

URL: <https://ecorner.stanford.edu/clips/toward-a-future-of-responsible-innovation/>

Responsible Innovation Labs executive director Jon Zieger explores what success will look like for his early-stage nonprofit, and points to some possible leverage points for driving responsible innovation in the 21st century. He emphasizes the role that consistent frameworks can play in helping companies make better decisions, and also discusses the role that capital allocations like VCs and private equity firms can play if and when they adopt ethical standards as criteria for investment decisions.



## Transcript

- In many ways, 00:00:03,920 I'd say an ethically healthy technology ecosystem looks like an ethically healthy society, right? It looks like the innovation ecosystem addressing the biggest problems that society has and being really thoughtful of not exacerbating the ones that it has helped to drive, like income inequality and these kinds of things.. But with that as kind of a, maybe too broad brush statement, I think for us, you know, we will, sort of evaluate ourselves based on the number of companies that are using our framework to make decisions.. We want to see a lot of companies using our frameworks.. And I mean, we're not proprietary about them, if there are other great frameworks, that's great too, but we think our frameworks will ultimately be good and useful and reflective of a high standard of behavior.. And so that's one.. We what to see a lot of companies using them.. Two, and maybe more importantly, we want to see capital allocators, venture capital firms, private equity, others, using our standards as criteria for investment.. We think that at the end of the day, the gasoline in the engine of America's innovation economy, the world's innovation economy to a substantial degree, is venture capital.. And so if we can get those firms to be thoughtful about, as they are in many cases already, right? They're very thoughtful about the, you know, they have visions about what the technology state of the world, you know, whether it's investment in alternative energies, or AI or other things, they have a view about what the, what the technology state of the world they want to see come into existence is going to be.. We need them to also have a view about what the responsibility state of the world is going to be, and to use that as a gate for their investment decisions..

I think those are probably the things that are most important to us.. There are probably others as well, but that's how we evaluate our success...