Ethics, Regulations & Sustainable AI

SPOUG ERFA Group – 24 April 2025

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Tech.
Change.
Today.

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Topics for today

01 – What is (Responsible) AI?

02 – AI and challenges... *before* ChatGPT

03 – The current state of Responsible AI

04 – Key considerations for implementing Responsible AI

05 – The future of Responsible AI

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What is (Responsible) AI?

01

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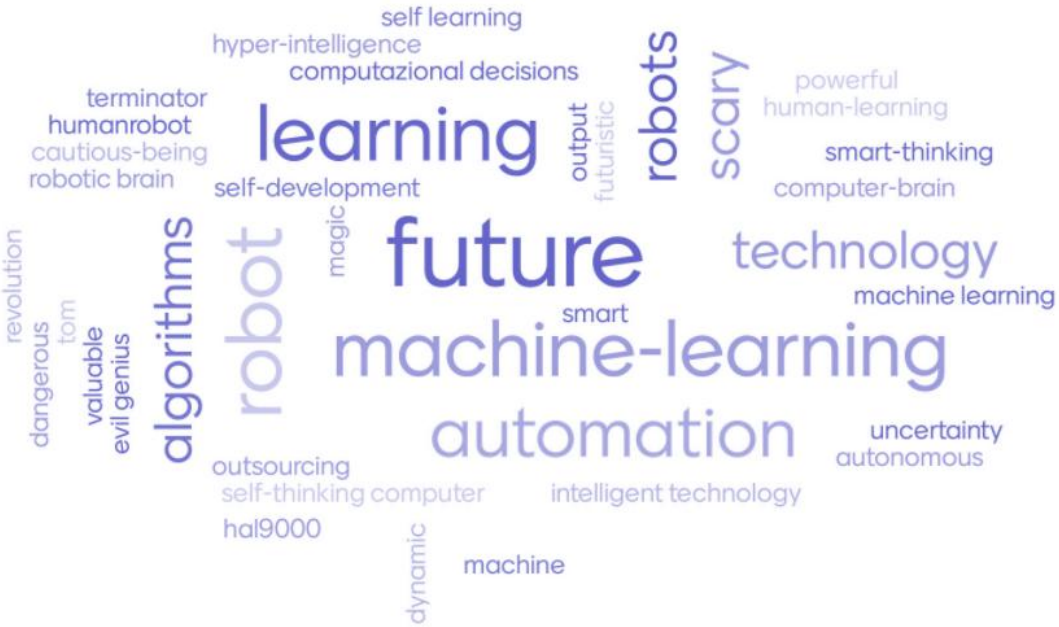
So... What is AI exactly?

Source: Gartner Inc. (2019)



Source: CBS (2019-2021)

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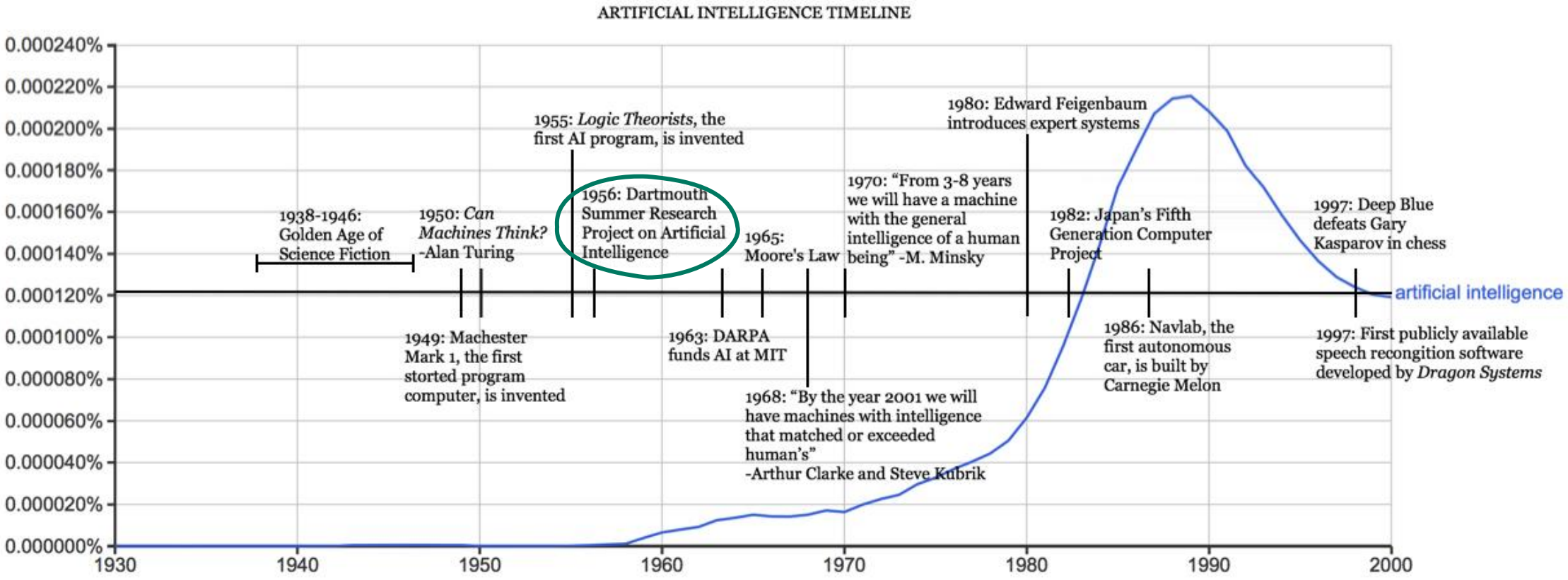
Artificial Intelligence is not a new technology



http://sitn.hms.harvard.edu/flash/2017/history-artificial-intelligence/

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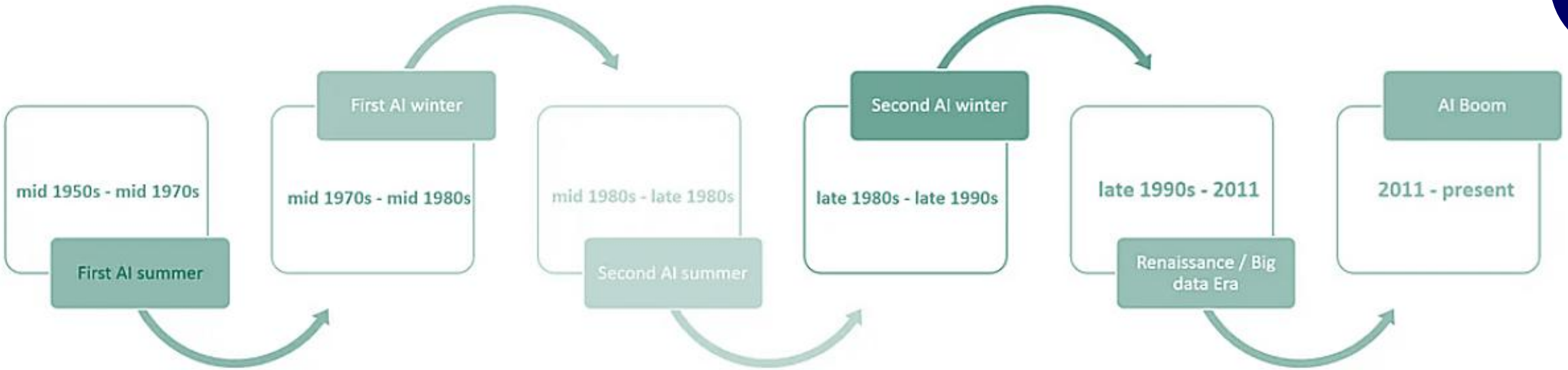
AI Cycles – Summers and Winters of AI investment



https://medium.com/@jay26shetty/aigp-domain-i-understanding-the-foundations-of-artificial-intelligence-final-part-318abe98a71d

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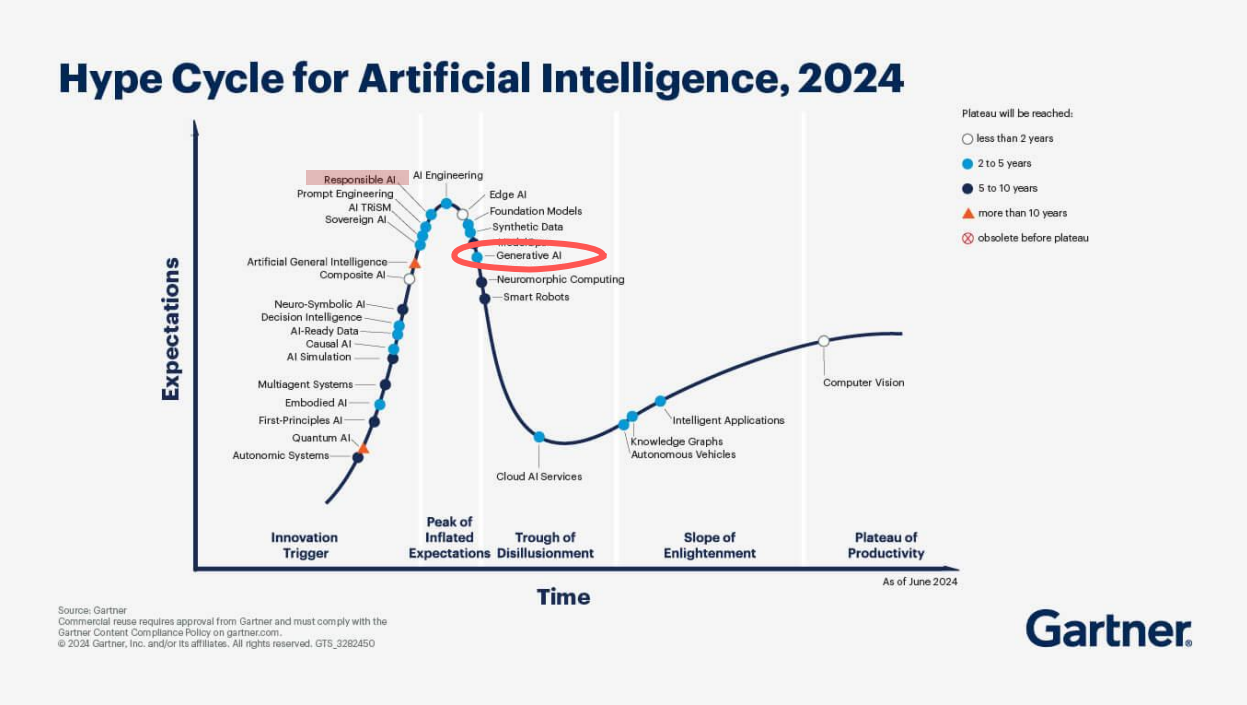
Artificial Intelligence comes in many shapes and forms



https://www.gartner.com/en/articles/hype-cycle-for-artificial-intelligence

Digital Ethics

Digital Ethics goes **beyond the question of what is within legal boundaries**. It revolves around the question of how one should **handle data and new technologies in a responsible manner** *(Deloitte)*

Responsible AI

Responsible AI is **the practice of designing, developing, and deploying AI with good intention to empower employees and businesses, and fairly impact customers and society**—allowing companies to engender trust and scale AI with confidence *(Accenture)*

What is (Responsible) AI?

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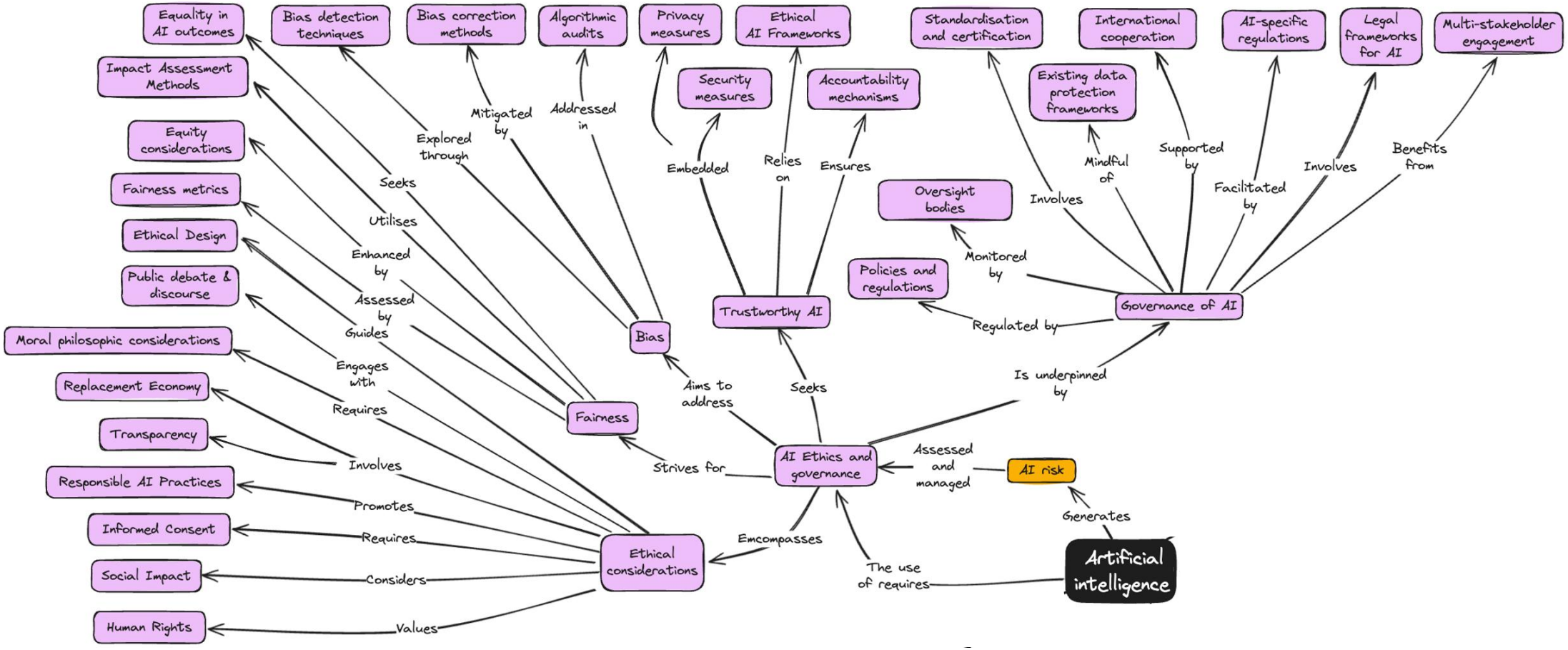

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The AI and challenges... *before* ChatGPT

02

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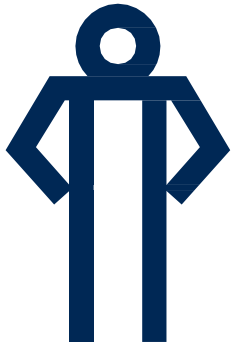
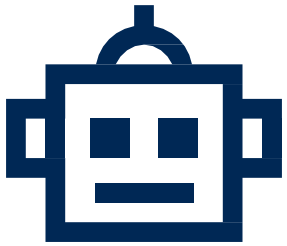
“Things” are becoming more human-like with moral imprint



- Now: People and organizations
- Free will, concept of good and bad, conscious decisions



Autonomous — Complex — Contextual

No moral agency, but a moral imprint and moral impact

EU “electronic person”

- Inanimate world
- The rock doesn’t move, it is moved

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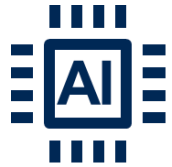
Different perspectives on the role of the Artificial Intelligence

The Maker

The Development

The Custodian



The Biological

The Practical

Perspective	Aim to please human beings	The Humanistic Equivalent	Take Care of the Greater Good	Grow and sustain	There is no meaning
Function	Behave as human as possible	Behave as autonomous as possible	Detect needs of the environment, and map to what the AI can do	AI programming AI	Built for purpose, performing certain tasks
Relationship	Focus to connect to human beings. (Personalized)	Behave appropriately in as many situations as possible.	Be as connected as possible	"The strongest survive" (Swarms with Darwinist algorithms)	As needed for purpose

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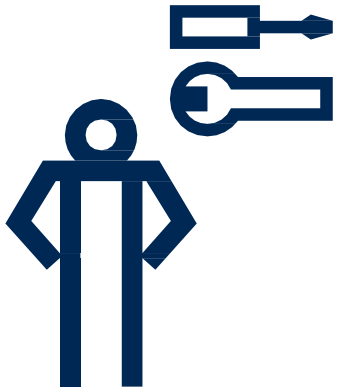
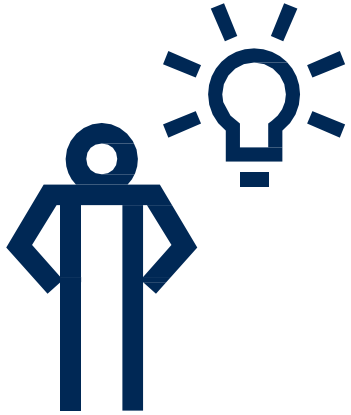
Who is responsible for AI-based behaviors?



First position:

User

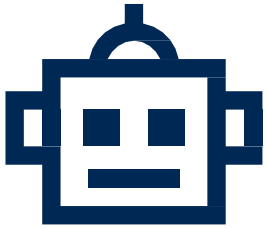
"Technology is neutral, it's in the use."



Second position:

Designer

"Every artefact is an personification of the ideas of the designer."



Third position:

AI

Responsibility level:

- Pet?
- Child?
- Nature?

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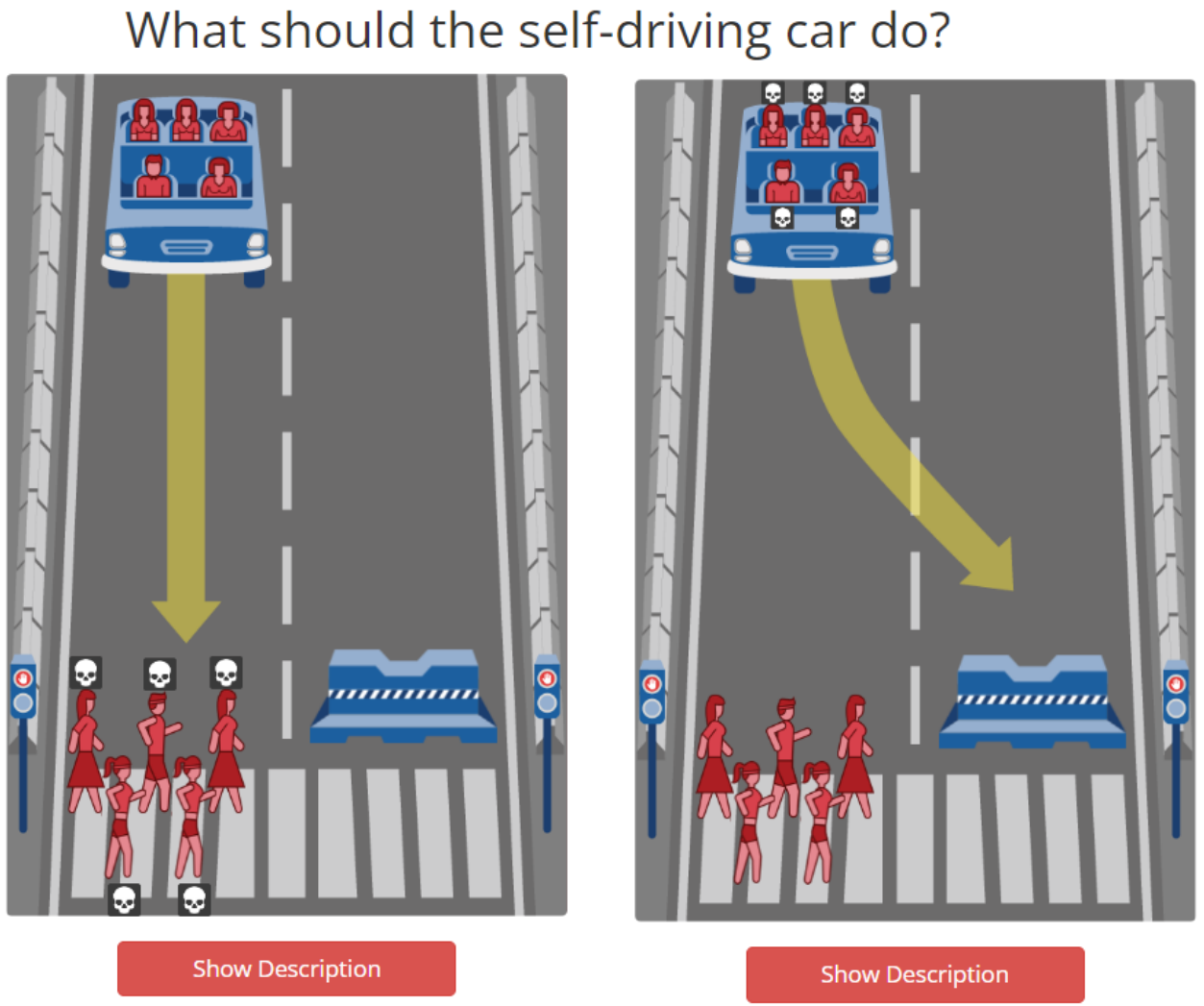
Moral dilemma – Autonomous cars



https://www.moralmachine.net/

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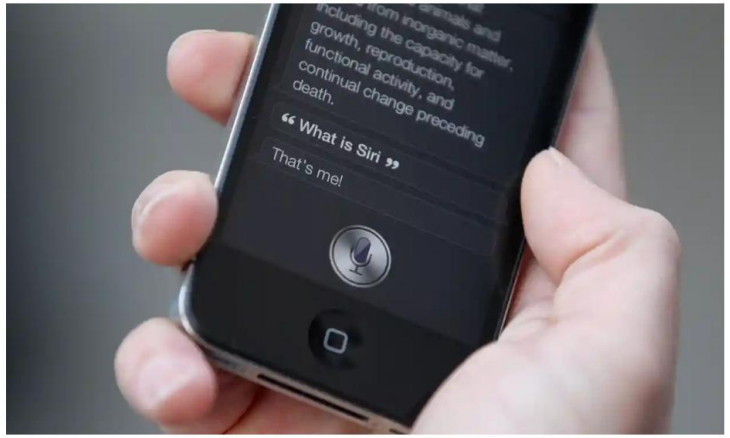
"With great power comes great responsibility" (Uncle Ben to Spiderman, Marvel)

Apple contractors 'regularly hear confidential details' on Siri recordings

Workers hear drug deals, medical details and people having sex, says whistleblower



La Liga fined over app that spied on illegal match screenings

- €250,000 fine imposed by data watchdog
- 'We profoundly disagree with this decision'

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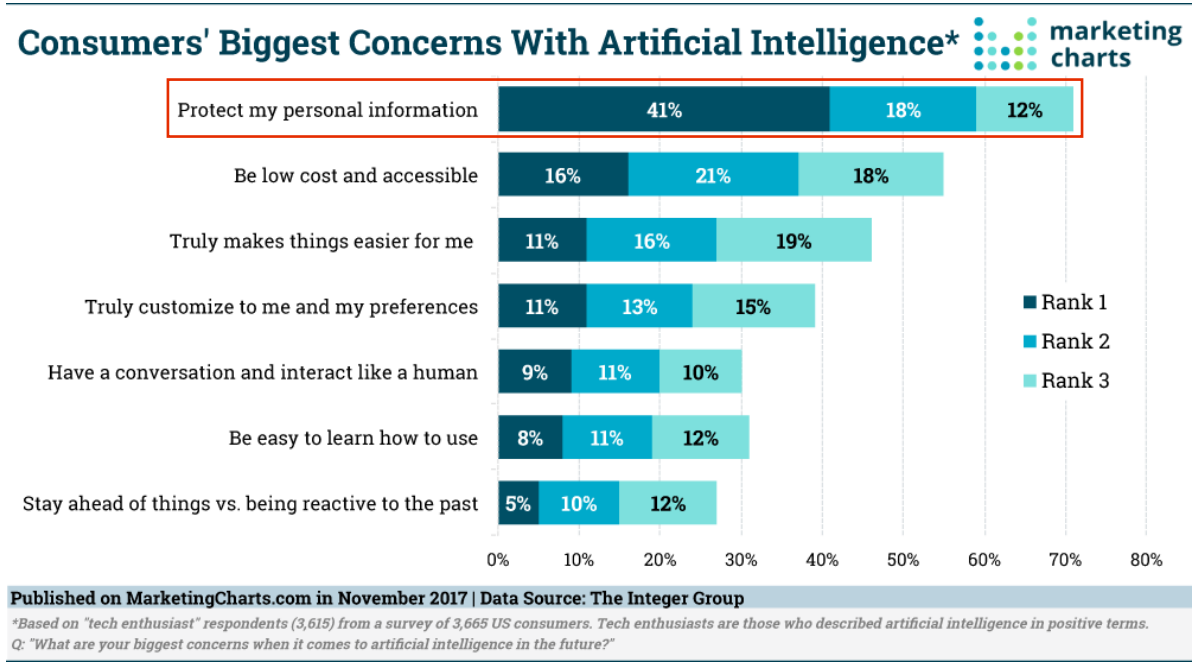
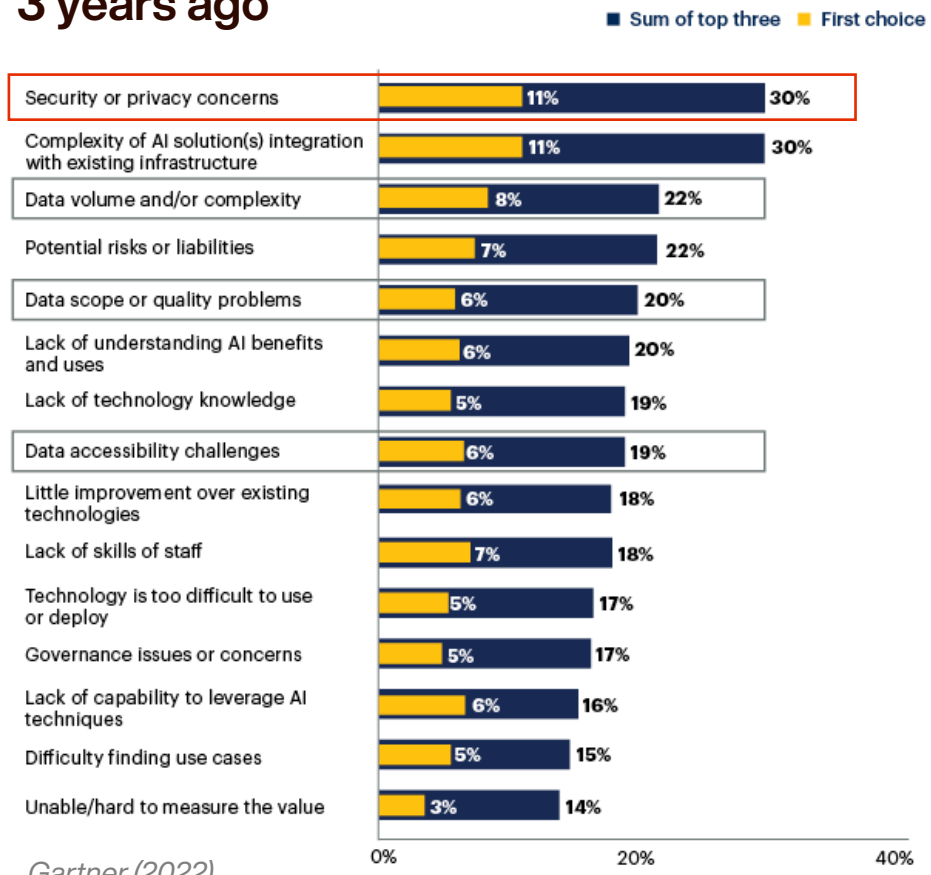
Main concerns for implementing AI solutions

8 years ago



3 years ago



Gartner (2022)

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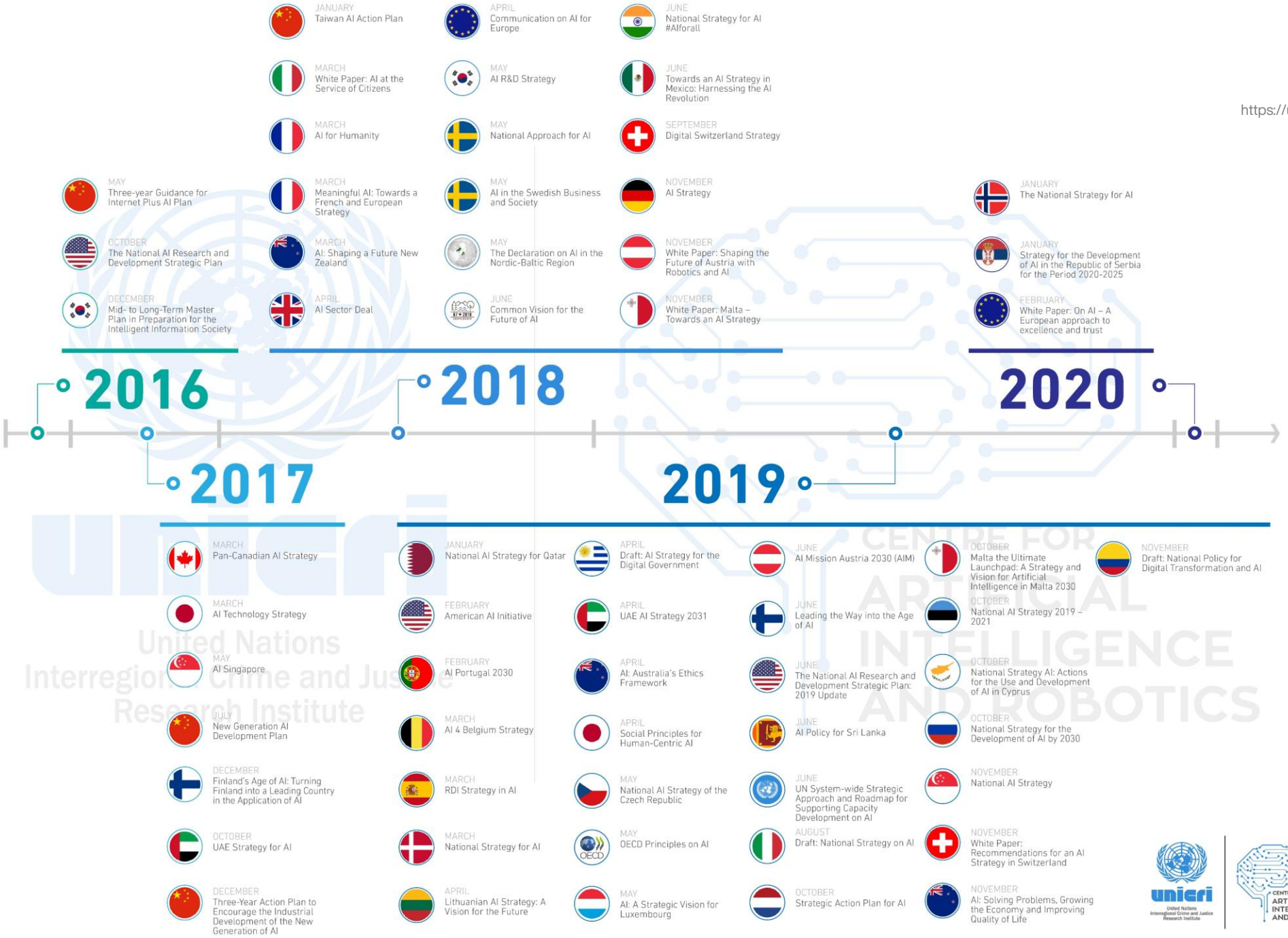
https://unicri.it/index.php/topics/ai_robotics



United Nations Interregional Crime and Justice Research Institute
CENTRE FOR ARTIFICIAL INTELLIGENCE AND ROBOTICS

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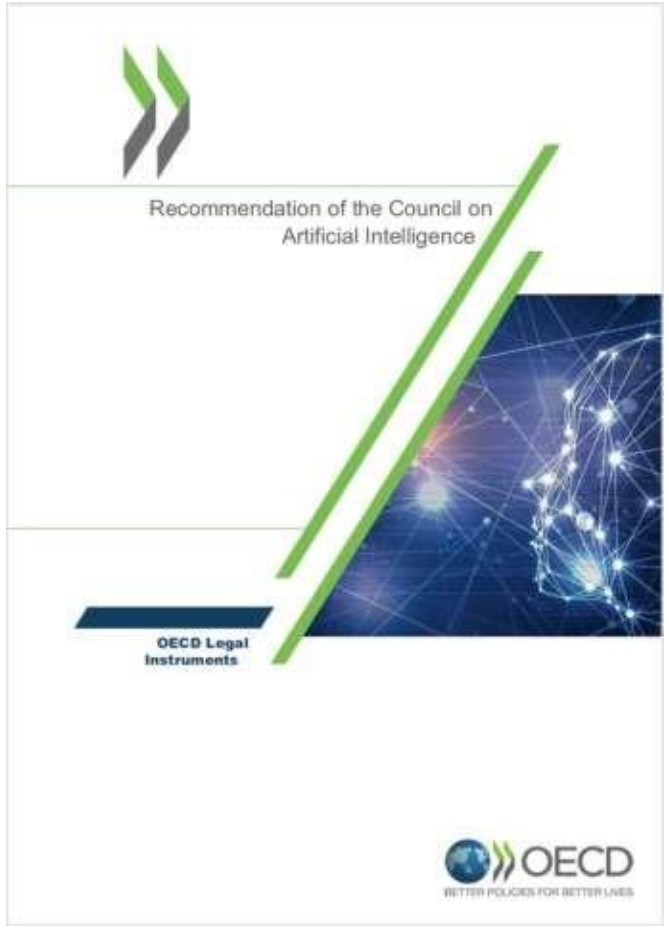
Political input from OECD, European Union and National strategies



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EU Artificial Intelligence Act still pending in 2022...

"On Artificial Intelligence, trust is a must, not a nice to have. With these landmark rules, the EU is spearheading the development of new global norms to make sure AI can be trusted. By setting the standards, we can pave the way to ethical technology worldwide and ensure that the EU remains competitive along the way. Future-proof and innovation-friendly, our rules will intervene where strictly needed: when the safety and fundamental rights of EU citizens are at stake."

Margrethe Vestager, Executive Vice-President for a Europe fit for the Digital Age

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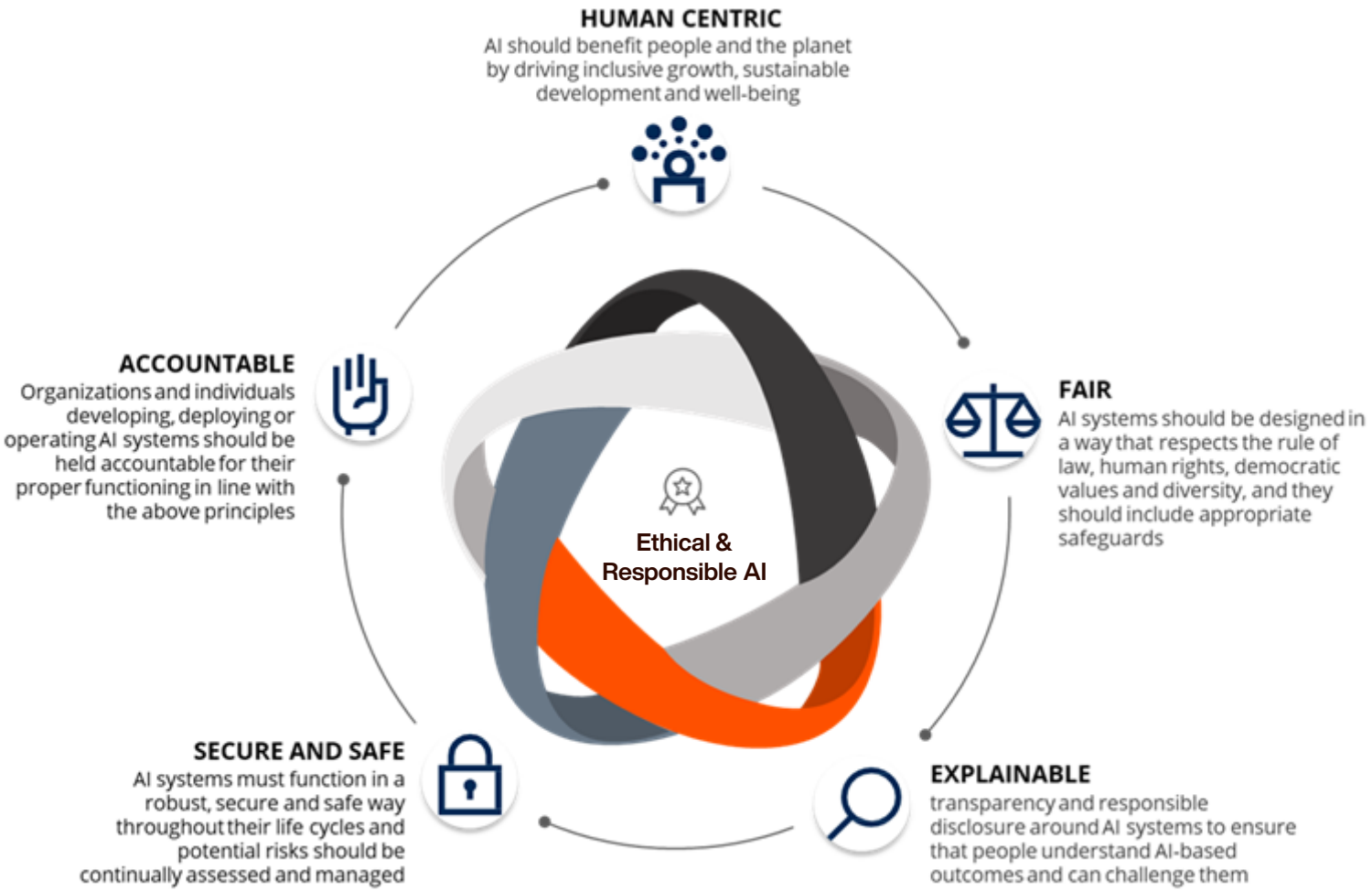
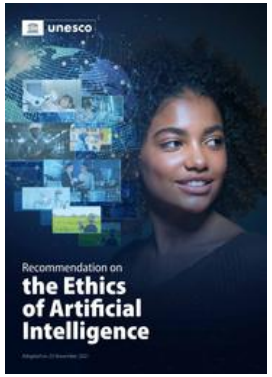
Principles of Ethical & Resonsible AI



OECD



The current state of Responsible AI

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OpenAI
chat.openai.com
ChatGPT

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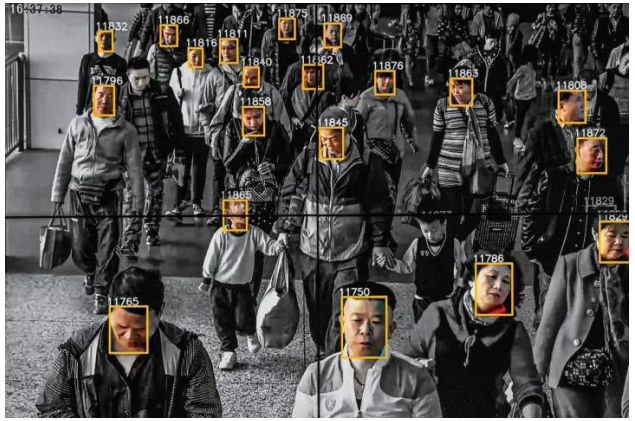
Different regional approaches when it comes to AI



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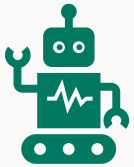
AI Act – the world's first AI regulation!



The EU AI Act is the worlds first AI regulation that aims to create a legal framework for the development and use of **trustworthy, ethical,** and **fair** AI systems in the European Union.

The AI Act has two main objectives:

a) AI systems should be overseen by people, rather than by automation, to prevent harmful outcomes.

b) Establish a technology-neutral, uniform definition for AI that could be applied to future AI systems.

The legislative act was published in the EU's Official Journal in July and entered into force on 1 August 2024. The regulation will apply two years after its entry into force, with some exceptions for specific provisions.

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How does the EU (and AI Act) define Artificial Intelligence?

AI systems must be computationally driven and based on machine operations

Designed with varying degrees of autonomy, enabling them to function with some level of independence from human intervention

> AI system means a machine-based system that is designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment, and that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments

May exhibit self-learning capabilities (adaptiveness) and dynamically adjust their behaviour post-deployment

Outputs generated by AI systems influence physical or virtual environments, distinguishing them from non-AI systems

AI systems actively impact their deployment environments, both tangible (e.g., robotic arms) and virtual (e.g., software ecosystems)

Aim to achieve explicit or implicit objectives, either encoded directly by the developer or inferred from system interactions

Guidelines on AI system definition to facilitate the first AI Act's rules application

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AI Act – a risk-based approach

Risk level	Requirements	Examples of AI usage
Unacceptable risk	Prohibited AI practices	Social Scoring*
High risk	Conformity Assessment	Credit Scoring
Limited risk	Transparency	Chatbot
Minimal risk	No obligations	Mail filters

EU AI Act does not apply to

- Systems used exclusively for military or defense purposes
- Systems solely used for research and innovation
- People using AI for non-professional reasons

*China is using AI in classrooms

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Requirements for High-risk AI systems

The high-risk AI systems used in eight different contexts are in scope for a conformity assessment*

- Biometrics
- Critical infrastructure
- Education and vocational training
- Employment
- Access to essential services – both public and private
- Law enforcement
- Immigration, asylum, and border control management
- Administration of justice and democratic processes

* https://artificialintelligenceact.eu/annex/3/

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Generative AI, like ChatGPT, would have to comply with transparency requirements*

Disclosing that the content was generated by AI

Designing the model to prevent it from generating illegal content

Publishing summaries of copyrighted data used for training

*Generative AI and the AI Act

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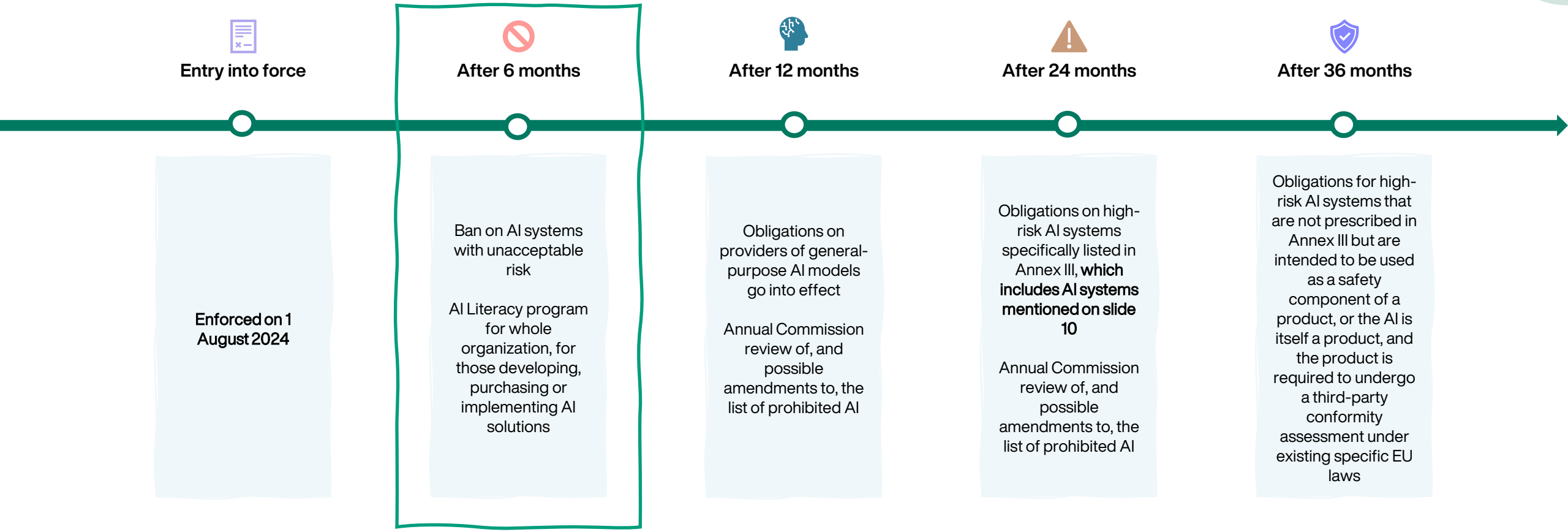
AI Act timeline



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Key considerations for implementing Responsible AI

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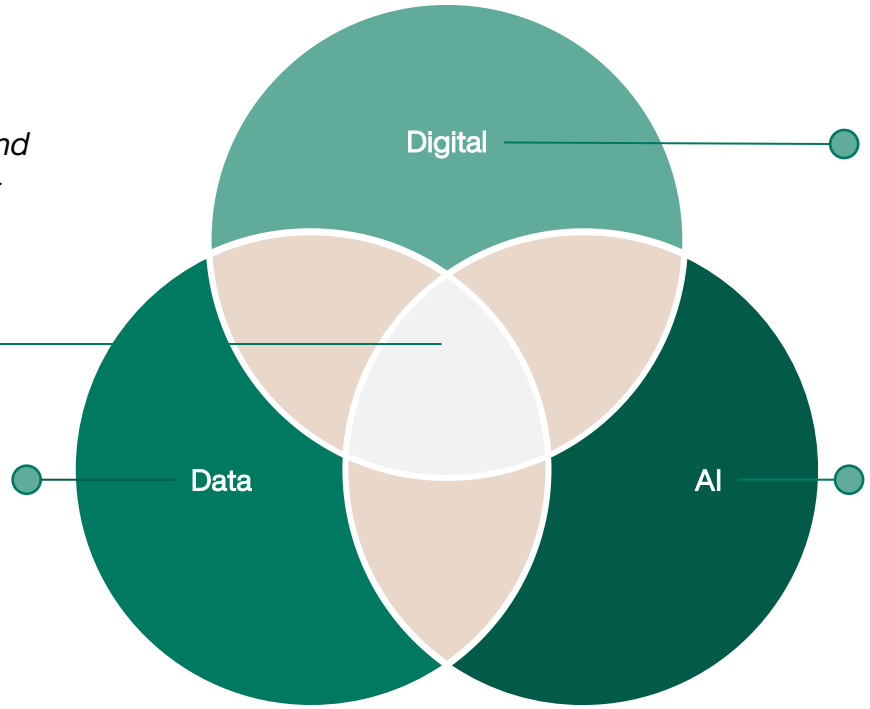
From Digital and Data to AI literacy*

[...] a view of technological functioning and the understanding of underlying computing processes in the discussion of phenomena of the digital world is absolutely necessary, which the three literacies should take into account"



"the ability to understand information and – more important – to evaluate and integrate information in multiple formats that the computer can deliver"

"Data Literacy is the ability to collect, manage, evaluate, and apply data, in a critical manner"

"a set of competencies that enables individuals to critically evaluate AI technologies; communicate and collaborate effectively with AI; and use AI as a tool online, at home, and in the workplace"

*Kreinzen, M., & Schulz, S. (2023): Towards the Triad of Digital Literacy, Data Literacy and AI Literacy in Teacher Education – A Discussion in Light of the Accessibility of Novel Generative AI

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AI Literacy program *(generic)*

AI Governance for Management
GenAI & Prompt Engineering
AI Deployment for specific personas
Responsible AI Fundamentals

(Senior) Management
01
Focused training for responsible persons setting direction and ambitions for use and implementation of AI solutions

Persona & role-based training
02
Tailored training for specific personas e.g., who implement, build, and buy AI solutions

Generative AI enablement
03
Upskill and enable the workforce to adopt and leverage the possibilities within Generative AI

Responsible AI training
04
Mandatory training for everyone to educate on the key pillars of Responsible AI

https://digital-strategy.ec.europa.eu/en/library/living-repository-foster-learning-and-exchange-ai-literacy

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The future of (Responsible) AI

05

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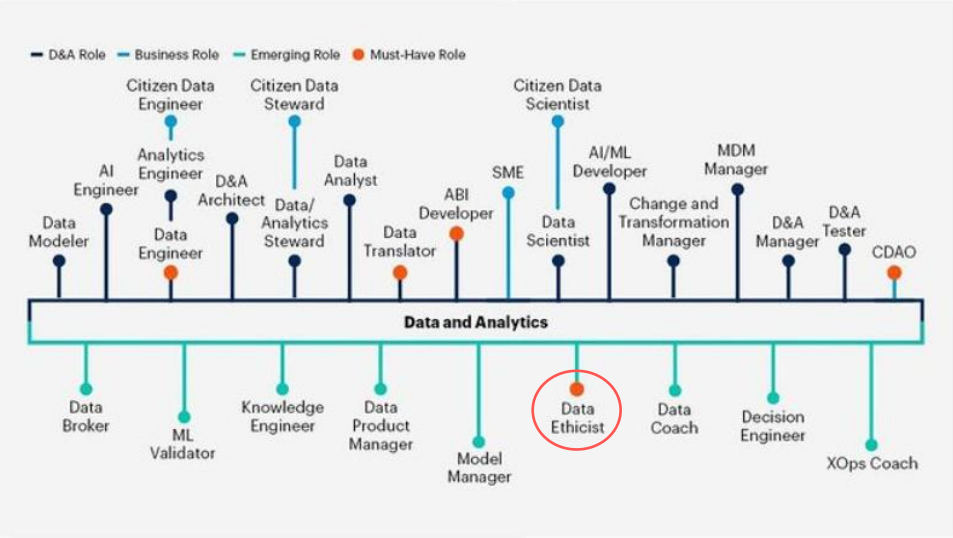
Emerging roles of Data & Analytics

The Emerging Spectrum of Data and Analytics Roles



Source: Gartner
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Gartner

Academia, Government, Private sector

Policies & Procedures

Responsible collection and use of data

Advisory

Policies & Procedures

Data Ethicist

Ethical implication

Issues & concerns

Best practices

Philosophy, law, computer science

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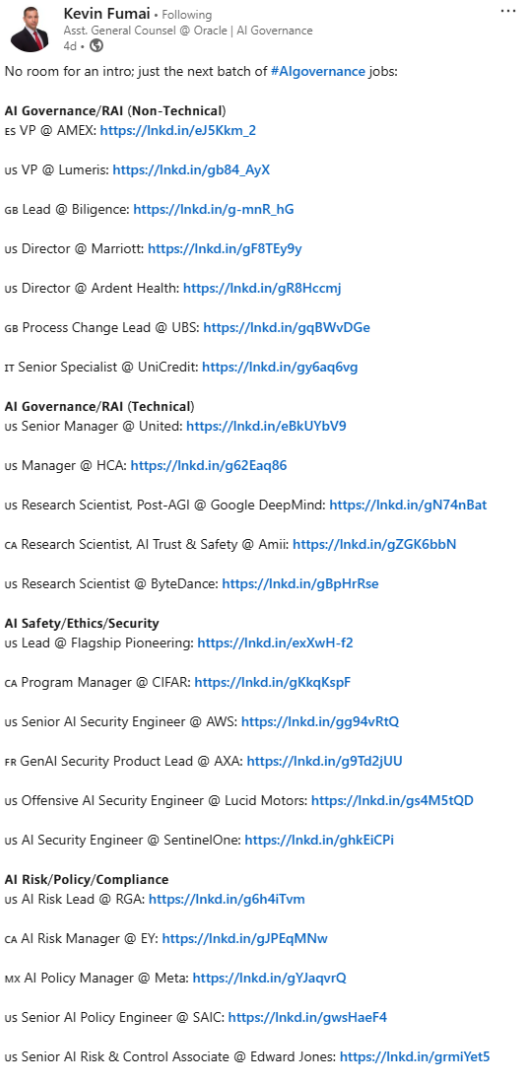
Recent job postings



Kevin Fumai • Following
Asst. General Counsel @ Oracle | AI Governance
4d •

No room for an intro; just the next batch of #AIgovernance jobs:

AI Governance/RAI (Non-Technical)
ES VP @ AMEX: https://lnkd.in/eJ5Kkm_2

US VP @ Lumeris: https://lnkd.in/gb84_AyX

GB Lead @ Biligence: https://lnkd.in/g-mnR_hG

US Director @ Marriott: https://lnkd.in/gF8TEy9y

US Director @ Ardent Health: https://lnkd.in/gR8Hccmj

GB Process Change Lead @ UBS: https://lnkd.in/gqBWvDGe

IT Senior Specialist @ UniCredit: https://lnkd.in/gy6aq6vg

AI Governance/RAI (Technical)
US Senior Manager @ United: https://lnkd.in/eBkUYbV9

US Manager @ HCA: https://lnkd.in/g62Eaq86

US Research Scientist, Post-AGI @ Google DeepMind: https://lnkd.in/gN74nBat

CA Research Scientist, AI Trust & Safety @ Amii: https://lnkd.in/gZGK6bbN

US Research Scientist @ ByteDance: https://lnkd.in/gBpHrRse

AI Safety/Ethics/Security
US Lead @ Flagship Pioneering: https://lnkd.in/exXwH-f2

CA Program Manager @ CIFAR: https://lnkd.in/gKkqKspF

US Senior AI Security Engineer @ AWS: https://lnkd.in/gg94vRtQ

FR GenAI Security Product Lead @ AXA: https://lnkd.in/g9Td2jUU

US Offensive AI Security Engineer @ Lucid Motors: https://lnkd.in/gs4M5tQD

US AI Security Engineer @ SentinelOne: https://lnkd.in/ghkEiCPi

AI Risk/Policy/Compliance
US AI Risk Lead @ RGA: https://lnkd.in/g6h4iTvm

CA AI Risk Manager @ EY: https://lnkd.in/gJPEqMNw

MX AI Policy Manager @ Meta: https://lnkd.in/gYJaqvrQ

US Senior AI Policy Engineer @ SAIC: https://lnkd.in/gwsHaeF4

US Senior AI Risk & Control Associate @ Edward Jones: https://lnkd.in/grmiYet5

Ramboll

AI & Data Governance and Regulation Lead

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A.P. Moller - Maersk

AI & Data Ethics Governance Manager

enhagen, Capital Region of Denmark, Denmark · Reposted 2 months ago

Accenture Nordics

Responsible AI Technology Architect

Copenhagen, Capital Region of Denmark, Denmark · Reposted 7 months ago

Nordea

AI Risk Lead

Copenhagen, Capital Region of Denmark, Denmark · 4 months ago

Danske Bank

Responsible AI Expert

Vilniaus rajonas, Vilniaus, Lithuania · Reposted 7 months ago

Accenture Nordics

Responsible AI Advisor

Copenhagen, Capital Region of Denmark, Denmark · Reposted 7 months ago

Nordea

Responsible AI Lead

Stockholm, Stockholm County, Sweden · 5 months ago

Leonid Group Ltd

Director - AI Governance

European Economic Area · 10 months ago

2021.AI

AI Governance Specialist

Copenhagen, Capital Region of Denmark, Denmark · Reposted 1 day ago · 69 applicants

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