



Principle 01 Principle 02 Principle 03 Principle 04 Right to Purpose Disruption Risk Intelligence Driven Prevention Evaluated

Principle 05 **Accountable Redesign**

Principle 5: Accountable Redesign

Accountable Redesign allows every innovation a fair opportunity to be peoplecentric, sustainable, and accountable by ensuring the designer and innovators produce robust technology. Also, allowing existing innovations to embed accountability in their design thinking process and reverse the existing damage.

	Are you open to share the sample dataset enabling
Q1	your intelligent system and comply with data
	regulations for public trust and understanding?

Yes / Planned

O No

Are transparent results gained from the decisionmaking process of your AI that also provide

Q2 explainable outcomes? Are there plans to share the '
inner workings of the intelligent models for public
trust & understanding in the case of any claims?

- Yes / Planned
- O No

Q3 with real data covering various real-world scenarios * before public rollout?

Intelligent systems like AI works well in a controlled environment (predefined format of inputs and parameters) so the scope of application needs validation in the real world.

Yes / Planned



Q4 Has the innovation been designed to be seamless with existing infrastructure, practices and products?

The aim is to minimise waste and create universal compatible products, services and innovations.

Yes

		NI.
()	No
\	/	

Q5 Has the application gone through a thorough end-toend security check?

(Security by design, secure decision making, privacy and security for the users)

Yes / Planned	ł
-	

	No
)	

Q6 Has the innovation been tested regularly and do the results show any risk?

(Risk evaluation process must be carried out regularly, reviewed and redesigned)

14:32	Ethical Design Thinking Tool – Public Intelligence	
	Yes, some risks	
	Yes, but with no significant risks	
	Not tested regularly	
7 a	f the innovation provides commercial and digital advantage then how is the advantage managed in a fair and accountable fashion?	*
	E.g. if the AI brings 100% additional profit, does a percentage of the increased profit share go to impacted workers and key stakeholders, AI research and charities, etc.	
	No actions in place	
	No advantage	
	User Empowerment or charity donations	
	By Fair Rusiness Drofit Share	

Has a study been carried out to measure the disruptive effect of the innovation in the sector of its application?

Business retains the profit

The innovation should be designed to work with the current ecosystem of practices, institutes, organisation and working groups with minimum disruption

	No	
	Planned	
	Yes	
Q9 t	las a study been carried out to measure the long- erm impact on the mental health, culture and ifestyle of users and the wider community?	*
	Yes / Planned	
	No	
Q10	Has a study been carried out to measure the long- term impact on the climate, education, and socio- economic balance?	*
	Yes / Planned	
	No	

Q11

How long will it take for users to learn, use and adapt the current innovation?

General awareness occurs when society as a whole is aware of the technology (electric cars 10 years ago), and wider feedback of adoption can be observed when the new innovation has integrated significantly into society (Facebook, smartwatches).

	Less than 3 months
	1 year
	2 years
	5 years
	10+ years
12	Is the new innovation solving a new problem in a more efficient way?
	The solution should add value and should solve an unaddressed and unexplored problem.
	Yes

Who is accountable for any unexpected outcomes, along with the resulting impact of those outcomes, and therefore will manage all the risk and have ownership of the innovation when released to the public?

Consumer

Shared Accountability

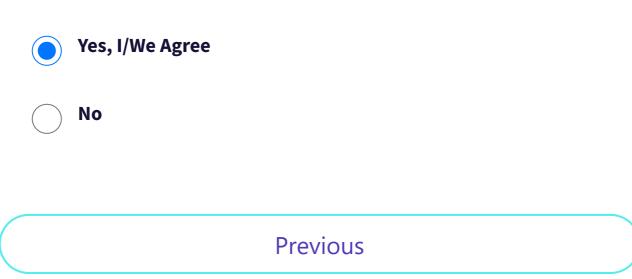
Manufacturer

We pledge to continously justify the purpose of our innovation, carry out regular risk assessment, protect human rights and our ecosystem by contributing openly and sharing the outcomes of our product, and empower the public for wider adoption.

- Yes, I/We Agree
- O No

Accountability is to take responsible actions and be open and transparent about sharing the design principles of data and intelligent systems. Do you agree to conform and share the provided information to help regulators and the public

evaluate your technology and acknowledge trust score?



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