Springboarding
AI RESPONSIBILITY
in Business

An accessible process for improving AI responsibility with RightsWise Workshops

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Why improve AI Responsibility?

AI responsibility boosts social and financial performance.

A recent study on the return on investment of AI responsibility identified three kinds of returns:

- **Economic Returns** - Investments in AI responsibility can generate new revenue (e.g., through improving products), avoid costs (e.g., through improved compliance), and generate capital (e.g., through safeguarding IP).

- **Improved Relationships** - Improve your company's reputation and relationships with employees, customers, shareholders and other stakeholders. Benefits include increased customer loyalty and talent retention.

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

It all starts with identifying how AI systems impact stakeholders.

The RightsWise approach
to improving AI responsibility

RightsWise workshops target the rights of stakeholders.

Stakeholders are everyone the AI system impacts, such as end-users, data subjects, employees, gig workers, data annotators, investors, society, animals, and the ecology.

Rights are the things that the stakeholders deserve in virtue of the situation. Examples include human rights, the right to an explanation, the right to transparency of government activity, and the right to live in a healthy ecosystem.

RightsWise workshops proceed in four steps:

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

Below are two examples of the process, based on workshops we ran.

Apply this process with your organization
Download the workshop deck here

EXAMPLE 1

RightWise Thinking applied to **ChatGPT**

Ask yourself:

Who are ChatGPT's stakeholders?
How does ChatGPT impact their rights?
What can OpenAI do to address the impacts?

ChatGPT
Stakeholders
identified during our workshop

WORKERS

Participants highlighted three groups: Content creators, technical workers, and educators.

DATA SUBJECTS

These are the owners of the training data, including copyright owners.

COMPANIES

Companies may be impacted as buyers, users, and competitors of ChatGPT.

REGULATORS

Policymakers, regulators, and lawyers responsible for to regulating the technology.

ECOLOGY

The environment is an impacted stakeholder because of ChatGPT's high energy and water consumption.

EVERYONE

Many participants noted that all people are probably impacted by ChatGPT in some way.

ChatGPT
Impacted Rights
identified during our workshop

THE RIGHT TO:

ACCURATE INFORMATION

Stakeholder: Everyone

ChatGPT frequently generates false information

INTELLECTUAL PROPERTY

Stakeholder: Creators/data subjects

Since ChatGPT trains on copyright-protected data

PRIVACY

Stakeholder: Data subjects

Since ChatGPT may train on private data

WORK

Stakeholder: Workers

Since ChatGPT may displace labor

EQUAL ACCESS

Stakeholder: Everyone

Since some lack access to ChatGPT, e.g., developing countries

IDENTITY

Stakeholder: Everyone

Since ChatGPT can impersonate to people

ChatGPT
Impact Responses
identified during our workshop

TRANSPARENCY

About data was used for training, citations, and environmental costs. This is a first step for mitigation.

CREATOR RECOGNITION

Compensate the people whose work went into the product the company sells.

AI ETHICS GOVERNANCE

Recommendations included ethics reviews and ethics boards.

PRIVACY POLICY

Commit to a more strict data policy preventing the usage of private data.

ACCURACY

Increase efforts to produce correct information.

EDUCATION

Support programs for digital literacy, workforce development, etc.

ChatGPT
Commitments
prioritized during our workshop

BE TRANSPARENT

Publish reports on the company's practices, including those related to data and environmental impacts.

IMPLEMENT GOVERNANCE

Develop and maintain continuous ethics review and advisory boards. Track the review processes to ensure their efficacy.

PROVIDE EDUCATION

Create educational programs to ensure that team members know their responsibilities when using generative AI tools.

EXAMPLE 2

RightsWise Thinking applied to
Bespoke LLM
created by a client

Real case study:

Our client's consultancy was hired to develop an AI product to help an immigration attorney create email responses to inquiries from potential clients.

The system is based on GPT and includes practice documents authored by the attorney, as well as the attorney's previous client emails.

Bespoke LLM
Stakeholders
identified during our workshop

THE LAWYER

The lawyer, who is the consultancy's client, will be impacted by the AI system.

DATA SUBJECTS

People who had their emails or other information included in the training data for the model.

LAYER'S CLIENTS

Existing and potential clients. Participants highlighted asylum seekers and Immigrants in risky circumstances.

THE CONSULTANCY

The consultancy hired to design the bespoke LLM is itself impacted by the systems

ECOLOGY

Plants animals and humans who may have been impacted by the energy and water resources necessary to train an LLM

SOCIETY

Participants highlighted citizens wishing enforcement of national boundaries.

Bespoke LLM
Impacted Rights
identified during our workshop

THE RIGHT TO:

EQUAL TREATMENT

**Stakeholder:
Clients**

The LLM might treat minorities differently, e.g. based on writing style

DUE PROCESS

**Stakeholder:
Clients**

The LLM might make costly mistake that will negatively impact clients' legal process

PRIVACY

**Stakeholder:
Data subjects**

The LLM may train on private information

WORK

**Stakeholder:
Society**

This LLM can displace the work of assistants

Bespoke LLM
Impact Responses
identified during our workshop

IMPROVE TRAINING

Enrich the training data sets to avoid unintended bias

HUMAN OVERSIGHT

To detect mistakes, design processes for human oversight of the AI-generated content
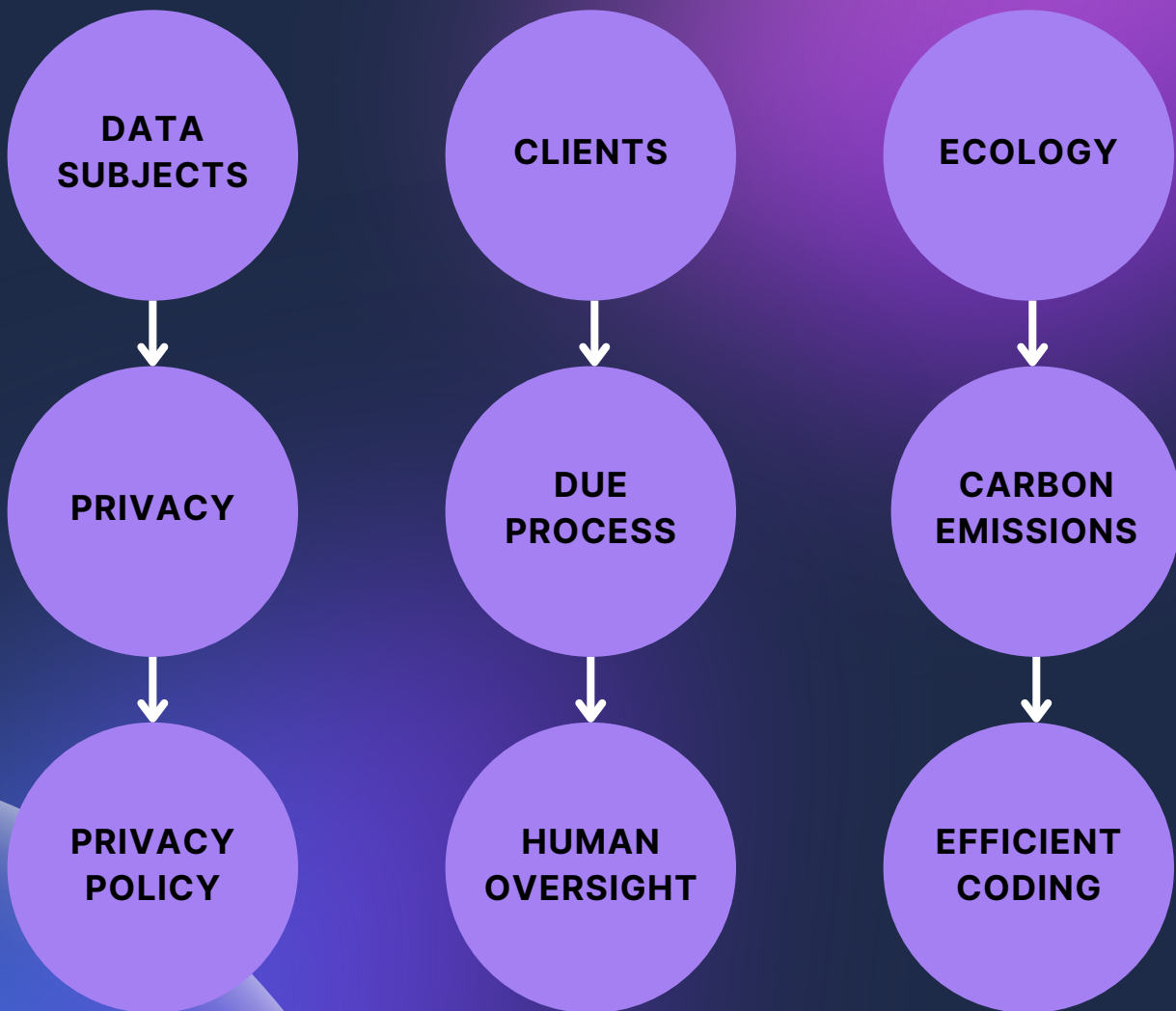
PRIVACY POLICY

Develop clear criteria and process for the inclusion of content in the training set

MINIZE RESOURCE CONSUMPTION

Identify coding strategies that can decrease emissions.

Bespoke LLM
Overview

Putting everything together, each response traces back to stakeholders and their rights. Here are a few examples:

DATA SUBJECTS	CLIENTS	ECOLOGY
↓	↓	↓
PRIVACY	DUE PROCESS	CARBON EMISSIONS
↓	↓	↓
PRIVACY POLICY	HUMAN OVERSIGHT	EFFICIENT CODING

Make
Commitments
to improve

By setting clear, achievable goals to realize the most important responses you have identified you will:

- Improve your impact on your stakeholders

- Increase revenue, improve relationships, and enhance capacity

Want to continue this journey?
We offer workshops based on the Rightswise approach
Our specialty is joint workshops for VCs and their portfolio companies

Contact us here

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 SHARED
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.