

**Service ID** S00310



**Location** Remote, Spain

## Evaluation of ethical aspects in agrifood technology design and development

### Provider service

Universitat de Lleida

### Link to content

<https://agrifoodtef.eu/services/evaluation-ethical-aspects-agrifood-technology-design-and-development-0>

### Type of Sector

Arable farming, Food processing, Greenhouse, Horticulture, Livestock farming, Tree Crops, Viticulture

### Accepted type of products

Design / Documentation, Other

### Type of service

Desk assessment, ELSA assessment, Test design

### Description

We offer a specialised service to companies, particularly small and medium-sized enterprises (SMEs), that develop AI- and robotics-based products and services for the agri-food sector. Our service supports these companies in integrating ethical considerations throughout the design and development process of their AI- or robotics-based products and services. By utilising Value Sensitive Design (VSD) methods, we ensure that human values such as sustainability, fairness, transparency, and privacy are incorporated into technological solutions from the outset. Through stakeholder analysis, participatory design, value scenarios, and ethical reflection, we guide companies in creating responsible, innovative technologies that align with societal needs and ethical standards.

## **How can the service help you**

We help you integrate ethical aspects into your product or service by considering human values throughout the design and development process. This proactive approach helps our clients deliver solutions that are not only effective but also socially and ethically sustainable.

## **How the service will be delivered**

We can customise the evaluation to your needs. Contact us for further details.

## **Service customisation**

We use different methods to guide the systematic and comprehensive integration of ethical values into technological designs. Some of the more prominent ones include stakeholder analysis, which identifies direct and indirect stakeholders affected by a system, and participatory design, which involves stakeholders in the design process to ensure their values are considered. Ethnographic methods and value-orientated interviews provide in-depth insights into how values are experienced in real-world contexts. At the same time, Value Scenarios and Envisioning Cards help explore future implications of design choices. Methods like Value Tensions address conflicts between competing values, and Reflective Equilibrium helps balance them through iterative reflection. Heuristic evaluation adapts usability assessments to gauge how well values are supported in practice.