GSMA™

Ethical AI can solve big challenges – Have you unleashed its power?

At MWC Barcelona 2023 Ministerial programme, the GSMA AI for Impact (AI4I) initiative hosted a Roundtable "Ethical AI can solve big challenges – Have you unleashed its power?". We were privileged to benefit from the presence of senior leaders from across the ecosystem, including ministers, regulatory authorities, members of parliament, international organisations, and mobile operators, with global representation across all continents.

Main focuses of the roundtable:
- To present the global opportunity on how the mobile industry is adopting Artificial Intelligence (AI).
- To discuss the role key stakeholders can play to create a flourishing AI environment.

Common agreements reached:

➤ **AI is having a profound impact on our societies**. In the mobile industry, AI is enabling mobile operators to provide better services, optimise core business, boost productivity, and save energy; while for governments and public agencies AI products and services can help address pressing global challenges such as economic uncertainties, natural disasters, and the people's quality of life.

➤ **The potential of AI is vast and largely untapped**. By working together with policymakers, regulators, industry leaders, SMEs, academia and civil society, we have an opportunity to create a thriving environment. Due to AI transcending borders, there is a need for collaboration, dialogue and best practice sharing beyond national borders. Examples of successful collaborations include the Global Partnership on AI (GPAI), triple helix partnerships and the OECD's Working Party on Artificial Intelligence Governance and its network of experts.

➤ **Investment and innovation are crucial to leveraging the full potential of AI**. Examples to consider are time-limited regulatory sandboxes in which innovative ideas and concepts can be tested and piloted safely; technology innovation & entrepreneurship centres; increased investments into research and innovation, as also AI procurement to enhance financially sustainable initiatives that save people and the planet; and to promote responsible AI systems which operate as intended without adverse impact.

➤ **There is a need to raise awareness and develop talent.** Across public and private sectors, including SMEs and academia, to ensure actions are guided by best practices; such as the Digital Talent initiative, AI Apprenticeship programme and AI for training pillar.

➤ **A trusted environment of AI is essential to harness its full potential for the betterment of humanity.** We can do so by establishing a human-centric and risk-based approach while ensuring that AI operates reliably, responsibly, fairly and in a trustworthy way for all stakeholders; examples include AI Verify, Model AI Governance Framework and Responsible use of AI by design. We also welcome UNESCO, OECD, GPAI, GSMA and other interested stakeholders to work on providing recommendations for implementing AI ethics into practice.

GSMA's Next Steps:

The GSMA looks forward to continuing working with governments, regulators, international organisations, and the mobile industry to progress these enablers to unleash the power of ethical AI. These next steps include:

> - **Supporting implementation of AI Ethics by design**: Supporting mobile operators in implementing ethical AI processes into business as usual and exchanging best practices with international organisations and policymakers.
> - **Delivering "Mobile Big Data (MBD) and AI" capacity-building courses for policymakers and regulators**. For more information visit GSMAtraining.com
> - **Encouraging collaborations**: Continue bringing together the private and public sector, international organisations, and academia to exchange lessons learnt and best practices and support policy makers starting the journey of MBD and AI.

Approved by:

Mobile Network Operators: AT&T, Deutsche Telekom, Telefonica, Telenor

International Organisations: OECD, UNESCO, GSMA

Government representatives from: Benin, India, Japan, Malaysia, Singapore, Spain, United States