



İSTANBUL PROJECT ACADEMY



MARMARA ÜNİVERSİTESİ
İNNOVASYON VE TEKNOLOJİ
TRANSFER UYGULAMA VE
ARAŞTIRMA MERKEZİ





Horizon Europe Cluster 6: Food, Bioeconomy, Natural Resources, Agriculture and Environment Brokerage Event

eticas



The logo for 'eticas' is displayed in a bold, black, sans-serif font on a bright yellow square background.

Project Idea / Field of Expertise :

Organisation Name:

Addressed Topic(s) & Call(s):



Figure of **Ethics Advisor** in a project

Ethical Guidelines & Ethics Issues

Data Protection: GDPR and legal compliance -

Data Management Plan - Privacy by Design - Data re-use, Pseudo/anonymisation of data.

Human Participation: Recruitment, Consent, Ethics Approvals

Artificial Intelligence, Trustworthy AI: Transparent AI - Impact, Acceptability & Desirability Assessments - High-risk AI - Bias analysis.

Dual Use & Misuse of Research

Eticas



Organisation name

YOUR **ETHICS PARTNER** IN
EUROPEAN COMMISSION'S **HORIZON PROJECTS**

eticas

At Eticas Consulting we are a
leading Spain-based
SME specialized on
Ethics of Technology and AI.



**ETHICS SUPPORT
AND COMPLIANCE
IN EC-FUNDED PROJECTS
SINCE 2011**



**ISTANBUL
PROJECT
ACADEMY**

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With a track record of 17 projects with a 30% success rate in H2020, we are also very familiar with financial obligations.

We don't consider ethics as a tick-box exercise, but as a competitive advantage and best practice in your project.

**OUR STAFF IS A
TEAM OF EXPERTS
WITH SOCIO-TECHNICAL
AND LEGAL BACKGROUND**



**WE ARE THERE
FOR YOU**

We can help our partners understand and fulfill their ethics obligations, and draft a Data Management Plan, to get Ethics Approvals and report to REA and ensure compliance.

On top of that, we make technical, societal impact risk mitigation and Privacy by Design recommendations.

OUR EXPERTISE



Ethics requirements, HE guidelines, GDPR, Societal impact & Trustworthy AI

Human Participation, Recruitment, Consent & Ethics approvals

Data Protection, Data Management Plan, Legal compliance, Privacy by Design & Data re-use,

Pseudo/anonymisation, High-risk AI, Third Countries, Environment and Health, Misuse / Dual Use & Civil Applications



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+10 years experience as Ethical Advisor of European Projects
+ 17 European Projects (FP7, Horizon 2020)
30 % success rate in proposal presentation

Our staff has taken part in **REA evaluations** both as **scientific** and **ethics** experts

TOPICS TREATED IN THE PAST:

Security, Borders, Migration, Terrorism Attacks, Emergency Protocols ([PROACTIVE](#),
[COUNTER](#), [POP.AI](#), [TEAMAWARE](#), [TENSOR](#), [INSPECT](#))

Industry, Environment and Climate Change. Sustainable Mining ([MASTERMINE](#))

Industry Leadership. Organic Electronics ([MADRAS](#))

Tackling gender, race and other biases in AI ([FINDHR](#))

Culture, creativity and inclusive society ([SHIFT](#))

Security (FP7) ([ORIGINS](#), [ABC4EU](#))

Our expertise

eticas

**ETHICS REQUIREMENTS · GDPR COMPLIANCE
SOCIETAL IMPACT · TRUSTWORTHY AI**

HUMAN PARTICIPATION

Recruitment
Consent
Ethics approvals

DATA PROTECTION

Data Management Plan
Legal compliance
Privacy by Design
Data re-use
Pseudo/anonymisation
Third Countries

ARTIFICIAL INTELLIGENCE

Transparent AI
Acceptability & Desirability
High-risk AI
Impact Assessment
Bias Analysis

ENVIRONMENT & HEALTH

MISUSE / DUAL USE

CIVIL APPLICATIONS

OTHER ETHICS ISSUES





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THANK YOU...



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