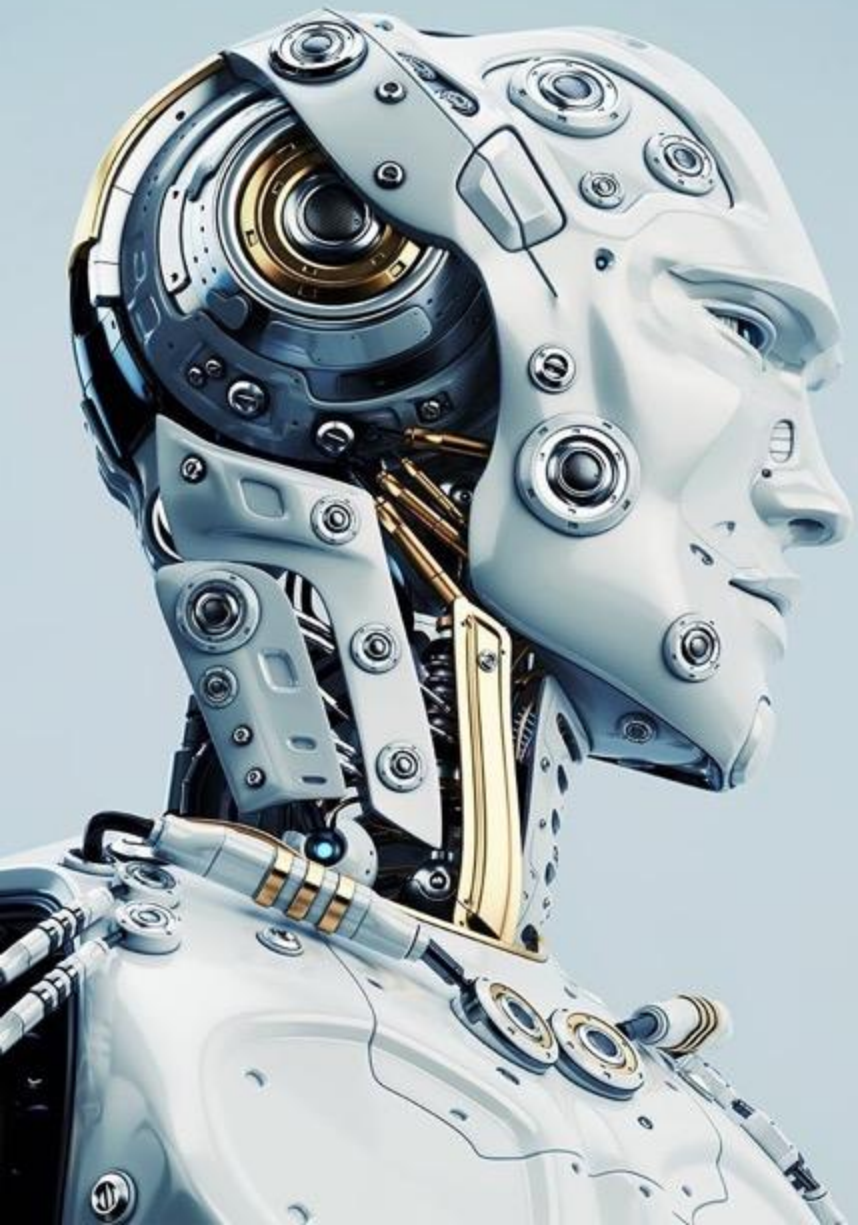




# AI SUSTAINABILITY

A Nordic approach to responsible and purpose-driven technology



“AI systems should help empower society, combining the best of technology with the best of humanity”





# AI poses ethical risks that are difficult to predict

Why is AI different?

- It is self-learning, self-propagating and self-scaling.
- There is insufficient governance, transparency, explainability and accountability.



# Exponential benefits and exponential risks

Technology in itself is neutral, it all depends on how you use it.

In the data driven world, both benefits and risks are exponential  
- all organizations should be thinking about how their use of data may impact society



# Unintended pitfalls

As characterized by the AI Sustainability Center



Misuse / overuse



The bias of the creator



Immature AI



Data & Machine bias





# Unattended risks can have grave consequences

Privacy intrusion

**Amplified** discrimination and inequality

Faulty conclusions / recommendations / predictions

Misinterpretations

Capitalizing on dopamine, addictions and other forms of vulnerabilities

Social exclusion and segregation

Violation of trust



## Technology is ahead of regulation

Organizations and individuals may rely on being GDPR compliant. But as technology is ahead of regulation, this could lead to a false sense of security. There is a regulatory blind spot - existing laws are there to some extent but need to be updated and appropriately applied.





# Ethical questions need to be on top of the agenda - organizations need to stand accountable

How far can we go in our collection of personal information for credit risk scoring?

Is it ok for a gaming app to capitalize on persons with a gambling addiction?

Should agencies be contacted if a person drives drunk?

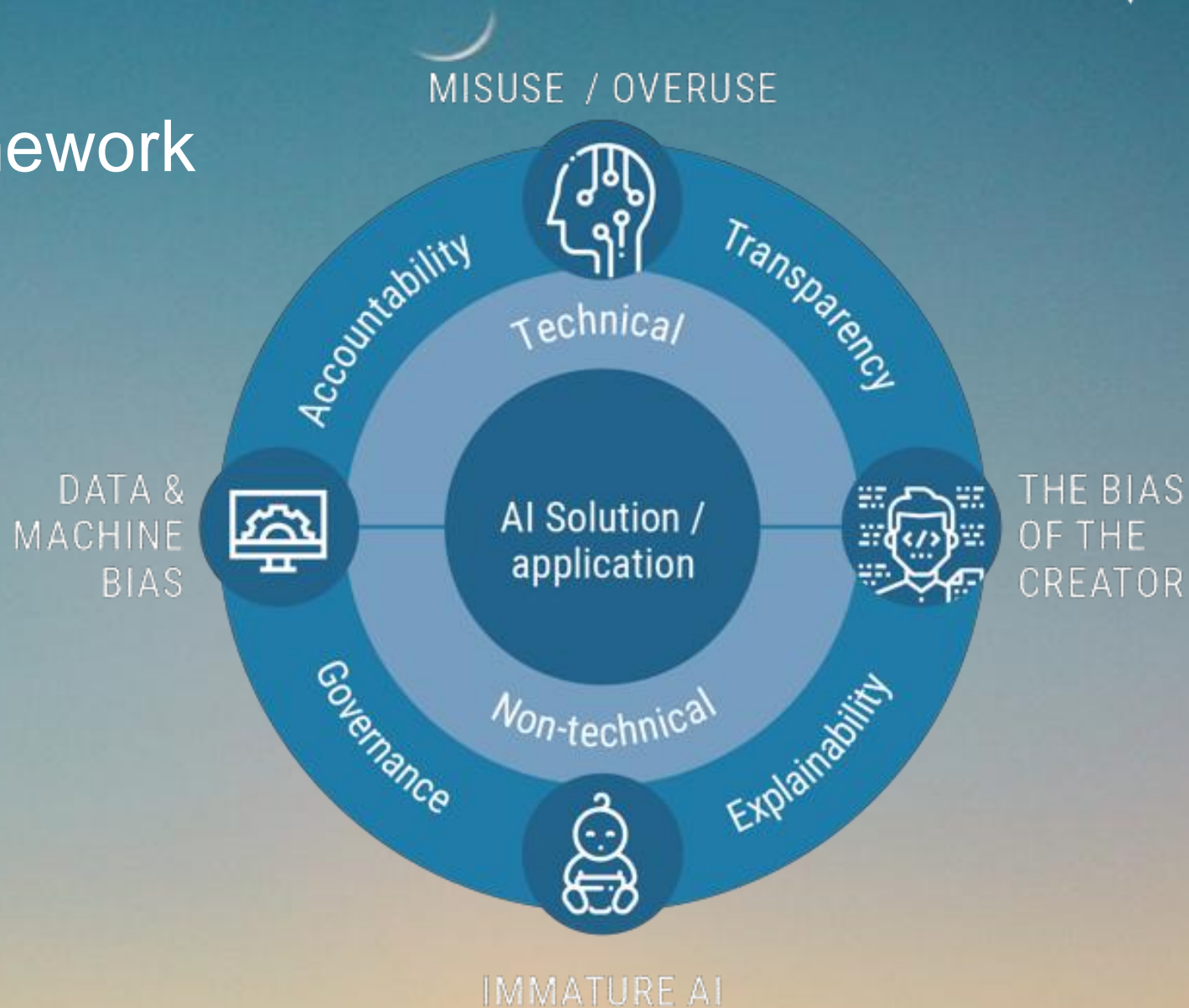
Is it ok when media recommend articles to a person with racial opinions supporting his or her orientation?





# The AI Sustainability Framework

- Risk mitigation in the data driven AI era



# Join the movement

Society is increasingly concerned about AI, and ensuring that it's used for the best of humanity.

It is time to identify and govern new types of risks

It's time to change the business model



# AI SUSTAINABILITY CENTER

[www.aisustainability.org](http://www.aisustainability.org)



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