# Recommendations for a socially just transition towards sustainable development: how to ensure AI is a tool for social development and well-being of all.

Policy/Strategic Recommendations prepared for the Expert Group Meeting

United Nations Department of Economic and Social Affairs

Division for Inclusive Social Development

4 – 7 August 2020

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# What is AI Impact Alliance ?

- It is an independent non-profit organization whose mission is to facilitate an ethical and responsible development and governance of AI, with the core objective of accelerating the achievement of SDGs.
- It produces the annual **AI on a Social Mission** conference and **Art Impact AI**, innovative spaces of critical and inclusive deliberations on AI's potential and implications. Its knowledge-sharing experiences lead to strategic/policy recommendations.
- Its Advisory Board, presided by Professor Yoshua Bengio, includes AI scientists, policy and governance experts, social scientists, artists and civil society organizations.

# No. 1: *Adopt a definition of AI that increases its Social Impact.*

All policies should be based on the clear understanding that AI is a multidisciplinary discipline which includes social sciences and the arts.

This will help shape :

1) funding policies
2) team composition

This will increase critically needed diversity of perspectives, socially and culturally relevant choice of problems and solutions, and cross-disciplinary knowledge sharing in teams that are developing and deploying AI.

# No. 2 : Adopt a definition of AI Ethics that can grow

What is considered ethical AI will evolve as the understanding of AI's various implications improves. Therefore, it is important to adopt an applied and « Living » definition of AI Ethics as more people join this conversation.

- Laws are adapting to protect human rights and prevent a further privatizations of the benefits of AI. However, AI Ethics Frameworks are tools that inform ongoing policy and regulatory innovations, and, as such, and *because entire sectors, communities and countries' voices have yet to be heard, none of these frameworks are currently complete enough to legitimize global policies*.
- "Position Paper on the Indigenous Protocol and Artificial Intelligence" by Jason Edward Lewis, Angie Abdilla et al. : "1) Locality, 2) Relationality and Reciprocity, 3) Responsibility, Relevance and Accountability, 4) Develop Governance Guidelines from Indigenous Protocols, 5) Recognize the Cultural Nature of all Computational Technology, 6) Apply Ethical Design to the Extended Stack, 7) Respect and Support Data Sovereignty."

# No. 3 : Make AI a tool for SDGs by increasing access to AI for CSOs

Improving the access to AI for CSOs, that are striving for SDGs, will increase chances of socializing AI's benefits, and accelerate the achievement of the UN's Sustainable Development Goals.

- Increases a critical need for more women and diversity in the development and governance of data and AI. Women represent an average of 7/10 workers in non-profit organizations (CSOs, CBOs) dedicated to social services to the community (SDGs).
- Increases chances we will address the underlying social problem before solving it with technology (underpaid teachers, underfunded healthcare, etc).
- Increases trust & accelerates a responsible adoption of new technologies. (New Frontiers in Social Innovation, A.Nicholls, J.Simon, M.Gabriel)
- Facilitates collection of relevant and quality data, achieve more robust and socially beneficial, scientific results. (Prof. Milind Tambe)
- Addresses the deficit of Civil Sector's participation in the Governance of AI will improve democratic processes in regulatory innovation. (See The Global Landscape of AI Ethics Guidelines by Dr. A. Jobin, M. Ienca, A. Vayena) and increases chances of achieving global consensus on standards of governance (Jordan, C. (2018) International Policy Standards: An Argument for Discernment).

# No. 4 : Support Civic Engagement & Critical Design of AI

- Support new mechanisms for inclusive dialogue with citizens, tools for civic engagement, facilitate outreach, community based critical design and knowledge sharing amongst stakeholders.
- By fostering informed social deliberations on AI and our digital futures, the **arts are critical** in the development of legitimate policies and shaping AI's evolution.
- Innovative tools using AI could increase the reach and effectiveness, but we must be mindful of ownership of data, IP strategies, explainability, and always use in combination with educational and outreach programs.
- Devote significant resources to build an understanding of algorithmic logic, data issues, the beneficial potential AI represents, as well as ethical, social, legal, economic, political implications of AI, enabling citizens to make informed choices about their futures.

# No. 5 : Focus on Data Governance and Sovereignty

- « Indigenous communities must control how their data is solicited, collected, analysed and operationalized. They decide when to protect it and when to share it, where the cultural and intellectual property rights reside and to whom those rights adhere, and how these rights are governed. All AI systems should be designed to respect and support data sovereignty. »
- The previous recommendation from the Indigenous Protocol resonates with AI on a Social Mission 2018/2019 and Art Impact Workshops recommendations.
- Additionally, we must provide citizens more information on different Data Governance Models such as Data Coops, Data Trusts in order to make choices that benefit socio-economic development of their communities.

# No. 6: Focus on Intellectual Property Strategies

- Sustainable AI needs a strong, diverse, thriving cultural sector. An IP Strategy that fails to support artists, creatives, cultural workers, a narrow IP strategy that omits to consider economic implications for the arts sector, will be the cause of imploded digital economies. (Mr. Gurry, DG, WIPO)
- IP strategies are fundamental to supporting creators and innovators, and ensuring a beneficial deployment of AI in society. There's a huge risk that we are repeating history as CSOs, SMEs, and most creative agents do not have IP capacity / Mind the IP Gap. (S.Wurtzler, WIPO)

# No. 7 : Monitor and Value Social Impact

To be able to adapt policies, avoid unintended consequences, and achieve a Socially Beneficial Transition into a Knowledge Based Economy, we should set mission-oriented goals such as SDGS, and monitor the results (Social Impact Assessment, Social Return on Investments, SWOT).

- **Social Return on Investment (SROI)**: the value an organizations (or a sector's) contributes to socio-economic development, as a guide for investors and public funders. Organizations should be supported in developing SROIs and incorporating them into their return on investment reports.
- NeurIPS will no longer accept AI research papers submitted without a **Social Impact Assessments (SIA)**. *A workgroup should be put in place to define what that should be exactly and continuously reassessed by an oversight body.

# No. 8: Create an Oversight Body and/or Algorithmic Charter

1. An independent public body overseeing AI's development and governance, whether it's an ombudsman, or other type of authority, would be highly relevant. Independent experts are needed to design educational campaigns, hear citizens' complaints, audit systems, analyze recurring problems, oversee and analyse systemic results and make enforceable recommendations. Ensure inclusion and diversity in composition criteria.
2. In New Zealand's "Algorithmic Charter", agencies that sign the charter make a number of commitments.
   - Agree to publicly disclose in accessible language when/how algorithms are used, ensure their algorithms do not perpetuate bias, and allow for a peer review to avoid "unintended consequences."
   - The Te Ao Māori Indigenous perspective is included in the development of algorithms, as well as their use, and asks that agencies provide a point of contact that members of the public can use to inquire about algorithms, as well as challenge any decision made by an algorithm.
   - We should also facilitate/put in place a form of co-governance if the results of algorithms impact a specific group such as workers (bringing worker protection into the new era).

# Summary of Recommendations

No. 1: Adopting a **definition of AI** which **i**ncludes social sciences and the arts will increase its beneficial Social Impact.

No. 2 : Adopt a **definition of AI Ethics** that grows as more people join the conversation while ensuring urgent regulatory changes to ensure human rights protection.

No. 3 : Make AI a tool for SDGs by **improving access to AI's development and governance for CSOs**. This also closes the Gender Gap in AI and Data initiatives.

No. 4 : Support **Civic Engagement & Critical Design**. The arts is among the best tools to engage a large number of diverse citizens to better understand complex issues/design legitimate policies.

No. 5 : Focus on **Data Governance and Sovereignty** : improve access to choices of DG models that reflect and respect Data Sovereignty and contribute to socio-economic development.

No. 6: Focus on **Intellectual Property Strategies** : Sustainable AI requires a thriving cultural sector / Risk further privatization of benefits of AI.

No. 7 : **Monitor and Value Social Impact** : SIAs improve our understanding impacts of AI technologies and inform policies and regulatory innovation and is an incentive for AI researchers to consider their impact before publishing ; SROIs are an incentive to encourage beneficial uses of AI.

No. 8: Create an **Oversight Body and/or Algorithmic Charter** to ensure transparency and accountability.

**These recommendations were prepared in the context of UNDESA's EG Discussion Group, summarized and adapted to the question and format at hand.*

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# Thank you!

These recommendations are the result of hundreds of hours of interviews and workshops. With sincere gratitude, I thank all **Art Impact AI**, **AI on a Social Mission** and AI Impact Alliance's participants and collaborators for sharing their perspectives on AI, as well as the solutions they saw to achieving a socially just digital transformation.

I thank our partners for allowing me to engage with **over 300 artists and cultural workers** as well as **over a 1500 workers and leaders in Social Entrepreneurship, Public and Community Based Organizations** in Canada and for their precious contributions to these recommendations.

I thank our international collaborators for invitations to in-depth conversations in Chile, Thailand, Geneva, U.S., Japan, Brasil, Nigeria, which added depth and perspective.

*All art and photographs are by Valentine Goddard.