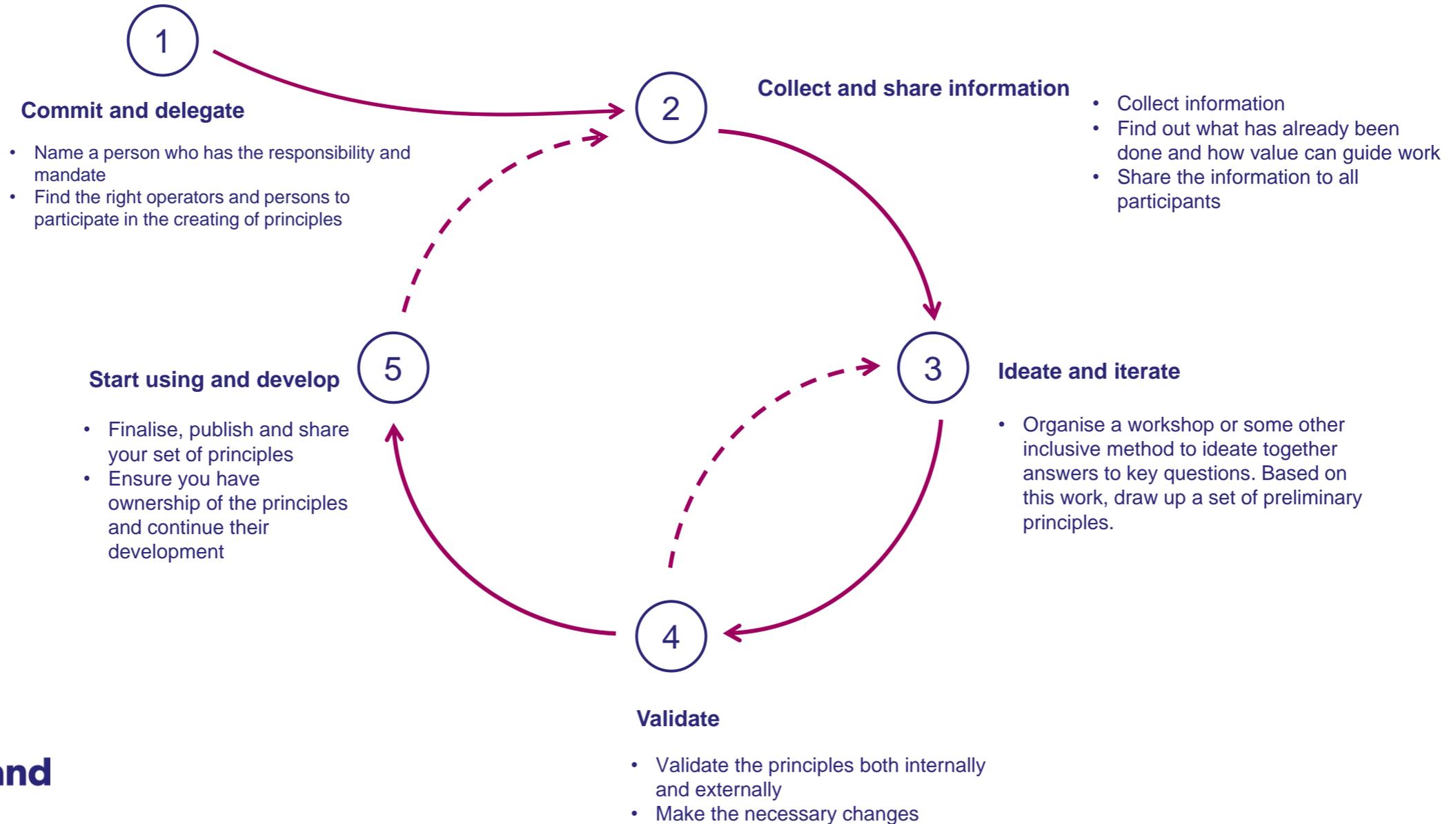




Five steps to defining the ethical principles of artificial intelligence

#tekoälyaika | #aiera

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1. Commit and delegate

1. Name a person who has the responsibility and a mandate from the top management to create the organisation's ethical principles for artificial intelligence.

- Who has the ownership of the issue in your organisation? Is it the analytics director, CDO, director of corporate social responsibility, or someone else?
- Is s/he also the downstream developer of the principles? (yes, in a best-case scenario)

2. Find the right operators and persons to participate in the creating of principles.

- Who should be involved from your own organisation?
- Who should be involved from your ecosystem*?
- Will you need external assistance?

* By ecosystem we mean not only the sector but especially the whole production chain.

2. Collect and share information

1. Collect information and perspectives on the ethics of AI
2. Find out what has already been done and how values can guide work in your organisation.
 - Does your organisation have in place general ethical principles and guidelines? What about your sector in general? Is there a framework in place that you could use as a starting point?
 - Which values are specifically linked with the ethics of AI in your organisation and sector?
3. Share the information to all participants
 - Create an information package, organise a lecture or an address, share best examples, give guidance to self study, or give homework.

3. Ideate and iterate

Organise a workshop or some other inclusive method to ideate together answers to key questions. Based on this work, draw up a set of preliminary principles.

1. What questions concerning the ethics of AI are most important in your sector and your organisation or ecosystem?
2. Ideate what kinds of ethical principles for AI would help your organisation or ecosystem to reach concrete decisions? Write you down ideas.
3. Reflect what you have achieved so far and whether your input answers the original questions and situations? You can reorganise, regroup or divide principles until you are satisfied with your set of principles both in terms of precision and content.

Think through examples that could happen now or in near future to identify problems and principles that address them. Do not forget to consider the ecosystem as a whole: subcontractors, partners, etc. Consider whether you should include your clients in the work at this stage?

There is a canvas on the tekoalyaika.fi website to help you with your ideating process. You can print it out and use it in your workshop.

4. Validate

1. Validate the principles both internally and externally

- Consult people who work in relevant tasks or projects to find out do they see the principles useful and how they would be using them.
- Consult reliable partners/subcontractors whether the principles would help them.
- Consult if possible end users to find out whether the principles correspond with their concerns and whether they foster trust.
- Spar with an external operator. Find other organisations/enterprises that have created or are in the process of creating their own principles. You can find them through the ecosystem working groups under the Artificial Intelligence Programme.

2. Make all the necessary changes.

- Have you overlooked something important or could you make the principles even more useful?

5. Start using and develop

1. Finalise, publish and share the principles to the whole ecosystem

- Use examples to explain the principles to different operators in your ecosystem. Use different channels (existing guidelines, events, training) to share information and activate different operators.

2. Ensure you have ownership of the principles and continue their development

- Ensure that the principles have an owner who will support and monitor the practical application of the principles and who will develop them further.
- Provide a feedback opportunity for different operators and take the feedback into account when you develop the principles further.

The progress of artificial intelligence and especially of algorithmic reasoning is so fast that the principles and guidelines must be developed continuously. Creating a set of ethical principles for artificial intelligence is the first step towards trust-based ethical development work in organisations.

**Enjoy your journey into
accountable artificial intelligence!
Thank you for joining us in
building a trust-based
era of artificial intelligence
in Finland.**