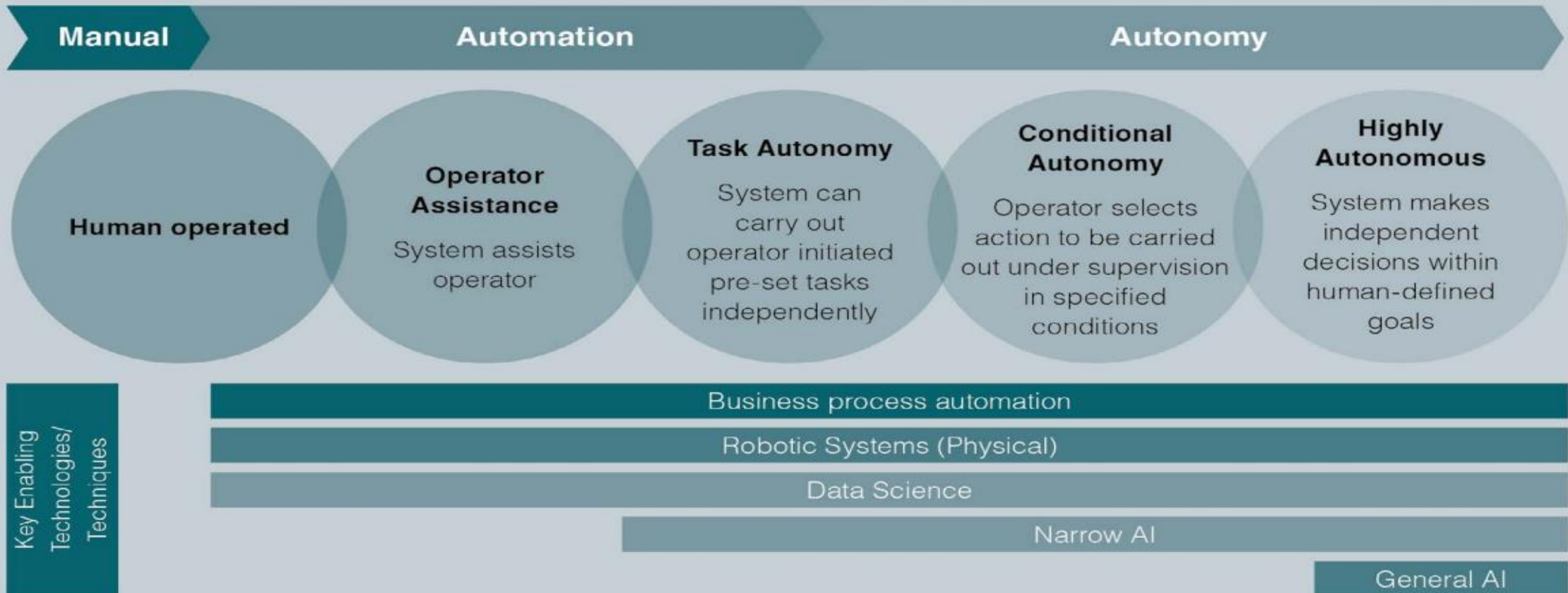


# Ethical Design in Emerging Technology

## Levels of Oversight & Control

### Autonomy Spectrum Framework



Design ethics concerns moral behaviour and responsible choices in the practice of design. It guides how designers work with clients, colleagues, and the end users of products, how they conduct the design process, how they determine the features of products, and how they assess the ethical significance or moral worth of the products that result from the activity of designing. Ethical considerations have always played a role in design thinking, but the development of scientific knowledge and technology has deepened awareness of the ethical dimensions of design. As designers incorporate new knowledge of physical and human nature as well as new forms of technology into their products, people are increasingly aware of the consequences of design for individuals, societies, cultures, and the natural environment.



- How designers work with people
- How we go about setting requirements
- How we assess the end product
- How we make sure to address the impact on individuals, societies, cultures and environment



**Ensuring that ethical processes are undertaken and maintained through the entire life cycle of a product.**

# What is Ethical Design?

# Why is it important?

- The National AI Strategy states that the UK public sector will lead the way by setting an example for the safe and ethical deployment of AI through how it governs its own use of the technology. As we pursue strategic and operational advantage through AI, we are determined to uphold the standards, values and norms of the society we serve, and to demonstrate trustworthiness.
- The field of AI ethics has largely emerged as a response to the range of individual and societal harms that the misuse, abuse, poor design, or negative unintended consequences of AI systems may cause.



AI “Mid Journey” created art. Given the prompt “An image representing the threat AI has on the world”.



# Ethical Platform for the Responsible Delivery of an AI Project

## SUM Values

that support, underwrite, and motivate a responsible innovation ecosystem



Respect, Connect,  
Care, Protect

Objectives: to provide an accessible framework for consideration of the moral scope of the social and ethical impacts of your project and to establish well-defined criteria to evaluate its ethical permissibility.

## FAST Track Principles

that facilitate an actionable orientation to the ethical design and use of AI systems



Fairness, Accountability,  
Sustainability, Transparency

Objectives: to make sure that your project is bias-mitigating, non-discriminatory, and fair, and to safeguard public trust in your project's capacity to deliver safe and reliable AI innovation.

## PBG Framework

that operationalises the values and principles in an end-to-end workflow governance model



Process-Based  
Governance Framework

Objective: to set up transparent processes of design and implementation that safeguard the justifiability of both your AI project and its product as well as enable end-to-end accountability.

How do I  
implement  
Ethical Design?

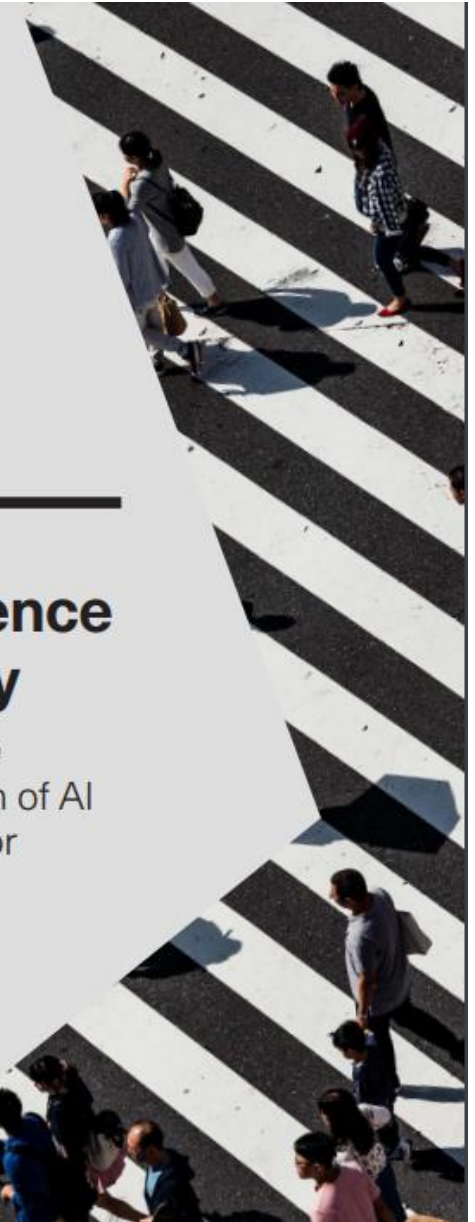
Building a project delivery environment, which enables the **ethical design** and deployment of AI systems, requires a multidisciplinary team effort. It demands the active cooperation of all team members both in maintaining a deeply ingrained culture of responsibility and in executing a governance architecture that adopts ethically sound practices at every point in the innovation and implementation lifecycle.

# The Alan Turing Institute

## Understanding artificial intelligence ethics and safety

A guide for the responsible design and implementation of AI systems in the public sector

Dr David Leslie  
Public Policy Programme

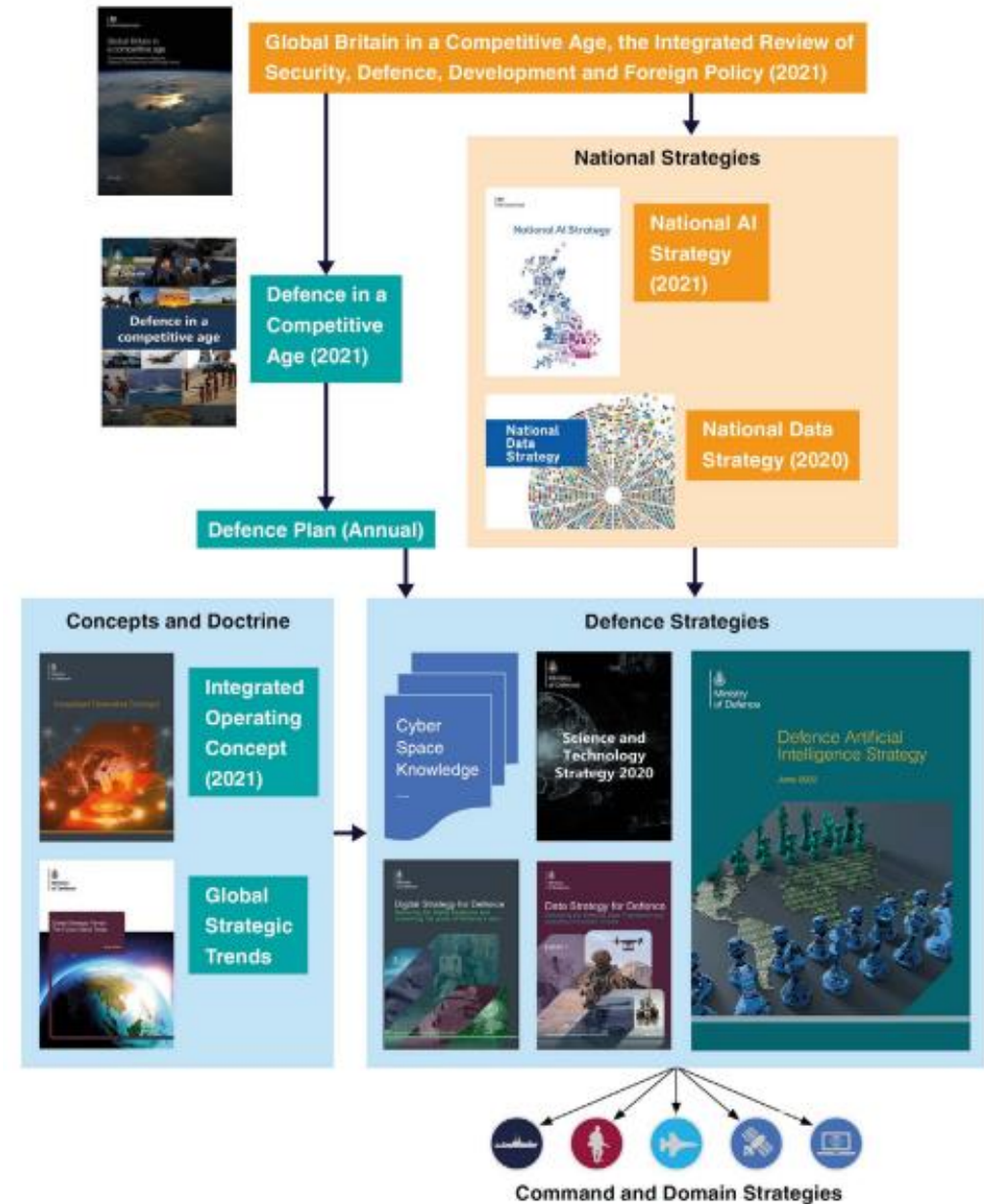


# Source Material

There is a lot information to absorb on this topic.

Multiple branches of the government publishing data and guidance.

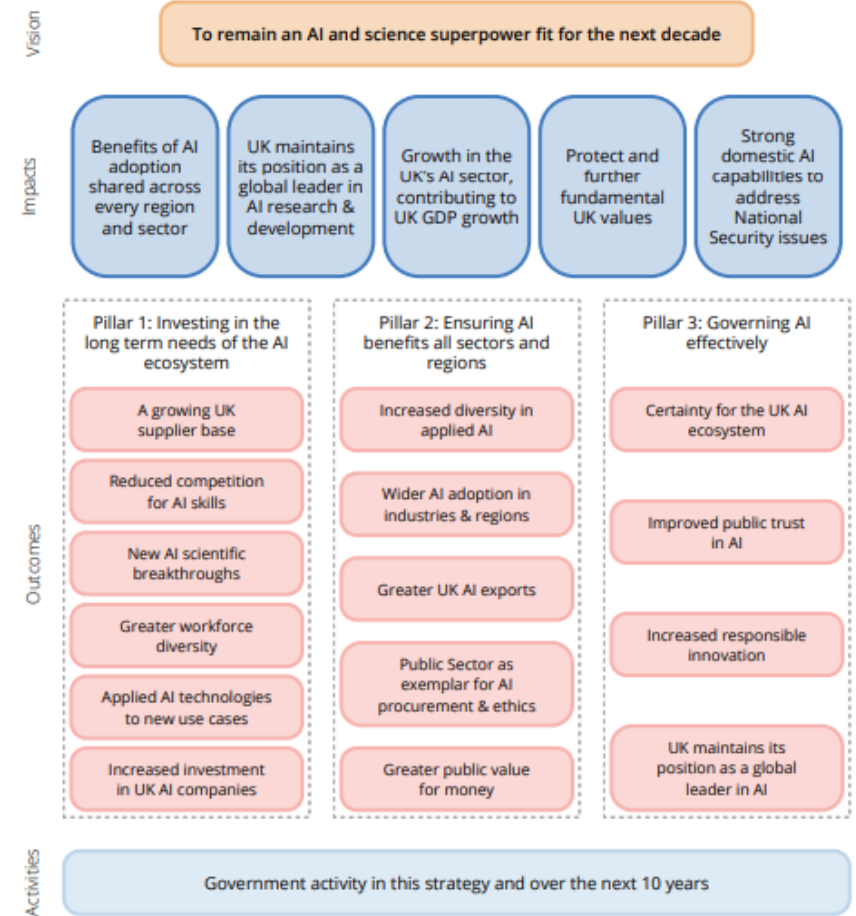
I would propose starting in Defence Artificial Strategy June 2022 (The source of the image on the right)



# Final Notes

- Awareness
- Trust
- Upskilling
- [Benjamin.Thorn102@mod.gov.uk](mailto:Benjamin.Thorn102@mod.gov.uk)

## The UK's National AI Strategy



Any Questions?