forética

MANIFESTO FOR RESPONSIBLE AND SUSTAINABLE ARTIFICIAL INTELLIGENCE

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In the era of sustainability and digital transformation, we must lead the way towards a future where **Artificial Intelligence (AI)** generates a positive impact on the planet, people and society.

Forética proposes five principles[1] and concrete specifications that companies and organizations should consider as a guide on their path towards responsible and sustainable AI:

PRINCIPLE 1

ALIGN THE DEVELOPMENT AND/OR USE OF AI PRODUCTS[2] WITH THE ACHIEVEMENT OF ZERO NET GREENHOUSE GAS (GHG) EMISSIONS TARGETS

- AI energy consumption will be reduced by incorporating environmental sensitivity into data processing, model selection and training, or computational resource selection. Organizations will be kept up to date on environmental sustainability best practices for AI development and use to align with the company's Net Zero strategy.

- GHG emissions associated with AI will be reduced by using renewable energy, embedded low-emission hardware or software and hardware services that already ensure minimization or neutrality of GHG emissions.

PRINCIPLE 2

ALIGN THE DEVELOPMENT AND/OR USE OF AI PRODUCTS WITH NATURE'S RECLAMATION GOALS

- Hardware and software resources or services that use IA will reduce water consumption, water and soil pollution, and solid waste generation.

PRINCIPLE 3

PROMOTE THAT THE DEVELOPMENT AND/OR USE OF AI PRODUCTS IS ETHICAL, TRANSPARENT, TRUSTWORTHY, SECURE, AND RESPECTFUL OF THE UN GUIDING PRINCIPLES ON BUSINESS AND HUMAN RIGHTS

- AI products that interact with individuals will prioritize being designed and implemented in such a way that individuals know they are interacting with AI.

- Visibility of data management (interpretability) shall be ensured, maximizing explainability, and enabling a clear understanding of the use and results obtained or decisions made by the use of AI*.

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1. These principles are aligned with the commitments proposed by the Spanish Business Council for Sustainable Development as well as with the United Nations Guiding Principles on Business and Human Rights, the European Commission's Ethical Guidelines for Trustworthy AI and the definition of AI and the classification of risks established in the EU AI Act Regulation (EU AI Act).
2. Refers as AI products to systems, models, tools and data (including data for training, validation and testing) that are designed, developed, collected, acquired, reused or otherwise obtained for use in connection with Artificial Intelligence.
*For AI with high-risk as a minimum.

- Robustness and accuracy consistent with the results obtained or decisions made by the use of AI shall be the norm*.

- AI products will protect the security and privacy of both data and individuals, use data (capture, collection permission, processing, or creation) lawfully, responsibly and in accordance with sound governance and management practices.

- AI products shall be developed with due regard to ethics and usage rights (intellectual property) and shall be appropriate for the context of use (appropriateness).

- AI products will have the necessary levels of robustness, resilience, and cybersecurity, maintaining them throughout their lifecycle*.

- Investment will be made in a workforce trained in the responsible use of AI and prepared for the future by developing and acquiring new knowledge and skills in responsible AI.

- The corporate culture will encourage responsible use of AI at all levels of the organization.

- The generation of alliances and knowledge spaces between organizations and for society on the responsible use of AI will be enhanced.

PRINCIPLE 4
INTEGRATE IN THE DEVELOPMENT AND/OR USE OF AI PRODUCTS THE CONTRIBUTION TO INCLUSION, EQUALITY, DIVERSITY AND THE ELIMINATION OF ALL FORMS OF DISCRIMINATION

- Companies shall assess the impact of the use of AI on different stakeholders and promote that AI products are accessible and inclusive for all people, including the most vulnerable groups.

- AI will generate reasonable and fair outcomes by relying on inclusive and diverse teams to mitigate the potential for unfair bias, unconscious discrimination, or other unintended negative consequences.

PRINCIPLE 5
OPERATE AND USE AI PRODUCTS IN ACCORDANCE WITH PRINCIPLES OF GOOD GOVERNANCE AND MINDFUL OF THE RESPONSIBILITIES INVOLVED

- Existing governance and risk management structures will be aligned to mitigate AI risks across the organization*.

- Responsible AI and data use practices will be adopted to uphold accountability, auditability, traceability and continuous compliance and performance monitoring of AI products*.

- AI products will enable effective oversight and control by individuals in their use*.

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* For AI with high-risk as a minimum.

By supporting this Manifesto, we reaffirm our commitment to Artificial Intelligence that is respectful of people, society, and the planet and is well governed. With all of this and adapted to the context of each organization and sector, we will work on the development and continuous improvement of corporate policies that allow us to support these principles and transform them into action.

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*Companies and organizations that support the Manifesto as of July 10, 2024.