



Responsible Artificial Intelligence Institute

Advancing Trusted AI

Agenda

- Who we are
- What we do
- Case Study

The Case for Responsible AI

1

LGBTQ couples
get higher
mortgage denial



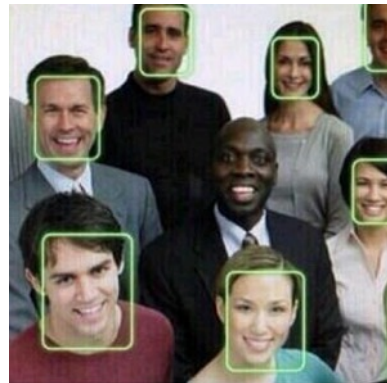
2

Minorities get lesser
healthcare for
similar conditions



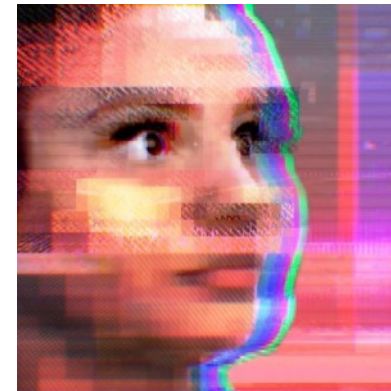
3

Facial recognition
is biased toward
light skin



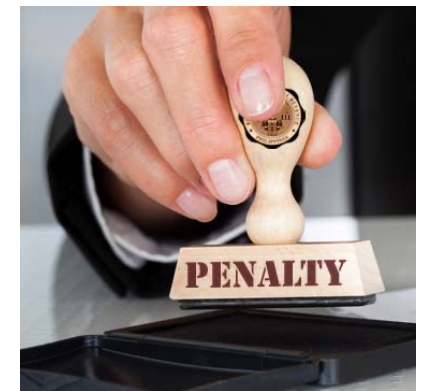
4

Microsoft Chatbot
goes hateful on
Twitter



5

Global AI compliance
laws enacted with fines
of up to 6% of revenues



Sources: Proceedings of the National Academy of Sciences, University of Southern California, MIT and Stanford University

Responsible AI holds the key to realizing AI's potential

AI will allow us to obtain or sustain a **competitive advantage**

84%

AI will allow us to move into **new businesses**

75%

New organizations using AI will **enter our market**

75%

Incumbent competitors will use AI

69%

Pressure to **reduce costs** will require us to use AI

63%

Suppliers will offer AI-driven products and services

61%

Customers will ask for AI-driven offerings

59%

Drivers of AI Adoption

72%

Customers expect the AI system to be able to clearly explain results

68%

Customers expect organizations to take ownership of their AI algorithms when they go wrong

67%

Customers expect the AI models of organizations to be fair and free from prejudice and bias

59%

Executives say they have experienced legal scrutiny of their AI systems and data handling procedures

22%

1 in 5 executives say they have faced a customer backlash as a result of their AI system operations

Source: Capgemini Research Institute, Ethics in AI customer survey, April – May 2020, N=2900.

Responsible AI Institute

- ❖ Non-Profit to advance responsible AI adoption
- ❖ Founded 2016 by USAA, Anthem, UT Austin
- ❖ Independent, community driven, and global
- ❖ Certification of Responsible AI systems
- ❖ Corporations, Government, Universities
- ❖ www.responsible.ai

Governing Board



Ashley Casovan
Executive Director



Manoj Saxena
Chairman



Michael Stewart
Lucid.AI



Matt Sanchez,
Cognitive Scale



Dr. Joydeep Ghosh,
University of Texas



Miriam Vogel, CEO
Equal AI

Board of Advisors



Doreen Lorenzo,
Dean, UT Austin



Gavin Munroe, CIO,
HSBC



Suraj Madani, CPO
American Express



Rajeev Ronanki, SVP,
Anthem Health



Cameron Davies,
CDO, YUM! Brands



Seth Dobrin, Chief
AI Officer, IBM



Alex Benay, Global
Lead Azure, Microsoft

Our Members and Partners

Global Corporations



Tech & Service Providers



Standards Bodies & NGOs



Universities & Academia



We have built a rich ecosystem over the past four years

"We don't think Banking can work in an environment without trust. Independent certification programs like the one from RAI Institute help technical and business leaders develop the appropriate safeguards for use of data and AI in an ethical and trusted manner."



Gavin Munroe

Global CIO for Wealth and Personal Banking, HSBC

"AI presents a new breed of significant financial and reputation risk for companies. CIOs, C-suite executives, and boards must ask tough questions about responsible use of data and machine learning technology and help their organizations implement new responsible AI guardrails and independent AI certifications like the one being provided by Responsible AI Institute".



Suraj Madnani

Chief Product Owner, American Express

"The continued emergence of Artificial Intelligence (AI) technologies presents an exciting opportunity for Anthem to explore the development of next-generation products and services. As one of the initial charter members of RAI, we are thrilled to see this community grow through active collaboration and are pleased to provide our insights and expertise by participating in the RAI Certification beta pilot."



Rajeev Ronaki

SVP and CDO, Anthem

"We are delighted to collaborate with organizations such as RAI in creating best practices in the complex field of responsible AI, and encourage the development of credible, independently-validated processes for certifying AI systems."



Kay Firth-Butterfield

Head of AI and Machine Learning, WEF

"Without trust, artificial intelligence cannot deliver on its potential value. Independent Certification such as the RAI Certification help strengthen governance and controls to build user trust and accelerate adoption and business impact of AI. As a recent addition to RAI's advisory board, I look forward to bringing my expertise and global perspective to the important work underway at RAI Institute."



Cathy Cobey

Global Trusted AI Leader, EY

"Failing to operationalize AI in a responsible and ethical manner is a threat to the bottom line. At IBM we have a long-standing commitment to building trustworthy technologies and we are delighted to be partnering with RAI as a partner and board advisor".



Seth Dobrin

Global Chief AI Officer, IBM

What Do We Believe

We believe that AI should be

- transparent and explainable
- inclusive and unbiased
- credible and accountable
- reliable and robust
- Respectful of privacy and rights



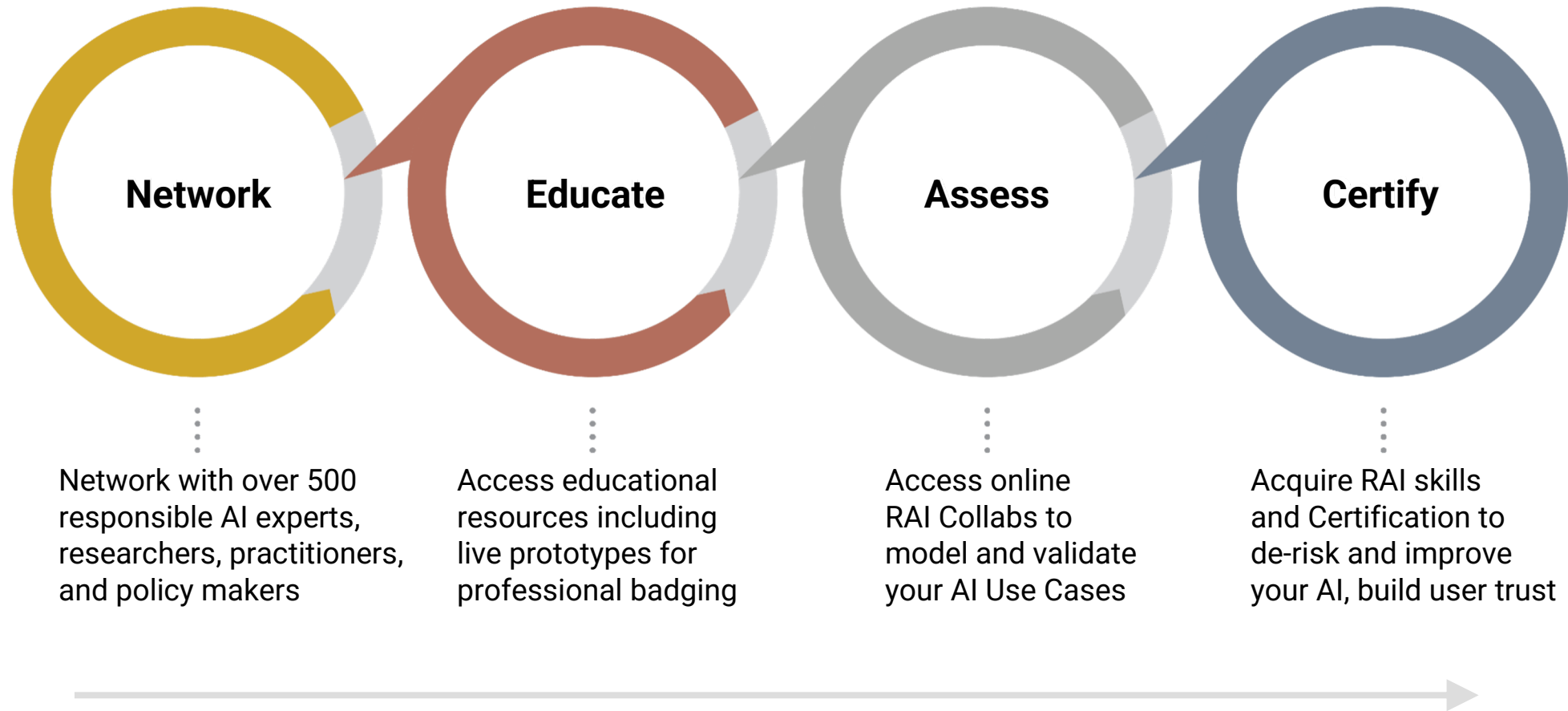
Responsible AI Framework

Responsible AI Defined

“the practice of designing, building and deploying AI in a manner that empowers people and business, and fairly impacts customers and society — allowing companies to engender trust and scale AI with confidence.”

WORLD ECONOMIC FORUM, 2019

Our Four Offerings Help Members in their RAI Journey



RAI Certification = Independent Symbol of Trust



RAI Certification is the first independent and community developed Responsible AI rating and documentation system.

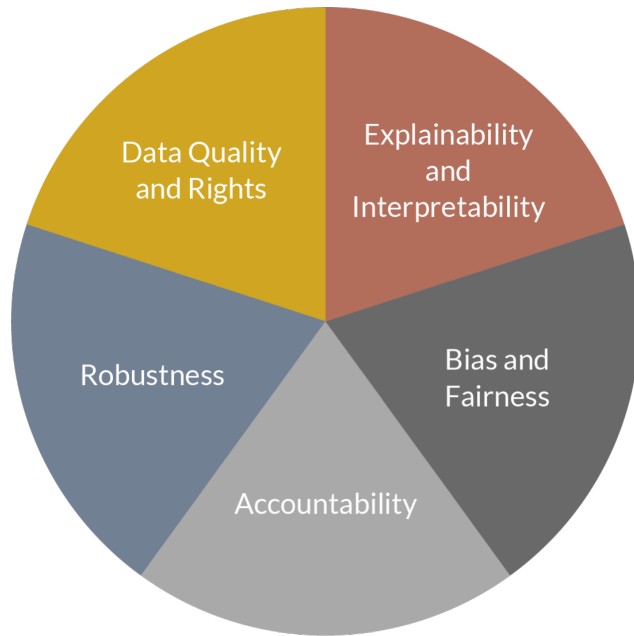
RAI Certification is a symbol of trust that an AI system has been designed, built, and deployed in line with the five OECD Artificial Intelligence principles to promote use of AI that is human centric and trustworthy and that respects human rights and societal values.

RAI Certification Levels



How RAI Certification Levels Work

Systems are assessed against Responsible AI Categories



Responsible AI Framework

The assessment provides a detailed RAI scorecard...

Responsible AI Scorecard for Image & Object recognition*

Total possible points 100

	Accountability	20
	Bias & fairness	20
	Explainability & interpretability	20
	Data quality	20
	Robustness	20

*Assessments will be specific to the type of AI system, e.g., Image & Object recognition, NLP, Advanced data analytics, etc.

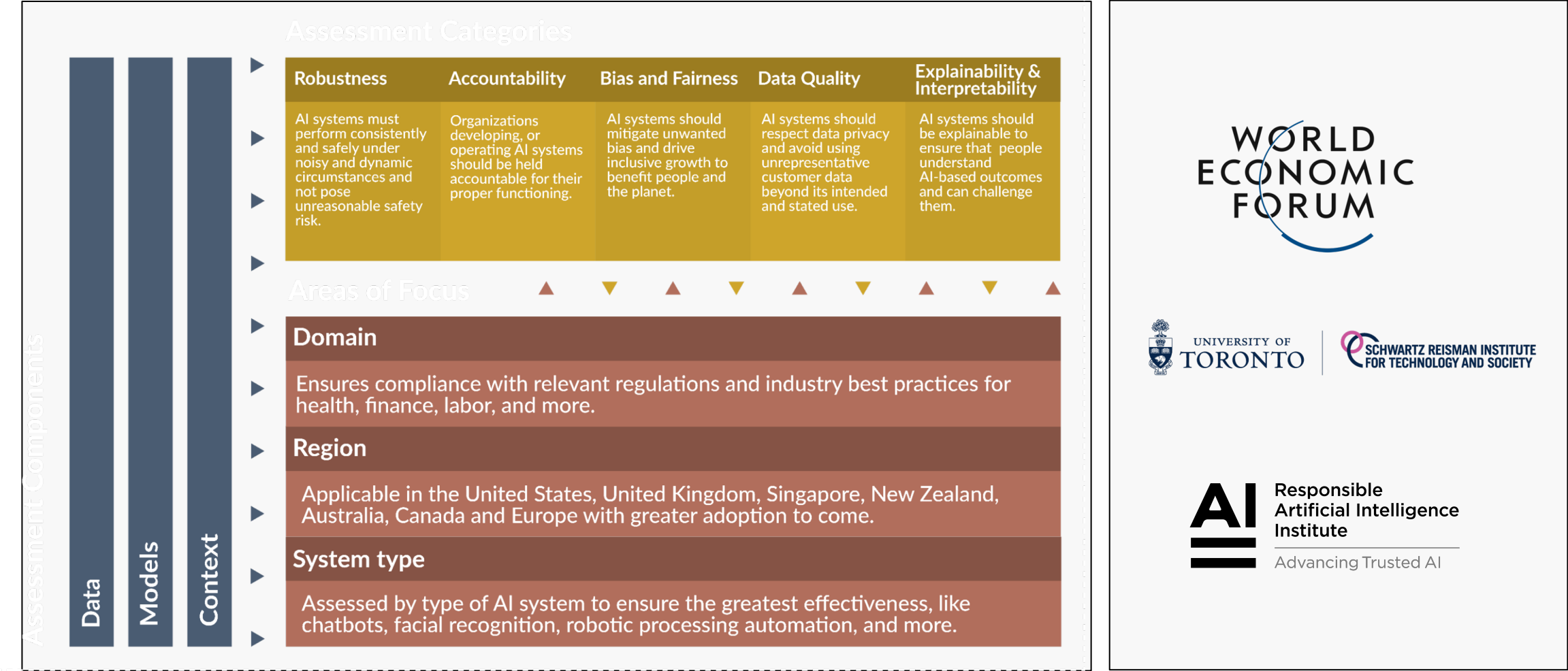
... which determines the RAI Certification Level

Certification Levels & Scores

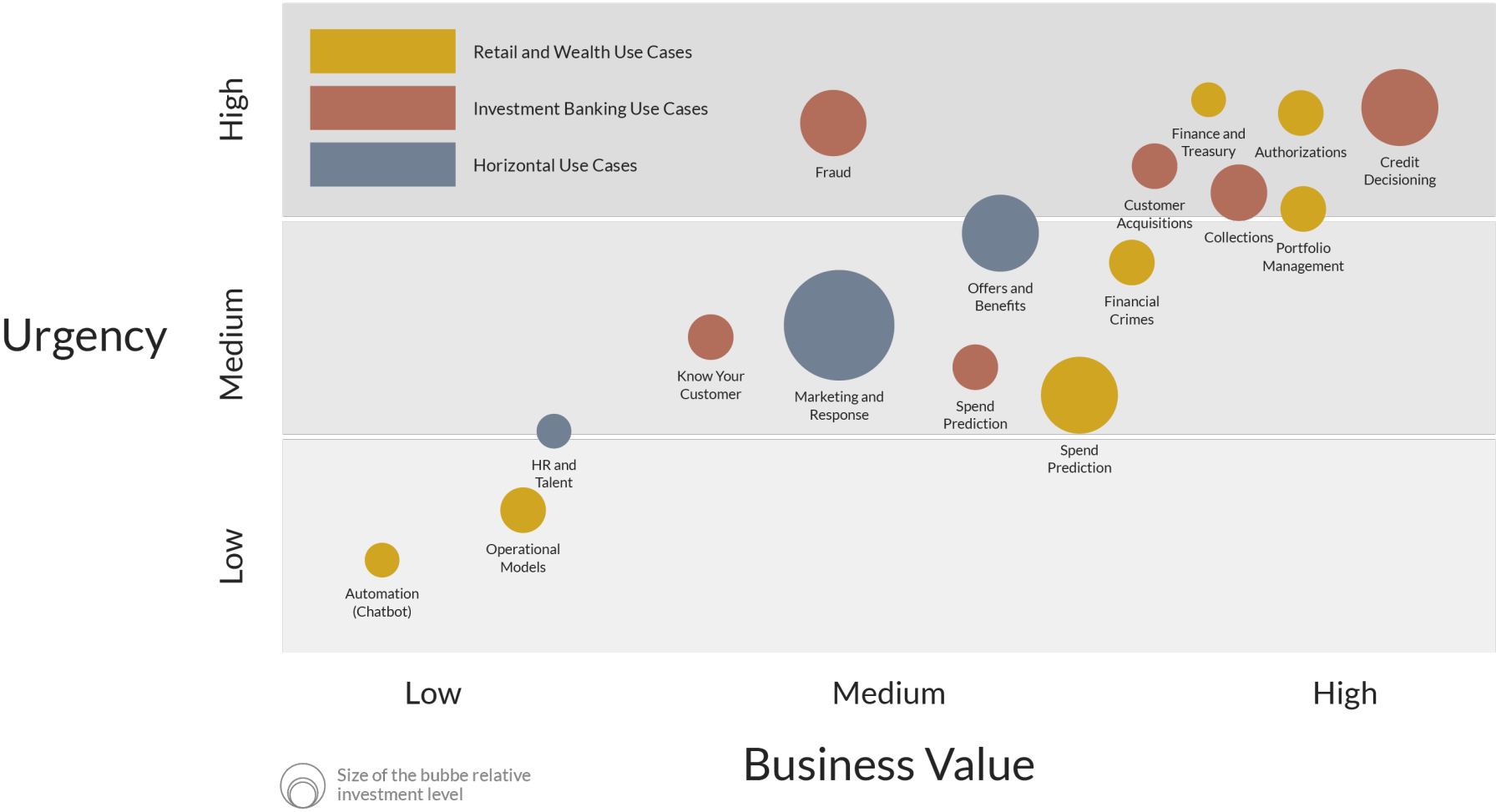


CERTIFIED 60-69 POINTS **SILVER** 70-79 POINTS **GOLD** 80-89 POINTS **PLATINUM** 90-100 POINTS

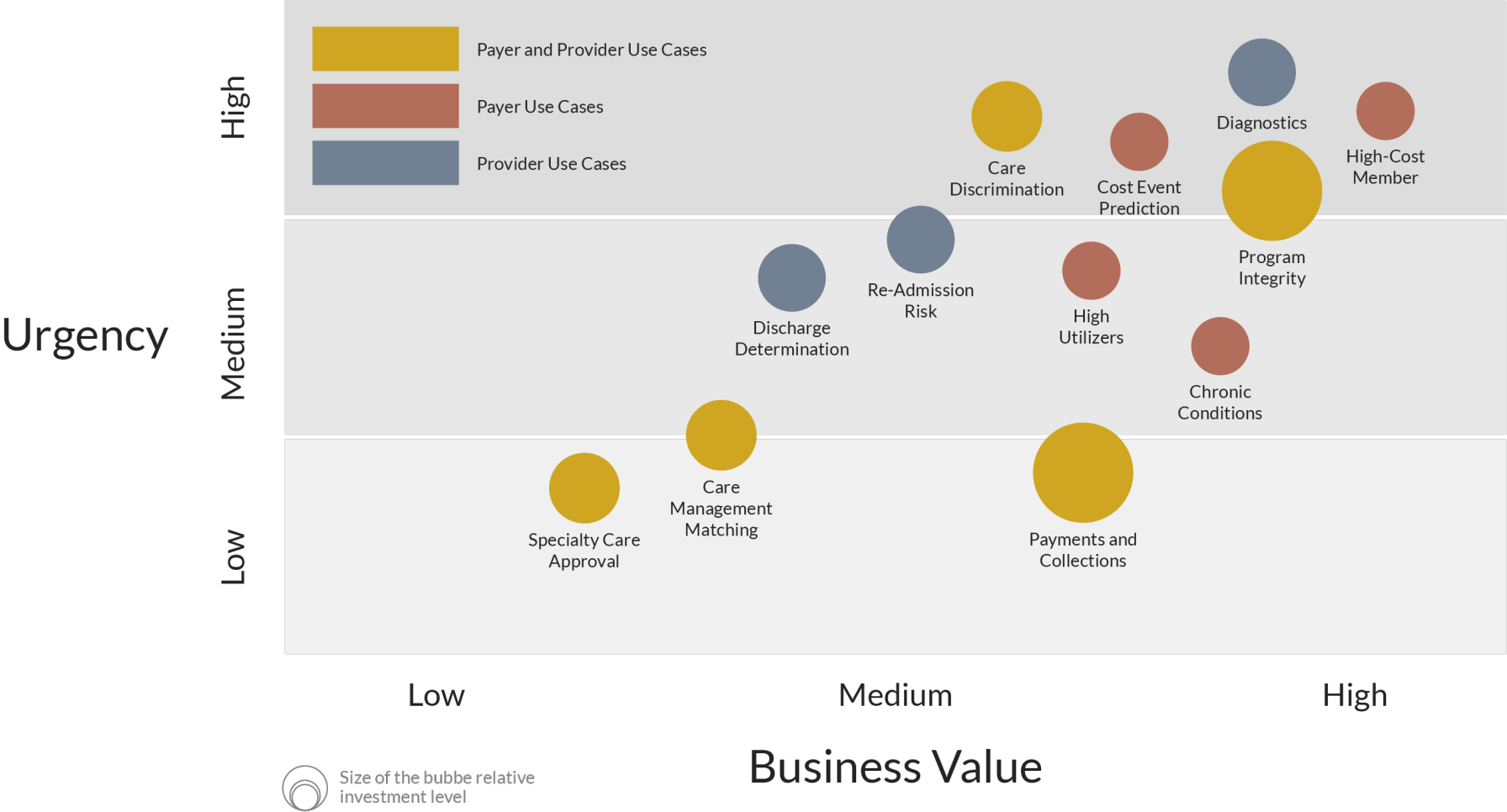
RAI Certification Framework



RAI Institute's Banking Heat Map



RAI Institute's Healthcare Heat Map



Case Study: Healthcare Care Delivery with Responsible AI

Conduct RAI Assessment

- Data
- Model
- Process

Earn Badges



- Bias and Fairness
- Data quality & Rights
- Explainability & Interpretability
- Accountability
- Robustness

Apply for RAI Certification



- Data
- Model
- Process

**Join us in building
a better world with
Responsible AI**

