



Artificial intelligence for all, AI4A: for a shared development

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1.The context

The global transformation of digital societies is and will be profoundly influenced by innovations in the field of Artificial Intelligence.

Attention to the overall implementation of AI in R&D, education and Institutional, industrial and economic applications in the global society has spawned a number of activities, institutional boards, European and extra-European initiatives, in different countries and in different fields. This new technological concern has produced contextually a series of studies, reports, conferences, plans, analyses, proposals for AI regulation. The topics are related to various aspects of AI technologies implying new perspectives on human rights, reliability, transparency, security, data protection, compliance, sustainability, rules of AI innovation.

To the development of AI, in a global perspective and in the concern of the above topics, the United Nations has developed a Roadmap on digital transformation and artificial intelligence.

A similar concern has been deployed by EU.

The Artificial Intelligence Plan for All (AI4A) is based on the UN principles of integration of a 'multistakeholder' vision .

1.1. AI: benefits and risks

Artificial intelligence technologies can produce extraordinary advantages and benefits in general in societies: from health to agriculture, from the environment to the economy, from law to the judiciary system, from marketing to education, etc.

At the same time, the risks can be summed up as follows:

- social and economic discrimination in the development of AI due to the lack of a diffused localization of balanced investments and market opportunities;
- individual and mass profiling for social and economic control;
- economic, political and social discrimination of individuals on the basis of personal and institutional data profiling;
- physical impacts that are hazardous to health, the environment, mobility, etc.;
- limited control over the use and strengthening of intelligent weapons developed in AI
- potential abuses in the judicial or crime-fighting sectors.

The need to defend human rights against the random development of AI has been recently stressed by the United Nations through the recent establishment of a global roadmap for the multi-stakeholder involvement in digital transformation, which includes AI as a specific field of action.

Here some preliminary considerations are needed.

i. The perception and general assessment of reliable AI, in relation to opportunities and risks, inevitably depend on local digital literacy, different in different parts of the world, from macroscopic digital divides, even in the so-called technologically advanced societies, and from lack of localized investments by tech giants in various contexts. Policies of widespread investment for research, training, the market in this perspective are necessary, under penalty of digital geo-economic subordination of the system.

ii. The definitions and applications of AI obviously refer to different fields: health, environment, trade, agriculture, law, economics, armaments, fight against crime, etc. and various solutions and digital tools. In all cases, data acquisition, modeling and architecture are implicit in robotics, in home automation, in the IoT, in big data

analytics, in ontologies and classifications in general, in social, economic and political profiling, in the machine learning, deep learning, etc.

iii. A crucial point in the ongoing revolution is the massive data collection activity from multiple sources and for a myriad of uses often related to forced adhesions to the management of the same by digital service vendors on disheartened users: the consent on the integration and synchronization of services, device control, digital data backup, etc. The implication is that modeling and development of AI must face and guarantee trustworthy data acquisition and use, and a not harmful activity of the same. Against the background of various proposals relating to the extraordinary transformation of the digital society, finally, the digital sovereignty and the productivity of legal agreements are discussed as well as relevant regulatory standards.

iv. The cyber security of AI, privacy and data protection are, finally, topics automatically implicated.

1.2. AI, human rights and participatory inequalities

A specific concern of the UN in the roadmap is the involvement of different stakeholders and social groups, even in the presence of evident digital divides.

The mandate of the UN can only guide all companies towards maximum participation in digital transformation process in place, operating on positive awareness systems and information that do not prevent development but directs it towards social and implicit economic benefits.

The fundamental question is, therefore, twofold: how the summarized problem is perceived, advantages and risks in AI, by the various social, economic and institutional components, coming out of an excessive simplification of the concepts under discussion on the one hand. On the other, what positions in the market are exhibited by the operators of the same in order to ensure safety, not discrimination, non-abuse and to promote the market in compliance with existing and perspective rules?

Rather than insisting on human rights in general, the pragmatic implications of the development of AI in a shared social and economic perspective must be defined. For the purpose, two considerations: i. how the social involvement may be addressed; ii. what the economic, industrial, and commercial implications.

Regarding

i. I think that a widespread and concrete debate must be opened, useful for building a simple operative and positive **decatalogue**, that prevents the possible violations of human rights in the development of applications and uses of AI, for the purpose of

mass sharing comprehension. As mentioned above: no risks of social and economic discrimination in the development of AI; no abuse of individual and mass profiling for the social, economic and political control; no risky physical impacts on health, the environment, mobility; no uncontrolled strengthening of military uses, etc. The suffused debate should interest young people, families, educational workers, political subjects, state administrations, media, institutions, companies, etc. Only shared knowledge can avoid possible damages of economic and social carelessness, difficult to remedy over time;

ii. as regards economy and market, R&D, supply and demand for AI products and services, a key issue to be addressed is represented by role and responsibility of companies in a balanced development of the market and of market movers in the diffusion of AI technologies and tools, both safe and not risky. This would help not to enact rules that inhibit the development of AI and would rather promote self-regulation which should be conceived as a contribution to the defense of human rights.

2. The AI4A Plan: artificial intelligence for all

The AI4A Plan risks falling among the myriad of enthusiastic initiatives that society quickly forgets. There is no need for unilateral initiatives by parts of the system. Our society abounds with metawork, less with productive labor.

AI4A is not an additional site, portal, conference, association, document, white paper, etc. even though these are tools useful for offering information and speeding up opinions. I'm talking about an initiative / plan, supported and sustainable by the various players in the system, in a logic of knowledge and right to information of a viral quality. The global ethical dimension involves the different bearers of interest and the different visions, including ideological ones, of development. It is, therefore, preliminary to reduce the contradictions of principle and operate on a consensus shared by different operators.

The initiative, of course, must benefit from an active, participatory container that can be represented by a virtual square platform, a place for meeting, contact and exchange of vision and operational knowledge: what, how, who and why, fed by the various stakeholders and social groups involved, with structured and interactive discussion spaces: lots of specific contents. No chats, actions instead. We need to do. But AI4A will represent, above all a hub, a collector and a 'stellar' proposer of various projects, solutions, initiatives, development enabling events.

For these reasons, the "Artificial Intelligence for All" (AI4A) plan is not a partisan initiative but an open partnership or consortium supported by the 'virtual square platform on AI'. It is not simply a thematic portal or marketplace for sellers. On the other hand, the advantage competition of vendors and related is precisely in

demonstrating and guaranteeing the usefulness and absence of risks in new products and services offered, with a degree of accountability, transparency and sustainability in the market, recognizable in the explicit adherence to the AI decalogue and in the proposal for verifications and necessary improvement solutions.

The virtual square AI4A carries out promotional, communicative and experimental functions in terms of logic of development, participation, market trends and regulation, at a national and international levels.

The institutional promotion takes place in stages and systems: government, administrations, parliament, universities, media, associations, businesses, politics, etc. The square intends to offer targeted services to sponsors: virtual customized exhibition stands, promotions of innovative initiatives for researchers and SMEs, social campaigns, participation in events, training, collaboration in discussion tables on system guidelines, multi-stakeholder surveys, etc.

It is difficult to fight indifference or information tolerance in digital societies, imagining that the system itself regulates itself; just as it is easy to fall into the inertia that follows a collegial effort in planning and implementation. The square is only an initial instrument: the rest is up to everyone.