Key Insights & Highlights

Women in Tech Hamburg
Beyond the Algorithm: AI, Risks & Human Values

21 Mai 2025, IBM iX Studio Hamburg

Keynote Florentina Fuchs, Director Learning Organisation, Forever Day One
Will Human Values Survive Artificial Intelligence?

Our keynote speaker, Florentina Fuchs, shared insights into the challenges and responsibilities we face as artificial intelligence rapidly evolves toward Artificial Generative Intelligence (GenAI). She explored how unpredictability – both in global systems and in AI behavior – is shaping our world and emphasised the urgent need to align AI with core human values. Drawing on real-world examples and audience reflection exercises, she encouraged us to take a human-centered approach to technology.

The key takeaways from her talk:

– **AI must align with human values** to be trustworthy and safe
– **GenAI is emerging** and may soon surpass humans in many tasks
– **Unpredictability is the new normal** – ethical guidance is crucial
– **Bias in AI is real** and must be actively addressed
– **Value alignment is a shared responsibility** across society

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Our Panelists

Dr. Mara Jekosch

Business
Development Lead
BTP MEE, SAP

Sandy Ukat

Lead Data Solutions,
Ad Alliance,
RTL Deutschland

Oksana Voloshyna

Digital Data
Analyst, Otto GmbH
& Co. KGaA

Tristan Reckhaus

Executive Director, Travel
& Transportation Industry
Lead, IBM iX

Panel Discussion

AI, Risks & Human Values: Balancing Innovation and Ethics

The panel discussion, "AI, Risks & Human Values: Balancing Innovation and Ethics," explored how organisations can balance technological progress with ethical responsibility. Moderated by Antje Kruse-Schomaker, the discussion brought together voices from IBM, SAP, Otto, and RTL to reflect on governance, risk, and the essential role of human values in AI development to make it a good force.

*https://www.ibm.com/artificial-intelligence/ai-ethics
*https://www.ibm.com/think/topics/ai-ethics
*https://www.ibm.com/policy/trust-transparency
*http://ibm.biz/everydayethics

Here are the key takeaways from our discussion:

– **Explainability:** Users must understand AI decisions
– **Fairness:** Systems must treat people equitably, avoiding bias
– **Transparency:** It should be clear how data is used and when AI is involved
– **Privacy:** Protecting personal data is non-negotiable
– **Robustness:** AI must be resilient, even in unexpected scenarios

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Interactive Workshop
Exploring the Power and Ethics of AI

The interactive workshop, "Exploring the Power and Ethics of AI," focused on applying ethical design thinking to real-world AI use cases. Led by Katja Henning and the team from IBM Cybersecurity Services, participants explored "power mapping" to assess how AI systems can empower or disempower users. A fictional case was used to reflect on responsible design choices in interactive breakouts.

Here are the key takeaways from our discussion:

- **"Power over" users should be avoided**—design for empowerment
- **Ethical design tools** help identify risks and promote fairness
- **AI must be secure, transparent, and explainable**
- **Responsibility for ethical AI lies with everyone, not** just developers, empowering users builds trust and reduces misuse

Power Mapping
Reflection

What did you take away from the exercise?

How did it feel to fill out the grid?

Did the exercise help you reflect on the design/feature choices?

Can you imagine using this kind of thinking for security or privacy decisions?

Did the activity feel useful or relevant to your work?

We'd love for you to be part of our Women in Tech community.

Get in touch — together, we'll find the perfect opportunity for you to join the conversation and inspire others.

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Jil Perdacher
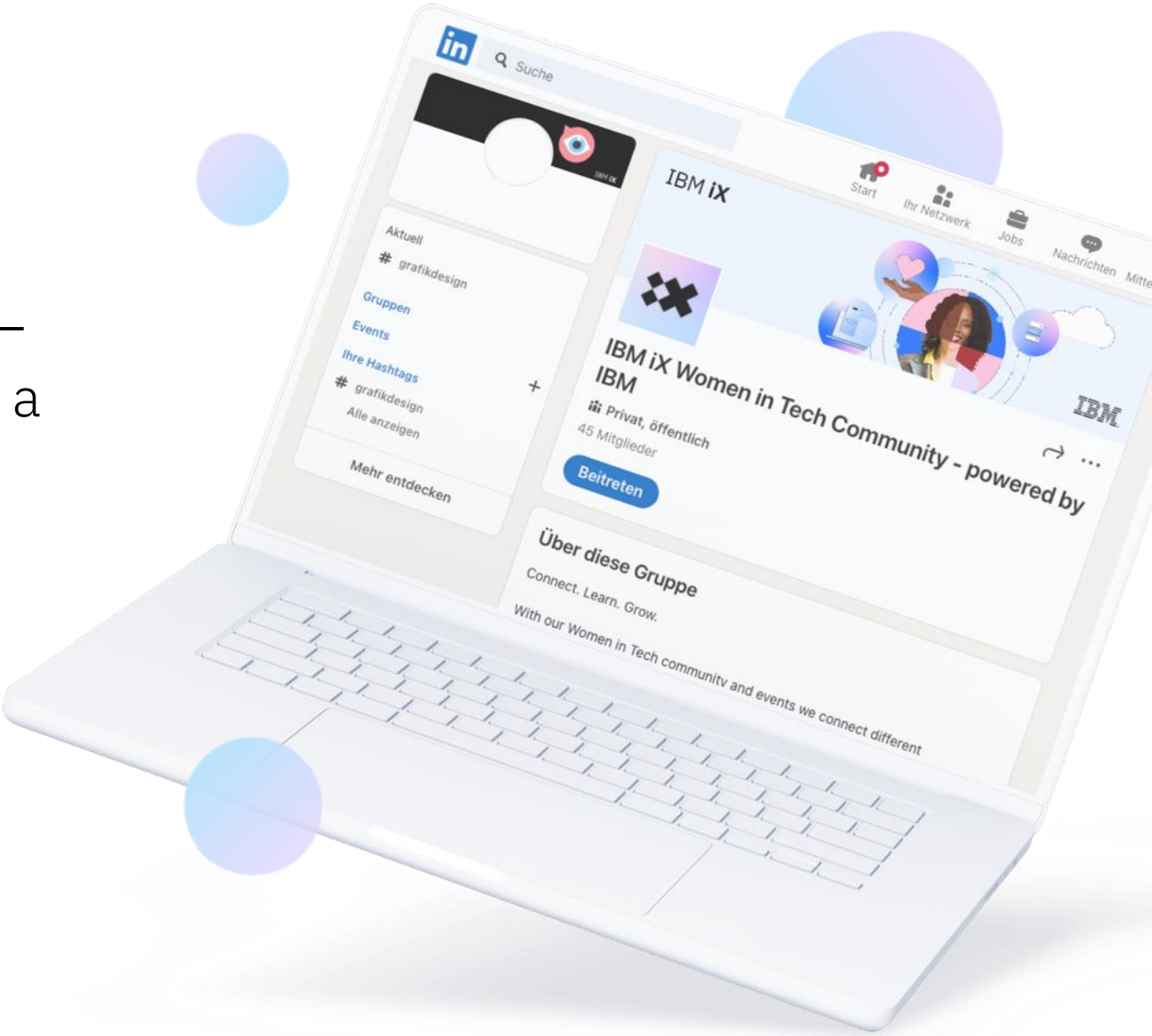Marketing Managerin
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Women in Tech LinkedIn group

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Women in Tech Community Hub

Check out our Women in Tech community Hub for more information and continuous updates on upcoming events, and interesting news.