

Ethics

Who are you?

# Morality

Value judgment on good and bad

# Ethics

Rules of conduct to uphold certain moral judgments

# Professional ethics

## **Engineering code of ethics**

Ex (from the US):

- Hold paramount the safety, health, and welfare of the public.
- Perform services only in areas of competence...

# David Orr

Tonight the earth will be a little hotter, its waters more acidic, and the fabric of life more threadbare. It is important to note that this is not the work of the poor, the ignorant or the meek, but that of those with MBAs, LLBs, Phds, Engineers....

What are some of the greatest challenges facing humanity and the planet today?

# Technological imperative

If you can build you ought to build it.

But should you?



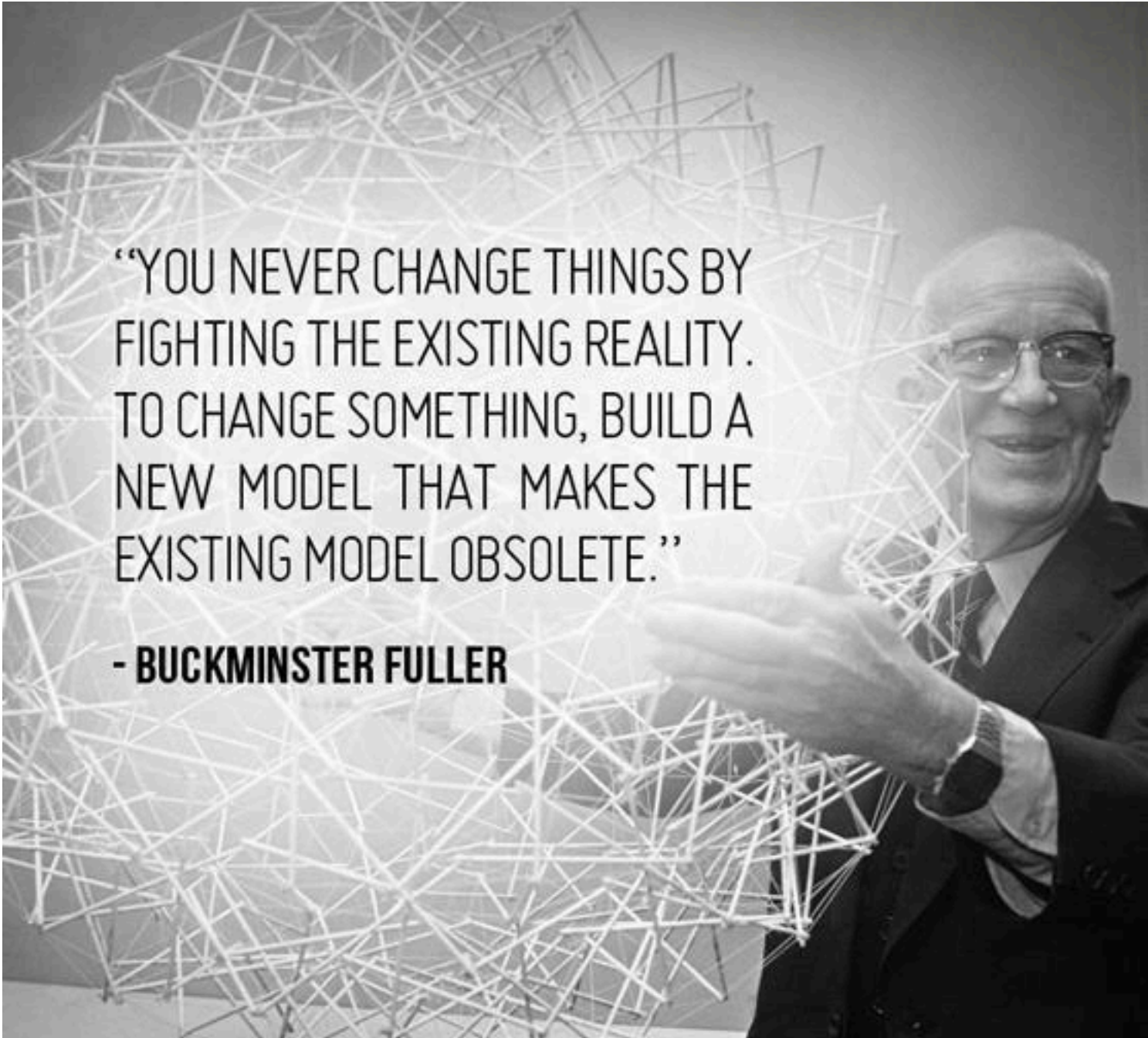
# Appropriate technology

Dr. Fritz Schumacher (German economist)

Compare professional/life goals  
with greatest challenges.

# Appropriate technology guidelines

Video

A black and white photograph of Buckminster Fuller. He is an older man with glasses, wearing a dark suit, white shirt, and tie. He is smiling and gesturing with his right hand towards a large, complex geodesic dome structure made of thin rods. The dome is the central focus of the image, with Fuller positioned to its right. The background is a plain, light-colored wall.

“YOU NEVER CHANGE THINGS BY  
FIGHTING THE EXISTING REALITY.  
TO CHANGE SOMETHING, BUILD A  
NEW MODEL THAT MAKES THE  
EXISTING MODEL OBSOLETE.”

**- BUCKMINSTER FULLER**