



## Private Sector Statement

### Commitment of Private Sector Companies to collaborate with UNESCO to build an ethical and responsible Artificial Intelligence

**1. We, as participants** in the Global Forum on the Ethics of AI, “Changing the Landscape of AI Governance” in Slovenia, on February 5 and 6, 2024, which brings together Heads of State, Ministers, and senior officials, as well as the world’s leading companies, experts and practitioners at the vanguard of AI ethics to take stock of the significant progress led by UNESCO on the ethics of AI,

**2. Acknowledge** that AI technologies, including the rapidly proliferating generative AI models, are becoming more powerful and capable at a range of tasks. We have witnessed the enormous opportunities that AI can provide to advance productivity, growth and well-being, particularly in advancing the UN Sustainable Development Goals (SDGs). But at the same time, we are aware of the serious risk of harm associated with these technologies when they are developed and released without appropriate guardrails. Such risks include the widening of inequalities; the generation and spread of disinformation, hate speech and violence at scale; the risk of pervasive discrimination based on gender, race, ethnicity, and other grounds; the enabling of cyber-attacks and fraud; violations of privacy; the upending of the existing mechanisms for the protection of intellectual property rights, including the copyright concerns of authors; and the erosion of hard-won democratic norms, including human rights and fundamental freedoms.

**3. We also acknowledge** that AI can contribute to the transformation of development initiatives, making them more productive, inclusive and sustainable, and that to seize the opportunities it offers, and to mitigate its potential threats, we must create an ecosystem of incentives, investments and ethical governance tools, both through public and private action.

**4. We welcome** the commitments that UNESCO’s member States made in 2021 to adhere to the following values and principles:

- respect, protection and promotion of human rights, fundamental freedoms and human dignity
- the flourishing of environments and ecosystems,
- ensuring diversity and inclusiveness,
- promoting peaceful, just and interconnected societies,
- the principles of proportionality and do-no-harm, safety and security,
- fairness and non-discrimination,
- sustainability,
- the right to privacy and data protection,
- human oversight and determination,
- transparency and explainability,
- responsibility and accountability,

- awareness and literacy,
- multi-stakeholder and adaptive governance, and
- collaboration

which were all laid out in UNESCO's Recommendation on the Ethics of Artificial Intelligence. Such values and principles are the basis of an international consensus on the design, development, and responsible use of these technologies.

**5. We recognize** the role that frameworks like the Recommendation can play in steering developments in the right way, through policy interventions, and partnerships, in a multistakeholder fashion.

**6. We acknowledge** the UNESCO's Recommendation on the Ethics of Artificial Intelligence, adopted unanimously by 193 member States at the 41st session of the UNESCO General Conference, is the largest global effort and the first global normative instrument of its kind; we look forward to the results of the Readiness Assessments (RAMs) which are being conducted in more than 50 member states and to work with the countries that are advancing its implementation and the Ethical Impact Assessment (EIA) deployed within the private sector.

**7. We agree** that the responsibility for guaranteeing and respecting human rights is a duty for all social actors, which, in the case of the design, development, purchase, sale, and use of AI, includes businesses, civil society organizations, the public sector, and higher education and research institutions, among others. Due diligence must be carried out in order to identify the adverse effects of AI, and timely measures to prevent, mitigate, or remedy these effects must be designed and implemented in line with domestic legislation. This is an ethical minimum which must be upheld.

**8.** Because the software continues to evolve as it is updated post-deployment, offering new features and improvements and addressing newly identified risks, some AI models or systems continue to be subject to training or fine-tuning, or may be impacted by system updates and other adjustments to address new improvements, use scenarios, or identified risks, **We are aware** that testing is necessary.

Ex-ante (testing before releasing a new system to the market) assessment is essential but insufficient. That is why in the AI field, we are conscious of the need to establish and maintain ex-post (i.e., post deployment) risk assessments and mitigation practices.

**9. We understand** we play an integral role in shaping the ethical landscape of AI. We acknowledge that as companies which develop, use, purchase and sell these emerging technologies, we have a responsibility to ensure our products meet safety standards and comply with the essential principles and values laid out by UNESCO.

**10.** This is why **We commit** to collaborate with UNESCO to build ethical and responsible Artificial Intelligence.