



# ethosfera

**ETHICS  
AND CRITICAL  
INNOVATION**

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**ABOUT US**

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**AREAS**

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**PHILOSOPHY**

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**ACADEMIC BOARD**

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**TEAM**

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**FUNDING AND PATRONAGE**

**ethosfera**

**“Just as, when perfected,  
a human is the best of  
animals, so also when  
separated from law and  
justice, he is the worst of all”**

*Aristotle.  
Politics.*

# About us

**ethosfera**

**We are a Spanish think tank created in 2020 in order to:**

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**Catalyze private virtue and place it at the service of the public sphere to combat the risks that threaten our democracy in the digital era.**

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**The name “ethosfera” reflects our critical thinking approach based on the classical and liberal humanistic values that will promote in the digital public sphere.**

**ethosfera**

Our vision is:

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**Well-grounded institutional and democratic change via a civil society, defined by excellence, transformative ambition, strong moral commitment and capacity to influence.**

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Our mission is to create:

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**A new space for research, training and political influence, independent from ideologies and private interests, and a method based on ethics and critical innovation to manage institutional and democratic risks in the digital environment**

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# **Humanist, Critical, Integrative, Transideological, Transgenerational, Multidisciplinary, Transformative... Ethosfera is:**

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**An intellectual laboratory for men  
and women loyal to the principles  
of liberal humanism**

**A critical view and a  
transformative mission that  
brings together the best-informed  
and more responsible citizens  
with a strong commitment to  
public virtue**

**A general public skilled at  
deliberating critically in the public  
sphere**

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**We develop our research in collaboration with the Fundación de la Universidad Autónoma de Madrid, which acts as an academic partner and we organize our public activities with the support of our institutional partner, the Círculo de Bellas Artes.**

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**“Representative government cannot be worked successfully, no matter what the basis of election, unless there is an independent, expert organization for making the unseen facts intelligible to those who have to make the decisions.”**

Walter Lippmann.  
*Public Opinion.*

# Areas

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## RESEARCH

### GOALS

We identify, aggregate and activate the Spanish moral and influential leadership through a **High-Level Group of Experts** to design common strategies and reach technical-political decisions.

We curate a space for the exchange and competition of a plurality of ideas, without ideological bias or servitudes, with a long-term view of the current public affairs..

We transfer the knowledge and make it available for free access and implementation in civil and political action.

### ACTIONS

The members of the High-Level Group will be chosen each year in accordance with a selection process designed together with the members of the Academic Board in order to guarantee their integrity, their excellent scientific and professional track record and their commitment to public service.

Together with the Academic Board, we will establish the issues to be addressed by the Group and a calendar of at least four work meetings a year. These issues will be related to the challenges that the digital and techno sphere pose to our institutional architecture. To select the areas, we will use the issue-management methodology for anticipating the evolution of specific public affairs, in order to prevent and manage the political and social risks to democratic institutions.

We will produce at least one annual report that will reflect the conclusions of the deliberation and the consensus reached within a framework of ethics and critical thinking.

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## EDUCATION

### GOALS

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We provide present and future **leaders** with an **understanding of the political and social environment that surrounds them and a way of thinking based on our philosophy of ethics and critical innovation**. To this aim we will design **educational programs for public and private institutions**.

We seek to reconcile ourselves with the **Western cultural and conceptual heritage** and the promotion of **critical thinking**, guided by individual responsibility and scientific and technical excellence.

### ACTIONS

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We will develop **ethics and critical thinking programs** for the **management teams of companies, and their innovation, research and development departments**.

We will develop other training programs for **younger audiences** linked to the emerging concept of **digital citizenship** and **values through sport**.

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## INFLUENCE

### GOALS

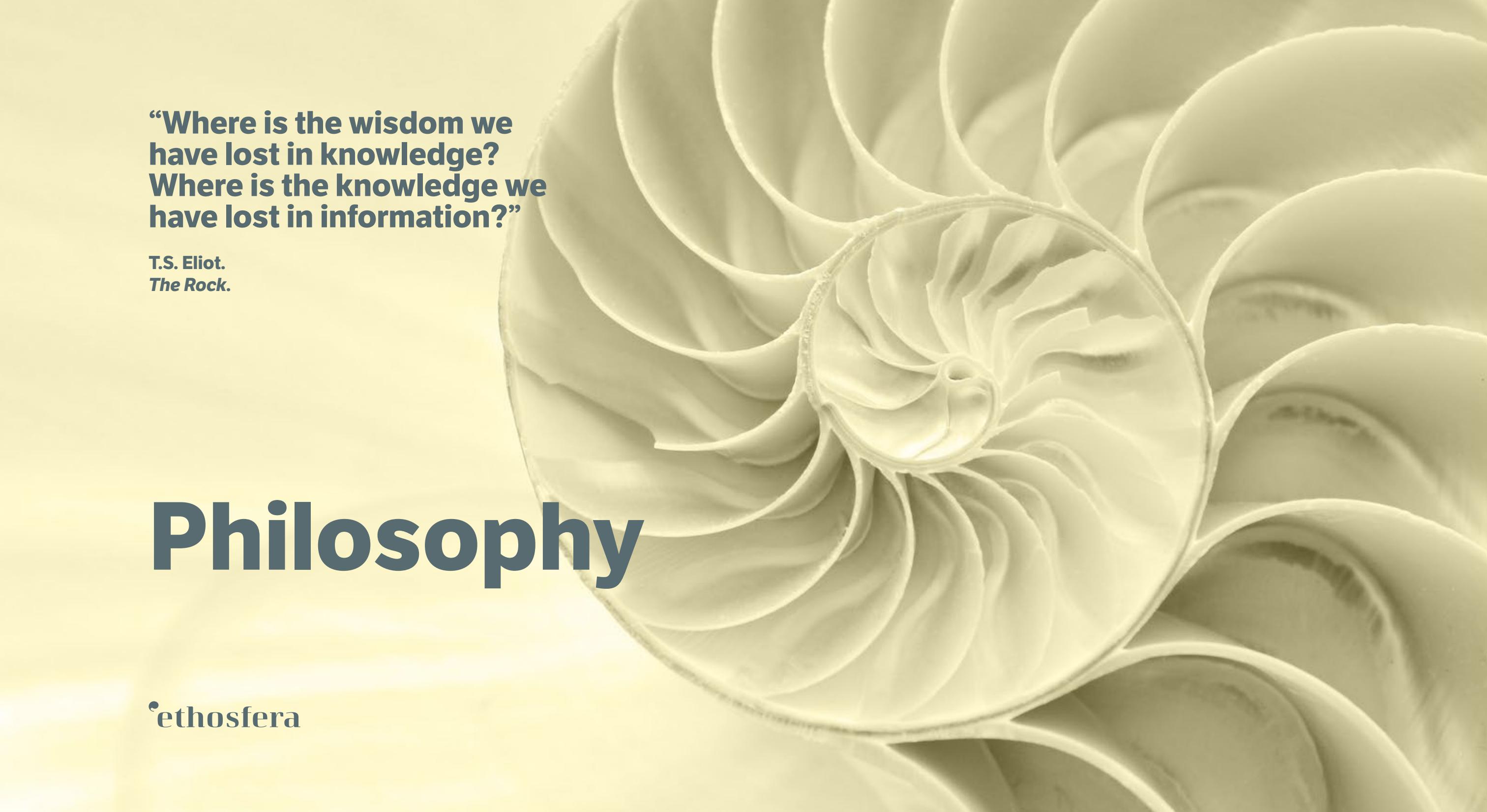
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We want to generate **opinion leadership** at the service of progress and **democracy in Spain**, both in the present and in the future. **We want to lead the public agenda and anticipate the expectations and interests of specific actors that present risks to democracy.**

### ACTIONS

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We will create **alliances with organized civil society actors, especially the media**, to legitimize the consensus reached within the Expert Group and activate our positions on issues before the powers of the State.



**“Where is the wisdom we  
have lost in knowledge?  
Where is the knowledge we  
have lost in information?”**

**T.S. Eliot.  
*The Rock.***

# **Philosophy**

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## **CRITICAL INNOVATION AS A SOLUTION TO THE RISKS IN THE DIGITAL DEMOCRACY**

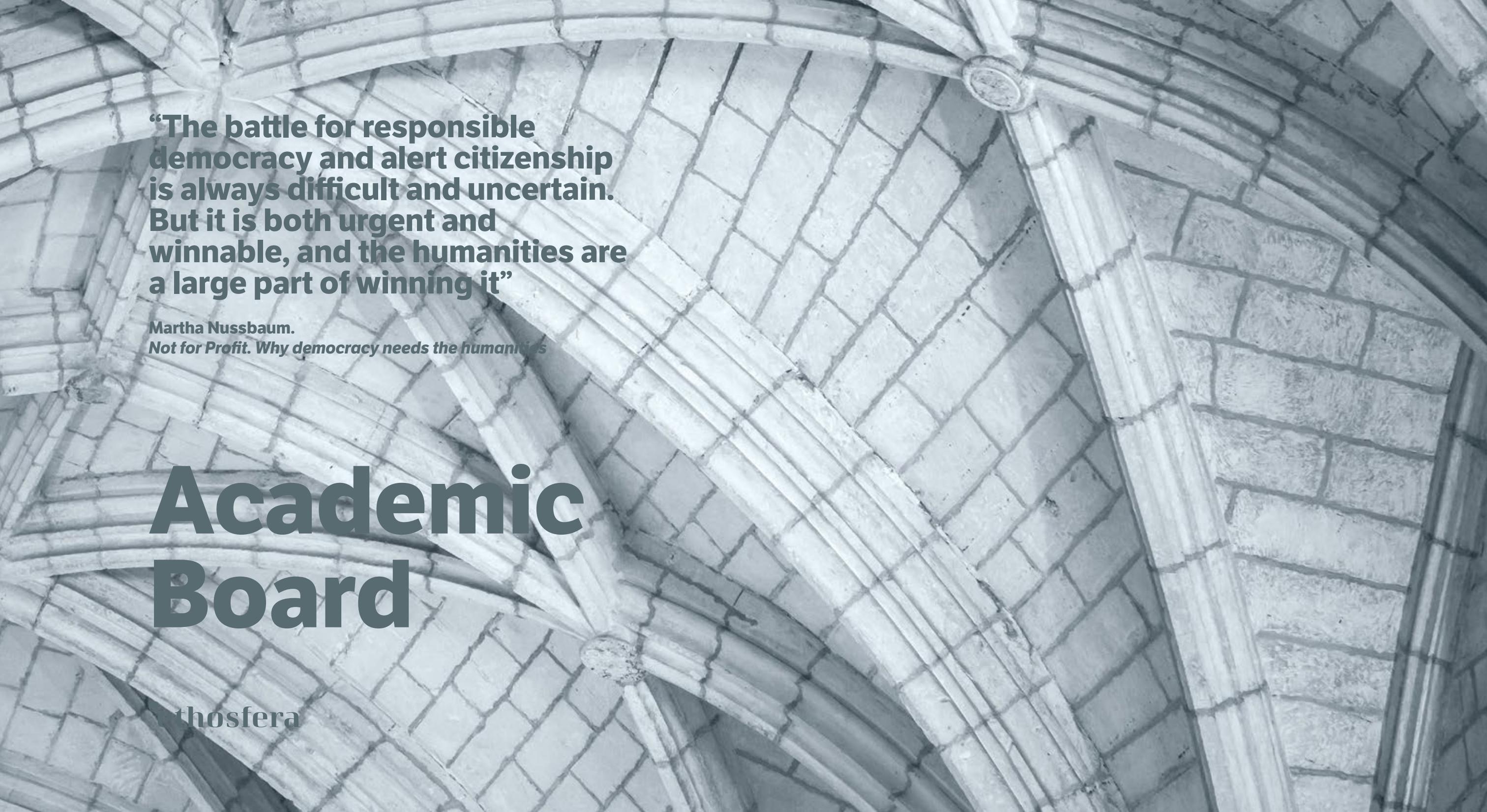
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We are exposed to more information than ever before, although a quick look at the world is sufficient to recognize that we are not wiser. Many of the problems of our immediate present and our close future are produced by new and innovative circumstances that have been promoted by human action itself. If we are to generate a growing impact on our political, environmental and human environment, we should be able to reproduce a social responsibility at the height of that impact.

Ethosfera assumes critical innovation not as a purely scientific or technical strategy but as a global attitude in all spheres of public and civic life. We believe that all that is valuable in innovation can only be activated through its foundation on a recognizable tradition that provides us with an inalienable critical, cultural and moral capital.

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One of the areas where the uncritical ambition of innovation and development has shown its most threatening and damaging condition for our democracies is found in the articulation of new spaces for public deliberation. Ethosfera was born with a vocation for convergence, dialogue and illustration of the strategic conditions that will determine our future political life, with special attention to polarization and media and digital democracy. If all criticism entails an emancipatory vocation, critical innovation aspires to provide instruments that allow us to free ourselves from the worst version of ourselves.



**“The battle for responsible  
democracy and alert citizenship  
is always difficult and uncertain.  
But it is both urgent and  
winnable, and the humanities are  
a large part of winning it”**

Martha Nussbaum.  
*Not for Profit. Why democracy needs the humanities*

# Academic Board

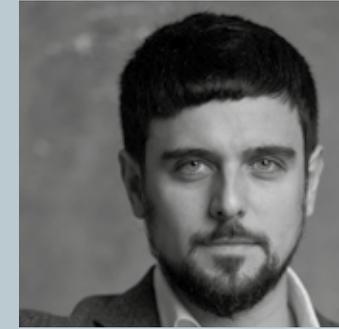
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**The Academic Board will be responsible for developing the selection criteria of the High-Level Expert Group, as well as the themes to focus on each year, following the life cycle of relevant public affairs.**



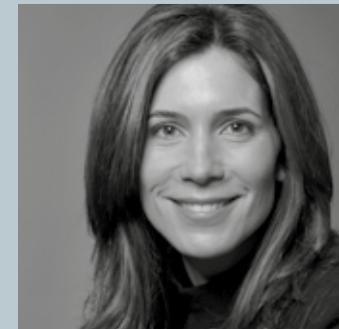
**Carlos Blanco**  
PhD in Philosophy and Theology. Writer and Philosophy and Theology Professor at Universidad Pontificia de Comillas.



**Diego S. Garrocho Salcedo**  
PhD in Philosophy. Vice Dean of Research, Knowledge Transfer and Library of the Faculty of Philosophy at Universidad Autónoma de Madrid.



**Diego Cano Soler**  
Phd in Economics. Professor of Applied Economics and Tax Policy at Universidad Autónoma de Madrid.



**Elena Herrero-Beaumont**  
Independent lawyer and journalist and adjunct professor at IE University.



**Rafael Fernández Campos**  
PhD in Economics. Chief Data Officer at Bankia. President of the Club of CDOs Spain and Latam.



**Raquel Hurtado Soto**  
Lawyer at Spain's Council of State and adjunct professor at IE University.





**Giles E.H. Tremlett**

Historian, author and journalist and Fellow of the Cañada Blanch Centre at the London School of Economics.



**Carissa Véliz**

PhD in Philosophy. Associate Professor in Philosophy at the Institute for Ethics in AI, and a Fellow at Hertford College at the University of Oxford.



**Nazareth Echart**

PhD in Public Communication. Parliamentary Senior Adviser in European Affairs.



**Valerio Rocco Lozano**

PhD in Philosophy. Director of Círculo de Bellas Artes and Philosophy Professor at UAM.



**Javier Hernández**

PhD in Media Arts and Science. Senior Researcher at Microsoft Research, Research Affiliate at MIT Media Lab.



**Anya Schiffrin**

PhD in Communications. Director of the Technology, Media, and Communications at Columbia University's School of International and Public Affairs.

**“Power springs up between men  
when they act together and vanishes  
the moment they disperse.”**

Hannah Arendt.  
*The Human Condition.*

# Team

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**DIEGO S. GARROCHO.** President of the Academic Board



Diego is Vice Dean of Research, Knowledge Transfer and Library of the Faculty of Philosophy at Universidad Autónoma de Madrid. Phd Lecturer in the Area of Ethics and Political Philosophy in the Department of Philosophy, he has completed his training in France, at the Sorbonne University (Paris-IV) and carried out graduate research stays in the United States at Boston College, Massachusetts Institute of Technology and at Johns Hopkins University.

Diego wrote *Sobre la nostalgia. Damnatio Memoriae* (Alliance: 2019) and *Aristóteles. Una ética de las pasiones* (Avarigani: 2015) as well as other collective books. He has published in specialized journals in Ethics and Philosophy and he currently participates in various research projects in the European, national and local context.

In terms of scientific transfer, he also has published articles and editorials in mainstream press (EL MUNDO, EL ESPAÑOL, PÚBLICO, EL CONFIDENCIAL). Since 2013 he runs, with Diego Cano Soler, *Índice*, a journal published by the Instituto Nacional de Estadística. Likewise, since 2018 he has been a member of the Board of Directors of *Actuarios* review. Garrocho is the Head of the MA in Philosophical Criticism and Argumentation with Iván de los Ríos and fellow of the DEMOSPAZ Institute and of the UNESCO Chair in Education for Social Justice at the Universidad Autónoma de Madrid.

**ELENA HERRERO-BEAUMONT.** Founder and Director



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Elena is a registered lawyer and researcher in ethics, transparency and governance. She is an adjunct professor of Corporate Ethics at the IE and a lead researcher of the “Media Integrity Report. Editorial Transparency and Governance in News Media Companies” at Fundación Compromiso y Transparencia (2020) and co-author of the annual report, “Primera Plana. Informe de transparencia y buen gobierno sobre independencia y credibilidad editorial de los grupos de comunicación.” Fundación Compromiso y Transparencia (2017, 2019).

She sits at the Boards of Transparency International-Spain and Fundación Compromiso y Transparencia. She is also a member of Instituto Gobernanza y Sociedad; a member of the editorial board at Ethic and a member of the advisory board at CodeOp, a tech start-up.

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Elena was the co-founding partner of Vinces and Director of International Media at Spanish law firm Garrigues. Elena was a Fulbright Scholar in the United States and a Fellow with the Carnegie Corporation and the Knight Foundation. She worked as a program coordinator at the Initiative for Policy Dialogue, Nobel Laureate Joseph Stiglitz’s think tank at Columbia University and as visiting scholar in corporate ethics at the Kellogg School of Management. She holds a law degree from Universidad Complutense, a Master in Financial Markets from Instituto de Estudios Bursátiles and a MSc in journalism from Columbia University in New York. In 2019, she was ranked among the Top 10 of Choiseul’s Top 100 Economic Leaders in Spain.





**TEODORO DE AGUSTÍN**  
**Managing Partner**

Teodoro de Agustín has been practicing law for more than 20 years and has extensive experience in financing and corporate acquisition operations.

In 2009 he joined Dutilh Abogados as partner, coming from Gómez-Acebo & Pombo to lead the financial and commercial law departments.

Teodoro has a bachelor's degree in Law and a diploma in Business Administration from Alcalá University (CEU Luis Vives). He has postgraduate training in International Financial Law from Oxford University (St Catherine's College).

In November 2015 he founded Argali Abogados, a firm whose goal is to become the leader in M&A in the Iberian market.



**MIGUEL SOLER GUASCH**  
**Creative / Art Director**

After graduating in Advertising Communication and Public Relations, he began his professional career in 1992 as a copy and later as a creative director at the Mediterranean International Advertising agency.

In 1998 he joined the Galician agency Terra GMC, developing local and national campaigns.

In 2000 he returned to Mallorca and founded SSSIT Publicitaris, which became one of the leading creative studios in the Balearic Islands.

In 2018 he settled in Madrid as Solosoler, acting as a communication advisor specialized in brand strategy.



**“No man is an island entire of  
itself; every man is a piece of the  
continent, a part of the main.”**

**John Donne.  
*Meditación XVII.***

# **Funding and Patronage**

**ethosfera**

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# PHILANTHROPY, EUROPEAN FUNDS AND COMPANIES WITH PURPOSE

## THE NEED TO BUILD A PURPOSE FOR THE COMMON GOOD

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Ethosfera will be developed with funding mainly from foreign philanthropies and companies strongly committed to the defense and the strengthening of liberal democratic institutions as a fundamental basis for economic and social progress in the digital environment.

## RISKS COMING FROM POLITICAL AND SOCIAL GROUPS AGAINST LIBERAL DEMOCRACY

In the redefinition of the corporation towards an entity with a purpose to contribute to solving a series of public issues, the need arises to closely follow the cycle of public affairs and to anticipate the behavior of certain political and social groups. There are changes in the expectations that the general public has about certain topics, changes that are reflected in some way in the media, which can arouse controversy in the political environment and can culminate in legislative developments that negatively affect our democratic institutions and our economic and social progress.

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Ethosfera becomes a platform to detect these risks thanks to the support of philanthropies and companies strongly committed to the architecture of a liberal humanist democracy.

## TOWARDS A NEW PUBLIC-PRIVATE GOVERNANCE

Faced with derived geopolitical risks from technological advancement and from certain political-social actors, the need arises for a new public-private governance, with a purpose to appeal to the basic principles of classical and humanism on which liberal democracy in the West has been articulated and which has served a basis for economic and social progress.

# ethosfera

ETHICS  
AND CRITICAL  
INNOVATION

IN COLLABORATION WITH:

**FUAM** Fundación  
Universidad Autónoma  
de Madrid

