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Can AI survive without public trust?

The Hague XX September 2018 - The Foundation for Responsible Robotics and Deloitte announce the FRR certified quality mark for AI and Robotics.

The worldwide proliferation of AI technologies is beginning to impact significantly on human lives. Despite its touted successes, cracks are beginning to appear, and questions are being asked about social justice, gender and race bias, as well as about privacy and the erosion of other human rights. The responsible use of AI and robotics has great potential benefits for humanity, from monitoring and repairing climate change destruction to assisting in the early diagnosis of diseases. But if AI is to truly succeed in making our world a better place, the public must be able to place their trust in it.

“Society could reap enormous benefits from AI and Robotics, but only if we get it right. We need to counter the scare stories, and the hype, or risk a public backlash. We must offer the public a mark of quality that helps them to make informed decisions”, says Professor Noel Sharkey, co-director of the Foundation for Responsible Robotics.

This is why the Foundation for Responsible Robotics and Deloitte are bringing together their diverse skill sets to create the FRR certified quality mark. This will ensure that best practices are met for the responsible design and development of the technology. The aim is to promote important features of products that will contribute to a better world, including environmental protection, sustainability, integrity, safety and security, and ethical design together with a consideration of societal impact and human rights.

“By contributing our knowledge and experience in auditing, innovation and AI we can help to create trust in the chain from producer to consumer”. – Marc Verdonk, Partner Emerging Technology, Risk Advisory Deloitte

For consumers: Whether they are a concerned parent, an NGO worker, a farmer or just someone looking for a job, the quality mark will foster transparency and responsibility to protect societal values.

For producers: We want to help them to design and innovate responsibly. We will work with them to assess their products and build a pathway for responsible innovation in their company.

“Our goal is to shape a culture of responsible development of AI and Robotics to promote public good and a better life for us and generations to come”, says Aimee van Wynsberghe, co-director Foundation for Responsible Robotics.

Full animation: <https://responsiblerobotics.org/can-ai-survive-without-public-trust/>

Further information for editors

The Foundation for Responsible Robotics (FRR) is a not-for-profit think tank with charitable status, located in The Hague, Netherlands. Their mission is to promote the responsible design, development and use of AI and Robotics.

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Deloitte Netherlands is the DTTL member firm in the Netherlands. They help companies in the field of accountancy, tax advice, consulting, financial advice and risk advice.

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