




**NAME:** Greenzone 

**DATE:** November 27, 2024 1:42 PM


**DESCRIPTION OF TECHNOLOGY**  
Ethics Screening About Greenzone Project

**HUMAN VALUES** 


The identity of the intended users, primarily Greenzone employees in purchasing and inventory management roles, is not directly affected by the technology. However, it may shift their responsibilities from relying on intuition and experience to interpreting and acting on data-driven insights. This could enhance their decision-making capabilities but may also require additional training to use the system effectively.

**TRANSPARENCY** 


Yes, the technology and its role in optimizing stock management will be explained to users and stakeholders. This includes how it analyzes sales data, predicts demand, and aligns with business goals like reducing waste and improving efficiency. Training and documentation will ensure users understand its functionalities.

**IMPACT ON SOCIETY** 


Greenzone struggles with inefficient stock management, relying on intuition rather than data, leading to stock shortages, overstocking, and wasted resources. This undermines its competitiveness in a market where timing and quality are critical. A data-driven system is essential to optimize purchasing, reduce waste, and improve customer satisfaction, ensuring Greenzone remains competitive and innovative.

**STAKEHOLDERS** 


- Greenzone
- Fleurop
- Florists

**SUSTAINABILITY** 


The technology's energy use is considered by optimizing stock management to reduce waste and resource consumption. While the system requires energy for processing and storage, its overall impact is minimized by focusing on efficiency. Greenzone could also implement energy-efficient solutions to further reduce environmental impact.

**HATEFUL AND CRIMINAL ACTORS** 


The technology could potentially be misused to violate data privacy laws (e.g., GDPR) if customer or supplier data is mishandled. Insights might also be exploited for unfair market practices, like price manipulation, or to prioritize efficiency over environmental compliance. Proper safeguards and adherence to regulations are essential to prevent misuse.

**DATA** 


Yes, the fundamental shortcomings and pitfalls of data are acknowledged, and the technology is designed to account for them. Key issues include incomplete or inaccurate data, biases in historical trends, and the challenge of predicting demand in an inherently dynamic market. To address these, the system will incorporate data validation processes, consider external factors like holidays and weather, and use models that adapt to changing patterns.

**FUTURE** 

In the future, the technology could evolve with AI-powered demand forecasting, real-time stock updates, and integration with external data like market trends or weather. This would enhance Greenzone's competitiveness and operational efficiency, but challenges could include managing larger datasets and ensuring data privacy.

**PRIVACY** 

The technology uses sales data in a business-to-business (B2B) context, so it does not handle personal data. However, if the data includes information such as contact details of individual buyers (e.g., names, email addresses, or phone numbers of representatives), it could qualify as personal data under privacy regulations like GDPR. The primary focus is on business-related information, such as company names, order details, and product preferences, rather than personal data.

**INCLUSIVITY** 

Yes, like any data-driven system, this technology may have built-in biases, primarily stemming from the data it relies on. For example, if historical sales data reflects seasonal or regional preferences disproportionately, the system might overemphasize these trends, potentially overlooking emerging patterns or niche demands. Additionally, biases in how data is collected, categorized, or interpreted could influence the recommendations.

**FIND US ON [WWW.TICT.IO](http://www.tict.io)**

**THIS CANVAS IS PART OF THE TECHNOLOGY IMPACT CYCLE TOOL. THIS CANVAS IS THE RESULT OF A QUICKSCAN. YOU CAN FILL OUT THE FULL TICT ON [WWW.TICT.IO](http://www.tict.io)**