The IEEE Global Artificial Intelligence Systems (AIS) Well-Being Initiative
Industry Connections Activity Initiation Document (ICAID)
Version: 2.0, 6 May 2022
IC20-007-02 Approved by the CAG 7 June 2022

Instructions

- Instructions on how to fill out this form are shown in red. Please leave the instructions in the final document and simply add the requested information where indicated.
- Spell out each acronym the first time it is used. For example, "United Nations (UN)."
- Shaded Text indicates a placeholder that should be replaced with information specific to this ICAID, and the shading removed.
- Completed forms, in Word format, or any questions should be sent to the IEEE Standards Association (IEEE SA) Industry Connections Committee (ICCom) Administrator at the following address: industryconnections@ieee.org.
- The version number above, along with the date, may be used by the submitter to distinguish successive updates of this document. A separate, unique Industry Connections (IC) Activity Number will be assigned when the document is submitted to the ICCom Administrator.

1. Contact

Provide the name and contact information of the primary contact person for this IC activity. Affiliation is any entity that provides the person financial or other substantive support, for which the person may feel an obligation. If necessary, a second/alternate contact person's information may also be provided.

Name: Yael Rozencwajg
Email Address: hi@yael.pro
Employer: Self
Affiliation: Individual

IEEE collects personal data on this form, which is made publicly available, to allow communication by materially interested parties and with Activity Oversight Committee and Activity officers who are responsible for IEEE work items.

2. Participation and Voting Model

Specify whether this activity will be entity-based (participants are entities, which may have multiple representatives, one-entity-one-vote), or individual-based (participants represent themselves, one-person-one-vote).

Individual-Based

3. <u>Purpose</u>

3.1 <u>Motivation and Goal</u>
Briefly explain the context and motivation for starting this IC activity, and the overall purpose or goal to be accomplished.

The goal of this Industry Connections group is to continue and proliferate the existing work of The IEEE Standards Association focused on well-being and technology, which includes an <u>event at the European Parliament in 2017</u>, the <u>well-being chapter of *Ethically Aligned Design*</u>, and IEEE Std 7010-2020, <u>Recommended Practice for Assessing the Impact of Autonomous and Intelligent Systems on Human Well-Being</u> which was published on May 1st, 2020.

Directly mirroring and supporting IEEE's tagline of "Advancing Technology for Humanity," this well-being Initiative will continue the pioneering work of IEEE to provably align the increase of human well-being and ecological sustainability by providing "AIS Creators" (corporations, engineers, data scientists, academics, marketers, policy makers) and end users the resources, knowledge and tools needed to support a shift whereby AIS Creators are able and willing to help safeguard and improve human well-being and ecological sustainability through their AIS creations today and into the future.

3.2 <u>Related Work</u>
Provide a brief comparison of this activity to existing, related efforts or standards of which you are aware (industry associations, consortia, standardization activities, etc.).

The proposal for the IC activity is focused on providing actionable tools and resources, as well as knowledge building for AIS Creators to help protect as well as increase human flourishing and ecological sustainability.

To our knowledge, there is no other program like this. ISO's The Organization for Economic Cooperation and Development (OECD) <u>Going Digital</u> Program is widely ranging and includes some related efforts including the <u>Going Digital Toolkit</u> and reports called <u>OECD How's Life In the Digital Age</u>? Their efforts are different in that they are primarily for national level policy makers, as opposed to AIS Creators. The ISO/IEC/JTC 1 SC 42 includes aspects of social considerations but does not, to our knowledge, explicitly include wellbeing as a concept, well-being metrics, or the development of a standard for helping to safeguard and improve human well-being and ecological sustainability.

Similar but academic or research projects, which are more focused on knowledge building include (1) Springer's International Journal of Community Well-being <u>Special Issue</u> on Artificial Intelligence and Community Well-being is due for publication late 2020 (see the supporting article: <u>Artificial Intelligence and Community Well-being: A Proposal for an Emerging Area of Research</u>); (2) the Pew Center Research Project: <u>The Future of Well-being in a Tech Saturated World</u>; and (3) Stanford Institute for Human-Centered Artificial Intelligence (Stanford HAI) whose mission is "to advance AI research, education, policy, and practice to improve the human condition."

3.3 Previously Published Material

Provide a list of any known previously published material intended for inclusion in the proposed deliverables of this activity.

N/A

3.4 Potential Markets Served

Indicate the main beneficiaries of this work, and what the potential impact might be.

- AIS Creators. Benefit from the development of a community to understand and foster the creation of AIS that helps to safeguard and improve human well-being and ecological sustainability. Benefits also include the development of resources, including, potentially, IEEE guidance standards (such as assessment tools) and, when appropriate, IEEE best practices standards, as well as other resources such as white papers, playbooks, workshops/webinars/events.

- Corporations. This Initiative will offer specific and pragmatic documents, tools and advice to help corporations to measure and manage well-being. A means for directly impacting well-being, through metrics (you can't manage what you can't measure) provides corporations a path for aligning activities to contribute to achievement of the UN Sustainable Development Goals (SDGs) as well as to develop well rounded beneficial solutions for the current COVID crisis and beyond. Some corporations are already well on their way to managing aspects of well-being, such as Danone or Patagonia already aligning their corporate governance structures (Boards, legal status) and outputs toward "Beyond GDP metrics" or the B-Corp organization helping companies change their legal and tax status to genuinely demonstrate triple bottom line ("people, planet, and profit") performance. They have demonstrated that triple bottom line metrics, which are synergistic with well-being indicators, provide opportunities for innovation as well as simple compliance. This initiative will build on best practices and lessons learned.

- Policy Makers. This Initiative encompasses a policy perspective for both the public and private sector through thought leadership and the production of resources such as model policies and legislation.

- End Users / Citizens. The ultimate benefit of this initiative will be the end users and citizens of planet earth. There is no other effort on the planet that proposes to provide actionable tools, resources and knowledge building to AIS Creators so that AIS is and can be developed for human well-being and ecological sustainability. This initiative will contribute to putting well-being into the agenda for corporations, government, education and society. It will contribute to the development of a new DNA for a global cultural shift where AIS is integral to helping to safeguard and improve human well-being and ecological sustainability.

3.5 How will the activity benefit the IEEE, society, or humanity?

Describe how this activity will benefit the IEEE, society, or humanity.

This Initiative will further position IEEE as the leader in a global environment in AIS for wellbeing. It will help IEEE to realize its vision, "Advancing Technology for Humanity." It will help to answer that key

question of defining, via technical excellence utilizing AIS technologies, precisely which metrics of societal success will provably increase human well-being and ecological sustainability. This Initiative will help all AIS creators move from vague concepts of "good" to focus on specific, actionable knowledge, resources and activities that can provide the data, framing, and solutions to a beneficially evolve AIS so it provably helps benefit and safeguard human well-being and ecological sustainability.

It will also raise awareness about the work IEEE is doing in the field of ethics and AI, helping to further bring attention and members to the community, documents, and PARs being created.

We are planning to explore more aspects related to ESGs, and corporate sustainability to support the development of the wellbeing initiative and the related process (framework, models, protocols).

4. Estimated Timeframe

Indicate approximately how long you expect this activity to operate to achieve its proposed results (e.g., time to completion of all deliverables).

Expected Completion Date: 06/2024

IC activities are chartered for two years at a time. Activities are eligible for extension upon request and review by ICCom and the responsible committee of the IEEE SA Board of Governors. Should an extension be required, please notify the ICCom Administrator prior to the two-year mark.

5. Proposed Deliverables

Outline the anticipated deliverables and output from this IC activity, such as documents (e.g., white papers, reports), proposals for standards, conferences and workshops, databases, computer code, etc., and indicate the expected timeframe for each.

- Well-being Implementation Resources (such as research papers, implementation guidelines, standards infographics, strategic communication, video and educational material, guides, reference documents and designs strategies) for:
  - Corporate settings (multiple sectors with a focus on technical AIS innovation by utilizing well-being metrics
  - Policy Makers in the public and private sectors where guidelines and standards can implement logic for AIS development that provably aligns technical innovation with metrics that will improve human wellbeing and environmental sustainability
  - Community level implementation with guides customized towards local level institutions in government, faith-based institutions, schools, and business

- Well-being Workshops (physical and/or virtual) for the beneficiaries (AIS Creators, Corporations, Policy Makers, Users)

- Development of PARs focused on furthering the work of IEEE Std 7010-2020 as appropriate

5.1 Open Source Software Development
Indicate whether this IC Activity will develop or incorporate open source software in the deliverables. All contributions of open source software for use in Industry Connections activities shall be accompanied by an approved IEEE Contributor License Agreement (CLA) appropriate for the open source license under which the Work Product will be made available. CLAs, once accepted, are irrevocable. Industry Connections Activities shall comply with the IEEE SA open source policies and procedures and use the IEEE SA open source platform for development of open source software. Information on IEEE SA Open can be found at https://saopen.ieee.org/*.*

Will the activity develop or incorporate open source software (either normatively or informatively) in the deliverables? Not expected.
No

6. Funding Requirements
Outline any contracted services or other expenses that are currently anticipated, beyond the basic support services provided to all IC activities. Indicate how those funds are expected to be obtained (e.g., through participant fees, sponsorships, government, or other grants, etc.). Activities needing substantial funding may require additional reviews and approvals beyond ICCom.

There are no funding or expenses needed at this time besides IEEE resources to support proposed deliverables.

No

7. Management and Procedures

7.1 Activity Oversight Committee
Indicate whether an IEEE Standards Committee or Standards Development Working Group has agreed to oversee this activity and its procedures.

Has an IEEE Standards Committee or Standards Development Working Group agreed to oversee this activity? No

If yes, indicate the IEEE committee's name and its chair's contact information.

IEEE Committee Name: Committee Name
Chair's Name: Yael Rozencwajg
Chair's Email Address: hi@yael.pro

Additional IEEE committee information, if any. Please indicate if you are including a letter of support from the IEEE Committee that will oversee this activity.

IEEE collects personal data on this form, which is made publicly available, to allow communication by materially interested parties and with Activity Oversight Committee and Activity officers who are responsible for IEEE work items.

7.2 Activity Management
If no Activity Oversight Committee has been identified in 7.1 above, indicate how this activity will manage itself on a day-to-day basis (e.g., executive committee, officers, etc.).

An Executive Committee has been created, following the model of how The IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems evolved.

7.3 Procedures
Indicate what documented procedures will be used to guide the operations of this activity; either (a) modified baseline *Industry Connections Activity Policies and Procedures* (entity, individual), (b) *Abridged Industry Connections Activity Policies and Procedures* (entity, individual), (c) Standards Committee policies and procedures accepted by the IEEE SA Standards Board, or (d) Working Group policies and procedures accepted by the Working Group's Standards Committee. If option (a) is chosen, then ICCom review and approval of the P&P is required. If option (c) or (d) is chosen, then ICCom approval of the use of the P&P is required.

Modified baseline *Industry Connections Activity Policies and Procedures.*

8. Participants

8.1 Stakeholder Communities
Indicate the stakeholder communities (the types of companies or other entities, or the different groups of individuals) that are expected to be interested in this IC activity and will be invited to participate.

- Members of the IEEE P7010 Working Group.
- Corporate representatives.
- Policy representatives.
- Community activists.
- Positive Psychology / well-being experts

8.2 Expected Number of Participants
Indicate the approximate number of entities (if entity-based) or individuals (if individual-based) expected to be actively involved in this activity.

Minimum 30-40 individuals within twelve months of first Executive Committee meeting.

8.3 Initial Participants

Provide a few of the entities or individuals that will be participating from the outset. It is recommended there be at least three initial participants for an entity-based activity, or five initial participants (each with a different affiliation) for an individual-based activity.

Use the following table for an entity-based activity:

Entity Name	Primary Contact Name	Additional Representatives

Use the following table for an individual-based activity:

Individual Name	Employer	Affiliation
Anja Kaspersen	Independent, Former UN, ICRC, WEF, Norwegian Government	Self
Bogdana Rakova	Accenture	Self
Laura Musikanski	Founder, Happiness Initiative	Self
Daniel Schiff	Research at Georgia Institute of Technology	Self
Zvikomborero Murahwi	Gratia ICT Projects Advisory	Self
Karen Tse	Founder, Bridges for Justice	

8.4 Activity Supporter/Partner

Indicate whether an IEEE committee (including IEEE Societies and Technical Councils), other than the Oversight Committee, has agreed to participate or support this activity. Support may include, but is not limited to, financial support, marketing support and other ways to help the Activity complete its deliverables.

Has an IEEE Committee, other than the Oversight Committee, agreed to support this activity? No

If yes, indicate the IEEE committee's name and its chair's contact information.

IEEE Committee Name: Committee Name
Chair's Name:
Chair's Email Address:
Please indicate if you are including a letter of support from the IEEE Committee.