

The IEEE Trusted Data & Artificial Intelligence Systems (AIS) Playbook for Finance Initiative

Industry Connections Activity Initiation Document (ICAID)

Version: 1.0, 7 May 2020

IC20-008-01 Approved by the IEEE SASB 4 June 2020

Instructions

- Instructions on how to fill out this form are shown in red. It is recommended to leave the instructions in the final document and simply add the requested information where indicated.
- **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: Pavel Abdur-Rahman
Email Address: pavel@ca.ibm.com
Employer: IBM
Affiliation: IBM

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. Purpose

3.1 Motivation and Goal

Briefly explain the context and motivation for starting this IC activity, and the overall purpose or goal to be accomplished.

The purpose of the Financial Service Playbook is to curate, summarize and contextualize Trusted Data & AI best practices for the financial sector around design principles, standards and certifications. The 1st edition of the Playbook will focus on Personalized Marketing Offers, Loan and Deposit Pricing, Credit Adjudication, Customer Sentiment Tracking, Customer Lifetime Value, Customer Segmentation, Securities - High Frequency Trading, Robo-Advisors, etc. IEEE's Ethically Aligned Design, P7000 Standards and ECPAIS certifications will be incorporated to align with anticipated European / Singapore / Canadian monetary regulatory authorities and policy frameworks.

Goals for this IC Activity include the creation of set of implementations guidelines framed as a "Playbook" along with virtual trainings, in-person workshops and potential PARs to drive adoption and continuous enhancement for the Playbook.

3.2 Related Work

Provide a brief comparison of this activity to existing, related efforts or standards of which you are aware (industry associations, consortia, standardization activities, etc.).

- FEAT Principles, Monetary Authority of Singapore
(<https://www.mas.gov.sg/~media/MAS/News%20and%20Publications/Monographs%20and%20Information%20Papers/FEAT%20Principles%20Final.pdf>)
- A Code of Conduct for the Ethical Use of AI in Canadian FS, Smith
https://www.researchgate.net/publication/336140946_A_Code_of_Conduct_for_the_Ethical_Use_of_Artificial_Intelligence
- Ethics Guidelines for Trustworthy AI, European Commission
<https://ec.europa.eu/digital-single-market/en/news/ethics-guidelines-trustworthy-ai>

3.3 Previously Published Material

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

References to existing work (eg above) will be included but not actual copywritten material.

3.4 Potential Markets Served

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

- Financial Industry: The opportunity for impact is for best practices for the Finance Industry to be grounded in IEEE's technical and values-driven design efforts in

relation to Artificial Intelligence Systems (AIS), focused on eliminating risk while increasing triple bottom line (“people, planet and profit”) based innovation.

- Policy Makers / Regulators: The opportunity for impact is to ground policy with a focus on trusted data exchange between financial institutions and customers.
- Business Schools: The opportunity for impact is to ground the future of Finance in trusted data and ethically driven design.

3.5 How will the activity benefit the IEEE?

The playbook, enterprise training webinars, workshops and potential PARs created by this committee will position IEEE as a thought leader in the financial sector space regarding the fair, accountable and transparent (“FAT”) use of data and AIS. The existing committee creating a “Financial Playbook” is comprised of a dozen finance and AIS experts from over a dozen leading global financial institutions.

It is also assumed multiple webinars, live events, and media opportunities will surround this work, helping to further bring attention and members to the community, documents, and PARs being created.

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: 06/2022

IC activities are chartered for two years at a time. Activities are eligible for extension upon request and review by ICCom and the IEEE-SA Standards Board. 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.

- AIS Finance Guidelines in the form of an Industry Playbook featuring the following sections:
 - Business Value of Standards for Financial Services Industry
 - Global Industry Activities Summary for Trusted Data & AI
 - Top 20 Use Cases
 - Top 20 Best Practices Summaries
 - Preparing for Regulation with IEEE’s EaD, P7000, & EPCAIS
 - Trusted Data & AI Readiness Survey: Utilizing the playbook

- A survey whose unique insights will be featured in these Guidelines and for all Initiative related efforts
- A minimum of two PARs focused on AIS and Finance
- Multiple webinars and live events

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.

Will the activity develop or incorporate open source software (either normatively or informatively) in the deliverables?: 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 ICom.

No funding or expenses beyond IEEE resources to support webinars, etc. are expected at this time.

7. Management and Procedures

7.1 Activity Oversight Committee

Indicate whether an IEEE committee of some form (e.g., a Standards committee) has agreed to oversee this activity and its procedures.

Has an IEEE committee agreed to oversee this activity?: No

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

IEEE Committee Name:

Chair's Name:

Chair's Email Address:

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 will be 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*, (b) Standards Committee policies and procedures accepted by the IEEE-SA Standards

Board, or (c) Working Group policies and procedures accepted by the Working Group's Standards Committee. If option (a) is chosen, then ICom review and approval of the P&P is required. If option (b) or (c) is chosen, then ICom 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.

- Banks / financial institutions
- Policy makers focused on financial regulation
- Regulators
- Consulting firms
- Representatives of end users / banking customers
- Consumer protection agencies focused on financial customer rights / benefits

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 number 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 individual-based activity:

Individual		Employer	Affiliation
Pavel Abdur-Rahman	Head of Trusted Data & AI, Canada	IBM	IBM
Terry Hickey	Chief Analytics Officer (Invited)	CIBC	CIBC
Sami Ahmed	Chief Digital, Data & Analytics Officer (Invited)	BMO Wealth	BMO Wealth
William Stewart	Head of Data Use & Ethics	RBC	RBC
Matt Fowler	Head of ML, Enterprise Data & Analytics	TD	TD
Mark Wagner	VP of Advanced Analytics & AI	Scotiabank	Scotiabank
Dr. Ozge Yeloglu	VP of Enterprise Advanced Analytics	CIBC	CIBC
Dr. Andrew Brown	Senior Director, Data Science and AI Research	CIBC	CIBC
Tim Gordon	Responsible AI Lead, Enterprise Data & AI	BMO	BMO
Teresa Papaleo	Director, Data Ethics & Use Chief Data Office	Scotiabank	Scotiabank
Dr. Yuri Levin	Professor & Stephen Smith Chair of Analytics	Queen's Smith School of Business	Queen's Smith School of Business
Stephanie Kelley	PhD Candidate	Queen's Smith School of Business	Queen's Smith School of Business
Alexander Scott	Senior Manager, Business Insights & Analytics	TD	TD
Cindy Pham	Senior Manager, Innovation	Scotiabank	Scotiabank
Michelle Liu	Director, New Market Initiatives	Zafin	Zafin
Aaron Zhang	Engagement Manager, Advanced Analytics & AI	IBM	IBM
Tania De Gasperis	Montreal AI Ethics Institute	Montreal AI Ethics Institute	Montreal AI Ethics Institute

