



Brussels, November 15<sup>th</sup>, 2021

Dear Commission President von der Leyen,  
 Dear Executive Vice President Vestager,  
 Dear Vice President Jourová,  
 Dear Commissioner Breton,

Digital technologies bear the potential to advance Europeans' lives, but motives behind technological innovation have long been focused on profit rather than people. Policies and laws cannot match the speed of technology anymore. Too often, critical decisions about the future of societies are made without guidelines on how to make sustainable decisions. This is why the signatories of this letter want to work towards incentivizing sustainable digital development based on trust through the so-called Digital Responsibility Goals (DRGs).

The DRGs offer stakeholders, from decision-makers to regulators, business experts and civil society the opportunity to form a common agenda and commitment. Just like the UN Sustainable Development Goals galvanized the international community into action and structured an agenda for a more sustainable planet, the DRGs want to promote humane technology, based on rights and democratic values. Developed in a consortium consisting of leading academics, NGOs and industry experts, the DRGs cover 7 areas where we see scope for commitments that go beyond compliance with existing laws and regulations.

# Digital Responsibility Goals

1. **Digital Literacy** and access to technology is the basis for trust in and acceptance of digital innovation.
2. **Cybersecurity** equips systems with powers to fend off cyber-attacks and protect users from manipulation and fraud.
3. **Privacy** serves users and protects their unique identities. Modern privacy practices are an additional offer to users, independent from existing regulations, and can bring together privacy safeguards with data-based business models.
4. **Data Fairness** means that even non-personal data needs to be protected and treated carefully based on their value to ensure a balanced and fair collaboration between all actors in the data ecosystem.
5. **Trustworthy Algorithms** ensure that, after the data collection, data continues to be processed on the basis of core principles like explainability and fairness.
6. **Transparency** must form the basis to guide the actions of all stakeholders in the digital supply chain to create trust.
7. **Human Agency & Identity** are critical guideposts and the precondition for digital development. Digital products and services must be human-centric, sustainable, inclusive and developed under human oversight.





Leading corporations commit themselves to the UN SDGs and similarly the DRGs want to provide guidance to corporate and other actors on how to design trustworthy technology products and services.

The DRGs are intended to serve as a benchmark for companies in the digital space. The DRGs are a combined approach of all relevant actors to promote trust in digital technologies and business models. The DRGs present a methodology to measure success and hold participants accountable for their digital strategies.

### **Our Call for Participation and Support:**

The signatories ask for the European Commission's and European Parliament's support in promoting the Digital Responsibility Goals. We kindly ask the Commission to support the process of developing and refining the Digital Responsibility Goals through a **multi-stakeholder process** offering experts from the fields of industry, policy, non-profit and academia a chance to participate in shaping the DRGs.

We would greatly appreciate a chance to present our project to you during a meeting.

Sincerely,

**Identity Valley** – CEO Jutta Juliane Meier

**eco – Association of the Internet Industry** – CEO Alexander Rabe

**BMW Foundation Herbert Quandt** – Board Member Dr. Frank Niederländer

&

**European Parliament** – Member & Group of the European People's Party Prof. Dr. Angelika Niebler

**European Parliament** – Member & Renew Europe Group Vice-Chair Nicola Danti

&

**Alliance4Europe** – Managing Director Omri Preiss

**EXIT Platforms Project for Democratic Union (PDU)** – CEO Gerard Rinse Oosterwijk

**FAS Research** – CEO, Director & Founder Harald Katzmaier PhD

**FESTO SE & Co. KG** – Vice Chairman of the Supervisory Board Curt Michael Stoll

**Hacker School** – CEO Dr. Julia Freudenberg

**Institute for Accountability in the Digital Age** – Director Arthur van der Wees

**Institute for Future of Living** – Director Celine Prins

**Kommhaus** – CEO Dr. Maria Schoiswohl

**Max-Planck-Institute for Innovation & Competition** – Director Prof. Dietmar Harhoff PhD

**Parmenides Foundation Center for Digital Humanism** – Director Prof. Dr. Dr. h.c. Julian Nida-Rümelin, former minister of state

**Porticus** – Regional Director Europe Ondrej Liska

**SEND Social Entrepreneurship Netzwerk Deutschland** – Chairman Markus Sauerhammer