



Principle 01
Right to
Intelligence

Principle 02
Purpose
Driven

Principle 03
Disruption
Prevention

Principle 04
Risk
Evaluated

Principle 05 Accountable Redesign

Principle 5: Accountable Redesign

Accountable Redesign allows every innovation a fair opportunity to be people-centric, 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.

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

☒ Yes / Planned

☐ No

Q2 Are transparent results gained from the decision-making process of your AI that also provide 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

☐ No

Q3 Has the intelligent system and its models been tested 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

☐ No

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☐ No

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

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

☒ Yes / Planned☐ 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)

- ☒ **Yes, some risks**
- ☐ **Yes, but with no significant risks**
- ☐ **Not tested regularly**

Q7 If 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 Business Profit Share**
- ☒ **Business retains the profit**

Q8 Has a study been carried out to measure the disruptive effect of the innovation in the sector of its application? *

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 Has a study been carried out to measure the long-term impact on the mental health, culture and lifestyle 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**

Q12 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**
- ☐ **No**

Q13 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

Q14 We pledge to continuously 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
- ☐ No

Q15 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?



Yes, I/We Agree



No

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