

## Supplemental Information – Launch of the Global AI Action Alliance

**Embargoed until 10 AM ET, Thursday Jan. 28, 2021**

### **FAQ:**

#### **1. What is the Global AI Action Alliance?**

The Global AI Action Alliance is a multi-stakeholder collaboration platform and project accelerator designed to speed the adoption of inclusive, trusted, and transparent AI globally and across sectors.

#### **2. Why is the World Economic Forum launching the Global AI Action Alliance?**

AI is transforming industries and reshaping billions of lives, but more collaborative effort is needed to ensure that it is used ethically and in the global public interest. As the International Organization for Public-Private Cooperation, the Forum is well positioned to catalyse and accelerate global action.

#### **3. Who is involved in the Global AI Action Alliance?**

The Alliance brings together over 100 leading companies, governments, international organizations, non-profits, and academics united in their commitment to maximizing the societal benefits of AI.

#### **4. How is the Global AI Action Alliance governed?**

The Alliance is overseen by a Steering Committee consisting of top global leaders from industry, government, academia, and civil society. The Steering Committee is co-chaired by Arvind Krishna, Chairman and CEO of IBM, and Vilas Dhar, President of the Patrick J. McGovern Foundation.

#### **5. What does the Alliance do?**

Alliance members work together to identify and implement the most promising tools for ensuring that AI systems are ethical and serve all of society, including groups historically underserved by AI. The Alliance provides a platform for members to engage in real-time learning, pilot new approaches to ethical AI, scale adoption of best practices, and undertake collective action on emerging challenges.

### **AI Facts and Figures:**

1. According to PwC, AI could contribute \$15 trillion to the world economy by 2030, adding 14% to global GDP. This makes AI “the biggest commercial opportunity in today’s fast-changing economy”.<sup>1</sup>

2. If current trends continue, North America, Europe, and China will capture 80% of the economic benefits brought by AI, exacerbating global inequality and fuelling socio-economic instability.<sup>2</sup>

3. Over 175 organisations have proposed ethical principles for the development and use of AI. But while there is a growing consensus on the need for ethical AI, more effort and collaboration are needed to translate these principles into practice across a rapidly growing range of AI use cases.

4. AI holds the promise to improve billions of lives, but to date the AI ecosystem has underserved the majority of global citizens. This reflects in part its lack of inclusivity: according to the AI Now Institute, just 18% of authors in leading AI conferences are women and roughly 80% of AI professors are men.<sup>3</sup> Non-white engineers comprise <5% of most major technology companies’ workforces.

5. According to recent studies by Oxford University and the European Commission, 84% of Americans and 88% of Europeans believe that AI should be “carefully managed”.<sup>4,5</sup>

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<sup>1</sup> <https://www.pwc.com/gx/en/issues/data-and-analytics/publications/artificial-intelligence-study.html>

<sup>2</sup> <https://www.pwc.com/gx/en/issues/data-and-analytics/publications/artificial-intelligence-study.html>

<sup>3</sup> <https://ainowinstitute.org/discriminatingystems.pdf>

<sup>4</sup> [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3312874](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3312874)

<sup>5</sup> <https://www.europarl.europa.eu/news/en/headlines/society/20200827STO85804/what-is-artificial-intelligence-and-how-is-it-used>



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### **Media Brief: IBM "Open Sources" its AI Ethics Approach during Davos Agenda**

For more than a century, IBM has been committed to the responsible stewardship of data and technology. It's how the company has earned and strengthened the trust of clients and society through successive generations of technology, from punch cards and the first programmable systems to AI, cloud and quantum computing.

The company believes that all organizations developing and deploying AI have an obligation to put people and their interests at the center of the technology, to see that it is used responsibly, and to help ensure that its benefits are felt by the many, not just an elite few. Today, IBM is a leader in advancing global progress around ethical AI. The company:

- Was one of the only global businesses to advise the [EU's High-Level Expert Group on AI](#), which developed policy recommendations for responsible AI.
- Has launched tools like [AI Fairness 360](#) and [AI Open Scale](#) to help organizations monitor their AI operations and mitigate bias.
- Helped shape and then signed the [Vatican's Rome Call for AI Ethics](#).

**Now, just one year after the company called for [Precision Regulation of AI](#) at the 2020 World Economic Forum Annual Meeting, IBM Chairman and CEO Arvind Krishna will announce at the 2021 "Davos Agenda" digital forum that the company will "open source" its approach to AI Ethics through the new WEF-initiated Global AI Action Alliance, which he will co-chair.**

What you need to know:

- In order to accelerate the Alliance push for a Responsible AI Future, IBM will make available through the initiative: 1) its approach to putting AI ethics into practice at a global scale, 2) the governance structure it uses to evaluate applications of data and technology in a centralized, accountable way, and 3) consulting expertise and know how needed to implement AI ethics.
- The expertise involved informs the work of IBM's **AI Ethics Board**, which guides technology decisions across the company and helps it tackle complicated ethical questions.
- It has helped IBM create **a culture of technology ethics** that reaches IBMers at every stage of AI development and deployment.
- The goal is to make IBM's learnings and practices available, with consulting expertise, to organizations that engage with the Alliance to drive Responsible AI worldwide.

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**Media brief: Patrick J. McGovern Foundation commits \$40M to advancing AI for Good**

The Patrick J. McGovern Foundation is a global, \$1.4 billion philanthropy advancing the frontiers of artificial intelligence, data science and social impact. We work across sectors -- academia, industry, non-profit and advocacy -- to foster collaboration and develop a shared vision for ethical data and AI applied for the greater good of humanity.

**Alongside the launch of the Global AI Action Alliance, the Foundation today is announcing a 2021 three-pillar commitment to accelerate opportunity and innovation in the development and application of inclusive, ethical data and AI:**

1. **A \$40 million commitment to data science and AI for public good.** These grants with leading non-profits will further their work to protect the planet, foster economic prosperity, ensure healthy communities, strengthen tech education opportunities for young people, and create a more inclusive, equitable tech workforce for the future
2. **A data and AI services consultancy for non-profits:** With technical support and additional resources, non-profits around the world can better leverage the tools of data science and AI. Through a new consultancy, our in-house team of data and AI experts work directly with non-profit organizations to develop data maturity and infrastructure, and create exemplar cases of AI used for public good.
3. **Fostering an inclusive tech, data and AI ecosystem:** The Foundation is an active participant and convener in developing a global culture of responsible and inclusive AI. Through new 2021 partnerships with WEF, Oxford, MIT, the Trinity Challenge, and Stanford, we will continue to support efforts to bring stakeholders together, elevate diverse perspectives on the future of AI and inspire young technologists to pursue tech for public good. A key focus area of our work is seeking out and including non-traditional and marginalized voices so that AI that benefits everyone.

The Foundation's ongoing leadership in global AI includes:

- Participation in the [Global Partnership on AI](#)
- The Aspen Institute [Roundtable on Artificial Intelligence](#)
- Publications: [The Hill](#), [Stanford Social Innovation Review](#), [World Economic Forum](#), [Project Syndicate](#)
- 2020 Grants: [Climate change and digital health](#), [vulnerable communities and trusted data](#), [global alliance for COVID-19 data](#)

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