CIfAI

Cognitive Insights for Artificial Intelligence

Response to Public Consultation on the IRCAI and UNESCO framework on Technology and SDG Innovation.
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On behalf of Cognitive Insights for Artificial Intelligence (CIfAI), we write in response to the Public Consultation on the *IRCAI and UNESCO framework on Technology and SDG Innovation*.

Artificial Intelligence (AI) must ethically contribute to sustainability. We endorse efforts being made by IRCAI and UNESCO to establish a new framework for AI innovation in pursuing the United Nation's Sustainable Development Goals.

We at Cognitive Insights for Artificial Intelligence (CIfAI) provide strategic research-based solutions from a human-centered perspective to ensure the safe and ethical design, development, deployment, and management of artificial intelligence (AI)-enabled autonomous systems across various industries. Our values-based approach is founded on accuracy, consistency, and context-dependency, and supports trusted data across every phase of the AI lifecycle to achieve confident and fair decision making.

We believe the revised framework necessitates further revision and breakdown of questions and indicators. We therefore provide comments for *Criterion 6: Business/revenue model*.

The current categories of market status, profitability, and sustainability to address an organization's AI-enabled initiatives are unclear and ambiguous. Both market status and sustainability contribute to the profitability of a company. Moreover, business jargon (e.g. MVP (minimum viable product), SWOT (strengths, weaknesses, opportunities, threats) analysis, ROIs (return of investments)) is absent, albeit being important to the understanding of the business community and any subsequent language translation efforts.

As such, we recommend the inclusion of the following order of categories and their respective questions and example indicators to determine if both the company's overall practices and its

new AI-enabled initiatives align with the identified sustainable development goals (SDGs) and consensus-based ethical and responsible AI principles it purports to endorse:

Question (1) A SWOT analysis for the organization's initiatives for sustainable development. Does the company clearly delineate its core strengths and weaknesses with identified SDGs, as well as define the opportunities for and threats to its AI-enabled initiatives for identified SDGs? Indicators: In accordance with the level of risk (low, medium, or high) of the AI-enabled product or service, potential trade-offs between sustainable development and innovation and efficiency have been identified and specific solutions determined. The company has established the expected reduction of operational costs as they align with the achievement of identified SDGs.

Question (2) A SWOT analysis for ethical and responsible AI principles. Does the company clearly delineate its core strengths and weaknesses as guided by ethical and responsible AI principles, as well as define the opportunities for and threats to its ethical and responsible AI-enabled initiatives? Indicators: In accordance with the level of risk (low, medium, or high) of the AI-enabled product or service, potential trade-offs between ethical and responsible AI principles and innovation and efficiency have been identified and specific solutions determined. The company has established the expected reduction of operational costs as they align with the integration of ethical and responsible AI principles.

Question (3) MVP business concept. What is a sufficient enough level of product development without compromising both the achievement of identified SDGs and an ethically aligned performance? Indicators: Irrespective of the level of risk (low, medium, or high), the AI-enabled product's performance is assured for its specified purpose. The company has risk mitigation strategies within budget in place.

Question (4) Marketing and branding strategy. Where do identified SDGs and ethical and responsible AI principles stand as priorities for the company? Indicators: The company identifies and effectively represents those priorities in the messaging and selling of products and/or services. Shareholder primacy is of a bygone era and all stakeholders' voices (e.g. investors, employees, users) are included in the creation of initiatives aligned with identified SDGs and ethical and responsible AI principles. ROIs are matched with the achievement of identified SDGs and ethical and responsible AI principles, and the sustainment of the company's reputation.

Question (5) Corporate governance. What are and will be the oversight obligations of the corporate board as the organization proposes the development of AI-enabled initiatives? Indicators: Issues such as board responsibility, compliance structures, awareness of critical AI uses and risks, acquisition of up-to-date AI technical advancement and regulatory frameworks, and understanding of resource allocation have been considered by the board and are dynamically pursued.