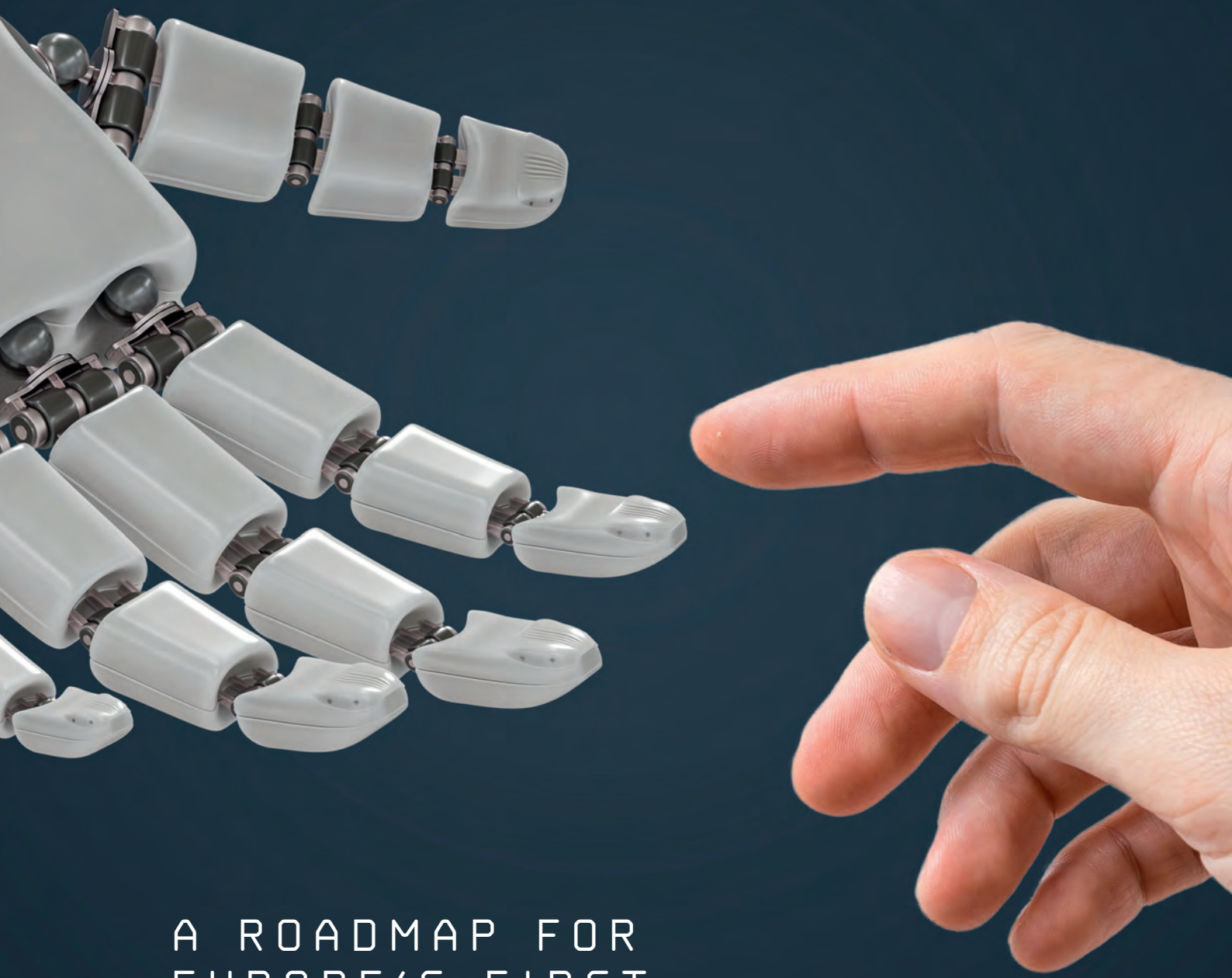
4 PEOPLE



A ROADMAP FOR EUROPE'S FIRST GLOBAL FORUM ON THE SOCIAL IMPACTS OF ARTIFICIAL INTELLIGENCE

AI IS NOT MERELY
ANOTHER UTILITY THAT NEEDS
TO BE REGULATED
ONLY ONCE IT IS MATURE.

IT IS A POWERFUL FORCE
THAT IS RESHAPING
OUR LIVES, OUR INTERACTIONS,
AND OUR ENVIRONMENTS.

Luciano Floridi
Chairman, Scientific Committee AI4People, Professor of Philosophy and Ethics of Information and Director of the Digital Ethics Lab at Oxford University.

AI4P

IN BRIEF

AI4People is Europe's first global forum on the social impacts of artificial intelligence. AI4People does not aim to define new regulations for AI but instead to draft a set of ethical guidelines aimed at facilitating the design of policies favourable to the development of a "good AI society".

The goal is to create a common, public space for laying out the founding principles on which to build a "good AI society". For this to succeed we need to agree on how best to nurture human dignity, foster human flourishing and take care of a better world. It is not just a matter of legal acceptability, it is really a matter of ethical preferability.

ATOMIUM
EUROPEAN INSTITUTE
FOR SCIENCE, MEDIA AND DEMOCRACY

From left to right: Valéry Giscard d'Estaing, Jean-Claude Juncker and Michelangelo Baracchi Bonvicini.

Atomium-European Institute for Science, Media and Democracy (EISMD), convenes leading European universities, media, businesses, governments and policymakers to increase the exchange of information and interdisciplinary collaboration, to develop innovative collaborative initiatives and to encourage frontier thinking about science, media and democracy.

Atomium-EISMD was launched publicly by the former President of France Valéry Giscard d'Estaing, Michelangelo Baracchi Bonvicini and by the leaders of the institutions engaged during the first conference on the 27 November 2009 at the European Parliament in Brussels.

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MISSION

From driverless cars to the use of machine learning to improve healthcare services and the financial industry, **artificial intelligence (AI) is shaping** our **daily practices** as well as **fundamental aspects** of our societies. However, AI is a technology very different from any other. It is not merely another utility that needs to be regulated only once it is mature; it is a **powerful force** that is **already reshaping** our **lives**, our **interactions**, and our **environments**. It is part of a profound and ongoing transformation of our habitat, and it has a deep environmental nature. As such, its future must be supported by a clear socio-political design. The transition from an entirely analogue world to one that is also increasingly digital will happen only once in the history of humanity. We are creating the digital world in which future generations will spend most of their time. **We must do so responsibly and mindfully.**

This is why Atomium-European Institute for Science, Media and Democracy, is launching AI4People, the first global forum in Europe on the social impacts of artificial intelligence.

GOALS

The aim of AI4People is to draft a set of ethical values, principles and recommendations aimed at facilitating the design of practices and policies which are favourable to the development of a "good society".

The specific goals of AI4People are:

1. **Establish a global forum on Artificial Intelligence, open to representatives of governments around the world, European institutions, civil society organisations, relevant media and leading businesses; and, through this forum:**
2. **Identify the core values that should inform an ethical framework supporting an optimal development of AI**
3. **Design a European ethical framework for a "good AI society" based on (2)**
4. **Include in the framework designed in (3) the recommendations of actionable measures for its successful implementation**
5. **Build on (1) to create a Permanent Committee for a Good AI Society, to support and inform policymakers on the ongoing evolution of AI-driven technologies and applications which have an impact on society.**

While the core aim of AI4People is to create a "good AI society" in Europe, it is likely that the principles and policies it develops in the European environment will also be applicable to the rest of the world.

GLOBAL

LEADERSHIP

AI4People will have a European focus, but adopt a global leadership role, drawing on the continent's unique industrial, political and civil environment.

AI4People will sit alongside and benefit from dialogue with other valuable initiatives taking place at the global level, and work closely with both European and international companies so that the positive outcomes of AI4People are not limited only to European citizens.

Moreover, by bringing together a diverse and multi-sectoral group of stakeholders from across society, AI4People will represent a broad set of perspectives, which may usefully support the standard-setting work of groups such as the Institute of Electrical and Electronics Engineers. By providing a space for open and inclusive discussion about the most important ethical challenges posed by AI, the AI4People Forum will help to represent the viewpoints of industry, policymakers and civil society when in dialogue with technical bodies like the IEEE.

A COLLABORATIVE EFFORT

AI4People will also benefit from collaborations with bodies at a smaller scale, including national, regional and municipal councils set up to decide how to incorporate AI into particular communities.

Similarly, the outputs that AI4People generates will **engage** and **interact** with existing reports and frameworks in this field. These include **reports** by **national governments**, **parliaments** and **regulators** on the potential opportunities and risks presented by AI, such as from the US,[1] UK,[2] France,[3] and China,[4] as well as the recommendations of European Parliament's Committee on Legal Affairs on Civil Law Rules on Robotics.[5] In addition to these government and parliamentary reports are recommendations and principles from non-governmental bodies such as the Royal Society and British Academy in the UK,[6] the Asilomar AI Principles,[7] and the IEEE's General Principles of Ethical Autonomous and Intelligent Systems.[8] Many of the ethical and political foundations for artificial intelligence have therefore been laid – yet an **"overarching political vision and long-term strategy for the development of a 'good AI society'"** arguably still remains to be crafted.[9] **This is the ultimate goal to which AI4People will work.**

[1] Executive Office of the President, 2016. Artificial intelligence, automation and the economy. https://www.whitehouse.gov/sites/whitehouse.gov/files/documents/Artificial-Intelligence-Automation-Economy.PDF.
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[9] Cath, C., Wachter, S., Mittelstadt, B., Taddeo, M., and Floridi, L. (2016). Artificial Intelligence and the 'Good Society': The US, EU, and UK Approach. Available at SSRN: https://ssrn.com/abstract=2906249

STRATEGIC AGENDA

THE ETHICS OF AI

Whether judged by the yardstick of media coverage or academic funding, industrial investment or political interest, the impact that **AI is having on society is no longer a niche concern**. Each day brings both exciting new breakthroughs and disturbing new warnings about the threats that AI poses to human life. But between over-optimistic prophecies on one side and the divination of doomsayers on the other, there is space for clear-eyed, evidence-based analysis of the actual opportunities and threats to society presented by artificial intelligence.

It is within this middle ground that AI4People will operate. The goal is to **create a shared public space** for laying out the founding principles on which to build a "good AI society". For this to succeed, we need to agree **how best to nurture human dignity**, **to foster human flourishing**, and **to take care of the wider world**. This is not just a matter of legal **acceptability** and **compliance** with what may or may not be done; it is a matter of ethical **preferability** and **commitment** to what should or should not be done.

It is easy to support the principle of developing AI that is ethical; it is rather harder to make it so.

Achieving this ambitious objective for AI4People will require, first, a systematic ethics of AI. Only with the foundations of this ethical system in place will we be able to assess and redress real-world applications of AI. If we get these foundations wrong, any resulting assessment will be flawed, misleading, and dangerously distracting.

WHAT IS AI?

Since AI may be understood in many different ways, we rely on a long-held and widely-understood definition. **AI is whatever technology we develop and use to deal with tasks that "would be called intelligent if a human were so behaving"**.[10] This definition dates back to a proposal written in 1955 for a summer research project on artificial intelligence. The research project, which took place at Dartmouth College in 1956, is often taken to be the founding moment for artificial intelligence as a discipline.[11] Notably, this definition is counterfactual, since AI's capacity is defined not as intelligent in itself, but such that, if a human were to achieve the same result, then that human would have to be intelligent. AI might now be more efficient or successful at a given task – such as winning a game of Go – than any human alive today. What this means is that if human players were that good, they would have to be really intelligent indeed. AI is not and, crucially, does not have to be.

We have so far only defined what AI *does*; more important still is what AI is: a **growing resource of interactive**, **autonomous**, and **self-learning *agency***.[12] AI does not need to be considered "intelligent", or "conscious", or "lifelike", in order to pose serious risks to society as we know it.

As a smart form of agency, AI has great potential to fundamentally reshape society. With AI technology, we are no longer at the centre of the space of information (or "infosphere"[13]); instead, we share it with the digital technologies which surround us. They can **collect**, **store**, **process data** like us and, increasingly often, **much better than us**.[14] This has major implications for our relationships both with each other, and with our technology.

So even though smart technologies are better than us at accomplishing tasks, this should not be confused with being better at thinking, in any conscious sense. Digital technologies do not think, let alone think better than us, but they can do more and more things better than us, by processing increasing amounts of data and improving their performance by analysing their own output as input for future operations, through machine learning techniques. The **most serious risk**, therefore, is not some sci-fi appearance of malevolent ultraintelligence, but that **we may misuse** or **underuse our digital technologies**, to the detriment of a large percentage of humanity and the planet as a whole.

In addition, defining AI as smart agency means that some of the political and social challenges, traditionally associated with digital technology, are not our focus here. For example, because AI is fuelled by data, some of the challenges it poses are rooted in data governance, especially **consent**, **ownership**, **privacy**, **surveillance**, and **trust**. Each of these issues are immensely important, but in these cases AI cannot be easily decoupled from the broader questions of **data management** and **use**. **AI4People**, in contrast, **will focus squarely on ethical challenges that are specific to AI as we define it here**.

[10] McCarthy, J., Minsky, M., Rochester, N., and Shannon, C.E. (1955, August, 31). A proposal for the Dartmouth Summer Research Project on Artificial Intelligence. Retrieved from https://www-formal.stanford.edu/jmc/history/dartmouth/dartmouth.html.
[11] Moor, J. (2006, December, 15). The Dartmouth College Artificial Intelligence Conference: The Next Fifty Years. AI Magazine 27(4), p. 87-91.
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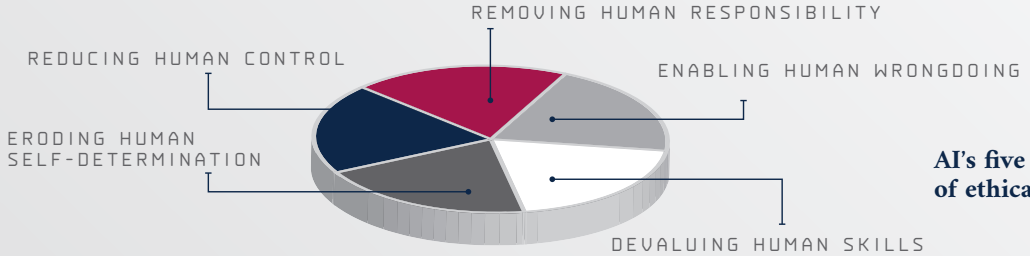
[13] Floridi, L. (2014). The Fourth Revolution: How the Infosphere is Reshaping Human Reality. Oxford: OUP.
[14] *Ibid.*

MAPPING THE ETHICS OF AI



AI's five categories of ethical challenges.[15]

By mapping the broad ethical dangers of AI, we can more readily confront specific issues that arise from using AI. Of course, there will be many ethical issues with consequences falling into more than one category. So the above figure should be seen as a magnifying glass through which AI's ethical challenges may best interpreted. Sometimes, the glass will return important details under each "colour".

Take for example security screening for air travel, which poses several distinct ethical challenges:

1. This is a sensitive task requiring that humans can **supervise and intervene to ensure the system operates**; we must therefore guard against reducing or eliminating the ability for humans to supervise and intervene where necessary to ensure safe operation.

2. If something does go wrong, we risk being unable to **hold anyone responsible** if it is unclear which tasks were delegated and by whom.

3. If we delegate more and more of this task to AI, and it seems to work perfectly, preventing every potential attack, there is a risk that over time we will **devalue human skills** to the point that when something does eventually go wrong, we will lack to the resources required to intervene effectively.

4. If we blindly trust the effectiveness of artificial screening without knowing how it works, we may lose the ability to determine policies that maximise overall wellbeing. If the threat of attacks becomes far lower over time, people may feel that the indignity and inconvenience of the process is no longer justified by the risk. But an AI system whose only goal is to maintain security may **nudge us in a different direction**, without allowing policymakers to assess critically what makes it so successful. Over time, these debates could be one-sided, with a goal like security glorified beyond reproach at the expense of other principles like dignity.

5. There is always a risk of the screening system being hacked, or wrongly used, in a way that would **make it vulnerable to systematic manipulation** at scale.

This example is just one of the many thorny ethical issues that particular applications of AI raise. But it highlights **the value of approaching the ethics of AI systematically**. Outlining the distinct challenges of AI at the outset will enable the AI4People project to grapple with specific case examples as they arise.

In the following pages, we describe in more detail the proposed roadmap for AI4People, including the particular milestones which will guide the project towards **the goal of developing a Good AI Society**.

[15] Yang, G.-Z., J. Bellingham, P. E. Dupont, P. Fischer, L. Floridi, R. Full, N. Jacobstein, V. Kumar, M. McNutt, R. Merrifield, B. J. Nelson, B. Scassellati, M. Taddeo, R. Taylor, M. Veloso, Z. L. Wang and R. Wood (2018). "The grand challenges of Science Robotics." *Science Robotics* 3

THE 5 CHALLENGES

REDUCING HUMAN CONTROL

There is the risk of ***delegating*** important tasks to autonomous systems that should remain at least partly subject to human supervision, either **'in the loop'**, for monitoring purposes, or **'post loop'**, for redressing errors or harms that arise.

REMOVING HUMAN RESPONSIBILITY

AI may ***deresponsibilise*** people whenever an AI system could be blamed for a failure instead. This may make it harder to hold people accountable and liable for particular failures of AI.

DEVALUING HUMAN SKILLS

AI may ***deskill*** people, with potentially dangerous effects for sensitive, skill-intensive domains such as medical diagnosis and aviation. If, for example, a couple of decades hence, there are too few human experts able to diagnose cancer, society would be ill-equipped for AI malfunction or malevolent attack.

ERODING HUMAN SELF-DETERMINATION

AI may erode human ***self-determination***, as it may lead to unplanned and unwelcome changes in human behaviours to accommodate the routines that make automation work and people's life easier. AI's predictive power and relentless nudging, even if unintentional, should foster and not undermine human dignity and self-determination. Yet such nudging has been both commercialised – as in online retail recommendations – and, allegedly, weaponised, as public opinion falls prey to subtle but powerful propagandist bots, which can potentially affect the outcomes of national elections.

ENABLING HUMAN WRONGDOING

We must consider the potential for ***malevolent uses*** of AI. This powerful technology falling into the wrong hands would pose grave threats to the security and prosperity of us all. One way of preventing malevolent use of AI is to adopt the formulation that we should treat people as ends in themselves, and never only as a means.

ROADMAP TO 2020

2018 → 2019 → 2020

YEAR 1 YEAR 2 YEAR 3

2018 ACTIVITIES

LAYING THE GROUND

The first year will be dedicated to establishing the foundations on which the social impacts of an AI society can be understood.

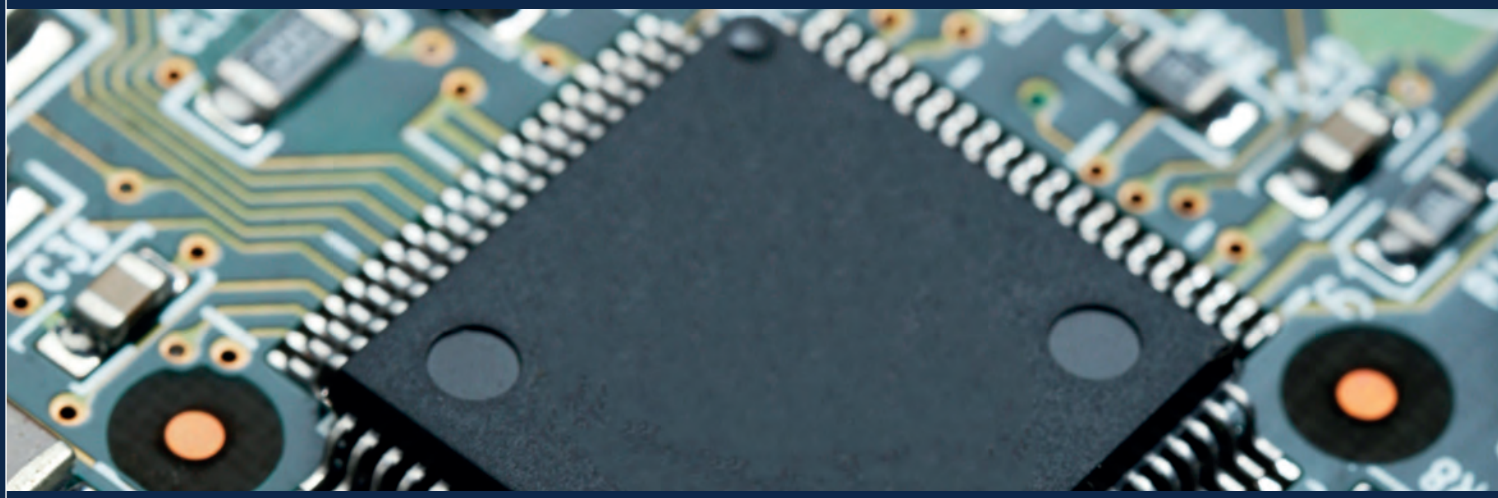
ACTIONS

1. AI4People Forum. At the heart of the first year will be the launch of the AI4People Forum, **open to representatives of governments around the world, European institutions, civil society organisations, relevant media and leading businesses**. Members will be invited to attend three meetings in Brussels:

- **February 2018: Presentation of the Agenda and Roadmap.**
- **June 2018: The first draft of the Ethical Framework is presented for feedback and refined.**
- **October 2018: AI4People Summit; the Ethical Framework is formally endorsed.**

2. AI4People Summit. The conclusion of AI4People's first year will be the First AI4People Summit, to be held at the European Parliament on October 30th and 31st 2018. The Summit will convene partners, civil society organisations, and leading policy makers from national governments, the European Parliament, and the European Commission, and leading media outlets. The Summit is expected to see the presentation of the Ethical Framework (see below) and a series of parallel sessions on "Living with AI" and "AI Across Society" with leading figures from the worlds of research, policy, business and civil society. The Summit will formally launch the second year of AI4People.

YEAR 1



2018 DELIVERABLES

1. Ethical Framework for a Good AI Society.

The Forum will drive the creation of the first major product of AI4People: **an Ethical Framework for a Good AI Society**. The Framework will include values, principles and recommendations for policies and practices favourable to a 'good AI society'. The Ethical Framework, the development of which will be led by the Chair of AI4People's Scientific Committee, Professor Luciano Floridi, will incorporate the perspectives of Forum members expressed at February's kick-off meeting and at a members' meeting in June, as well as during bilateral discussions over the next several months.
The publication will integrate contributions from all stakeholders participating in the Forum (academic experts, civil society organisations and relevant business actors).
The Ethical Framework will also draw on the empirical findings of a related effort to map the kinds of AI and related services that are currently under development. As such, the Framework will therefore be a synthesis of existing perspectives, informed by outside-world developments, to provide a shared basis of understanding from which to proceed. **The Framework is an essential first step towards the broader effort to design a Good AI Society. It will be formally presented as a report to the European Parliament and European Commission during the AI4People Summit in October 2018**.

2. Presentations to stakeholders.

During the first year, representatives of AI4People will also present progress to stakeholders, including representatives of the European Commission, members of the European Parliament, and partners from industry and civil society on an ongoing basis.

3. AI4Media.

Beginning 2018 AI4People is developing AI4Media: a password-protected stream of news and studies, designed exclusively for AI4People's media partners. Atomium-EISMD's network presently includes several major European outlets, such as *Frankfurter Allgemeine Zeitung*, *El País*, *Il Sole 24 Ore*, *The Irish Times*, *Luxemburger Wort*, *La Libre Bèlgique*, *Publico*, *Der Standard* and *Les Echos*.

2019 ACTIVITIES

AI AS AN ASSET FOR SOCIETY

The second year will build on the foundations already established to broaden and deepen debates over the creation of a Good AI Society. In particular, this will involve engaging with stakeholders from civil society and the general public. The core purpose of the second year is therefore to broaden the terms of the debate, increasing public awareness and gaining recognition for AI4People and its mission.

ACTIONS

1. AI4People Forum. At the heart of the second year will be the activity of the AI4People Forum, **open to representatives of governments around the world, European institutions, civil society organisations, relevant media and leading businesses**. Members will be invited to attend three meetings in Brussels:

- **February 2019: Presentation of the Agenda for 2019.**
- **June 2019: Presentation of initial paper and contributions from Forum members.**
- **October 2019: AI4People Summit and official release of the Ethical Framework for a Good AI Society.**

2. Public Consultation on AI and the Good Society. An open public consultation on the AI Good Society will take place both online and offline, and will aim to enable organisations and individuals to engage with, and respond to, the Ethical Framework produced during the first year. This consultation will seek evidence in several ways: there are likely to be small-scale focus groups, surveys, collaborative design exercises, experiments, and a number of public events held throughout the year designed to engage the public and gauge their views on the Framework. These events and activities will be supported by a campaign across mainstream and social media.

3. AI4People Summit. The second year will conclude with the in October 2019. The Summit will see the official release of the **Ethical Framework for a Good AI Society**, and the formal convening of the Committee for a Good AI Society. Moreover, at the Summit the key findings from the public consultation will be presented. This will be a major milestone in the creation of a Good AI Society, offering attendees a unique and unprecedented insight into public attitudes towards AI and its risks and benefits. The policy makers and figures from industry and civil society in attendance will have the opportunity to debate how these public aspirations can best be incorporated in society at large.

YEAR 2

2019 DELIVERABLES

1. Best Practice Guidelines for AI.

Another key priority for the second year will be to turn the Ethical Framework for a Good AI Society **into a set of substantive guidelines for applying AI in practice**. This will likely include identifying particular principles applicable to specific sectors of society, for instance by establishing that the use of AI in medical contexts is subject to greater privacy protection (owing to the use of sensitive data) or higher concerns for human dignity than the adoption of autonomous cars. Special focus will be dedicated to the most vulnerable groups, such as children, patients, and the elderly. This process will seek to generate a White Paper on Best Practice Guidelines for AI. Once produced, the White Paper will be presented at high-profile meetings and global summits, such as the World Summit on AI, Le Web Summit, Slush, the Consumer Electronics Show and the Internet Governance Forum.

2. Permanent Committee for a Good AI Society.

Midway through the second year, work is expected to begin on the process of turning the AI4People Forum into a permanent Committee for a Good AI Society. The Committee will be independent and composed of experts, civil society representatives and industry partners. Its function will be advisory and consultative, and its mission is likely to be to support and inform policymakers on the evolution of AI-driven technologies and applications which have an impact on society.

3. Synergies.

From Web Summit to Slush and Ars Electronica, the number of large-scale events and conferences on digital society is constantly growing across Europe. Atomium-EISMD will connect with the largest and most relevant of these (particularly those with over 20,000 attendees) to seek to showcase the work of the Forum and the findings of public consultation.

2020 ACTIVITIES

TOWARDS A GOOD AI SOCIETY

The core objective of AI4People's third year is to transform the perspectives, discussions and findings gathered during the previous two years into world-leading programs and policies which will help ensure the creation – and broad acceptance – of a model for a Good AI Society.

ACTIONS

1. AI4People Forum. At the heart of the third year will be the activity of the AI4People Forum, **open to representatives of governments, European institutions, civil society organisations, relevant media and leading businesses**. Members will be invited to attend three meetings in Brussels:

- **February 2020: Presentation of the Agenda for 2020.**
- **June 2020: Members of the Forum receive an update on the progress on the major initiatives in Year 3: the development of the CorporateCharter, the high-level policy recommendations, and the Global Mark of Compliance.**
- **October 2020: AI4People Summit and presentation of the Corporate Charter, the Global Mark of Compliance and the final policy recommendations.**

2. Corporate Charter. Immediately following the Second Summit on AI, work will begin on scoping the development of a Corporate Charter of ethical principles for tech firms and other corporations working with AI and related technologies. The charter is likely be derived from the principles and guidelines of earlier deliverables, but to relate specifically to corporations dealing with AI in its various commercial contexts. It is anticipated that this effort will be lead by the corporate members of the Committee for a Good AI Society in concert with the wider network of industry and political representatives who have participated in AI4People forum. Since many of the industry groups involved may not be based in Europe, **the Corporate Charter will be presented at a global level**, engaging with figures in other regions such as North America and China, to ensure that the Charter's recommendations can have a positive impact at a global level.

3. AI4People Summit. The third AI4People Summit will be held in October 2020 at the European Parliament in Brussels. The Summit will allow for reflection on the wide range of initiatives launched by the AI4People Committee and facilitate discussions about taking these forward beyond the length of the AI4People, solidifying its legacy: the creation of a Good AI Society.

YEAR 3

2020 DELIVERABLES

1. Policy recommendations.

In early 2020, the Committee is will seek to undertake analysis to decide how best to utilise law, standards and regulation to accommodate the new capacities, practices and behaviours enabled by AI. This may include case studies and testimony regarding the impact (including unintended consequences) of the General Data Protection Regulation, in areas such as algorithmic transparency. The Policy Recommendations are likely to draw together the lessons learned from this analysis with findings from the preceding public consultation to generate a series of laws and regulations, designed for the European context, which would secure the benefits and mitigate the risks of the widespread adoption of AI in society. It will also be important to consider the impact that AI can have on policymaking and implementation more directly, and to consider the specific ethical challenges this poses, in areas such as 'predictive policing' and the use of drones in warfare, for instance.

2. Global Mark of Compliance initiative.

The major output of the third year is expected to be the ***Global Mark of Compliance*** initiative, with the aspiration for this to pilot-launch in mid-2020. The ***Global Mark of Compliance*** will be a quality certification mark certifying ethically sound uses of AI. The Mark may be applied in different contexts, including for companies who have signed the Corporate Charter; for specific products or services which adhere to the Best Practice Guidelines; and for AI designers and engineers who complete a programs of study in digital ethics. It is hoped that the Mark of Compliance will become a recognised and respected certification of ethically sound practices.

AI4PEOPLE

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