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The International Chamber of Commerce (ICC) and Saïd Business School will join forces to develop a set of all-encompassing artificial intelligence principles.

Over the years, policy and regulatory discussions concerning AI have focused on sector-specific or issue-specific issues without considering wider ethical, societal, or business implications. Researchers from ICC's Knowledge Solutions department and the School's Oxford Future of Marketing Initiative will work together to conduct an extensive review of existing AI principles to identify commonalities and differences between standards.

The research team will gather AI perspectives from businesses of all sizes, including multinational corporations, small- and medium-sized enterprises, and women- and minority-led businesses, to determine policy and regulatory gaps. After considering these gaps, the team will work to develop inclusive unified AI principles for the private sector that promote creative, dependable, and ethical applications of AI technology. The researchers will consider a range of factors including privacy, accountability, safety, bias, and the impact of AI deployment on inequality. It is hoped that these collective principles will empower businesses of all sizes to harness the benefits of AI and advance the safe, transparent, and responsible use of technology for all.

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>
> Professor Andrew Stephen
> | Associate Dean of Research & L'Oréal Professor of Marketing

The principles developed by ICC and Oxford Saïd will address policy inconsistencies and regulatory gaps created by competing local, regional, and national standards. By establishing a set of harmonised principles derived from case studies, policy frameworks and initiatives developed by the business community, it is hoped that the work will make a meaningful contribution to ongoing policy discussions on the ethical use of AI.

Professor Andrew Stephen, Associate Dean of Research & L'Oréal Professor of Marketing commented: 'There is a need for a unifying voice to create a policy environment at the international level to foster trust in and adoption of trustworthy and rights-based AI. To continue to fuel innovation and increase the societal and economic benefits of AI while mitigating harm, such policy environments must be flexible, human-centric, globally compatible and market-driven.'

Sophie Peresson, Director, ICC Innovation for All said: 'ICC has the unique opportunity to convene businesses worldwide to provide a common private sector perspective to these discussions, gather input from those already active in this space and bring to the table those who have not yet been heard, especially from the Global South. This publication will gather these perspectives into a global, unified business position on AI principles.'

Once developed, the AI principles will be published and made available to businesses for free on ICC's e-commerce platform, ICC Knowledge 2 Go.