

AI Ethics in Action: The case for responsible innovation

Part of the AI Governance Survey introductory webinar series

14 January 2025 | 15:00 GMT

Background

This is the first three-part series of webinars designed to really engage stakeholders in the conversation around AI ethics. To register for the other sessions in February and March, please visit [this page](#).

[Thomson Reuters Foundation \(TRF\)](#) is the corporate foundation of Thomson Reuters, a world leading content and technology company. TRF's mission is to strengthen free, fair and informed societies by promoting responsible business practices. A key part of that is encouraging and supporting corporate transparency. TRF is the proud home of [the Workforce Disclosure Initiative \(WDI\)](#), is one of the world's leading programmes aimed at improving corporate transparency and accountability on workforce issues, providing companies and investors with comprehensive and comparable data and helping increase the provision of good jobs worldwide, via an annual survey and engagement process.

This is the same approach that will be used for the survey on responsible and ethical AI adoption. To develop that survey, [TRF has partnered with UNESCO](#).

UNESCO's work in this space

UNESCO's work includes natural sciences, as well as social and human sciences, within which there is a section focusing on bioethics and ethics of science and technology. They are the only UN specialized agency with the remit for science as a whole.

UNESCO was an early mover in this ethical AI space and worked with their member states to develop the [UNESCO "Recommendation on the Ethics of AI"](#). Adopted in 2021, it was and still is the only globally adopted normative standard in the area of AI ethics and has been accepted by or adopted by all of the 194 member states. The Recommendation is a human rights based framework that sets out ethical values and principles as well as policy actions that can be taken by governments and other actors to build an ethical, equitable and responsible ecosystem for AI. UNESCO mainly works with governments, but as companies are the main driver in developing and deploying AI systems, they've been engaging with the private sector through their Business Council on Ethics of AI.

The AI governance survey

The survey is designed for companies at all stages of their AI adoption and it is entirely voluntary for organisations to engage with. It will really act as a prompt for companies to support and guide them through their ethical adoption of AI. It will also act as tool to manage risk. Of course for companies, the ethical adoption of AI is really important for workers, but it's also crucial for business so the survey covers a wide range of topics.

The survey, guidance and scoring will be available to view from the end of March and then companies will be able to submit a response to the survey online from Monday 7 July until Friday 26 September 2025.

AI legislation/practices: the current state of play

Risk-Based Legislation	Use Case-Specific Regulation	Ethics-Driven National AI Strategies
European Union: EU AI Act – Risk-based categorization of AI systems.	China: Algorithmic Recommendation Management Provisions, Interim Measures for Generative AI	Australia: AI Ethics Framework and Voluntary AI Safety Standards (2024) focusing on responsible development
Brazil: AI Bill (Bill No. 2338/2023) – Civil liability for developers, prohibitions on excessive risk systems	India: Digital India Act (Proposed) for high-risk AI systems.	Canada: AI Data Act (2022)
Argentina: AI Plan – modelled after the EU AI Act, emphasizing obligations for providers of high-risk AI systems	UAE: AI Ethics Self-Assessment Tool and Generative AI Guidelines.	Bangladesh: AI National Strategy emphasizing social benefits and ethical guidelines.

The business case for transparency

- Future-proof your business
- Discover a roadmap to best practice
- Ensure alignment
- Demonstrate to investors/stakeholders that ethical AI use is at the very centre of the business
- Participate in events

The business case for ethical AI

- Improve recruitment
- Customer engagement
- Minimise legal risks
- Sustainability and growth
- High quality data

How organisations can adopt the survey

Keep up to date by signalling your interest via this form: <https://surveys.trust.org/s3/AIGDI>

Get in touch with Rosie.Mackenzie@ThomsonReuters.com or ai-ethics@unesco.org if you have any questions.