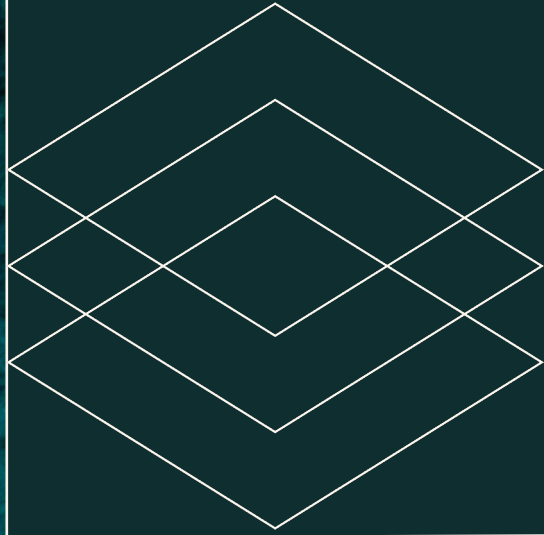# Ethical guidelines for use of AI

Responsible innovation in storytelling

Work in progress

At Stronger Stories, our core mission is to amplify the voices of entrepreneurial changemakers, giving life to innovative ideas that can shape a better world. The advent of generative AI presents many opportunities to further this cause. In harnessing AI, we seek to make storytelling power accessible.

Recognising the transformative impact of AI, we are committed to steering its use with consideration and ethical integrity. As legislation evolves and the global community grapples with the ethical implications of AI, we hope to lead by example, aligning our use of AI with an ethical framework that wholeheartedly reflects our values.

This[1] document reflects our ongoing discussion around the ethical dimensions of AI in our work.[1] It maps out the principles we aim to uphold throughout these projects, informed by a comprehensive analysis of industry standards (refer to the Appendix for a detailed account), and an end-to-end checklist of steps we will take when developing and deploying AI tools.

All to ensure our use of AI not only aligns with and elevates our mission and stakeholders.

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Core principles

Reflect Stronger Stories' Vision, Mission, Values & Behaviours	Empower Storytellers	Ensure Explainability	Embed Fairness, Accountability, and Transparency	Prioritise Robustness and Safety
This principle ensures that all AI-related activities align with and actively embody the overarching goals, ethical standards, and cultural ethos of Stronger Stories.	This principle is focused on leveraging AI to enhance and amplify the capabilities of storytellers, providing them with advanced tools and insights to tell more impactful and engaging stories.	This involves making AI processes and decisions transparent and understandable to users, stakeholders, and regulators, fostering trust and confidence.	This principle aims to ensure that AI systems are unbiased, responsible, and open in their operations, with clear lines of accountability and in line with our B Corp and Blueprint commitments.	This principle emphasises the importance of developing AI systems that are secure, reliable, and safe from manipulation or unintended harmful consequences.
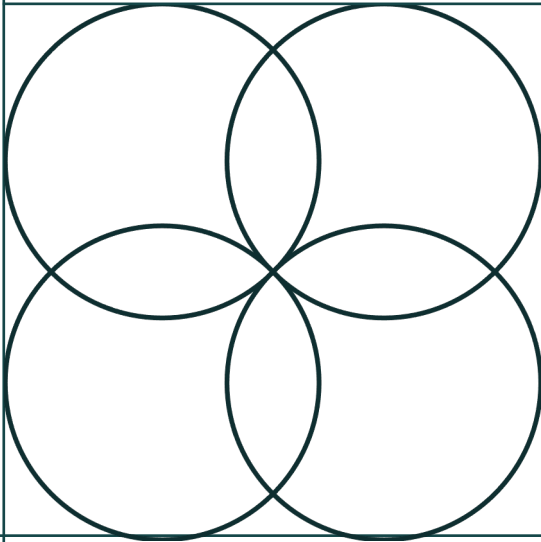
Checklist

1. Scope Assessment

After an area for potential AI deployment has been identified, the team should discuss possible applications and whether these are best suited to an algorithmic tool or could be better solved another way.

Once it has been determined that:

a) There is a problem or area for improvement,
b) There is at least one AI-powered solution, and
c) This solution would benefit the greatest number of people with less investment, in line with our mission of democratising storytelling power.

This idea can then be put to the wider team for discussion.

2. Project Planning

In this step, a detailed plan for the agreed-upon AI project is established, outlining objectives, resources, timelines, and responsibilities. It should include a risk assessment to pre-emptively identify any potential issues in deployment and use, such as bias, misinformation, or unintended consequences.

The plan should also detail the technical requirements and the skills needed to execute the project successfully, as well as the protocols for ongoing monitoring and evaluation, ensuring that the project remains on track and adheres to ethical standards throughout its lifecycle.

Checklist

3. Stakeholder Engagement and Ethical Review

Identify key stakeholders, including the Advisory Board and individuals from groups who may be affected by the AI solution, and involve them in the planning process. Conduct an ethical review to ensure the project aligns with Stronger Stories' vision, mission, values and behaviours, and ethical guidelines. This step should result in a clear understanding of stakeholder expectations and ethical considerations that must be addressed throughout the project.

4. Data Collection

Gather data needed to train the AI model. This involves determining the data sources and who is best placed to gather the data, ensuring it is reliable and representative, and obtaining the necessary permissions for use where relevant. The process should be documented thoroughly, including the rationale for data selection and methods of collection.

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Checklist

5. Data Curation

Prepare the collected data for use in training the AI model. This includes cleaning and anonymising data to protect privacy. Establish quality control measures to ensure the integrity of the data. Document the curation process, noting any decisions made that could impact the performance or bias of the AI model.

6. Training + Testing

Develop the AI model using the curated data. This involves selecting algorithms, setting parameters, and training the model. Perform regular testing to validate the model's accuracy and reliability, including stress-testing. Document the training and testing processes, including any iterations and the rationale behind them.

Checklist

7. Data + Privacy

Implement data governance and privacy measures per legal requirements and ethical standards, such as GDPR and the EU's ethical guidelines for AI. Define who will have access to the data and the AI's predictions, and establish protocols for data storage, transfer, and deletion. This will align with our existing Data Privacy Policy.

8. Deployment

Roll out the AI tool to users, starting with a controlled deployment to monitor initial performance and gather feedback. Develop training materials and user guides to facilitate the adoption of the tool, for good. Document the deployment strategy, including any user segmentation or phased rollout approach.

Checklist

9. Continuous Monitoring, Feedback + Checklist Review

After deployment, continuously monitor the performance and impact of the AI tool. Set up channels for collecting user feedback and a process for reviewing and updating the ethical checklist each quarter based on new insights, societal shifts, updates to law and policy, and technological advancements. Ensure there is a mechanism for revisiting decisions and processes as needed.

Guideline updates

This document will be revisited regularly and updated to reflect the latest capabilities, understandings, and regulatory changes in the AI landscape. These updates ensure that our commitment to responsible innovation remains robust and relevant.

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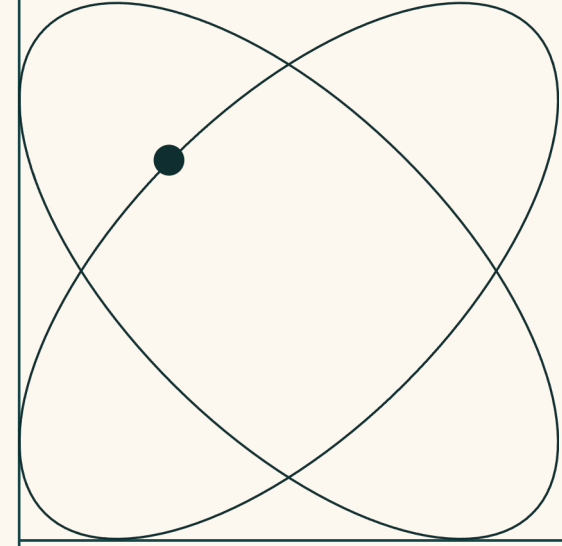
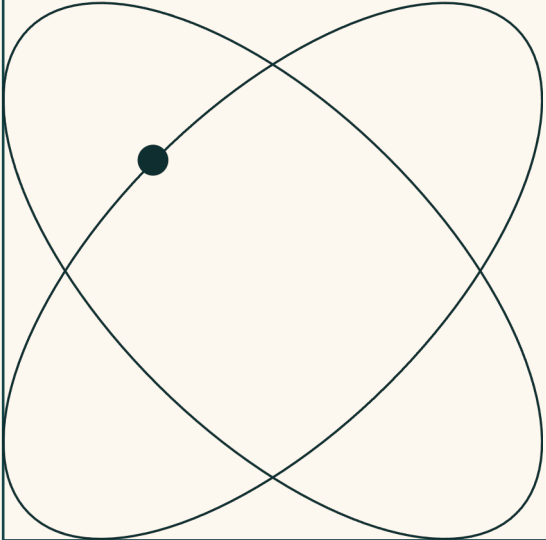# Protocols for updating guidelines

Visibility of Updates

Any significant amendments made to this document will be communicated transparently. Announcements will be shared via our social media channels and mentioned in our newsletter to keep key stakeholders informed of the changes.

Capability-Driven Updates

The release of new functionalities or capabilities within our generative AI tools will prompt an immediate review and, if necessary, an update of these guidelines to address any new ethical considerations these capabilities may introduce.

Regular Review Schedule

While a minimum annual review is set, the frequency of our evaluations may increase depending on significant developments within the business, advancements in AI technology, or shifts in the broader AI landscape.

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Protocols for updating guidelines

### Adaptability to Regulatory Changes

The regulatory environment for AI is evolving swiftly. Our guidelines will be adaptable, ensuring compliance with new laws and policies as they emerge. We will maintain an agile approach to integrate these changes efficiently and effectively.

Stakeholder Feedback Loop

We will establish and maintain a process for stakeholders, including the Advisory Board, partners, users, and the communities we serve, to provide feedback on these guidelines. This process will be constructive and iterative, fostering a culture of continuous improvement and ethical alignment.

Documentation and Archiving

All versions of these guidelines will be documented and archived, with the rationale for significant updates clearly explained. This archival process will enable us to track the evolution of our ethical practices and ensure historical transparency. This document will exist as a live depiction of our current practices, with previous versions to be made publicly accessible.

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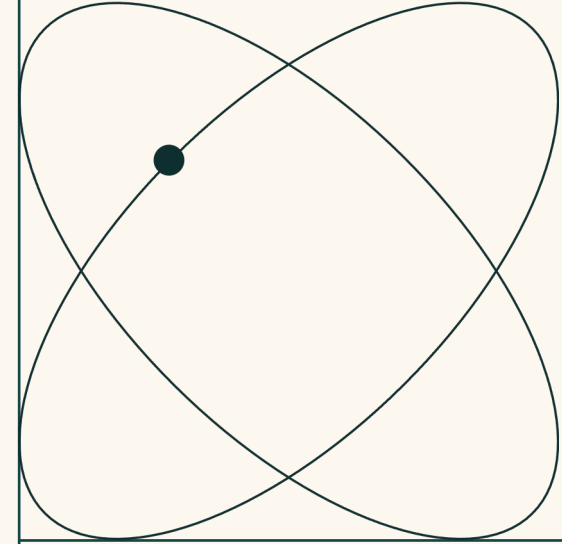
Helpful resources

All Tech is Human	Algorithmic Justice League	AlgorithmWatch
Big Brother Watch	Partnership on AI	Centre for the Governance of AI
ForHumanity	80,000 Hours	Dot Everyone
Future of Life Institute	AI Now Institute	OpenAI
The Alan Turing Institute	EU AI Act	MKAI

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Appendix
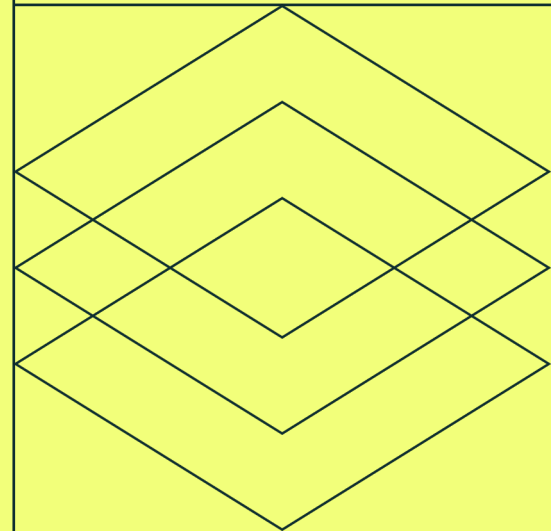
Review of 34 Businesses' AI Principles

We reviewed the guiding AI documents for 34 companies and analysed the frequency with which 'principles' or 'pillars' were mentioned. The below graph shows the most commonly mentioned principles (this graphic includes all principles that were mentioned more than once).
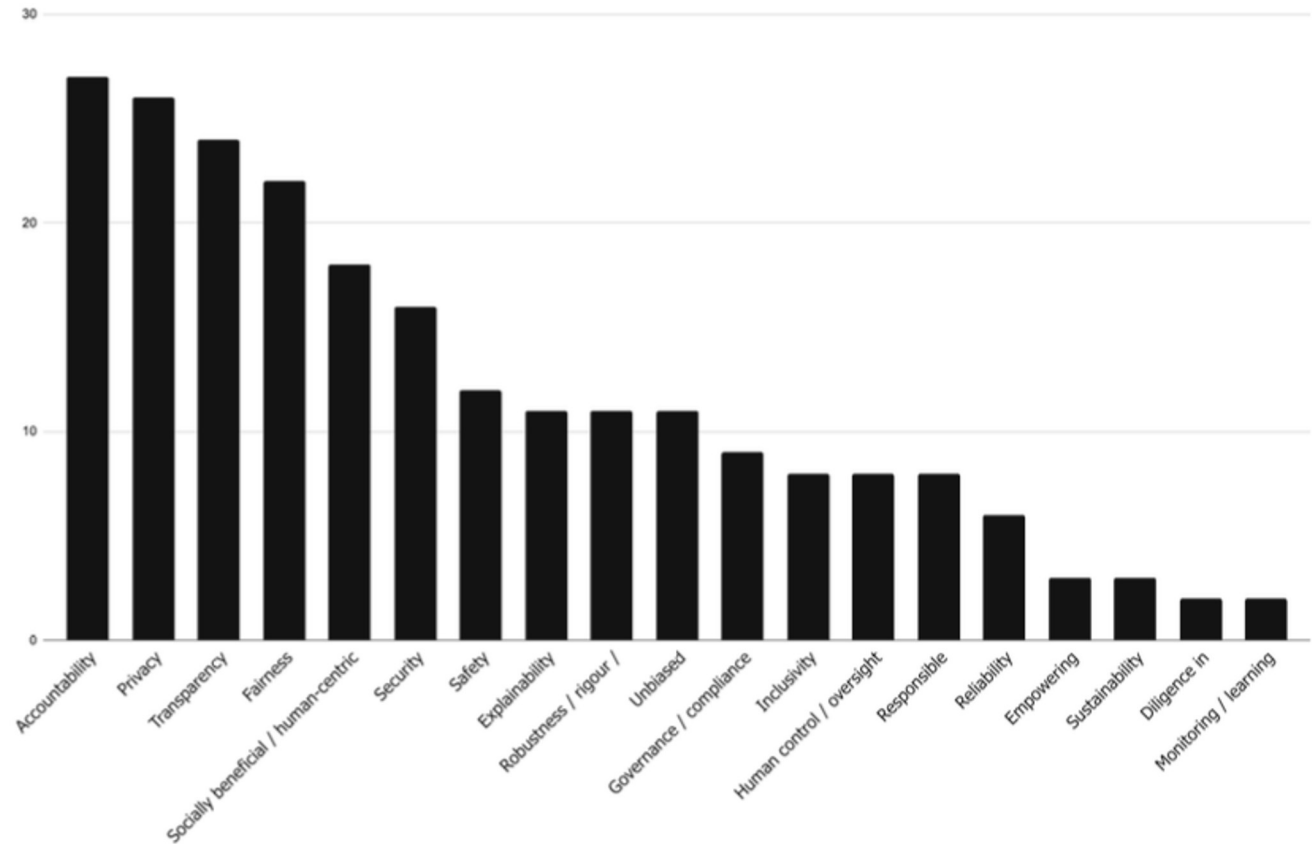
Full list of companies analysed

Microsoft
IBM
Meta
AWS
Google
Samsung
OpenAI
Salesforce
Dropbox
Randstad
Instructure
BenevolentAI

Philips
Wolters Kluwer
Accenture
Hewlett Packard
Relativity
Elsevier
RELX
McKinsey
Johnson Controls
Asana
Intuit
HSBC

Adobe
Hitachi
Coursera
BBC
AstraZeneca
Allianz
Mercedes-Benz
Cisco
Ceridian
Nokia

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Full list of principles analysed

Accountability
Socially beneficial / human-centric
Robustness / rigour / resilience
Human control / oversight
Sustainability
Privacy
Security
Unbiased
Responsible
Diligence in partnership

Transparency
Safety
Governance / compliance
Reliability
Monitoring / learning
Fairness
Explainability
Inclusivity
Empowering

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If you'd like to know more about how AI can serve your storytelling and get your good idea heard faster, email us at:

insights@strongerstories.org