

University of Warwick TeaMWork Alliance 2024,
in partnership with: Monash University, Australia and
Monash University, Malaysia.

Organisation: Green Proposition Consulting

Organisation Mentor: Renata Thiébaut and Shahid Hussain

Organisation Background: Green Proposition Consulting is an international management and marketing consultancy based in the United Arab Emirates. We guide organizations through the complexities of AI ethics, ensuring responsible and ethical AI practices. Our tailored guidance spans AI governance, compliance methods, training, and tailored policy development, empowering organizations to develop and deploy AI systems that align with their values and societal expectations.

Project Title: Ethical Implementation of AI

Project Brief:

The primary objective of this project is to conduct comprehensive market research, analyse the gathered data, and produce a detailed report outlining key findings and recommendations including:

1. Gather data on market trends, competitor analysis, and industry insights.
2. Analyse the collected data to identify opportunities, challenges, and potential strategies for AI implementation in an ethical way in manufacturing, retail, and pharmaceutical industries.
3. Develop actionable recommendations through an elaboration of a comprehensive industry report through the lenses of ethics and compliance. The research findings presented will serve as a guide for stakeholders in their decision-making processes.

Weekly Structure of Activities:

- Project Kick-off and Research Planning
- Data Collection and Analysis
- Report Drafting and Review
- Finalize Recommendations and Presentation Preparation



Project goals:

As governments and international organizations begin implementing new regulations and policies to address the risks associated with AI and other emerging technologies, companies must adapt and comply with these evolving standards. Green Proposition Consulting has been at the forefront of discussions on AI ethics and regulations, engaging with key stakeholders such as the United Nations, while adopting a unique three-level approach, encompassing academia, the private sector, and the public sector.

The goal of this project is to further solidify Green Proposition's global leadership position by conducting comprehensive market research and analysis. Additionally, this project aims to navigate the complex intersection of AI, ethics, and regulation as well as their impact to businesses across the globe, particularly in the manufacturing, retail, and pharmaceutical industries.

Learning outcomes:

Interns will gain first-hand experience in navigating the complex intersection of technology, ethics, and corporate responsibility. Through this project, interns will contribute to developing actionable recommendations for stakeholders while enhancing their understanding of the ethical imperatives driving responsible AI adoption in the business world.

Tentative Timeline:

Week 1 – Introduction & knowledge transfer

Week 2- Project strategy, key strategies elaboration and data collection

Week 3 – Project elaboration

Week 4 – Project conclusion

How this project will benefit you:

This will be a truly global experience in a game-changing consulting business. You will gain skills in research and qualitative and quantitative analysis.

Useful links and additional information:

www.greenproposition.com



Student team – things to consider:

- Research the organisation before you have your introductory meeting with the organisation mentor.
- Ensure that you've read the brief thoroughly and discussed initial ideas and thoughts with your teammates.
- Prepare questions for your organisation mentor.
- Think about how you will allocate work between yourselves and plan a potential timeline for completion.
- Remember to ask the organisation mentor how they want your findings to be reported back to them.

