Shaping AI to better serve people & society
What does AI have to do with society?

What does AI have to do with philanthropy?
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What does AI have to do with society?

AI breakthrough could spark medical revolution

How artificial intelligence is helping tackle environmental challenges
What does AI have to do with society?

Too often AI is shaped by the interests of governments and the tech industry without adequate concern for the individuals and communities it affects.
What does AI have to do with society?

AI has been associated with a range of social justice issues:

- Justice, democracy & the rule of law
- Labour rights & consumer protection
- Equity and anti-discrimination
- Climate
What does AI have to do with society?
Justice, democracy & the rule of law

TikTok algorithm directs users to fake news about Ukraine war, study says
Scrolling curated For You Page exposes users to disinformation within 40 minutes, investigation by NewsGuard suggests
• Russia-Ukraine war: latest updates

My sons were profiled by a racist predictive policing system — the AI Act must prohibit these systems
By Diana Sardjoe

Inside the Suspicion Machine
Obscure government algorithms are making life-changing decisions about millions of people around the world. Here, for the first time, we reveal how one of these systems works.
EVA CONSTANTARAS, GABRIEL GEIGER, JUSTIN-CASIMIR BRAUN, DHNYU KADNTRA, HTET AUNG
MAR 8, 2023 7:00 AM
What does AI have to do with society?

Labour rights & consumer protection

A Roomba recorded a woman on the toilet. How did screenshots end up on Facebook?

Robot vacuum companies say your images are safe, but a sprawling global supply chain for data from our devices creates risk.
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Equity and anti-discrimination

This Student Is Taking On ‘Biased’ Exam Software

Mandatory face-recognition tools have repeatedly failed to identify people with darker skin tones. One Dutch student is fighting to end their use.
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Climate

**ARTIFICIAL INTELLIGENCE**

Training a single AI model can emit as much carbon as five cars in their lifetimes

Deep learning has a terrible carbon footprint.

**Europe’s hidden energy crisis: Data centers**

Brussels zones in on digital economy’s heavy energy and water use.

Investigation reveals Facebook driving users towards extreme climate denial content

Digital Threats

Big tech failing to live up to pledges on climate disinformation
What does AI have to do with society?

From its design to its implementation and impact, AI reflects and amplifies the systems of power and privilege by which it was born.

Mozilla Foundation, AI Impacts In The Consumer Space & Social Justice
What does AI have to do with philanthropy?
What does AI have to do with philanthropy?

Artificial Intelligence is now a player in the shaping of knowledge, communication and power... Artificial Intelligence, in the process of remapping and intervening in the world, is politics by other means.

Kate Crawford, Atlas of AI
What does AI have to do with philanthropy?

The European Union and governments around the world are developing regulation that could set the future direction of AI.

Civil society organisations can shape these policies so that AI serves the needs of people and society.

And they can use new legislation to hold to account those who develop and deploy AI.
What does AI have to do with philanthropy?

Top 10 digital industry lobbyists

Tech firms ranked by how much they spend lobbying the EU Institutions.

- Google: 5.8M
- Facebook Ireland Limited (FB-I): 5.5M
- Microsoft Corporation: 5.3M
- Apple Inc.: 3.5M
- Huawei Technologies (Huawei): 3M
- Amazon Europe Core SARL: 2.8M
- IBM Corporation (IBM): 1.8M
- Intel Corporation: 1.8M
- QUALCOMM Incorporated (QCOM (NASDAQ)): 1.8M
- Vodafone Belgium SA (VBSA): 1.8M

Chart: Corporate Europe Observatory & Lobbycontrol • Source: EU Transparency Register • Created with Datawrapper

Corporate Europe Observatory, Big Tech’s Web of Influence in the EU
What does AI have to do with philanthropy?

Since we were established in 2020, the European AI & Society Fund has supported almost 40 organisations with a grantmaking budget of around €1.8m each year. These are some of our current grantees.

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<td>• European Network Against Racism</td>
<td>• European Council of Autistic People</td>
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Empowering civil society

Our grantees have helped put fundamental rights and democratic freedoms at the heart of policymaking on AI and have brought the perspectives of marginalised communities such as migrants and sex workers to the debate.

- Transparency requirements in the Digital Service Act around how social media platforms recommend and amplify content
- Curtailing surveillance-based advertising by limiting use of personal data for targeted ads

- Ban predictive policing systems in the Artificial Intelligence Act
- Ban real-time facial recognition in the AIA
- Ban on emotion recognition software in AIA
- Ban on profiling and automated risk assessments of migrants in the AIA