# ALLY

## YOUR STRATEGY FOR
## RESPONSIBLE AI

Building block card set of

# ALLY workshop

# Appoint an ethics officer

An ethics officer safeguards the organisation's values and user interests during the development, implementation, use and monitoring of data and AI applications. The officer defines ethical policies related to the organisation's data and AI applications.
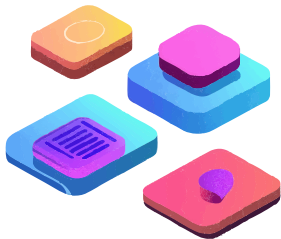
# Ensure vendors meet ethical standards

Procuring (parts of) AI solutions that meet your organisation's standards can be a challenge. Clear needs, mutual trust, bias mitigation from the get-go, data privacy agreements, and external audits and validation are key to navigating the complexities of procuring trustworthy AI solutions. Clearly defining your ethical requirements for the AI system(s) you want to procure is essential.

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# Develop a value framework

A value framework is a collection of ethical principles, values and norms you want to safeguard when developing and/or using AI systems. This framework can guide your employees and stakeholders and help shape decisions related to the development, implementation and use of AI.

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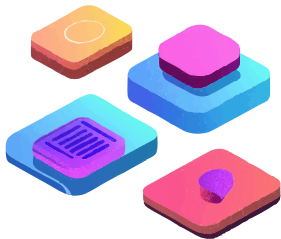
# Build internal support for responsible AI

For a long-term, sustainable effort in responsible AI, it is essential to have enough support within your organisation. Since the trustworthiness of AI systems impacts many departments, it is crucial to raise awareness and convince others to prioritise this issue. Build a community of interest around this objective by identifying advocates and securing management support.
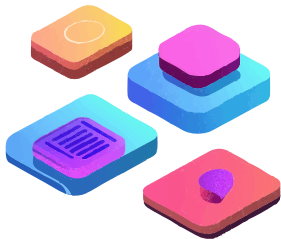
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# Create an internal ethics team

An internal ethics team actively works on ethical issues and/or advises the best course of action. The team helps foster a culture of integrity and successful digital transformation, and can also work alongside an (external) ethics board (if applicable).

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# Ensure diversity in teams

Bias is a significant concern when using AI systems. The primary cause of this bias is the long history of racial and gender prejudices in our society, which is reflected in the data on which AI systems depend. One way to mitigate the risk of bias is to increase diversity within the teams that develop these systems. More diverse organisations are key to reducing biased algorithms.
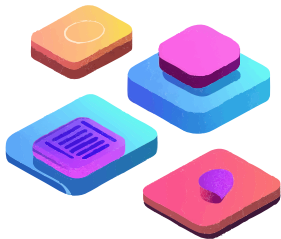
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# Set up an external ethics board

An ethics board is a group of (mainly external) stakeholders responsible for the ethical assessment of projects or the overall organisation (regarding development, implementation and/or use of AI systems).

For strictly internal teams, see building block 'Create an internal ethics team'.

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# Invest in necessary skills

Creating, using or implementing new data-driven or AI technologies requires specific knowledge, skills and attitudes across disciplines. Making sure you have these varying skills within your project team(s) ensures people are complementing each other and tackling all the technical, social and legal aspects of the development and/or implementation of the technology.

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# Encourage open communication in your organisation

Businesses and their employees can suffer real consequences from a lack of communication on ethical dilemmas and decisions made in data and AI projects. A fear of speaking up is the result of an employee's conflict of interest between 'doing the right thing' and safeguarding their job. Open two-way communication, top-down and bottom-up, can limit these consequences.
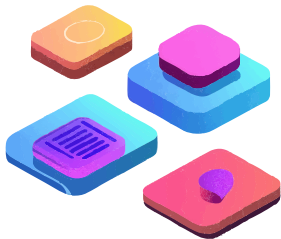
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# Join a learning community

Everyone is facing challenges on how to govern AI in their organisations. By joining a learning community or network, you can learn from the success stories and failures of your peers. Seek inspiration to create your own AI governance strategy and find out how to translate this into your AI projects.

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# Organise an ethics training programme

An ethics training programme can encourage your employees to not only think about but also act and work towards responsible AI. A programme provides learning opportunities through one or more training sessions, workshops and/or webinars on topics related to responsible AI, such as bias, transparency and inclusion.

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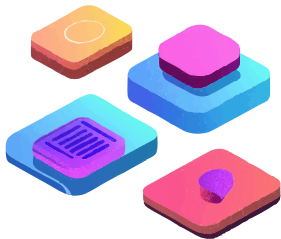
# Raise awareness about responsible AI

You can raise awareness about responsible AI by organising simple activities such as internal communication campaigns, inspiration sessions, and seminars. You can consider focusing on the importance of ethical AI and its possible impact on the organisation, work environment and societal well-being.

This activity relates to the building block 'Organise an ethics training programme', but raising awareness comes first in this process.
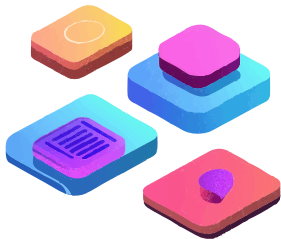
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# Co-create with users in development processes

To ensure AI systems will be accessible, usable and beneficial, it is important to involve the people who will use or work with the system in the development processes. Get their valuable input to make sure the system corresponds with their needs and to mitigate potential negative consequences.

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# Communicate your strategy for responsible AI

Inform the stakeholders about the strategy the organisation follows to ensure responsible AI use in products and services. Clarify the benefits and impact of these systems, and specify how the organisation deals with risks and upholds key values. Keep this information accessible to all stakeholders, using language that is appropriate for diverse audiences.
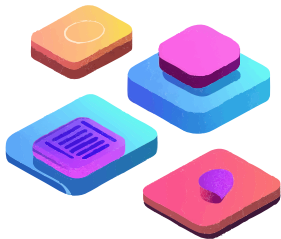
# Inform users about your AI systems

When users interact with AI systems, ensure transparency by clearly indicating that they are engaging with an AI and explaining how its outcomes are generated. This will help users to understand what they can (and cannot) expect from a system. Sometimes there is a legal obligation to inform stakeholders about the AI system. However, even when this is not the case, informing stakeholders about the system and its reasoning is always beneficial.

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# Make data subject rights more user-friendly

Organisations have several legal obligations (cfr. GDPR, AI Act) regarding personal data and automated decisions. Users have the right to, for example, an explanation of the role of certain AI systems in a decision-making process and to contest an automated decision. They can also exercise their right to be forgotten and/or right to rectification. Verify if users can already exercise these rights and if this process can be made easier and more intuitive.

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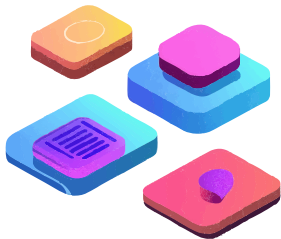
# Perform regular assessments of your AI systems

Assessing your AI systems helps minimise negative impacts like bias, discrimination and data misuse. There are two key assessment tools: algorithm audits, which check for bias and compliance with regulations, and algorithmic impact assessments, which evaluate potential harm both before and after system deployment.

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# Log your ethical considerations and dilemmas

A logbook serves to keep an overview of ethical considerations and choices in a project. In the logbook, follow-up action points and responsibilities can also be tracked. Ethical (design) tools and templates used in the process of ethical reflection can be listed in the logbook.

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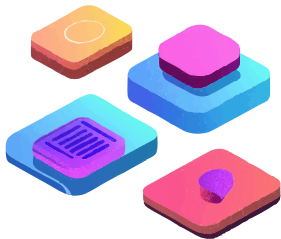# Curate and maintain ethics tools

Ethics tools for responsible AI help you put ethics into practice during a research, design or development process. They can help you structure your ethical reflections and decisions. Choosing which ethics tools are relevant and useful is not always easy. Therefore, curate and regularly maintain a set of tools by testing several in your projects. Gather this information in a practical reference guide for your AI projects.

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# Do an ALLY workshop with your team

With the help of the ALLY workshop, an organisation can prioritise the activities and actions that are needed to develop, implement and/or use responsible AI. These actions relate to the building blocks of the ALLY guide. After the workshop, the organisation has a good basis to further elaborate and define their governance strategy for responsible AI.

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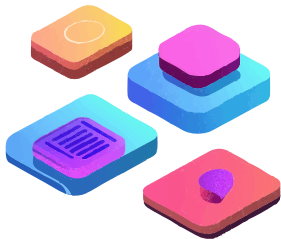**RESPONSIBLE AI**

# Manage change for AI integration

Introducing an AI system into an organisation can be complex: tasks may change, processes need to be updated, new skills and roles may be required...

If the operational impact of the system is high, change management methods are needed to make the implementation of the AI system a success.

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# Integrate ethics into project planning (ethics-by-design)

To integrate ethics into AI project management, embed it from the start using an ethics-by-design approach. This ensures ethical considerations are applied throughout the AI lifecycle, from design to deployment and beyond. It helps organisations mitigate risks, realise value, and maintain a competitive advantage because ethical performance is maintained over time.

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