

# Rethinking responsibility with generative AI

## Today's generative AI moment: Responsible AI

Generative AI (gen AI) is transforming the way we work and has become the #1 driver of reinvention. But it also introduces new risks and regulation dynamics. Cultivating trust among customers, employees and other stakeholders is not only essential, but a key business advantage.

While 96% of organizations support some level of government regulation around AI<sup>1</sup>, only 2% of companies have identified as having fully operationalized responsible AI across their organization<sup>2</sup>.

Organizations must rethink responsibility when it comes to generative AI to achieve the promised value of this transformative technology.

## Opportunities and challenges

Gen AI is a very different and powerful technology than what we have seen in the past. It can reinvent the entire enterprise, impacting every process, every role and every technology within the digital core. Enterprises must know where and how AI is being used and the impact on business outcomes and decisions.

### Top six risks include:

**Bias & harm:** Discriminatory or harmful outcomes, biases or prejudices can be introduced into artificial intelligence through data, models or ongoing operations.

**Liability & compliance:** The litigation and regulatory environment is dynamic and evolving rapidly. Enterprises must manage this complexity and potential legal and financial implications including fines, penalties or other legal action.

**Unreliable outputs:** Gen AI “hallucinations” have been observed with widespread adoption. At the most basic level, if a system is unreliable, no one will use it.

**Confidentiality & security:** Gen AI introduces new concerns around how information is protected and how systems are secured against leaks or breaches.

**Sustainability:** AI, and especially gen AI, is compute intensive. AI usage may depend on environmental, social and governance (ESG) decisions around energy efficiency, carbon emissions and cost.

**Workplace transition:** Since AI can automate job tasks efficiently, people may raise concerns about jobs being eliminated—especially in the absence of plans for reskilling and rescope for new AI-specific roles.

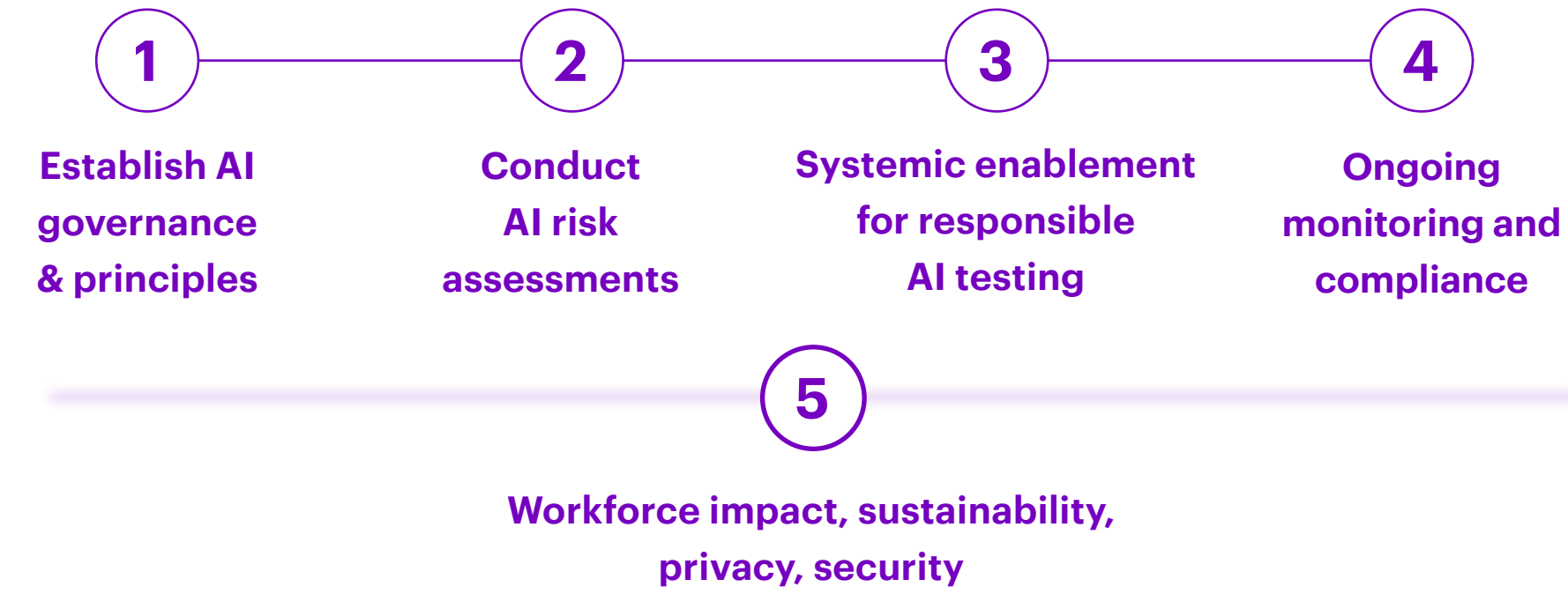


The regulatory landscape is evolving alongside these risks, which creates new complexity, but yields high-quality, trustworthy AI systems.

The key to closing the responsible AI gap is to embed responsible practices across the design, development, deployment and scaled use of gen AI across the enterprise.

# How to approach responsible AI in your organization

The value of AI can be unlocked only when AI innovation is pursued within defined guardrails; when it engenders consumer, employee and stakeholder trust; and when it prioritizes human well-being.



The journey to an enterprise-level responsible AI program starts with **establishing AI governance and principles**. This means agreeing and adopting responsible AI principles with clear accountability and governance for the responsible design, deployment and usage of AI.

With these principles in place, the next step is to **conduct AI risk assessments** to understand the risks of an organization’s AI use cases, applications and systems through qualitative and quantitative assessments (e.g. fairness, explainability, transparency, accuracy, safety, human impact, etc).

Then, organizations need **systemic enablement for responsible AI testing** to continuously gauge levels of fairness, explainability, transparency, accuracy, safety and human impact. They should do this by leveraging best of breed responsible AI tools and technologies and enable mitigations to scale Responsible AI effectively.

It’s also important to put in place ongoing monitoring of AI systems and oversight for responsible AI initiatives while executing mitigation and compliance actions.

Across these activities, a responsible AI compliance program must engage cross-functionally to address the impact of AI on the workforce, compliance with laws, sustainability and privacy and security programs across the enterprise.



# Accenture's responsible AI principles

Responsible AI begins with a set of AI governing principles, which each enterprise adopts and then enforces.

**Human by design:** Understand the impact on humans every time you deploy AI.

**Fairness:** Treat all groups equitably and take action to mitigate the potential for unwanted bias and other negative, unintended consequences.

**Transparency, explainability and accuracy:** Disclose the use of AI where appropriate and make sure anyone can understand and appropriately evaluate AI outputs and decision-making processes.

**Safety:** Evaluate potential safety concern and take action to mitigate harm.

**Accountability:** Document enterprise-wide governance structures with clear roles, policies and responsibilities.

**Compliance, data privacy and cybersecurity:** Make sure all use of AI complies with relevant laws, that data is secured with the appropriate privacy protection and secure AI from cyber attacks.

**Sustainability:** Deploy AI considering the impact on the planet, with appropriate steps taken to mitigate negative impacts.

## Client story

[Accenture partnered with the Monetary Authority of Singapore \(MAS\)](#) to establish the Veritas financial services industry consortium, which focuses on trust in AI. A team within Veritas—led by MAS and Accenture—co-created guidance that helps financial services institutions evaluate their AI and data analytics solutions against the principles of fairness, ethics, accountability and transparency.

## Get in touch

Bring your team to our Gen AI Studios to assess your readiness for responsible AI.

