

Ideal Behaviours

75% of executives agree that the ethics of artificial intelligence is important (IBM, [2022](#))

84% of executives believe responsible AI should be a top management priority (MIT Sloan & BCG, [2022](#))

67% of CEOs said that the business community needs to focus on the ethical implications of AI (EY, [2023](#))

60% of respondents indicate their company considers values when navigating new tech (Deloitte, [2023](#))

Actual Behaviours

Under 20% agreed their organisation's practices and actions match their stated values (IBM, [2022](#))

52% said their firms conduct some level of responsible AI, but 79% of those admitted to limited implementations (MIT Sloan & BCG, [2022](#))

64% say businesses are not doing enough to manage unintended consequences of AI (EY, 2023)

89% said their company does not have specific ethical principles governing emerging tech products (Deloitte, [2023](#))

Actual Behaviours

Driven by profits

Keeping funders happy

Making shareholders happy

Companies sustain an
“intention/action gap” when
it comes to ethics (World
Economic Forum, 2020)

Ideal Behaviours

Recruitment

Now obsolete intentions

Marketing

Actual Behaviours

The gap between actual behaviours and ideal behaviours is becoming more difficult to evaluate.

Procurement

Investment

Recruitment

Etc.

Ideal Behaviours

Actual Behaviours

The gap between actual behaviours and ideal behaviours is becoming more difficult to evaluate.

Knowledge about AI ethics

Passion for better social impact

Focus on organisational practices

Ideal Behaviours



Introducing Kairoi's AI Ethics Canvas



Canvas

AI

Kairoi's

Ethics



Introducing Kairoi's AI Ethics Canvas

With you at the centre



Understand
and articulate
your values



Stakeholder
mapping



Policy & practices
review

We create a process



Workshops
with staff &
executives



Co-design
effective
policies



Implement
change with
buy-in

For Responsible AI



Better
comms



Relevant
technical
standards



Meaningful
public
engagement



Robust
governance

**Kairoi's
AI Ethics
Canvas**



Better comms



Meaningful
public
engagement



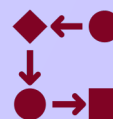
DIVERSILY
Inspiring Inclusive Innovation



Relevant
technical
standards



The Open Modeling Foundation



Robust
governance

Centre for
**Data Ethics
and Innovation**

With you at the centre

We create a process

For Responsible AI



Better
comms



Relevant
technical
standards



Meaningful
public
engagement



Robust
governance



bit.ly/_Kairoi



bit.ly/Kairoi_LinkedIn



hello@Kairoi.uk



Thank you

Bibliography

Slide 1

- Rossi, F., Rudden, B. & Goehring, B. (2022) AI Ethics in Action, *IBM Institute for Business Value*, [online](#) [accessed 22 November 2023]
Stackpole, B. (2022) New report documents the business benefits of “responsible AI”, *Ideas Made to Matter*, [online](#) [accessed 22 November 2023]
Kjaer, C. (2023) CEO confidence in artificial intelligence tempered by social, ethical and security risks, *EY Press release*, [online](#) [accessed 22 November 2023]
Ammanath, B. et al. (2023) State of Ethics and Trust in Technology, *Deloitte*, [online](#) [accessed 22 November 2023]

Slide 2

- Skeet, A. & Guszczca, J. (2020) How businesses can create an ethical culture in the age of tech, *Fourth Industrial Revolution*, [online](#) [accessed 22 November 2023]
Lencioni, P.M. (2002) Make your values mean something, *Harvard Business Review*, [online](#) [accessed 22 November 2023]
Held, A. (2021) The problem with corporate “values”, *Vox*, [online](#) [accessed 22 November 2023]

Slide 9

- We and AI (n.d.) <https://weandai.org>
Open Modeling Foundation (2023) How to Join the ModelShare Program, [online](#) [accessed 22 November, 2023]
Ellis, M. et al. (2023) The Inclusive Innovation Playbook, Diversity, [online](#) [accessed 22 November 2023]
Centre for Data Ethics and Innovation and Department for Science, Innovation and Technology (2023) Kairoi: Responsible AI Interview Questions, *Portfolio of AI Assurance Techniques*, [online](#) [accessed 22 November 2023]