

# Ethical AI Governance in companies and organisations



5 June 2023

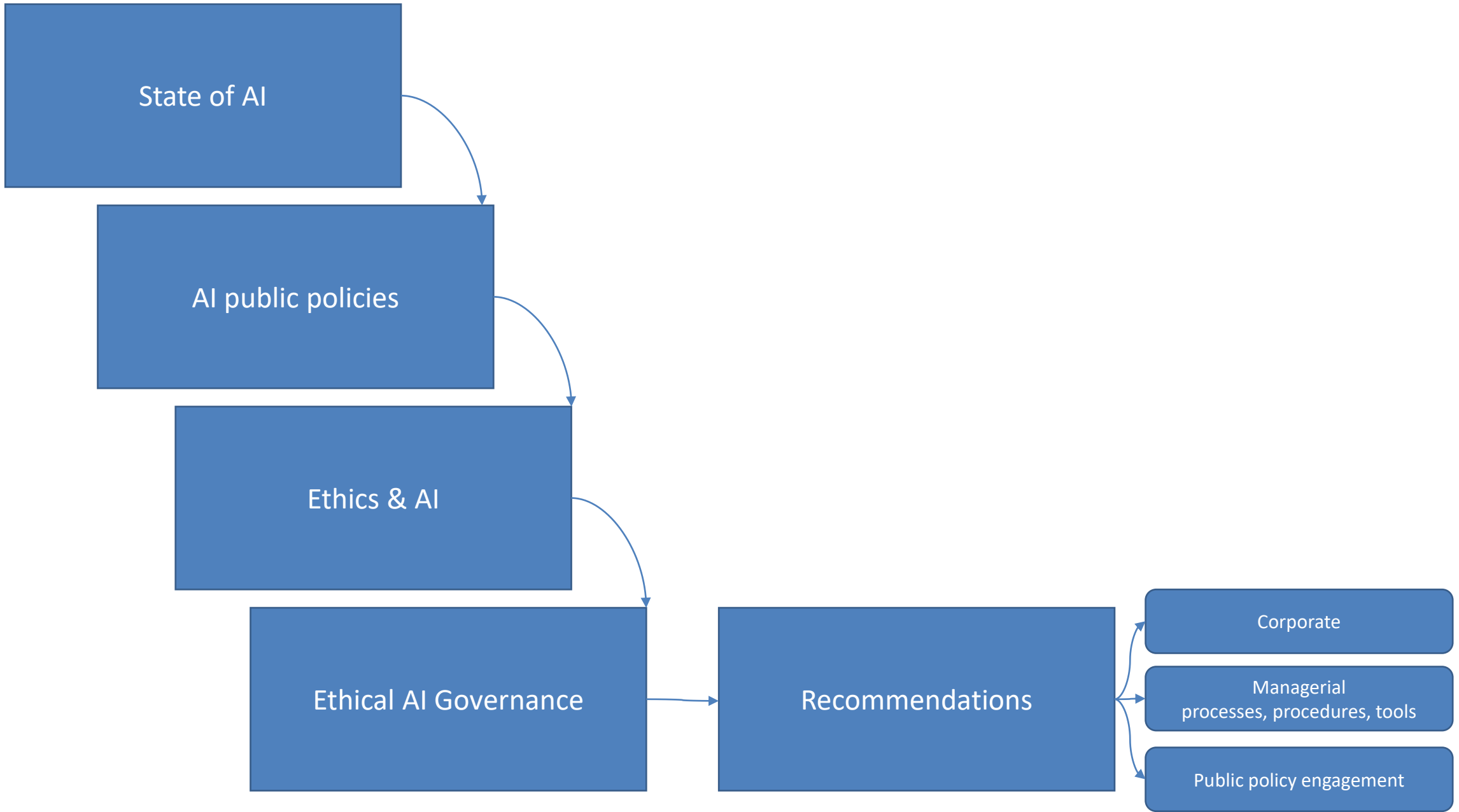
ITS Webinar, academic host Ivey Business School, corporate host TELUS Communications

*Prof Dr Paul Timmers*

*KU Leuven, Oxford University*

*CEO iivii*

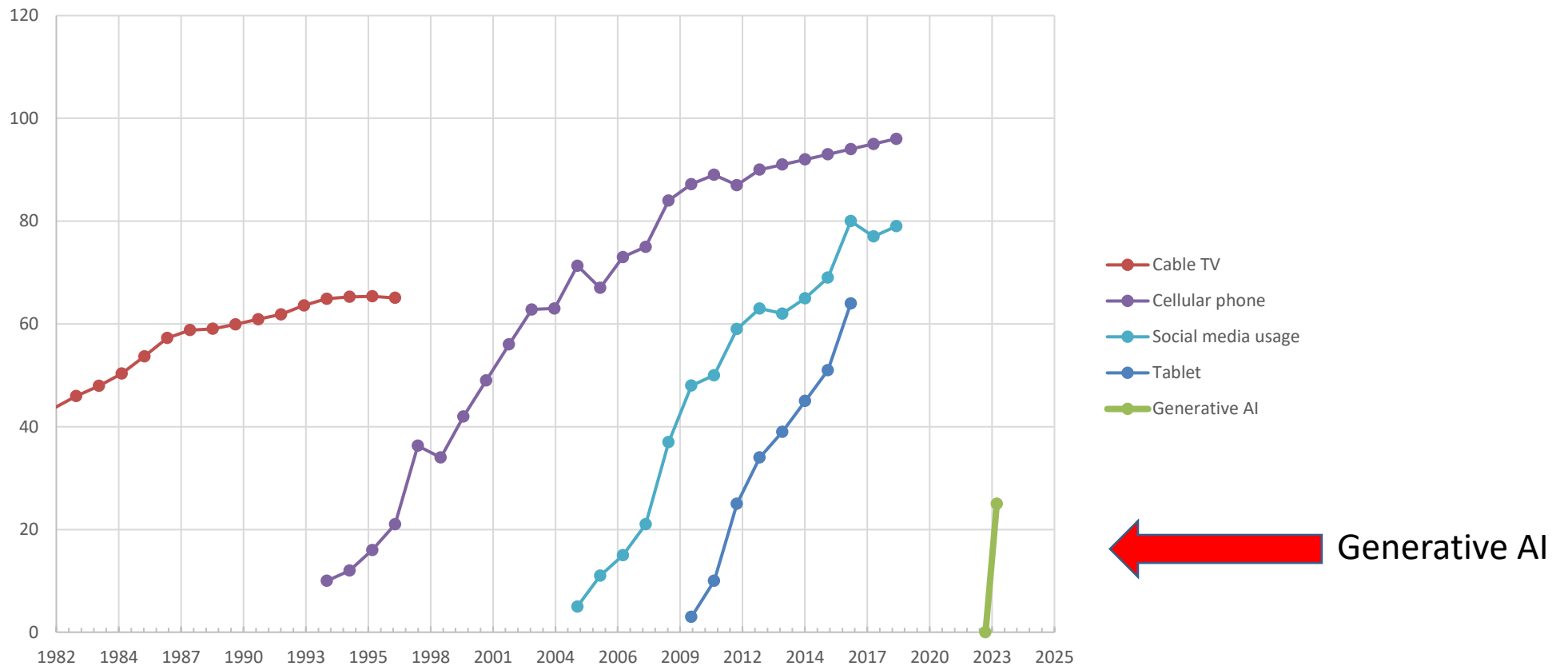
[paul.timmers@iivii.eu](mailto:paul.timmers@iivii.eu)



# State of AI

## Generative AI shows an exponential take-off

Technology Adoption US Households  
(Sources: Our World in Data, Study.com, own calculation)

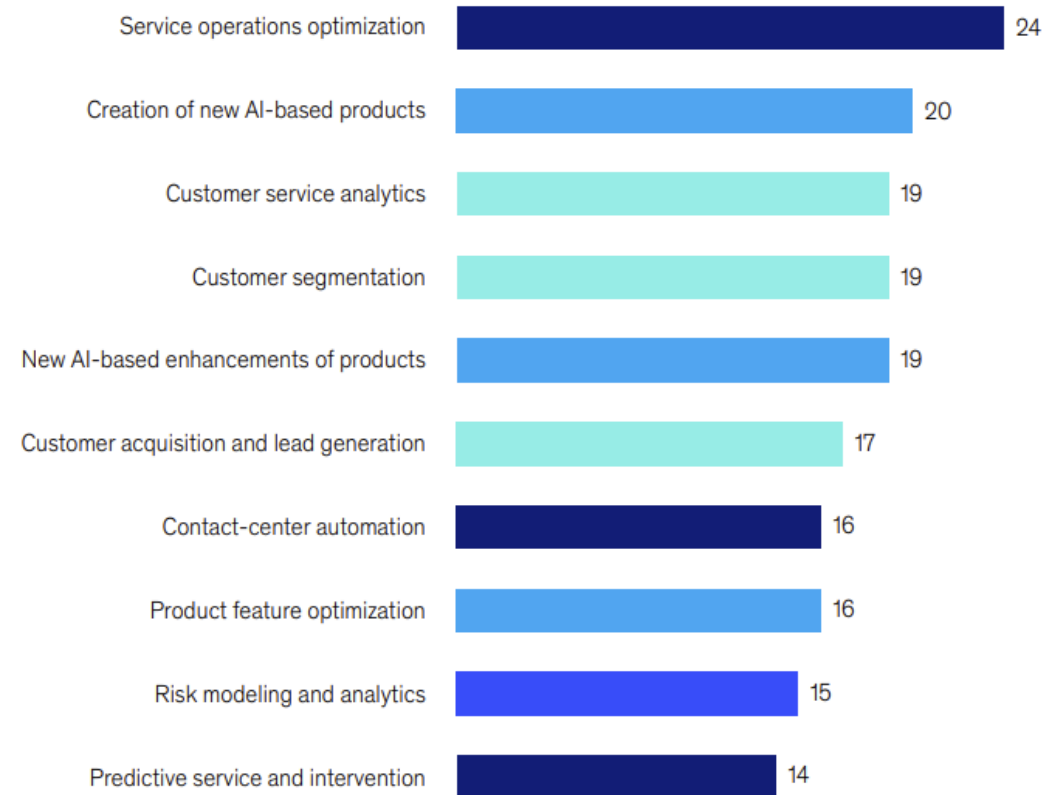


# State of AI

## AI for optimization, creativity, customers

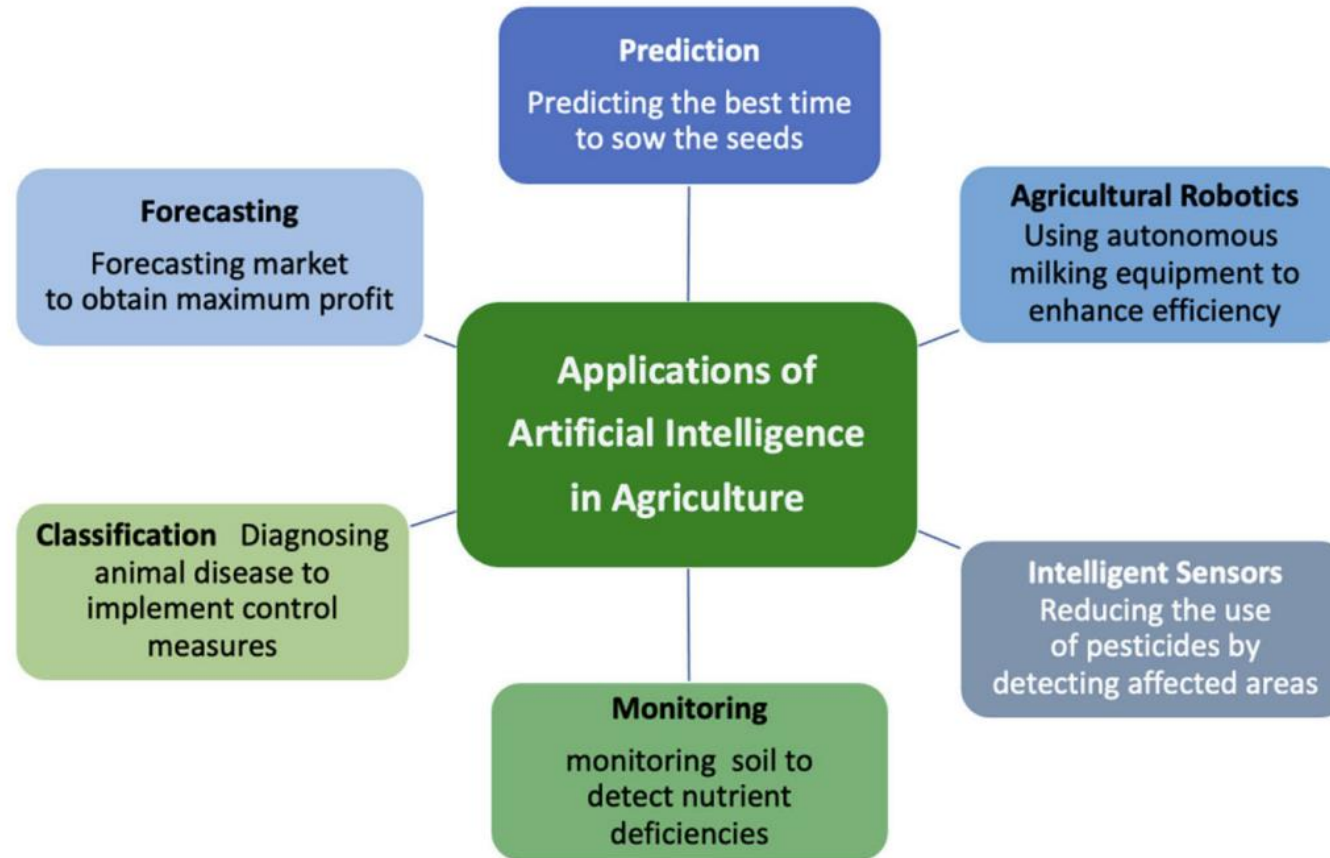
Most commonly adopted AI use cases, by function, % of respondents<sup>1</sup>

■ Service operations<sup>2</sup> ■ Product and/or service development ■ Marketing and sales ■ Risk



# State of AI


## - an agriculture example -



# State of AI - Facts, Claims, Illusions



## Chestlink – Radiology Automation

 Automate up to 40% of reporting workflow



## The New GPT-4 AI Gets Top Marks in Law, Medical Exams, OpenAI Claims



89% Of Students Admit To Using OpenAI's ChatGPT For Homework

Microsoft Research

Sparks of Artificial General Intelligence:  
Early experiments with GPT-4

## FINANCIAL TIMES

Generative AI's 'productivity revolution' will take time to pay off



AI Is Being Used to 'Turbocharge' Scams



CO<sub>2</sub>-Equivalent Emissions of Selected Machine Learning Models



## Model evaluation for extreme risks



Mitigating the risk of extinction from AI should be a global priority alongside other societal-scale risks such as pandemics and nuclear war.

## FOREIGN AFFAIRS

### The Illusion of China's AI Prowess

Regulating AI Will Not Set America Back in the Technology Race

# AI Public Policies



EU AI Act  
EU Action Plan



AI Bill of Rights Blueprint  
NIST Risk Assessment F/W



Pro-innovation approach to AI regulation  
(consultation)



Regulation on Recommender Algorithms  
Measures to Regulate Generative AI (draft)



Joint Statement EU-US Trade and Technology Council of 31 May 2023 in Lulea, Sweden



G7 Hiroshima Communique

- OECD AI Principles
- G20 AI Guidelines
- UNESCO Recommendation on AI Ethics
- CoE AI Convention (prep)

# Ethics & AI - Governance in organisations

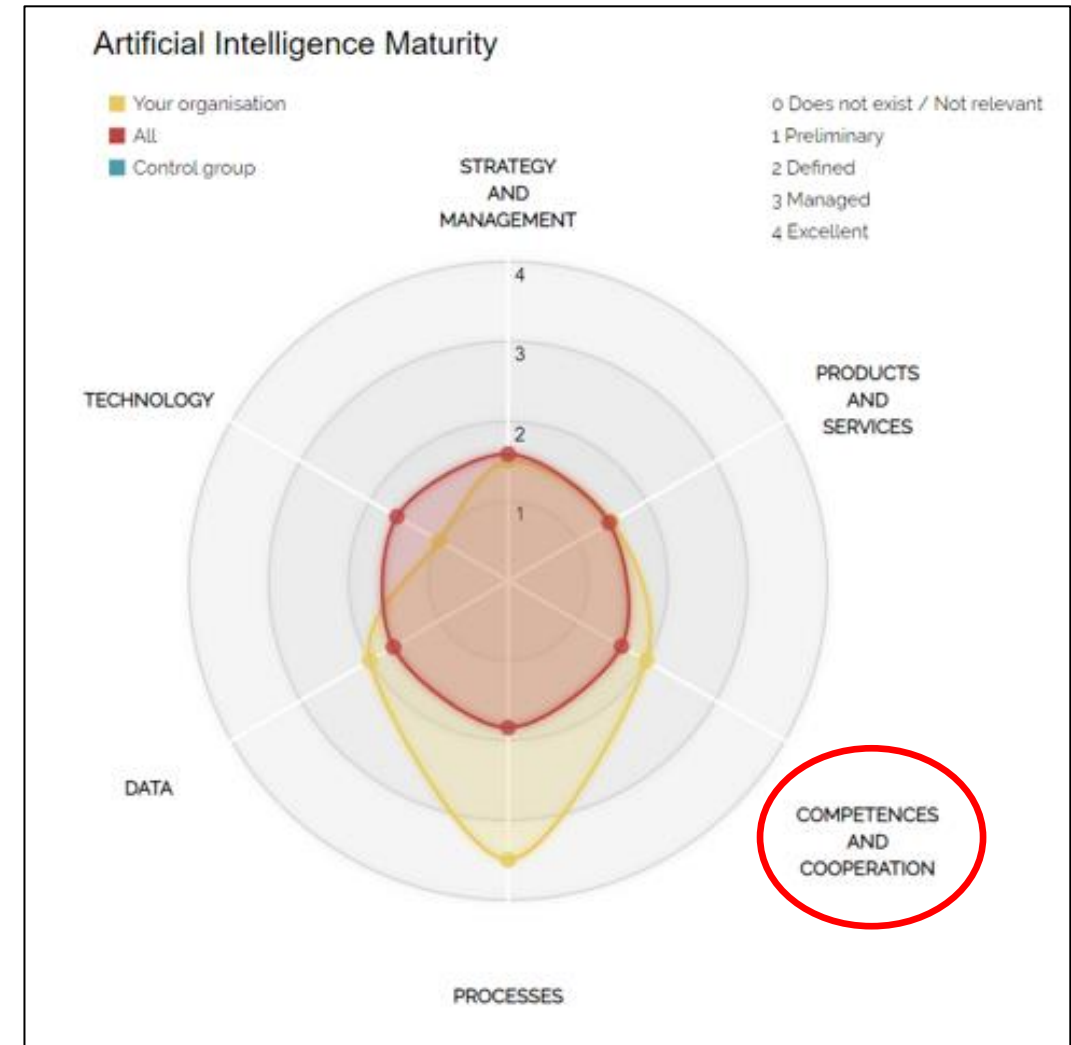


**Ethics Principles**

**Specifics of principles**

**Design, development, deployment, auditing of AI**

AI maturity?





# Ethical AI Governance

## New competences, new roles

### New roles in Healthcare – selected examples



**DATA SCIENTIST**



**AI ENGINEER**



**DATA-GOVERNANCE  
EXPERT**



**DATA-ENTRY EXPERT**



**DATA ENGINEER**



**CHIEF AI OFFICER**

# Ethical AI Organisational Governance learning from practice

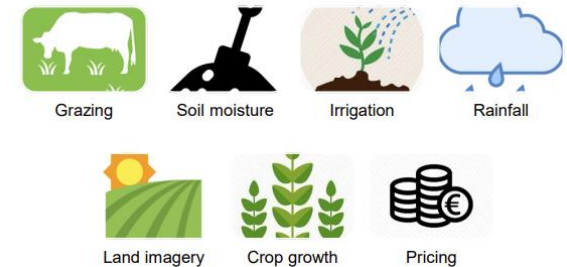
## Case study examples

### Tech company

- IBM/WEF – ‘whole-of-organization’, C-level, ethics board, advocacy, focal points

### Large user companies

- AstraZeneca – change management, learning
- Agri business – employment, liability



Public administrations – context matters a lot, cf., classifier incidents

# Conclusions on ethical AI governance in organisations for now...

- **Corporate leadership**
- **AI maturity assessment** a must
- **Think change** management
  
- **Operationalize AI ethics** from good and bad practices
- **Internal auditing** and learning
- **Employee concerns**
  
- **Go public** with ethical AI governance
- **Partner with public policy**
- **Feed on speed**, open-minded and wisely



WHAT KIND OF MIND  
DOES CHATGPT HAVE?

# Thank you!



5 June 2023

ITS Webinar, academic host Ivey Business School, corporate host TELUS Communications

*Prof Dr Paul Timmers*

*KU Leuven, Oxford University*

*CEO iivii*

[paul.timmers@iivii.eu](mailto:paul.timmers@iivii.eu)