Sringboarding
AI RESPONSIBILITY
in Business

An accessible process for improving AI responsibility with RightsWise Workshops

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Why Improve AI Responsibility?

AI responsibility increases social and financial performance.

For example, a <u>recent study</u> on the return on investment of AI responsibility identified three kinds of returns:

- **Economic Returns** - Investments in AI responsibility can generate new revenue, avoid costs, and find new competitive advantages.

- **Improved Relationships** - Grow your company's reputation and relationships with employees, customers, shareholders, etc.

- **Enhanced Capacities** - Develop organizational flexibility through improvements in skills, knowledge, processes, and infrastructures.

The RightsWise approach
to identifying social impacts

1 **Identify the stakeholders** most impacted by the AI system.

2 **Identify the rights** of these stakeholders that are most impacted by the AI system, for better or worse.

3 **Identify potential organizational responses** to the impacts, such as adjusting operations or business models

4 **Commit to improve by** setting clear, achievable goals to realize the most important responses you have identified

The full guidebook, including concrete examples, is available <u>here</u>.

STEP 1
Identifying Stakeholders

Your stakeholders are those you impact, for better or worse. Examples:

End users	Data Subjects	Employees
Investors	Society	Ecology

Identify your

Stakeholders

Ask yourself:

Who does your company impact?
-Intentionally or unintentionally-
-Directly or indirectly-

STEP 2
Identifying Rights

Rights as things that people, animals, the planet etc. deserve. Examples:

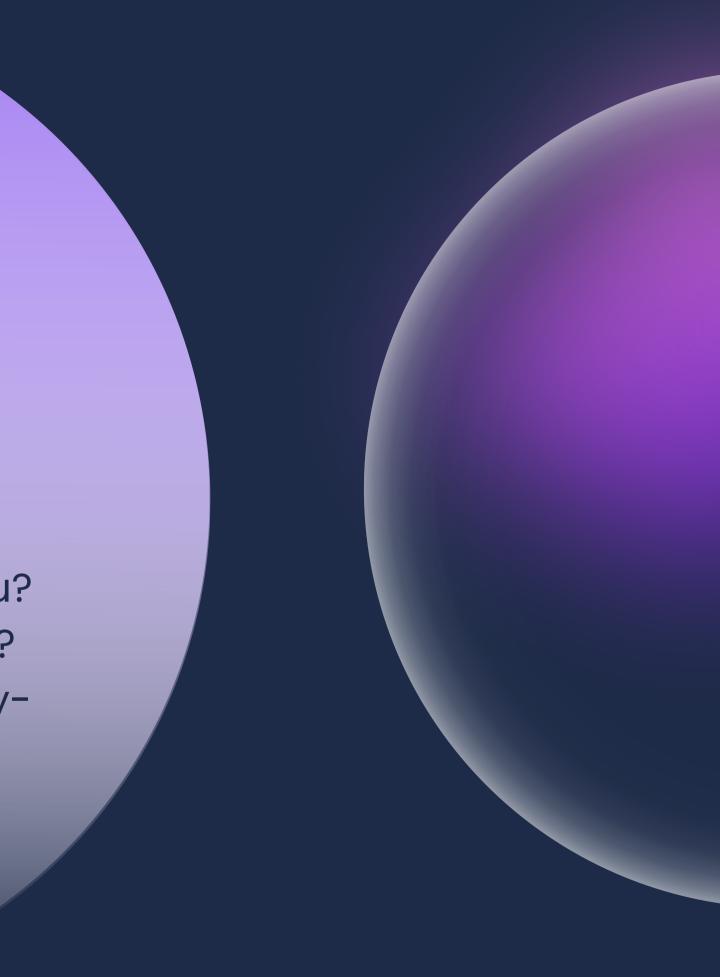| Human Rights	Data Rights	Right to an Explanation
Right to Transparency of Government activity	Right not to be Decieved	Right to Live in a Healthy Ecosystem

Identify your

Impacted Rights

**Choose a stakeholder group
and ask yourself:**

What do they deserve from you?
How are their rights impacted?
-Intentionally or unintentionally-
-Positively or negatively-

STEP 3
Identifying Potential Responses

Companies should think about rights protection in the context of their operations and business model. Examples:

Conduct red team excercises	Measure unintended bias	Never sell data to 3rd parties
Conduct ethics reviews before developing new features	Allows users to appeal AI decisions	Never train on copyright-protected data

Identify your

Potential Responses

**Choose an impacted right
and ask yourself:**

What can your company do to protect it?
-Think about your operational processes-
-Think about your business model-

STEP 4
Commit to Specific Responses

Set clear, achievable goals to realize the most important responses you have identified. Examples:

Create an ethics review team and commit to reviewing new products	Choose specific bias-measurment techniques and implement them	Conduct a database review and remove copyright-protected data

Commit to

Specific Responses

Choose the most impactful responses and make a commitment to realize them

What are the most important responses?
What world do you want to create?
-Think about your values-

Review & Next Steps

Rightswise Workshops help systematically map stakeholders and impacted rights in order to identify potential responses.

The full guidebook, including examples, is available <u>here</u>.

Want to continue this journey?
Schedule a RightsWise Workshop with Ravit and Ben
Our specialty is joint workshops for VCs and their portfolio companies

<u>Contact us here</u> or email RightsWise@gmail.com

About US

Ravit Dotan, PhD

Ravit is an AI ethics advisor and researcher. Her recognition includes being named one of the "100 Brilliant Women in AI Ethics" and a finalist for "Responsible AI Leader of the Year" Award in 2023, as well as frequent commentaries in publications such as the New York Times, CNBC, and TechCrunch.

Ben Roome, PhD

Ben is a co-founder and consultant at Ethical Resolve, specializing in the ethics of data-dependent technologies. Ethical Resolve has helped investors, startups and large companies to grow ethical capacity, build trust and avert risk since 2014.

Testimonials
by Workshop Participants

" *Great facilitation (coming from a trained facilitator!)*

" *Rightwise thinking is a great framework/tool to structure conversations around the topic and avoid rabbit holes*

Get in touch

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Connect with us by
following this link

While data technologies accelerate growth, they also have devastating unintended consequences. **Well-meaning but unprepared companies may cause severe damage** to individuals, society, the planet, and themselves.

We offer workshops for protecting rights and revenues. We specialize in facilitating joint workshops for VC investors and their portfolio companies.