

How to Adopt an Impact-Based Approach to Responsible AI?



BSR draws on its sustainability and human rights expertise to help companies adopt an impact-based approach to Responsible AI – to manage impacts on people and the environment across the company’s value chain and address emerging business risks and opportunities.

GOALS

1 Understand the basics of Responsible AI

HOW BSR CAN HELP

- Scan of AI activities across the company and identification of high-risk use cases*
- Trainings for relevant job functions on the basics of Responsible AI
- Executive/board briefings on evolving expectations and regulations
- Responsible AI policy or principles in line with international and regional guidelines and human rights standards



2 Establish your Responsible AI priorities

- Review of existing materiality assessment to identify AI’s impact on material issues
- AI risk assessments focused on risks to people and the environment*
- Human rights assessments in line with the UNGPs*
- Review of AI impacts on climate strategy and goals; water, energy, land-use metrics in line with TCFD and TNFD
- Futures exercises to explore long-term implications on the business, society, and the environment



3 Integrate Responsible AI into business processes

- Responsible AI strategy and governance, including risk management frameworks and escalation processes
- Stakeholder engagement via expert advisory councils



* Can be undertaken in line with EU AI Act classifications

CONTACT US

To learn more about how BSR helps companies adopt an impact-based approach to Responsible AI, and to discuss what’s right for your organization, please reach out to us.