GEN AI FOR THE GLOBAL GOALS

The Private Sector's Guide to Accelerating Sustainable Development with Technology

JUST 17% of the 2030 SDG targets are currently on track

Global challenges including the climate crisis, inflation, and geopolitical conflict have converged to hinder sustainable development.

At the same time, Generative (Gen) AI is transforming societies and economies around the globe.

97% of executives believe Gen AI will transform their industry over the next 3-5 years

31% of these executives made significant investments in related initiatives

THE WORLD IS AT A CRITICAL JUNCTURE

Responsible Gen AI use could accelerate the private sector's progress on sustainable development and help bridge the gap to 2030...

...Yet failing to manage the tradeoffs of Gen AI use could mean that this revolutionary technology causes more harm than good

GEN AI CAN CREATE BUSINESS AND SUSTAINABILITY VALUE THROUGH THREE FOUNDATIONAL CAPABILITIES

DATA MINER
Extract insights from unstructured, unlabeled data

INSIGHT NAVIGATOR
Interpret data using the full context of organizational knowledge

KNOWLEDGE AMPLIFIER
Break down silos and share knowledge to boost collaboration

THESE CAPABILITIES POWER 12 BUSINESS USE CASES

- Resource Optimization
- Efficient Code
- Worker Effectiveness

- Lifecycle Assessment
- Responsible Sourcing
- Supplier Engagement

OPERATIONAL EFFICIENCY

SUSTAINABLE VALUE CHAIN

DATA MINER
INSIGHT NAVIGATOR
KNOWLEDGE AMPLIFIER

COMMUNICATION AND REPORTING

INNOVATION

- Sustainability Reporting
- Marketing Sustainability
- Boosting Collaboration

- Green Finance
- Sustainable Product and Service Design
- Cutting Edge Research

Businesses should work towards two objectives...

...But current efforts are not enough

MEANS
DEVELOP AND DEPLOY GEN AI RESPONSIBLY

ENDS
USE GEN AI TO ADVANCE SUSTAINABLE DEVELOPMENT

Only 2% of companies have fully operationalized mechanisms for responsible AI use

BUSINESSES MUST TAKE STEPS TO RESPONSIBLY USE GEN AI

READY THEIR ENTERPRISES BY:

Laying an operational foundation
Inventory AI uses, define responsible AI principle, and design a risk management framework enabled by policy

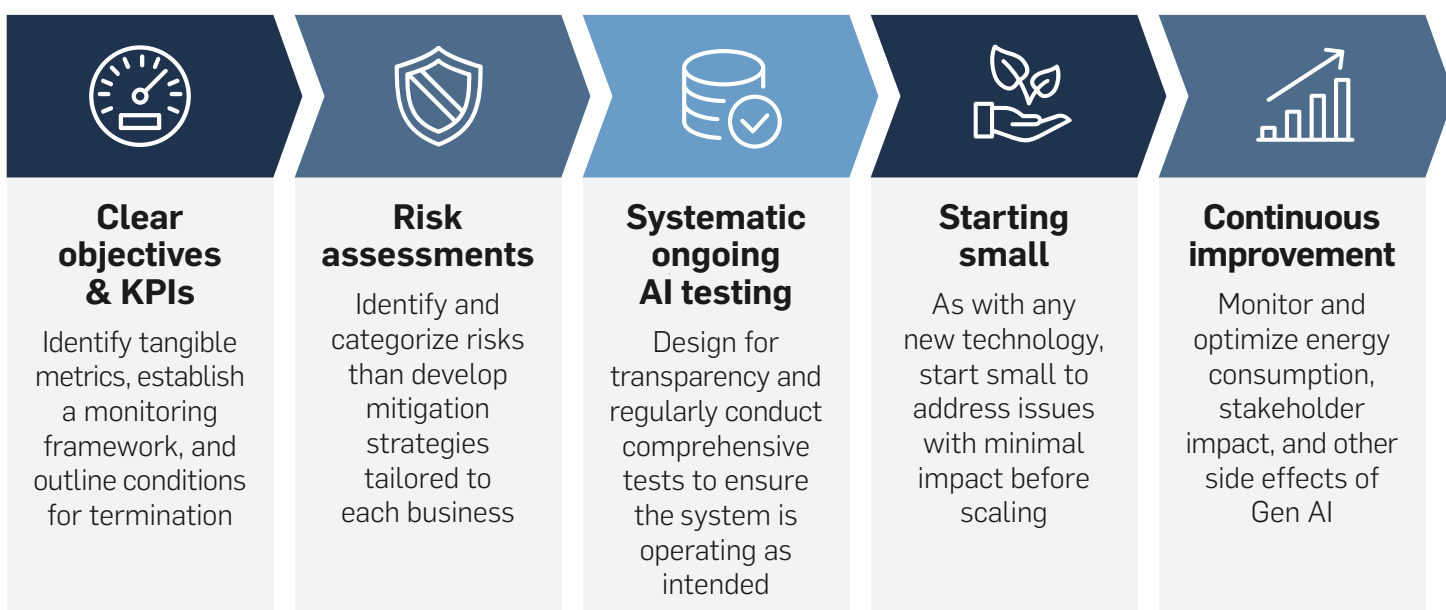**Building their Gen AI Ecosystem**
Select vendors whose approach to risks such as resource consumption and data privacy align with company values

Readying their workforce
Upskill employees in Gen AI and digital literacy to ensure both effectiveness and risk management

THEN MANAGE EACH DEPLOYMENT THROUGH:

Clear objectives & KPIs
Identify tangible metrics, establish a monitoring framework, and outline conditions for termination

Risk assessments
Identify and categorize risks than develop mitigation strategies tailored to each business

Systematic ongoing AI testing
Design for transparency and regularly conduct comprehensive tests to ensure the system is operating as intended

Starting small
As with any new technology, start small to address issues with minimal impact before scaling

Continuous improvement
Monitor and optimize energy consumption, stakeholder impact, and other side effects of Gen AI

Ready to accelerate your SDG progress? Learn more in **Gen AI for the Global Goals!**