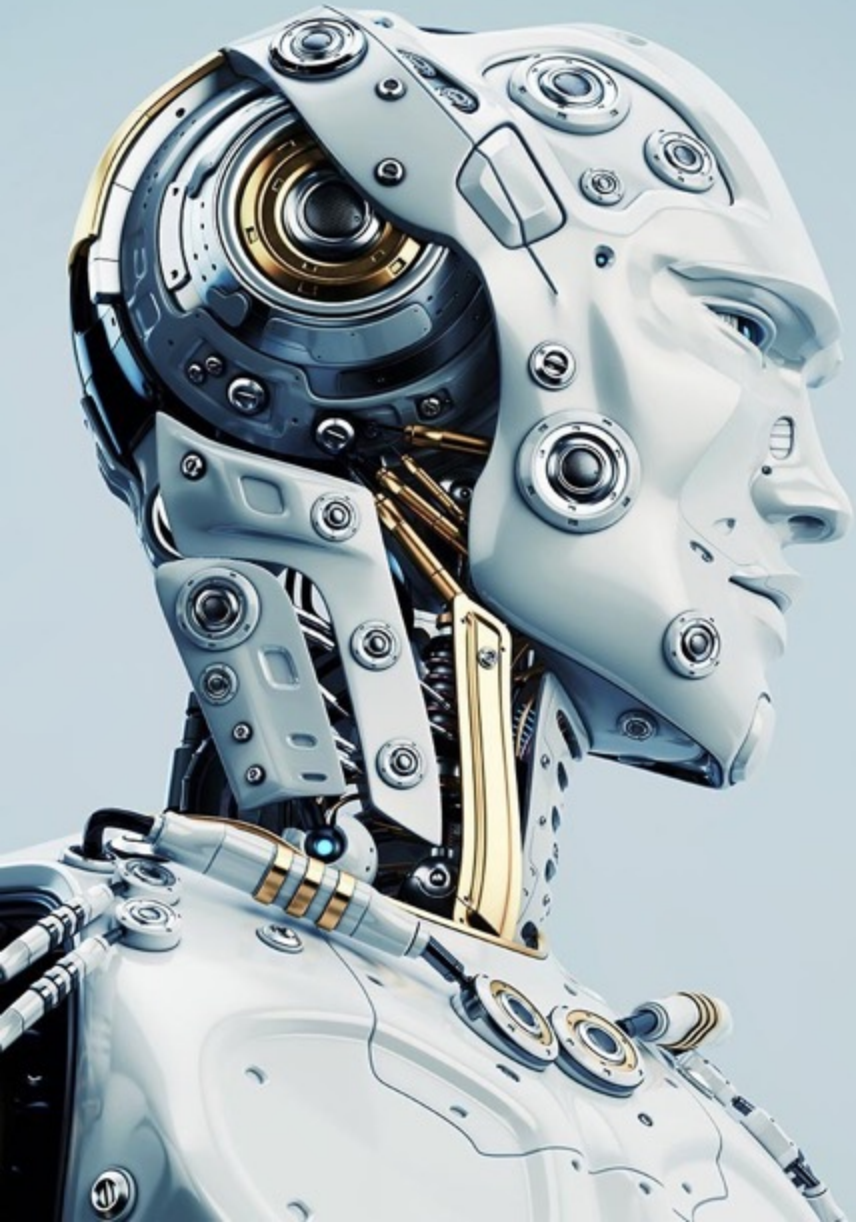


AI SUSTAINABILITY CENTER



# AI SUSTAINABILITY CENTER

A Nordic approach to responsible and purpose-driven technology



“AI systems should help empower society, combining the best of technology with the best of humanity”





# AI poses ethical risks that are difficult to predict

Why is AI different?

- It is self-learning, self-propagating and self-scaling.
- There is insufficient governance, transparency, explainability and accountability.



# Exponential benefits and exponential risks

Technology in itself is neutral, it all depends on how you use it.

In the data driven world, both benefits and risks are exponential  
- all organizations should be thinking about how their use of data may impact society



# Unintended pitfalls

As characterized by the AI Sustainability Center



Misuse / overuse

The AI application/ solution could be overly intrusive (using too broad or too deep open data) or it could be used for unintended purposes by others.



The bias of the creator

Values and bias are intentionally or unintentionally programmed by the creator who may also lack knowledge/skills of how the solution could scale in a broader context.



Immature AI

Insufficient training of algorithms on data sets as well as lack of representative data could lead to incorrect and unethical recommendations.



Data & Machine bias

The data available is not an accurate reflection of reality or the preferred reality and may lead to incorrect and unethical recommendations.



## Unattended risks can have grave consequences

Privacy intrusion

**Amplified discrimination and inequality**

Faulty conclusions / recommendations / predictions

Misinterpretations

Capitalizing on dopamine, addictions and other forms of vulnerabilities

Social exclusion and segregation

Violation of trust



# Technology is ahead of regulation

Organizations and individuals may rely on being GDPR compliant. But as technology is ahead of regulation, this could lead to a false sense of security. There is a regulatory blind spot - existing laws are there to some extent but need to be updated and appropriately applied.



# Ethical questions need to be on top of the agenda - organizations need to stand accountable

How far can we go in our collection of personal information for credit risk scoring?

Is it ok for a gaming app to capitalize on persons with a gambling addiction?

Should agencies be contacted if a person drives drunk?

Is it ok when media recommend articles to a person with racial opinions supporting his or her orientation?

When is censorship justified vs freedom of speech?





## AI Sustainability Center's mission and vision

**Our vision:** a new and just approach to AI is possible, that considers both positive and negative impacts on people and society on the same level as commercial benefits or other efficiency gains. We call it Sustainable AI.

**Our mission:** create a movement where human-led AI becomes the norm not the exception. Help users of AI to avoid risks while keeping humanity and fairness at the core. We are implementing a different type of business model.

# Join the movement

Society is increasingly concerned about AI, and ensuring that it is used for the best of humanity.

Today's business models consolidate profits in the hands of a few, at the price of the integrity of many. Seductive profits are derived from AI solutions that drive revenues and cost efficiencies. Yet, the negative externalities are not accounted for in the business.

Several organizations are designing "principles" on responsible/ethical AI, or are looking at "AI for social good;" yet none have our multidisciplinary approach to creating a proactive and practical AI Sustainability assessment framework. We are focused on the HOW an organization can ensure AI for good.

It's time to change the business model.

**Join the movement.**



# About the founders

The AI Sustainability Center was founded in 2018 by Elaine Weidman Grunewald and Anna Felländer



## Elaine Weidman Grunewald

Elaine is the pioneer of the “tech for good” concept. She had an early conviction on the role tech could play in accelerating the achievement of the UN SDGs. She is well recognized globally in the tech and sustainability fields. She is an ICT veteran, having spent 20 years at Ericsson, most recently as Chief Sustainability & Public Affairs Officer and a member of the executive management.

[elaine@aisustainability.org](mailto:elaine@aisustainability.org)



## Anna Felländer

Anna is digital economist, affiliated to the Royal Institute of Technology and most recently had that role as chief economist at Swedbank, one of Sweden’s leading banks. She worked in the Swedish Government for 10 years, and is one of Sweden’s leading experts and government advisors on the effects of digitalization on organizations, society, and the economy.

[anna@aisustainability.org](mailto:anna@aisustainability.org)



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[www.aisustainability.org](http://www.aisustainability.org)



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