily lives, ethics is becoming
and endemic. It determines our being,
conditions our choices and
shapes our DNA."

The House of Ethics™

2025

FIRST THINK THANK IN ETHICS
APPLIED TO AI IN LUXEMBOURG

Founded in 2019, The House of Ethics™ is the first think tank dedicated to digital ethics applied to artificial intelligence (AI ethics) in Luxembourg. The project is the brainchild of Katja Rausch, an expert in new technologies and and corporate strategy, with a 25-year international career in management consulting in Paris and New York. At the same time, she taught Information Systems and Data Ethics at the Sorbonne in Paris and at several private schools and universities.

From the start, The House of Ethics™ bypassed its advisory role to become a dedicated platform for the sharing and democratization of ethics applied to AI. All articles at houseofethics.lu are free of access as well the interviews with expert professionals and academics on the corporate YouTube channel. By promoting the sharing of knowledge in an open-source spirit, The House of Ethics™ enriches and spurs the public exchange of ethics and thus offers a diversity of perspectives essential for informed ethical decision-making.

"Ethics and regulations have been outpaced by the frenetic velocity of disruptive AI. That's why ethics needs a facelift. We need an agile, collective and decentralized ethics".

THE TRIPLE MISSION OF
THE HOUSE OF ETHICS™

01

Democratise ethics by making it accessible and practical. Develop cross-functional cyber-ethics programs for businesses, raise awareness of socio-technical challenges afflicting executives, and integrate or embed ethics as a guiding principle in processes. Transform ethics into a performance booster, a strategic factor of differentiation, and a revenue generator.

02

Align ethical principles and technological innovations by translating ethical guidelines by the EU, OECD, UN, UNESCO and the WEF (fairness, responsibility, transparency, equity) into business imperatives, both operational and strategic.

03

Support businesses in responsible integration of digital ethics into their products, services and processes – applied to artificial intelligence, automation agents, agentic AI and decentralized architectures.

THE UNIQUENESS OF
THE HOUSE OF ETHICS™

Katja Rausch is one of the few women in Luxembourg to have built an international career in new technologies and artificial intelligence before these topics became mainstream. With a degree in linguistics and business strategy from her Alma Mater La Sorbonne in Paris, she began her professional career at Booz Allen & Hamilton in New York in management consulting. She then became Director of Strategy for an IT company in Paris, advising global leaders such as Nestlé France, Richemont (Cartier), Facom, Lafuma or the Banque des États de Afrique Centrale.

In parallel to her consulting career, she was professor of Information Systems at the Sorbonne Management School for 12 years. As a teacher pioneer in ethics applied to traditional AI such as machine learning and deep learning, she introduced one of the first Master's classes on data ethics in France in 2016 at the Paris School of Business, anticipating the GDPR by two years.

To efficiently deal with the complexity of ethical issues, and the need for a more vibrant ethics to meet emerging technological and societal needs, The House of Ethics™ is based on a hybrid structure combining cross-industry professionals with interdisciplinary researchers. Thanks to this novel approach, the specialized structure has established itself as a top voice in digital ethics, exploring fields as diverse as such as hybrid intelligences, gen AI, robotics and decentralized architectures (blockchain, DAO, federated learning) as well as the industrial multiverses of digital twins and smart cities.

By always keeping an open eye on disruptive technologies, the team consistently works on the socio-technological implications of emerging innovations such as edge, tiny or quantum computing, neuromorphic computing, brain-machine brain-machine interfaces (BCI) and quantum AI, all of which require new approaches and viable human-centered solutions to cyber-ethic

WHY
THE " HOUSE " OF ETHICS™ ?

The choice of *"House"* is by no means insignificant. It embodies a human-centric, personal, social and deeply authentic approach to AI ethics.

At Home is where we are the most in tune with our values, where we live our own principles and values without any artifice.

The House of Ethics™ aims to be an open, welcoming and inclusive space where people feel at ease. Ethics cannot be reduced to an abstract concept, but on the contrary must be a way of living: ethics speaks, acts, breathes at any moment of our life.
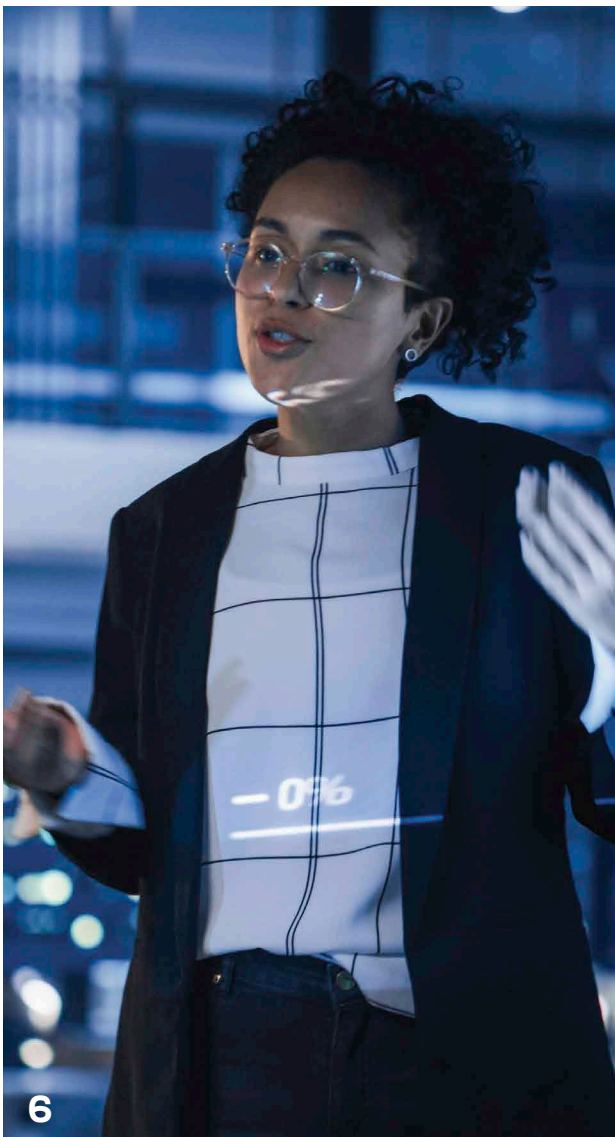
"The House of Ethics™ aligns with the fractal vision of ethics by cybernetics pioneer Heinz von Förster, for whom ethics cannot be articulated, but is lived."

THE VISION OF THE 3 I

INTERDISCIPLINARITY, INNOVATION, INDEPENDANCE

1. Interdisciplinarity : a team with complementary fields of expertise

The House of Ethics™ adopts a multidisciplinary approach to digital ethics, seen as an agile and collective practice. Its team of international researchers and consultants responds to the complex challenges that companies are facing by converging multiple levers of expertise.

Katja Rausch

Founder and CEO, Katja Rausch specialises in the ethical integration using knowledge graphs of interconnected ethical principles and digital strategy, data protection, cyberintelligence and business intelligence. Her work also covers human-machine interfaces, from conversational agents to collaborative and social robotics.

She is also the author of "Serendipity ou Algorithme", "Les premières 45 années d'un pionnier du social", "Petit Manuel de l'Émerveillement", "Portraits de femmes célèbres luxembourgeoises", "52 excursions en voiture à 1,2 et 3 heures du Luxembourg en Grande Région" et "Es geht alles vorüber, es geht alles vorbei".

Daniele Proverbio

Director of Interdisciplinary Research, Daniele Proverbio is a researcher in artificial intelligence and complex systems at the Università di Trento. He holds a doctorate in complex systems with applications in neuroscience and AI applied to sustainable development.
He works on human-technology bias and equity. With Katja Rausch, he is the co-author and co-founder of Swarm Ethics™, a new concept of collective and emerging (not hard coded) ethics which applies the complex and decentralized systems theory to ethics.
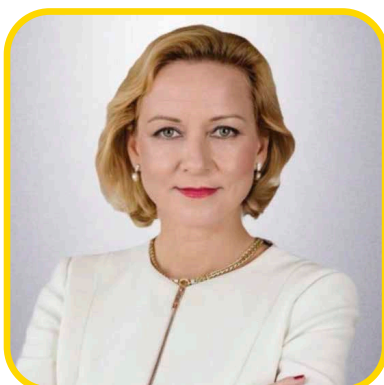
Ingrid Vasiliu-Feltes

Associate Director, Ingrid Vasiliu-Feltes is a professor of medicine and an expert in deeptech. She specialises in medical and industrial digital twins, smart cities, web3 and blockchain, as well as quantum AI computing. Her areas of expertise include regulatory frameworks, corporate governance, risk management in the context of digital digital strategies.

2. Innovation: three trailblazing novelties in AI ethics

In a short three years of existence, The House of Ethics™ has developed three groundbreaking tools and concepts applied to digital ethics.

Swarm Ethics: a collective, emerging and agile approach to AI ethics

In 2023, Katja Rausch and Daniele Proverbio introduced their innovative interdisciplinary concept of digital ethics at the Illinois Institute of Technology in Chicago, Swarm Ethics (swarmethics.com). Inspired by collective intelligence (swarm intelligence), and standing at the cross-roads of anthropology, complex open systems and digital technology, the novel ethical framework adapts to new digital and decentralized technologies.

The emerging, agile and collective approach to ethics allows an more systemic integration into business processes guaranteeing better adaptation and resilience to technological environments.

01

DoUtDes Cyber-Ethics : a global vision of cyberintelligence beyond IT

In March 2024, The House of Ethics™ launched DoUtDes Cyber-Ethics (doutdescyberethics.eu), a spin-off dedicated to cyberintelligence. Its approach transcends the simple technological dimension of cyber-security by integrating business intelligence, collective human intelligence and decentralized cyberethics.

With 80% of cybersecurity flaws being attributed to the human factor, companies need to consider a panoptic vision of cyberintelligence. By adopting a 360° perspective reinforcing safety beyond the technological grid, cyberintelligence turns into a game-changer for businesses primary prey to ever-increasing cyberattacks.

02

In 2024, The House of Ethics™ has developed the world's first collaborative tool dedicated to the ethical engineering of "ethics by design", i.e. the integration of ethical principles in business processes.

The originality of this intercative and collaborative tool lies in the instant visualization of the integration flows of three key disciplines: Ethics, Management and Project Management.

The Collective Ethics Builder is a cloud-based collaborative platform using the first ever knowledge graph of interconnected ethical principles, and combining them with management principles. The Builder maximizes the collective intelligence of teams and facilitates collaboration between operational teams for upstream and downstream process flows.

The House of Ethics™ designed the first AI Ethics ontology, a semantic network linking ethical concepts such as transparency, explainability, accountability, interoperability, fairness and others defined by European and international institutions such as the EU, OECD, UNESCO, NIST, UN, IEEE or WEF.

03

On pages 13 and 14, you will find two complementary documents: a visual demonstration of the Collective Ethics Framework Builder™ interface and a fact sheet detailing the tool's key features, including a snapshot of its ethical ontology.

3. Independance: ethics without political nor financial strings

The House of Ethics™ is a privately held company with no   political or governmental affiliations.
Its commitment is clear: guarantee independent, responsible and sustainable ethics
with only one Master on board : ethics.

AGENDA 2025
IN LUXEMBOURG

conference.houseofethics.lu/april2

1. A series of conferences on AI and ethics

In 2025, The House of Ethics™ launches a series of three hybrid conferences on Ethics & AI at the Forum Da Vinci in Luxembourg with world-renowned experts. Each conference will feature keynotes by international speakers and close with a general roundtable.

The conferences will be moderated by Katja Rausch, Founder of The House of Ethics™ and the roundtables will be moderated by Daniele Proverbio, Director of Interdisciplinary Research, The House of Ethics™.

April, 2nd 2025 | Dr. Susie Alegre

ConVergence: Ethics, AI and Humans

Guest of honor: Susie Alegre, international Human Rights lawyer with focus on artificial intelligence and emerging technology, and author of the bestselling "Human Rights, Robot Wrongs".

Mai, 15th 2025 | Dr. Carissa Véliz

ConFluence: Ethics, AI and the Power of Data

Guest of honor: Carissa Véliz, professor of ethics applied to AI at Oxford University, and author of The Economist Best Book of the Year "Privacy is Power".

June, 19th 2025 | Prof. Dr. Ingrid Vasiliu-Feltes

Collectives: Ethics, AI and Innovation

Guest of honor: Prof. Dr. Ingrid Vasiliu-Feltes, Digital Strategist and Deep Tech Diplomacy Advocate

In partnership with

Institute of Philosophy & Technology

Giannis Stamatellos, President of the Institute of Philosophy & Technology in Athens.

2. AI Literacy Training : mandatory since 2/2/2025

In accordance with Article 113 (a) of the EU AI Act, each European company using artificial intelligence must train its employees on its technological tools, best practices and principles of AI. The House of Ethics™ offers training for companies with high expectation of excellence in sharpening their AI Literacy.

Only our senior staff will train companies on AI Literacy thus combining their pedagogical experience, field knowledge, and cross-disciplinary expertise of merging technology, management and ethics. A unique approach, once again, designed for companies seeking excellence and in-depth understanding of AI.

3. Designing ethics and cyber-ethics programs

The House of Ethics™ develops frameworks aligned with European and international policies, norms and standards: EU AI Act, DMA, DSA, OECD, NIST, IEEE, UNESCO, UN, WEF...

These tailor-made programs provide companies with concrete tools for integrating ethics and and cybersecurity into their processes, ensuring compliance, transparency, trust and accountability.

"For The House of Ethics™, digital ethics, paradoxically, is biological: made by Humans, for Humans and with Humans"
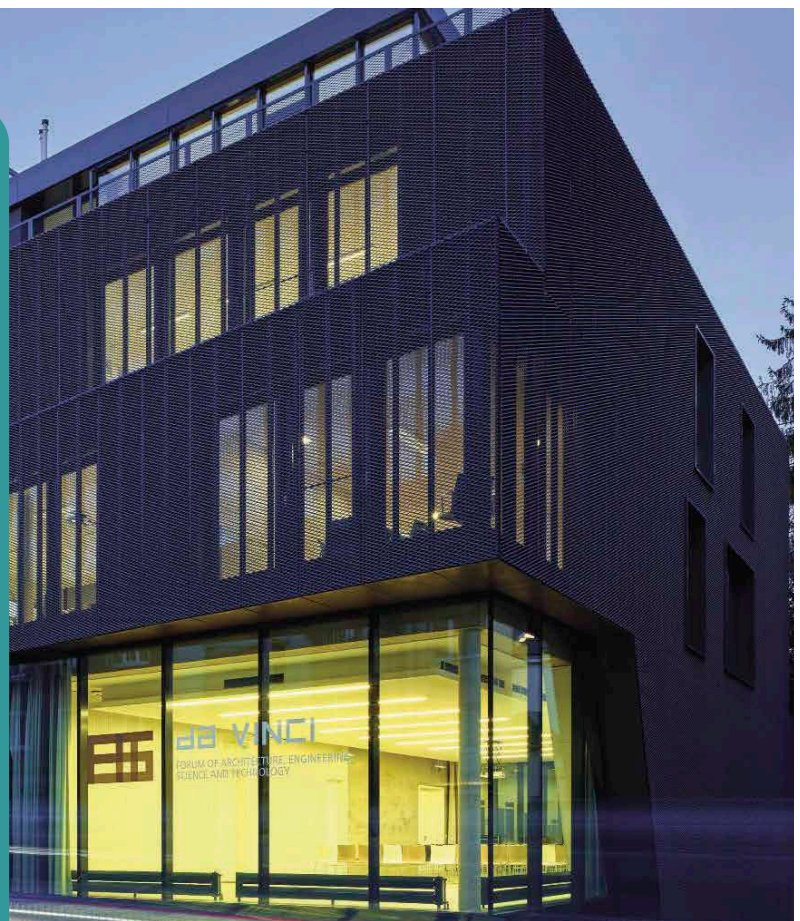
APPENDIX 1

Fact sheet for the Collective Ethics Framework Builder™

Collective Ethics Framework Builder™

The House of Ethics™

2 Build ethical frameworks with the **first collaborative AI tool** for applied **COLLECTIVE ETHICS**

The **first computational non-llm cloud-based tool** to help businesses collectively build cyber ethical frameworks for cross-industry **project management.**

Develop responsible strategies and achieve purposeful goals by collectively re:engineering re:thinking and re:shaping your ecosystem through ethical and sustainable lenses.

4 Knowledge Graph Power to **link in a blink STRATEGY, PROCESSES & ETHICS**

Align concepts and operations using interrelated Knowledge Graphs to best exchange, contextualize and combine ethical concepts with complex business operations **up- and downstream Porter's Value Chain.**

Empower employees to create resilient and dynamic work forces to collectively circumvent risks and benefit from opportunities.

1 First ethical ontology built on **EU, UN, UNESCO, OECD, NIST,** and **WEF** texts to align collective ethics with business and operational management

The **Collective Ethics Framework Builder™** dynamically connects and aligns ethical principles with non-linear operational management processes.

The **collaborative** tool incites teams and executives to exchange around **semantic and visual roadmaps** to design responsible, resilient, and sustainable business strategies and IT ecosystems.

Thus augmenting people empowerment and ethical agency.

3 Ethical **PURPOSE** Builder

For SME, start-ups and executives to collectively generate **purposeful perspectives**, ethical leadership and innovative cyber objectives by aligning ethics, people and technology around values, meaning and responsibilty.

Include **ethics by design** as a revenue-generating competitive advantage.

5 Monitor, Measure & **MANAGE**

Exchange, communicate and build value, resilience and trust in- and outside your corporate and business ecosystems.

Monitor the process of agile and emerging ethics, and capitalise on the **power of collective decentralisation** to measure and manage projects.

scan for more info

APPENDIX 2

**Knowledge Graph interface of AI ethics run by
the Collective Ethics Framework Builder™**
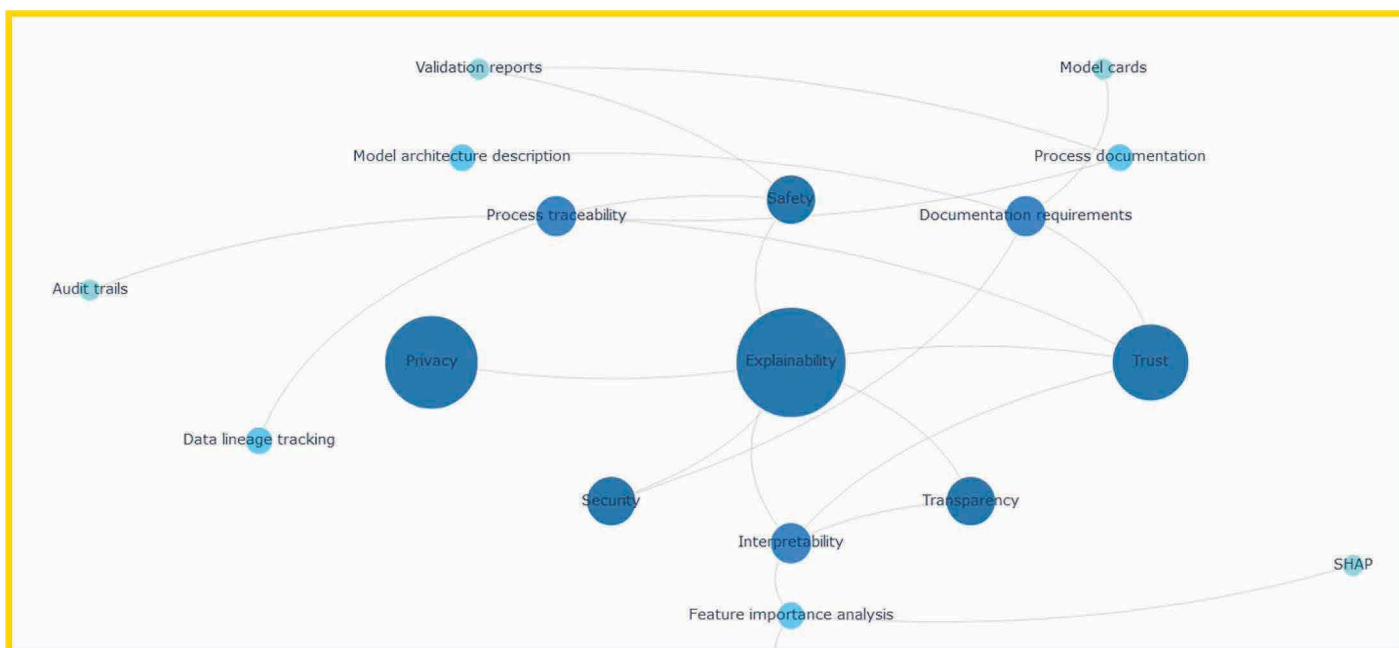
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