



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 principles¹ 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 SYSTEMS AND THEIR COMPONENTS² WITH THE ACHIEVEMENT OF ZERO NET GREENHOUSE GAS (GHG) EMISSIONS³ TARGETS

- 1.1** 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, deployment and use to align with the Net Zero strategy.
- 1.2** 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 SYSTEMS AND COMPONENTS WITH NATURE'S RECLAMATION GOALS

- 2.1** 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, DEPLOYMENT AND/OR USE OF AI SYSTEMS AND COMPONENTS IS ETHICAL, LAWFUL, TRANSPARENT, TRUSTWORTHY, ACCURATE, ROBUST, SECURE, AND RESPECTFUL OF THE UN GUIDING PRINCIPLES ON BUSINESS AND HUMAN RIGHTS, THE ETHICAL GUIDELINES FOR TRUSTWORTHY AI, AND THE CHARACTER OF FUNDAMENTAL RIGHTS OF THE EUROPEAN UNION

- 3.1** AI systems that interact with individuals will prioritize being designed, implemented and deployed in such a way that individuals know they are interacting with AI, regardless of the level of risk.
- 3.2** Visibility of information and documentation 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*.

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 [Ethical Guidelines for Trustworthy AI](#) by the European Commission, the Charter of Fundamental Rights of the European Union, and the definition of AI and risk classification established in the EU Artificial Intelligence Act (EU AI Act).

2. It refers to AI systems as defined in the European Union Artificial Intelligence Regulation (Regulation (EU) 2024/1689), including their components, models, tools, and data (including training, validation, and testing data) that are designed, developed, collected, acquired, reused, or otherwise obtained for use in relation to Artificial Intelligence.

3. Net-Zero is related to the Paris Agreement from the 2015 Climate Summit (COP21), in which 196 countries agreed to reduce their emissions to limit global temperature increases to 1.5°C above pre-industrial levels. To achieve this, it is necessary to reduce greenhouse gas (GHG) emissions, with the goal of reaching net-zero emissions by 2050.

- 3.3 Robustness and accuracy consistent with the results obtained or decisions made by the use of AI shall be the norm*.
- 3.4 AI systems 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.
- 3.5 AI systems and their components shall be developed and deployed with due regard to ethics and usage rights (intellectual property) and shall be appropriate for the context of use (appropriateness).
- 3.6 AI systems will have the necessary levels of accuracy, robustness, , and cybersecurity, maintaining them throughout their lifecycle*.
- 3.7 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.
- 3.8 The corporate culture will encourage responsible use of AI at all levels of the organization.
- 3.9 The generation of alliances and knowledge spaces between organizations and for society on the responsible use of AI will be enhanced.
- 3.10 Under no circumstances will AI systems be developed, deployed, and/or used that correspond to prohibited AI practices **.



PRINCIPLE 4

INTEGRATE IN THE DEVELOPMENT, DEPLOYMENT AND/OR USE OF AI SYSTEMS THE CONTRIBUTION TO INCLUSION, , EQUITY, DIVERSITY AND THE ELIMINATION OF ALL FORMS OF DISCRIMINATION.

- 4.1 Companies shall assess the impact of the use of AI on different stakeholders and promote that AI systems and components are accessible and inclusive for all people, including the most vulnerable groups.
- 4.2 AI will generate explainable and free from biases outcomes by relying on inclusive and diverse teams to mitigate the potential for unfair bias, unconscious discrimination, or other unintended negative consequences.



PRINCIPLE 5

DEPLOY AND USE AI SYSTEMS IN ACCORDANCE WITH PRINCIPLES OF GOOD GOVERNANCE AND MINDFUL OF THE RESPONSIBILITIES INVOLVED

- 5.1 Existing internal governance structures, data governance and risk management will be aligned to mitigate AI risks across the organization*.
- 5.2 Responsible AI and data use practices will be adopted to uphold accountability, auditability, traceability and the continuous supervision and performance of AI systems*.
- 5.3 AI systems will enable effective oversight and control by individuals in their deployment and use*.

* For AI with high-risk as a minimum.

** In accordance with the definition in the European Union Artificial Intelligence Regulation.

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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