



AI  
AI & Partners

Amsterdam - London - Singapore



**Crypto Valley**

## Responsible AI

*What it means for sustainability*

March 2024

## Defining Responsible AI

- Responsible AI refers to the development and use of artificial intelligence in a manner that is ethical, transparent, and accountable.
- It emphasizes the importance of AI systems being designed and operated in a way that respects human rights, societal values, and environmental sustainability.



## Significance in Today's World

- In an era where AI technologies are increasingly integrated into various aspects of daily life and business operations, ensuring these systems are responsible is crucial.
- This involves mitigating risks such as bias, privacy breaches, and unintended consequences, while maximizing benefits for society and the environment.

Accountability

Transparency

Fairness



Reliability & Safety

Privacy & Security

Inclusiveness

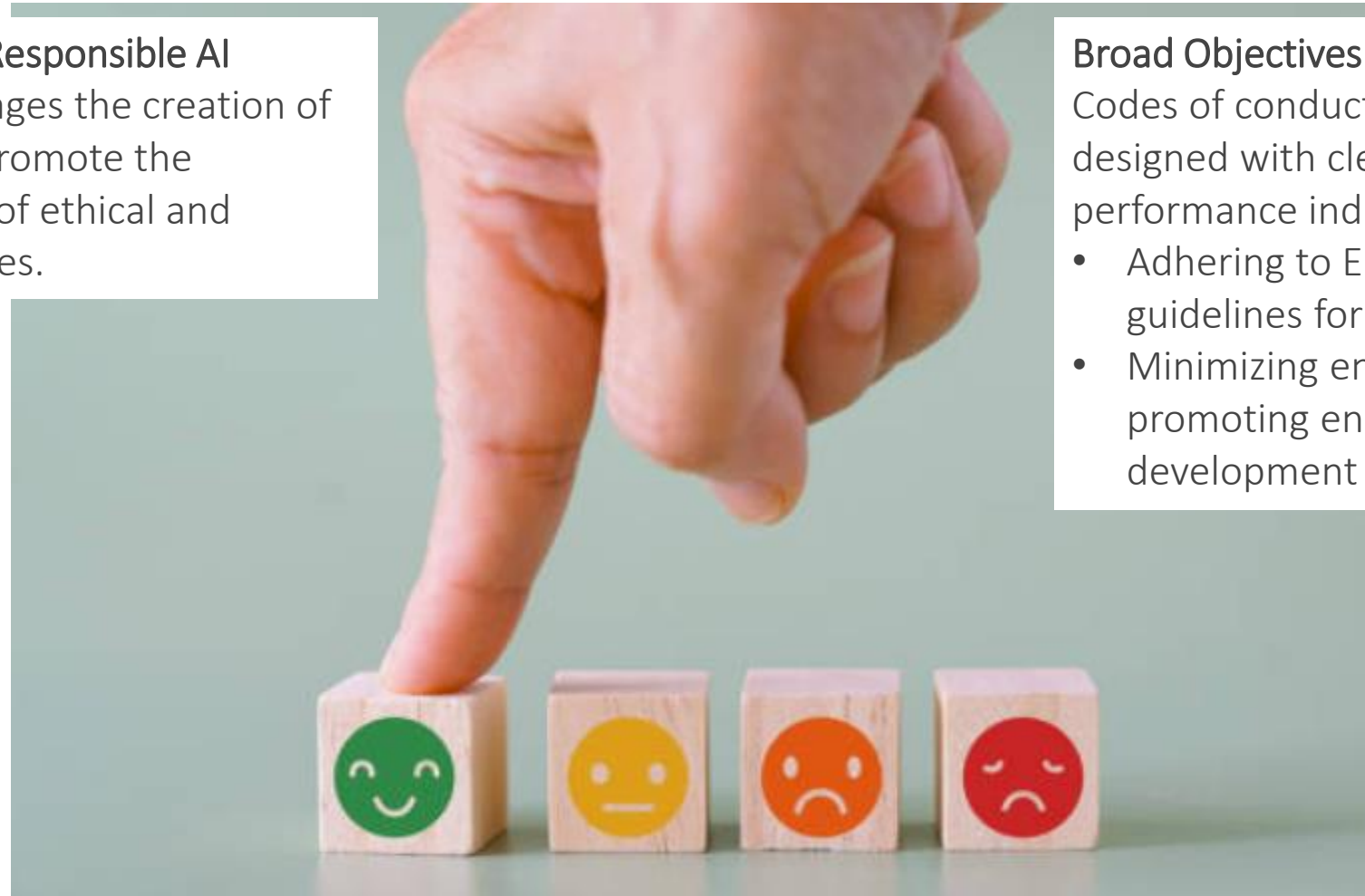
### Article 69 - Fostering Responsible AI

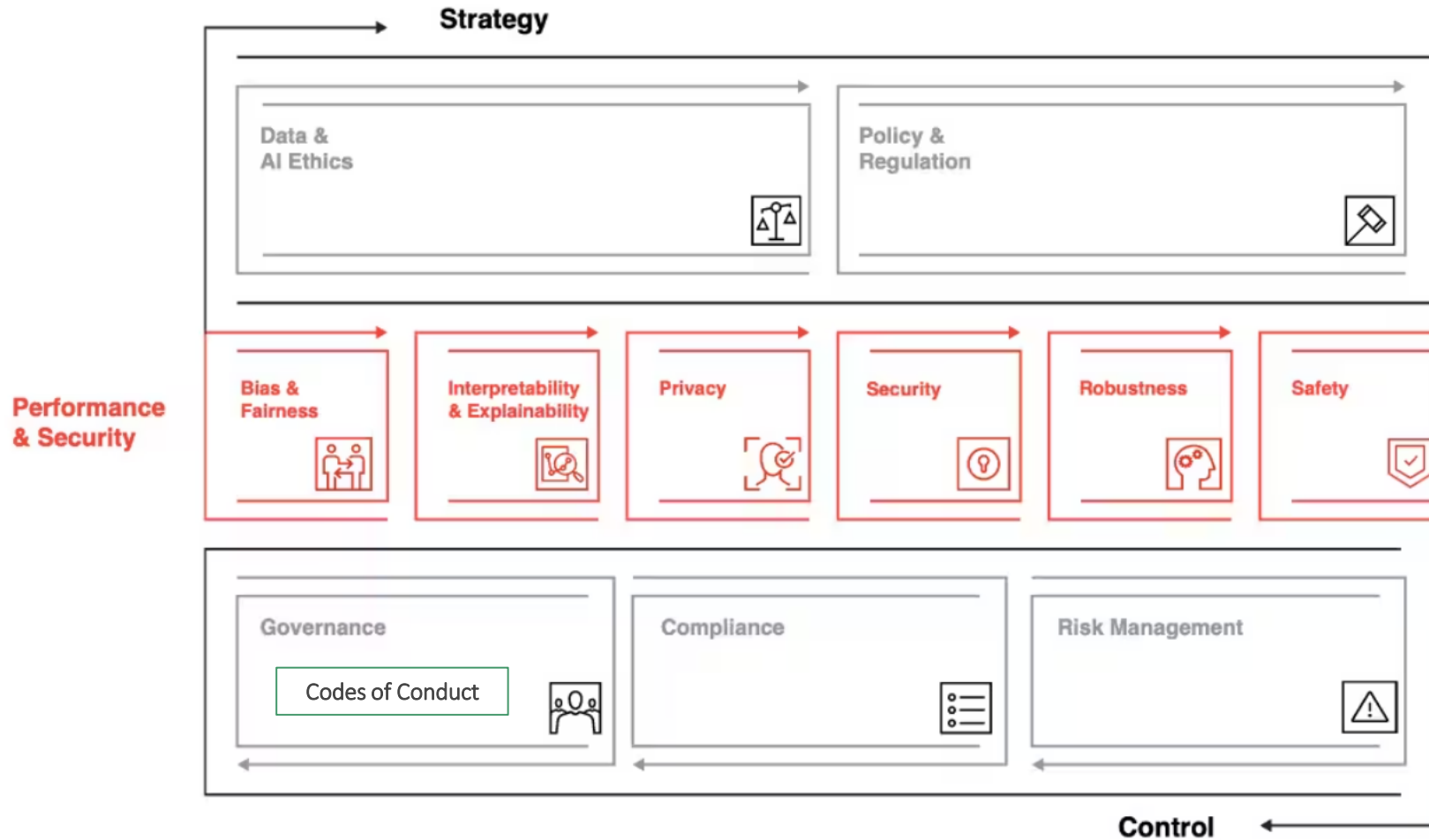
The EU AI Act encourages the creation of codes of conduct to promote the voluntary application of ethical and trustworthy AI practices.

### Broad Objectives for Codes of Conduct

Codes of conduct under the EU AI Act are designed with clear objectives and key performance indicators. They focus on:

- Adhering to European ethical guidelines for trustworthy AI.
- Minimizing environmental impacts and promoting energy-efficient AI development and usage





Source: PwC (2024)

## Social and Environmental Well-being

- The EU AI Act emphasizes the importance of developing and using AI systems in a manner that is sustainable and environmentally friendly.



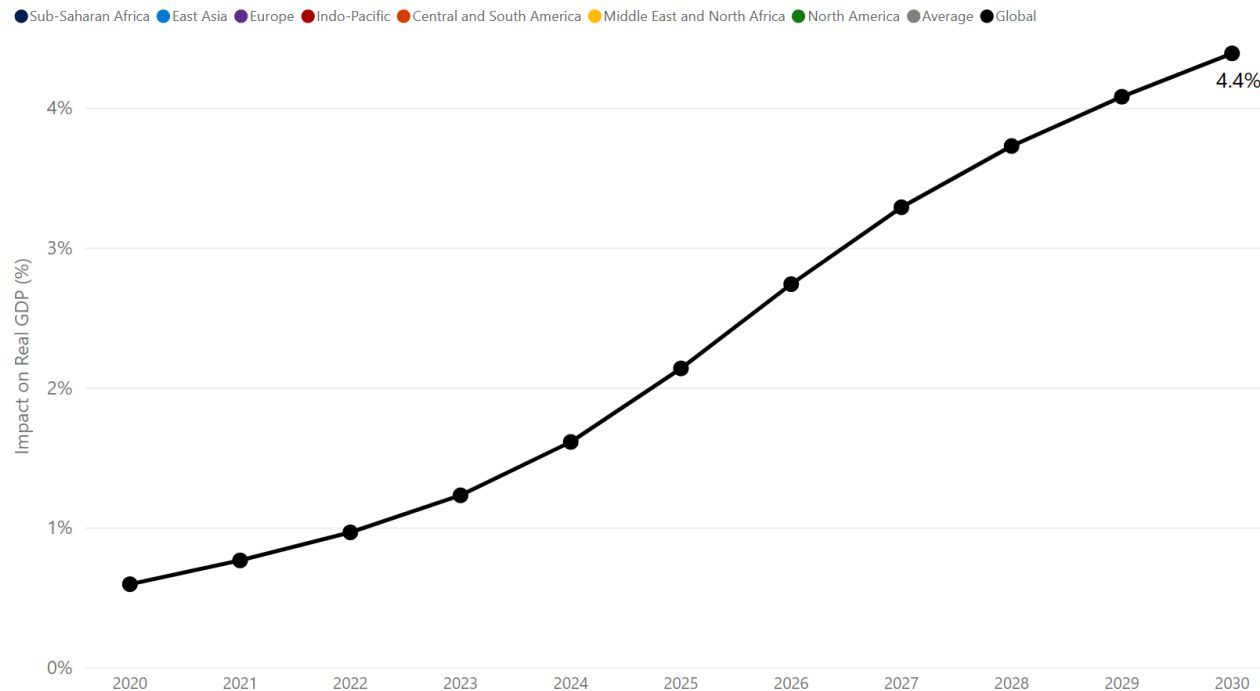
## Energy Efficient AI Programming

One of the key areas where AI can contribute to environmental sustainability is through energy-efficient programming.

## — Potential global GDP boost from sustainable AI

Using AI for environmental applications in four key sectors\* has the potential to boost global\*\* GDP by 4.4% by 2030

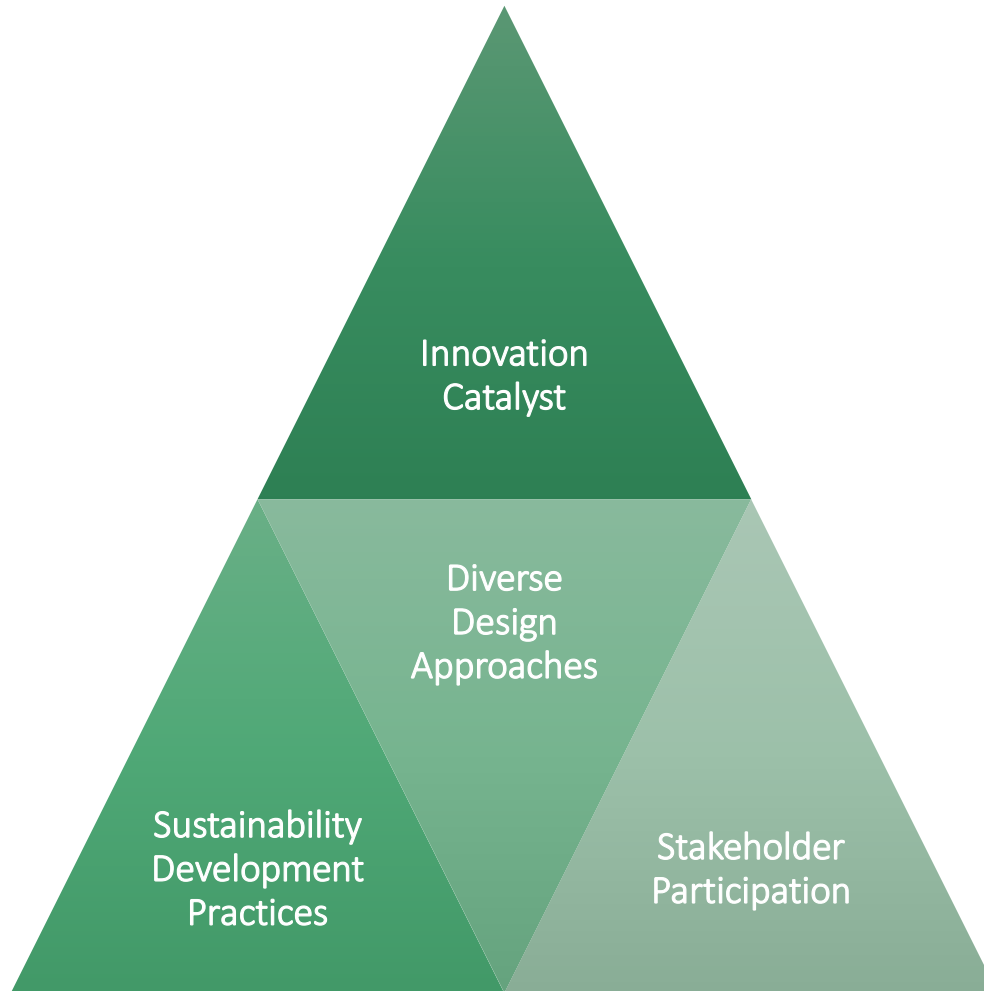
Potential GDP impact relative to BAU (Expansion scenario)



- Facilitator to meet global 2030 climate goals
- Likely to encourage inward support for environmental applications
- Sector-agnostic instrument

Source: PwC (2024)





### Innovation Catalyst:

- AI accelerates innovation by automating repetitive tasks, freeing up time for creative problem-solving and idea generation.

### Diverse Design Approaches:

- AI enables the implementation of personalized and adaptive design solutions tailored to individual user preferences and needs.

### Sustainability Development Practices:

- AI optimizes resource allocation and usage through predictive analytics and optimization algorithms, minimizing waste and maximizing efficiency.

### Stakeholder Participation:

- AI-driven sentiment analysis and social listening tools gather insights from diverse stakeholders, enabling organizations to understand and respond to their concerns and preferences.





## AI for sustainable development goals: a global consensus

- Set to solve development issues in economic, social and environmental dimensions, and realize sustainable development by 2030.
- The SDGs call for action by "all countries - poor, rich and middle-income - to promote prosperity while protecting the planet."
- The SDGs specify that the countries shall commit to eradicating, for example, poverty, pursuing good health and well-being.
- In all these fields, AI has a *great* role to play.

— Thank you for your time



— Thank you!



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