



AI
AI & Partners

Product Development &
Engineering Teams

The **Creator** and The EU AI Act

A practical guide for the **Creators** of AI systems to business transformation with respect to the EU AI Act

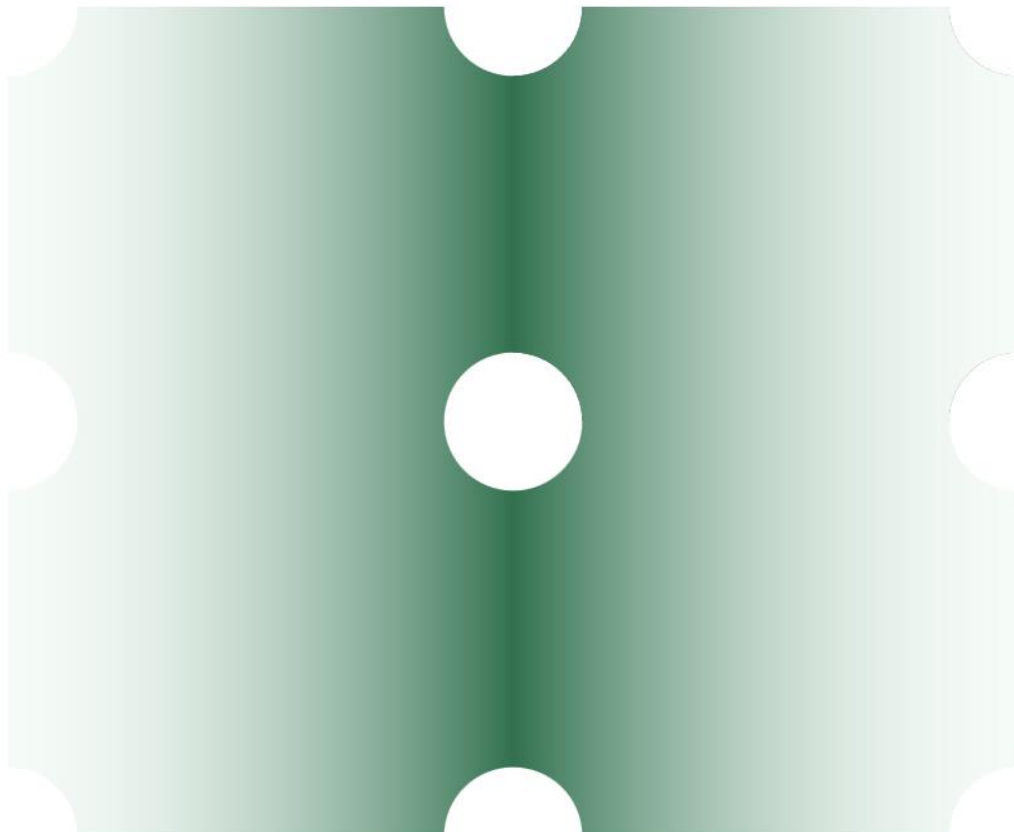




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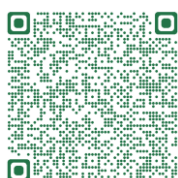
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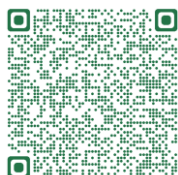
1 Introduction and Preamble



EU AI Act is aligned with encouraging safe and trustworthy AI.

At AI & Partners, we define EU AI Act compliant AI systems as those that are safe, secure, transparent, resilient, auditable, fair, non-biased and human-focused. Businesses that are taking steps now to become EU AI Act compliant are not only setting themselves up for success, but they are also showing that their AI/ML systems work at the higher possible levels and building continued client trust that drives additional ROI of AI initiatives.

It is evident that the importance of EU AI Act compliance to the business's success will not only continue to move forward. What could be made clearer is the contrasting roles and responsibilities needed within a business to implement EU AI Act successfully. This is exactly why we have written the EU AI Act Playbooks – to become a crucial resource within any individual motivated to drive EU AI Act compliant practices within a business.





There are five Playbooks in this Series

The first Playbook, and the one that you are currently reading, provides the background information you need to understand your role in EU AI Act. It outlines how to identify your business's EU AI Act Maturity Level (Emerging, Evolving, Engaging, Enhancing and Excelling) together with your specific role (Facilitator, Promoter, Guardian and Creator).

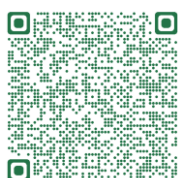
The remaining four Playbooks each cover a different EU AI Act role in depth, providing practical guidance on what to perform per level of business maturity.

Once you've read the playbooks you'll feel invigorated to deliver change and encourage the safe, secure and trustworthy use of AI within your business. If you're interested in deepening your understanding, please visit our Insights section or request a product demo with AI & Partners to help operationalise EU AI Act practices within your business.



"Adopting AI within the business isn't just about technical capabilities. It also includes operational, cultural and regulatory aspects"

Michael Charles Borrelli, Co-CEO/COO, AI & Partners





Introduction

Dear Creator,

There are multiple different ways in which a person can engage with the EU AI Act – it can sometimes feel overwhelming and confusing on where to start.

Gratefully, this does not have to be the case. When it comes to the EU AI Act, there are four key roles within a business: **Facilitator**, **Promoter**, **Guardian** and **Creator**. Each role comes with its own set of responsibilities for making EU AI Act readiness successful and is an essential piece to the larger picture of satisfying the EU AI Act's requirements. You can't solve the EU AI Act all on your own, but if you understand what your EU AI Act role is and how you can fit into that larger picture, then you are setting yourself up for success in bringing the EU AI Act to life in your business.

You are reading this specific Playbook because you have identified your role as a **Creator**. Your primary goal as a **Creator** is to literally construct the AI systems within your business. What this means in terms of the EU AI Act is that your core responsibility is to test and contribute to your business's EU AI Act practices and standards. From your standpoint, successful EU AI Act readiness implementation includes robust bias testing processes, conducting regular algorithmic impact assessments, integration of ethical analyses into model cards, and defined EU AI Act-centric metrics.

To help you better understand your role and responsibilities as a **Creator**, this Playbook will take you on a deep dive into what you can practically do to successfully promote the EU AI Act within your business. We will cover everything from your strengths as a Creator to specific actions that you can take at each level of the business EU AI Act maturity to how to interact with your fellow EU AI Act roles.

You are ready to put in the work to achieve EU AI Act readiness. Let us bring you the clarity and direction you need to get started and begin prioritising the EU AI Act today.

Happy reading!





2 Persona Description

Creator

Develop the best AI systems possible for your business.

You are the one hard at work building the AI systems, which gives you direct access to the data and models. This access is your greatest asset, as you can make responsible development and design decisions during your business-as-usual work. Notwithstanding, you are not necessarily in a leadership position, so you probably don't have the power to set higher objectives for your work.



The Creator Playbook

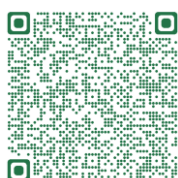


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Here are some typical positions within a business you will generally be found in

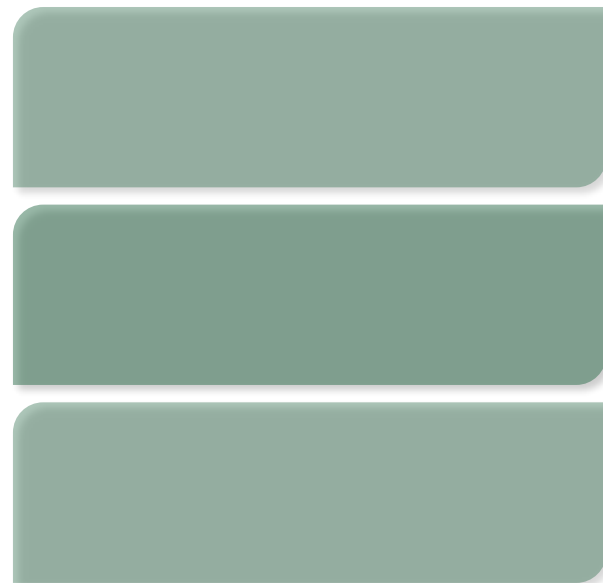
- Data scientist, analyst and engineer
- Applied AI scientist
- ML engineer
- Project manager, designer
- Product manager

- Since you have such an intimate understanding of your business's AI systems, your main strength is the depth of this knowledge. You know what is working and what isn't since you play the role of interacting with the AI systems on a daily basis. By clearly communicating these AI limitations, you are able to give critical insight into what is required from other roles to successfully implement EU AI Act practices. It is likely that you are one of the more technically knowledgeable roles as well. This means that you are best positioned to advise on what is achievable for a EU AI Act strategy given the current state of AI research and tooling in place today.
- Your knowledge of AI systems is unparalleled. Notwithstanding, when it comes to constructing the AI systems, your incentives and objectives are not within your control. You must rely on your business's leadership to set these goals in alignment with the EU AI Act. Otherwise, it can be difficult to devote the necessary time. Depending on your level of EU AI Act knowledge, you may also be more familiar with the performance-level objectives of AI systems and need support understanding the breadth of other considerations that are necessary when developing AI systems responsibly.





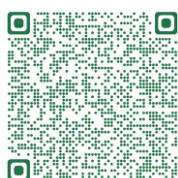
3 Role of Creator In Connection With Business Maturity



EU AI Act readiness is not an end result but a journey through which a business grows and evolves through.

Some businesses are at the start of their journey and are just beginning to explore the potential, while others are advanced in this journey and are looking to become industry leaders. Regardless of where a business is, the key thing to recognise is that business maturity for the EU AI Act is dynamic, and the further along the journey a business is, the more advanced, beneficial, and effective its AI systems become.

Now that you know that you are a **Creator** in the EU AI Act, you need to determine your business's EU AI Act maturity level, since your responsibilities are dependent on maturity level. Just as your business will grow and evolve through its EU AI Act journey, so will your role and responsibilities. Once you have identified the desired stage of maturity, you will be able to select the practical goals and actions you can take as a **Creator** specific to the point in which your business is in its EU AI Act journey.



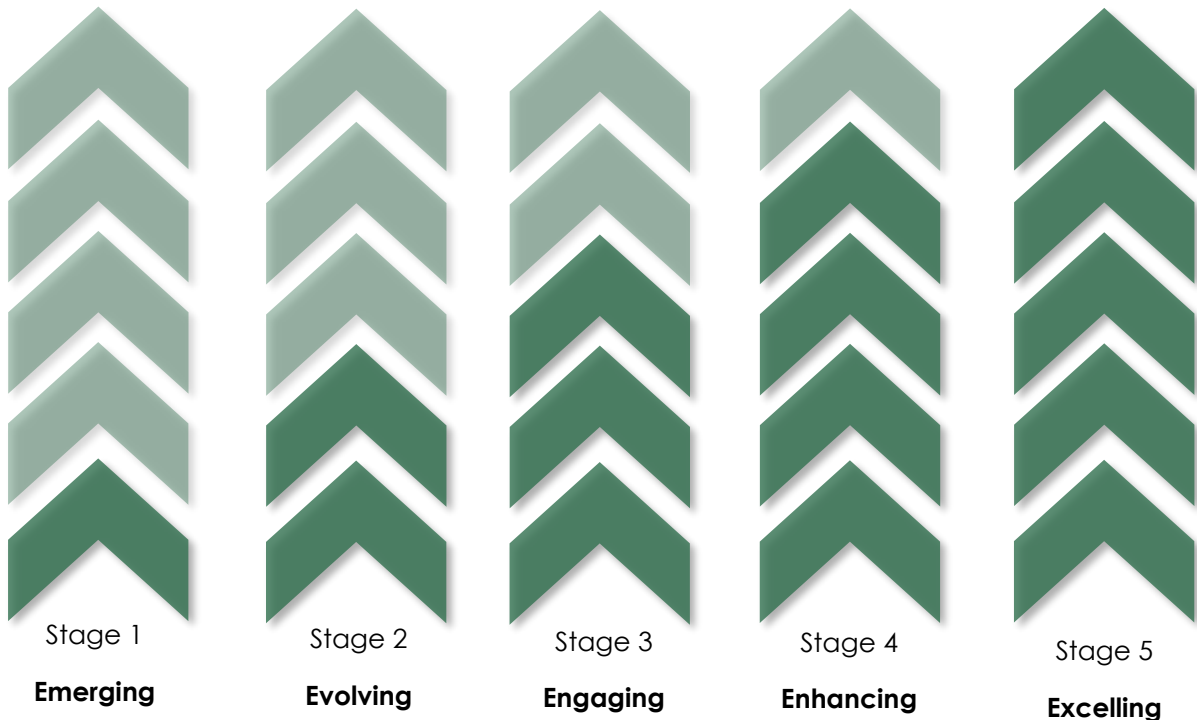
The Creator Playbook



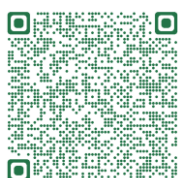
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Along this EU AI Act journey there are five stages of maturity that a business can achieve: Emerging, Evolving, Engaging, Enhancing and Excelling. Each stage has a defining philosophy and approach to AI systems which you can distinguish by identifying the existence of key indicators, including, but not limited to, actions, tools, initiatives, and engagement within a business.



If you are unsure of your business's maturity level, please refer to the EU AI Act Playbook as a resource to help you determine where you are in the EU AI Act journey.





Emerging

Stage 1

At the Emerging stage, a business is starting to explore the EU AI Act and is motivated to build an internal awareness of its provisions, requirements and obligations.

✓ As a Creator, your primary goal during the Emerging stage is to help educate your colleagues on the different dimensions of the EU AI Act.

Often times when a business begins to explore the EU AI Act, there is a misconception that the EU AI Act only accounts for certain aspects and that as long as there is work being done to mitigate bias, then the business has successfully implemented the EU AI Act. While fairness is an important principle of the EU AI Act, it is not the only one, and it is your responsibility as a Creator to help educate those around you the different dimensions of the EU AI Act.

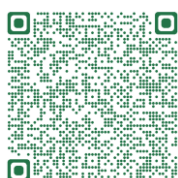
Educating on the dimensions of the EU AI Act is specifically a Creator's responsibility because you are the person with the most in-depth knowledge of how your business's AI systems work, and so you are best positioned to recognise the gaps that exist.





Here are a few practical examples of how you can satisfy your objective as a Creator at this stage:

- Stay informed about the different dimensions of the EU AI Act. These include: Performance, Fairness, Transparency and Explainability, Privacy, Security, Social & Environmental Impact, Auditability etc.
- Write an article or brief to share with your team and manager about the different dimensions of the EU AI Act to raise awareness.
- Take note of instances in your workflow or systems that would benefit from one of the multiple EU AI Act dimensions.

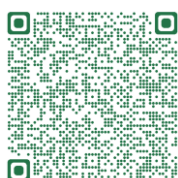




As a Creator, you are looking for the following indicators of successful EU AI Act implementation at this stage:

- **Awareness:** the EU AI Act is a common topic of discussion between you and your colleagues. You frequently hear people mentioning the EU AI Act within meetings, and your team often exchanges articles and podcast episodes talking about the different EU AI Act dimensions.
- **Shared understanding:** You and your colleagues share terminology and definitions for the EU AI Act. This means that you can hold open conversations on topics without misinterpretation of terms. It's also helpful to having a living shared dictionary with your team on EU AI Act terms and concepts; that way, you can reference topics and develop your collective knowledge base.

✓ *When the EU AI Act is successfully implemented at this stage, you, as a Creator, benefit thorough an increase in collaboration with your colleagues. Instead of wondering whether or not you are the only person in your team facing an ethical challenge, you can openly discuss the challenge with your colleagues and collaborate on ways to solve it. Because you now have a shared understanding of the EU AI Act and a general awareness built, you can explore different dimensions of the EU AI Act in-depth with your team.*





Evolving

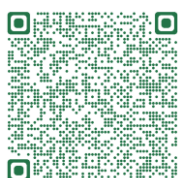
Stage 2

At the Emerging stage, a business is looking to align its policies with the required EU AI Act provisions and its motivated to establish high-level EU AI Act initiatives.

✓ During the Evolving stage, your primary goal as a Creator is to inform which EU AI Act practices are needed in your business and to communicate what kind of policies would be helpful to you in pursuing these practices.

As your business looks to align its EU AI Act provisions to high-level policies and initiatives, what principles your business selects will determine whether EU AI Act will be successfully adopted or not. It is essential that your business selects the appropriate provisions that can be implemented and that the policies being created will help aid in this implementation. It is your responsibility as a Creator to look for opportunities to educate and advise your business's leadership on which provisions to comply with, as well as what kinds of policies you will need to put those provisions into practice.

Just as in the Emerging stage, it is your in-depth knowledge of your business's AI systems that places you in the best position to advice on the provision selection. Additionally, you will also be the one that has to follow the new EU AI Act policies in practice, so if the policies are unclear or helpful, they are not useful policies, to start with.





Here are a few practical examples of how you can satisfy your objective as a Creator at this stage:

- Get a group of your colleagues together to discuss what kind of high-level direction you are currently missing for the EU AI Act, and put together some suggestions to give to your business's leadership.
- Talk to your manager about how to adjust your incentives and goals to align with the EU AI Act's provisions.
- Examine if your business has the tools and resources needed to encourage EU AI Act initiatives.

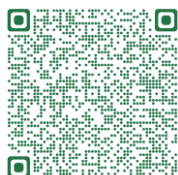




As a Creator, you are looking for the following indicators of successful EU AI Act implementation at this stage:

- A clear list of EU AI Act provisions: there are many dimensions of the EU AI Act, so it is essential that a business selects and prioritises which provisions are necessary for the success of its AI. Having a clear list of EU AI Act provisions will help you as a Creator begin to identify gaps in your workflow around each of the selected provisions.

✓ When the EU AI Act is successfully implemented at this stage, you, as a Creator benefit through an increase in clarity and direction. Once you know what provisions your business has targeted for alignment, you then have the clarity to understand what gaps to look for in your work. This will help you prioritise your time spent on different provisions and give you a clear direction on where to direct your efforts.





Engaging

Stage 3

At the Engaging stage, a business is moving toward the EU AI Act provisions into formal practices and is motivated to test EU AI Act processes at small scale.

✓ Your primary goal as a Creator during the Emerging stage is to test different EU AI Act tools and standards to see which one is the most suitable for your business.

Moving principles into formal practices can be a tricky process. It requires rounds of testing, feedback, and adjustment as your business discovers what works and what doesn't when it comes to the EU AI Act. Although there are general best practices already best prescribed under the EU AI Act, it is not always clear which of these provisions will apply to your business. It is your responsibility as a Creator to help test these different provisions and provide honest feedback to your business's leadership on what works well.

Testing and feedback are specifically a Creator's responsibility because you are the person who will have to use these tools and practices in the long-term. The EU AI Act processes are not meant to be burdensome to a team: in fact, the intention is the exact opposite, as the successful embedding of EU AI Act practices will offer relief and support to your role and those around you. so, if something is not working you need to be able to speak up and help guide your business toward something that will work best for you and your colleagues.





Here are a few practical examples of how you can satisfy your objective as a Creator at this stage:

- Research different types of tools available for the EU AI Act to understand what kind may be a strong fit to support your work.
- Volunteer to participate in or even lead pilot tests of EU AI Act standards and frameworks within your team.
- Clearly communicate with your leadership the limitations of your business's AI systems; this will help bring to light the gaps that may exist in current development processes that will need to be fixed in order to support the EU AI Act.

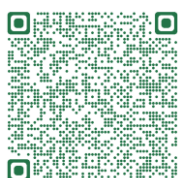




As a Creator, you are looking for the following indicators of successful EU AI Act implementation:

- List of proposed EU AI Act tools: there are a growing number of tools developed specifically to support the EU AI Act. It is essential that a business understands what kind of tools it needs in order to execute the different dimensions of the EU AI Act. As a Creator, you will need the right EU AI Act tools in order to operationalise the EU AI Act provisions in your daily workflow. You don't have to know exactly what tools you will use just yet, but it is important at this stage to have a list of proposed tools that you can begin testing.
- Completed pilot test: creating and implementing effective EU AI Act frameworks and standards takes time. At this stage, pilot tests provide crucial feedback that helps determine the direction of efforts needed to execute on the EU AI Act.

✓ *When the EU AI Act is successfully implemented at this stage, you, as a Creator, benefit through increased tangible support in the EU AI Act. The various tools, frameworks and standards being tested at this stage are all designed to help you better implement EU AI Act provisions into your work. With the right mechanisms in place, you will feel supported rather than burdened by the EU AI Act business transformation.*





Enhancing

Stage 4

At the Enhancing stage, a business is standardising its EU AI Act practices and is motivated to optimise the adoption of the EU AI Act.

✓ At the stage of Enhancing, your primary goal as a Creator is to work on standardising your business's AI development processes and to help build internal cross-business EU AI Act resources.

Before a business can optimise anything, there needs to first be a general standard in place to improve on. What this means in the case of AI is that a business must have standard development and data handling processes established before it can successfully implement EU AI Act practices across all AI systems. It is your responsibility as a Creator to help establish this baseline by working with your colleagues to achieve standardised development processes and strong data hygiene practices.

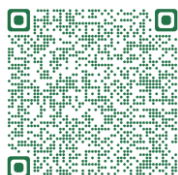
Contributing to standardisation of AI development practices across your business is specifically the responsibility of the Creator because you are the person that is executing on these practices. Without these standards in place, it becomes incredibly difficult to try and expand and EU AI Act pilot program beyond its original scope, as the implementation will have to adjust for any minor deviation from the original test program. Instead, if AI development practices are harmonised, then expanding the EU AI Act to encompass multiple teams and projects becomes a smooth and efficient process.





Here are few practices examples of how can achieve your goal as a Creator at this stage:

- Make a list of what you and your team need in order to implement the EU AI Act on a daily basis. Are there any specific tools you would like to use? Any development process or policy that you need better clarity on?
- Start an internal database of EU AI Act resources to share across your business.
- Remember, it is not your job to solve EU AI Act problems that don't already have a solution. The EU AI Act is still a developing regulation, so when you come across difficult problems you can't find the answer to, reach out to your business's ethics advisor for help and clearly communicate the limitation with your manager.

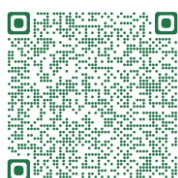




As a Creator, you are looking for the following indicators of successful EU AI Act implementation at this stage:

- Standard EU AI Act tools and practices: at this stage you should be scaling your test tools, frameworks, and standards to reach across your entire business. This means that as a Creator, you are collaborating with your colleagues in cross-businesses using the same EU AI Act tools and frameworks.
- EU AI Act resource database: there is some form or another of an internal database that you actively contribute to best EU AI Act practices. This is a living database that you and your colleagues use to improve and support each other in implementing the EU AI Act.

✓ When the EU AI Act is successfully implemented at this stage, you, as a Creator, benefit through an increase in efficiency in both your AI and EU AI Act development practices. The purpose of harmonising the EU AI Act tools and frameworks cross-business is to unlock the ability to critically assess your AI and EU AI Act practices in order to spot areas in need of improvement and optimisation.





Excelling

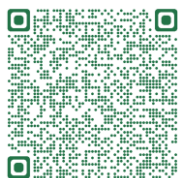
Stage 5

At the Excelling stage, a business is proactively using the EU AI Act as a differentiator and is motivated to become an industry thought leader and framework.

✓ As a Creator, your primary goal at the final stage of Excelling is to engage with external developer communities to share how you are pursuing the EU AI Act within your business, as well as explore new solutions for EU AI Act challenges.

Congratulations, reaching the Excelling stage is a true accomplishment! With this stage comes the exciting opportunity to contribute to EU AI Act's best practices and standards across your industry, as many other businesses are now looking at you as the example to follow. This means that your business needs to stay on top, and ideally even lead, the newest developments in EU AI Act solutions. Your responsibility as a Creator is to revisit the EU AI Act challenges you didn't previously have a solution to and engage with different stakeholders, such as ethicists and managers, in order to explore potential new solutions to these challenges.

This exploration of new solutions is specifically the responsibility of the Creator because you are in the unique position of having encountered these challenges first-hand during your daily workflow. You have the opportunity to identify unsolved EU AI Act challenges, and by working with other stakeholders, you have the potential to solve them. Additionally, you also have the opportunity to share with external developer communities about how you and your business have tackled EU AI Act challenges, which in turn helps establish your business as a trusted resource for EU AI Act best practices.





Here are a few practical examples of how you can satisfy your objective as a Creator at this stage:

- Start a red team specifically to test for ethical bugs in your systems and processes.
- Give a speech, sit on a panel, or simply attend conferences in your area of expertise and talk about your experience with your business's practices in the EU AI Act.
- Team up with an ethicist and try to create a solution to help tackle a previously unsolved EU AI Act challenge.

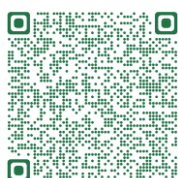




Congratulations, you have reached the last stage! Be sure to remember, though, that the EU AI Act is a journey and not an end destination; you will need to stay up to date on your EU AI Act efforts in order to remain an industry leader. As a Creator, you are looking for the following indicators of successful EU AI Act implementation at this stage:

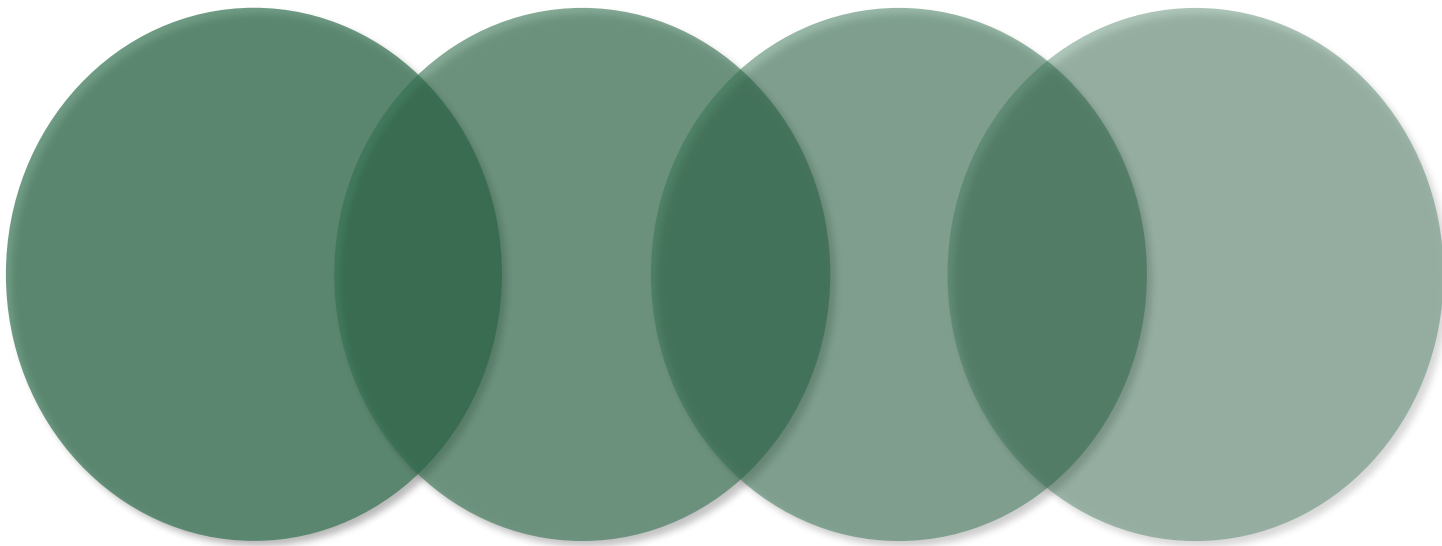
- **EU AI Act Research & Development:** once your business has reached the final level of business maturity, it is become a leader in the EU AI Act. This means you are in unique position to contribute to new innovation and development in the EU AI Act. An indication of success at this level is a specific budget of money and resources being allocated for research and development in EU AI Act.

✓ When the EU AI Act is successfully implemented at this stage, you, as a Creator, benefit by getting the opportunity to work on the cutting edge of the EU AI Act. Now that your business is an industry leader, there is potential and motivation to remain in a leadership position within the EU AI Act, which requires continued innovation and problem-solving for EU AI Act challenges.



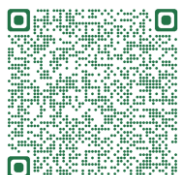


4 Relationships



EU AI Act is a multi-stakeholder endeavour.

As a Creator, you play a pivotal role in making EU AI Act readiness successful within your business. Notwithstanding, you are not alone in your efforts, as the EU AI Act is a multi-stakeholder endeavour. Let's examine how your role as a Creator typically engages, supports, and relies on the other three EU AI Act roles.



The Creator Playbook



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Guardian

Creator

You can find **Guardian** working in: **Risk, Compliance** and **Legal Teams**.

At times the relationship between the Guardian the Creator can feel a bit strained, However, when these two roles learn to communicate openly and clearly, there is strong potential for a mutually supportive relationship. The Creator must communicate in detail the limitations of AI systems, especially in the cases that the AI system is not necessarily as fully developed of a solution as originally hoped for. This enables the Guardian to make the critical call as to whether or not the AI system is safe enough to put into production. To express it differently, the Creator relies on the Guardian to tell them when an AI system is not safe enough for production, while the Guardian relies on the Creator to provide critical information about the AI system in order to make this call.

Facilitator

Creator

You can find **Facilitator** working in: **Technology & Innovative Executive Teams**.

When it comes to the Facilitator and Creator relationship, this is the most significant pairing a Creator can have. This is because the Facilitator has the leadership power that the Creator lacks and is usually the role in charge of setting the Creator's objectives. The Facilitator and Creator must work closely together, as the Facilitator will be transformational in aligning the Creator's objectives to the EU AI Act's provisions, while the Creator will be crucial in providing the Facilitator with in-depth information on the gaps in the EU AI Act they are experiencing.

Promoter

Creator

You can find **Promoters** working in: **Customer Success & User Experience teams**.

The Promoter and the Creator are similar in the sense that both roles do not have the power within the business to set initiatives or objectives. However, both roles are specifically adept at gathering important information necessary to guide the direction of the EU AI Act within a business. With this in mind, the Creator can turn to the Promoter for critical information on developments in policy or user feedback that will need to be incorporated into the AI systems.





Conclusion

Congratulations. You now have the knowledge needed to get started on bringing the EU AI Act into your business!

With this information you have set yourself up for success in helping bring the EU AI Act to your business – and being a success. By taking a deep dive into your role as a Creator and exploring what strengths you can contribute to implementing the EU AI Act, you have gained clarity into the practical actions you can take to improve and become an industry leader in the EU AI Act world.

You now have a guide for how to engage and promote business EU AI Act transformation at every maturity level within your business. Now, it's time to go out and use it.

If you are unsure whether your business is in in terms of maturity , you can refer back to the EU AI Act Business Transformation Playbook for more information on how to identify the business maturity level. If you are unsure where or not you fit the Creator role or want to know more about the other roles, you can refer to the other three Playbooks on Facilitator, Promoter and Creator.

Remember: the EU AI Act is a multi-stakeholder opportunity for your business, so be sure to share the Playbooks with your team – and beyond.

Now that you've finished the Playbooks you should feel invigorated to embrace change and promote the safe, secure and trustworthy use, deployment, development, importing and distribution of AI systems within your business. If you're eager to further your understanding, please visit the insights section of our website or request a product demo with AI & Partners to help operationalise EU AI Act practices within your business.

