ICC Overarching Narrative on AI: Case Study Submission Form

THIS INTERNAL WORD DOCUMENT ALLOWS FOR THE COMPLETE OVERVIEW OF THE ONLINE <u>SUBMISSION FORM</u>. PLEASE SUBMIT YOUR CASE STUDIES THROUGH THE ONLINE FORM AND <u>NOT</u> THROUGH THIS WORD DOCUMENT. PLEASE DO NOT CIRCULATE.

INTRODUCTION

ICC, through a dedicated group of experts from the ICC Informal Project group on AI, has developed a unifying narrative, outlining the four overarching pillars of global AI governance from the perspective of global business: principles and codes of conduct, regulation, technical standards, and industry self-regulation, illustrated by business best practices (case studies). The narrative shows, how by adhering to these frameworks, businesses drive innovation, ensure compliance, and build trust, contributing to sustainable and inclusive growth. The narrative is expected to be released in the autumn of 2024.

To help bolster the messages of this narrative, ICC member companies of all sizes and sectors are invited to submit case studies **by 16 August COB** to show how their company is taking initiative to:

- implement principles and guidelines for trustworthy, responsible and ethical AI; and
- respond to specific AI-related policy challenges.

Case studies can be submitted under two categories:

1. Internal or external company policies implemented in response to existing principles and guidelines

- Ethics, human rights and fairness: *commitment to respect the rule of law, human rights, democratic and human-centred values throughout the AI system lifecycle, including non-discrimination, equality, diversity, freedom, dignity, autonomy of individuals, and protection of fundamental rights and freedoms*
- Safety: *commitment to set guardrails against misuse and mitigate risks related to harmful bias*
- Security: *commitments to cybersecurity, data protection, privacy*
- Accountability: *commitments to ensure traceability, including in relation to datasets, processes and decisions made during the lifecycle of an AI system, to enable the analysis of its outputs and responses to inquiries, as well as to apply a systematic risk management approach*
- Transparency and explainability: *commitments to provide, wherever possible, meaningful information that enables a general understanding of an AI system, its capabilities and limitations, its output and way of reaching that output as well as information that enable those adversely affected by an AI system to challenge its output*
- Inclusive growth: *commitment to beneficial outcomes for people, planet, and prosperity such as advancing inclusion of underrepresented populations, reducing economic, social, gender and other inequalities, and protecting natural environments*
- Partnership: *commitment to work together with industry partners to share information and best practices*

2. Focused projects responding to potential challenges related to AI

- Mis- and disinformation
- Building human capacity and skills
- Investing in AI research and development
- Fostering inclusive AI-enabling ecosystems
- Other

<u>The case studies submitted should not endorse or commercialize any specific tool or product, but rather showcase the voluntary commitments taken up by industry.</u>

For any enquiries, please reach out to timea.suto@iccwbo.org and meni.anastasiadou@iccwbo.org.

PROFILING QUESTIONS (required)

Data privacy notice: Your personal data is collected by ICC, data controller, and remain confidential for the purpose of the case study sourcing. We may use your email to contact you if we have any questions about your submission, or to notify you of the selection of your case study in the next steps of the campaign. Kindly note that you have the right to access, rectify, erase, as well as the right to portability of your personal data, the right to restrict and object the processing, by sending an email to dataprotection@iccwbo.org or writing to the International Chamber of Commerce, ICC DPO, 33-43 avenue du Président Wilson, 75116 Paris, France. The case studies submitted through this form will be used as part of a public-facing ICC webpage. Information on the studies that you choose to share in this form will be disseminated through public channels (ICC social media & website). By submitting a case study through this form, you agree to the collection, use, and sharing of the case study information (general information, impact, focus etc). For any additional enquiries, please contact timea.suto@iccwbo.org or meni.anastasiadou@iccwbo.org.

1. First Name
2. Last Name
3. Job title
4. Organisation type
   - Business association
   - Business or corporation
   - Chamber of commerce
   - Consulting firm
   - Law firm
   - National committee
   - Other (please describe)
5. Company
6. Email

ABOUT THE CASE STUDY

Please provide the required information about the case study you are submitting.

1. Please select the category of this case study
   1. Implementing AI principles and guidelines in company policies
   2. Focused projects responding to specific policy challenges related to AI
2. *If your answer was '1':* please select the sub-category or categories related to this case study
   - Ethics, human rights and fairness
   - Safety
   - Accountability
   - Transparency and explainability
   - Inclusive growth
   - Partnership
3. *If your answer was '2':* please select the sub-category or categories related to this case study

- Mis- and disinformation
- Building human capacity and skills
- Investing in AI research and development
- Fostering inclusive AI-enabling ecosystems
- Other, please specify

4. Please provide a short description of this case study, noting the specific areas of contribution based on your previous selection of sub-category/categories

5. Please indicate the business sector(s) involved in this case study
- Activities of member organisations
- Advertising and market research
- Banking and financial services
- Consultancy services other than legal
- Education and research
- Energy
- Information technology
- Insurance services
- Legal services
- Press
- Publishing activities
- Telecommunications and specialised technologies
- Other (please describe)

6. Please indicate the type of the organisation leading this case study
- Business association
- Business or corporation
- Chamber of commerce
- Consulting firm
- Law firm
- National committee
- SME
- Other (please describe)

7. Please indicate the name of the company leading this case study

8. Please indicate the name(s) of the partner(s) participating in this case study
Please provide the complete and formal names of the partners, or consortia, including a link to their website (if available)

9. Please indicate the region(s) of focus of this case study
- Africa
- Americas
- Asia
- Europe
- Middle East and North Africa
- Oceania

10. How would you prefer ICC displays the information you shared:
- The names of companies mentioned in the case study can be shared publicly
- We prefer this case study is shared without naming the company, and only indicating the sector and geographic region
- Other, please specify