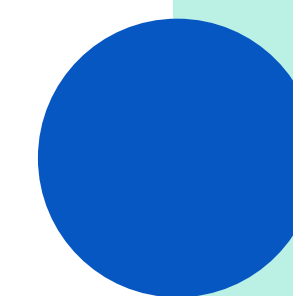
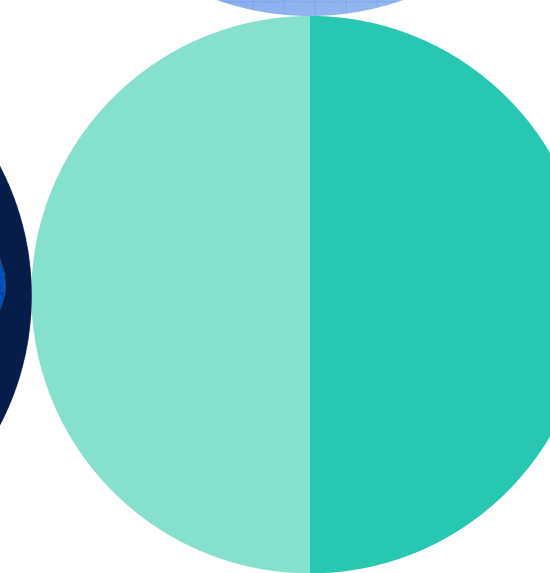




PARTNERSHIP ON AI

Meeting the Moment

2023 ANNUAL REPORT



From PAI’s CEO

2023 was a year of seismic shifts in AI. While advancements in generative AI technology were perhaps most notable, the field also witnessed growth in public awareness of the potential impacts of AI in sectors such as education and entertainment widespread access to new generative AI tools in the west, and energy and attention from policy-makers aiming to spur innovation and competition while protecting their citizens. In just a year, these changes have had a significant impact on the broader landscape of how we engage with technology and each other.

With these shifts, PAI’s mission to bring diverse voices together across global sectors, disciplines, and demographics so that AI developments advance positive outcomes for people and society is more important than ever. More relevant to the rapidly growing base of companies deploying AI across their businesses, more urgent to governments grappling with AI risk and safety, and more essential to individuals already impacted by AI misuse and communities striving to realize a people-centered future for AI.

As I reflect on a year of profound change in our field, I’m most proud of how PAI has been able to meet this moment. Last year, we were able to respond to rapidly shifting contexts with collectively defined guidelines for responsible practice, to

convene and engage policy makers to turn these ideas into lasting change, and to keep people centered through it all.

But this work isn’t only a reflection of 2023. Our ability to achieve these impacts are the culmination of years of intentional foresight, thoughtful collaboration, and sustained effort by PAI staff, our Board members, and our invaluable constellation of partners representing 119 organizations across 17 countries.

This year, Jerremy Holland was appointed Board Chair, and Jatin Aythora and Joelle Pineau were appointed Vice Chairs. I am truly thankful to our Board Directors, Staff Team, Steering Committee and Working Group Members, and Partners. Our community knows that AI can be a force for good, IF we develop, distribute, and use it responsibly. Together we have made important progress towards that goal. Thank you for investing in and advancing this community of change through the pivotal moments of 2023. I look forward to continuing to work together with you in 2024 towards our vision of a future where we all develop AI to build a more just, equitable, and prosperous world.



Sincerely,
Rebecca Finlay
CEO, Partnership on AI

THANKS TO THE PAI BOARD OF DIRECTORS

Jerremy Holland Apple <i>Chair</i>	Ben Coppin DeepMind
Jatin Aythora BBC Research & Development <i>Vice-Chair</i>	Lama Nachman Intel Labs
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A Year of AI Transformation

The pace and scale of shifts across the AI landscape in 2023 underscored the critical nature of PAI's community and efforts amidst rapidly evolving contexts.



Accelerated development in generative AI technology completely changed the landscape of what's possible for AI creators and users.



Huge leaps in adoption and pervasiveness of AI spurred increasing attention from the private sector, policy makers, and the public on the possibilities and risks of such rapid change in development and usage.



The pace of these shifts heightened urgency around societal-level planning and action for AI innovation, inclusion, and safety.

Since 2016, PAI has been convening a diverse and growing multistakeholder community to identify, investigate, and collaborate on the most relevant and pressing AI challenges and opportunities. Our work in 2023 exemplified how we can anticipate, prepare for, and respond to these contexts to proactively co-create a people-centered future of AI.

JANUARY

ABOUT ML in Practice: Published report on ML documentation pilot project with UNOCHA

FEBRUARY



Synthetic Media Framework: Launched timely guidance for AI-generated media with 10 supporter organizations

MARCH

Summit for Democracy: White House featured PAI's Global Task Force for Inclusive AI

APRIL

SXSW: Organized panels on synthetic media and AI in newsrooms

Safe Foundation Model Deployment: Hosted workshop to kick-off guidance development

MAY

New Partners: Onboarded 3 new PAI Partners

JUNE

Global Task Force for Inclusive AI: Launched with inaugural members



Guidelines for AI & Shared Prosperity: Published guidelines to help center worker voice and steer AI development so economic benefits are shared by all

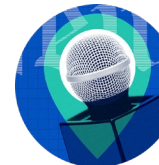
2023 PAI Partner Forum: Convened 100+ partners in San Francisco

JULY

Safe Foundation Model Deployment: Stood up dedicated working group to develop guidance

US Department of Commerce: Hosted Partner Roundtable with NTIA Administrator

AUGUST



AI Adoption for Newsrooms 10-Step Guide: Shared for public comment

New Partners: Onboarded 4 new PAI Partners

OCTOBER

New Partners: Onboarded 5 new PAI Partners

Policy Steering Committee: Launched and appointed 14 global experts



Safe Foundation Model Deployment: Launched guidance to inform practice and policy innovation

PAI Policy Forum: Convened first-ever policy-focused meeting as a member of the UK's **AI Fringe**

NOVEMBER

AI in Campaign Ads: Provided FEC with policy guidance leading up to presidential election year

UK AI Safety Summit: PAI CEO Rebecca Finlay attended to represent civil society

AI Adoption for Newsrooms 10-Step Guide: Published final guidebook

DECEMBER

Synthetic Media: Launched a glossary for transparency methods



"Eyes Off My Data" White Paper: Published in collaboration with PAI Partner Apple

Developing Responsible Practices for the Age of Generative AI



Responsible Practices for Synthetic Media

50+ ORGANIZATIONS INVOLVED IN DEVELOPMENT

18 ORGANIZATIONS SIGNED ON TO USE THE FRAMEWORK

10 IMPLEMENTATION CASE STUDIES DEVELOPED

[EXPLORE THE FRAMEWORK](#)

In February 2023, PAI launched the Responsible Practices for Synthetic Media: A Framework for Collective Action, with 18 partners to date aligning their practices for ethical and responsible development, creation, and sharing of AI generated media.

As generative AI technology propelled realistic synthetic media from the lab to the laptops and devices of everyday people, PAI's Framework was already collaboratively defined by and available to key stakeholders—like builders of infrastructure and technology, creators, and media distributors and publishers—whose decisions influence the societal impacts of these technologies.

As synthetic media becomes one of the engines of digital content creation, the responsible practices advanced by Framework supporters have the power to improve consent, disclosure, and transparency for massive end-user bases. With 18 organizations signed on as institutional supporters of the Framework, we are seeing PAI's principles of synthetic media governance in practice, scaling our impact to the billions of users reached by Framework supporters such as BBC, Google, Meta, and TikTok.

In 2024, PAI will publish in-depth case studies from Framework supporters on how they have applied Framework principles in practice, and use learnings to inform public policy.

“

These recommendations represent a necessary step towards society collectively working out ways to address the global challenges presented by AI progress, and we are pleased to take part in PAI's efforts to guide the industry.”

DAVE WILLNER

FORMER HEAD OF TRUST & SAFETY AT OPENAI

“

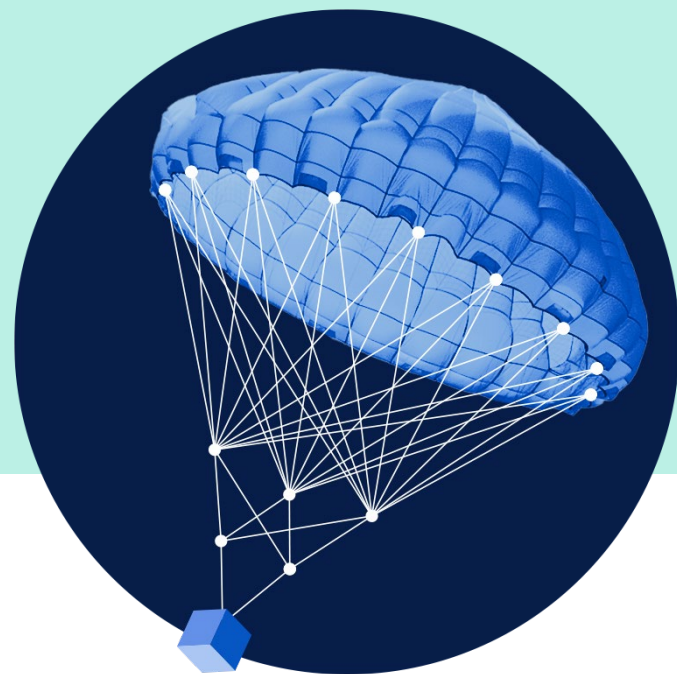
Ensuring strong ethical boundaries are in place from the early phases of these technological developments brings us closer to solutions that can benefit civic journalists and human rights defenders worldwide.

We're delighted to partner with PAI to present this framework of responsible practices.”

JACOBO CASTELLANOS

TECHNOLOGY, THREATS AND OPPORTUNITIES COORDINATOR AT WITNESS

Building an Ecosystem that Promotes AI Safety



Guidance for Safe Foundation Model Deployment

50+ ORGANIZATIONS
INVOLVED IN DEVELOPMENT

10+ ENDORSEMENTS
OF THE GUIDANCE

3 CITATIONS BY PAI PARTNERS
IN THEIR WORK

[EXPLORE THE GUIDANCE](#)

PAI launched Guidance for Safe Foundation Model Deployment, incorporating expertise from 50+ experts and model providers on how to responsibly develop and deploy foundational AI models in ways that promote safety for society.

The foundation models that are powering this wave of innovation in generative AI are a capability step-change from previous technologies. At the cusp of mass adoption, with a growing range of scenarios and unanswered questions around how these models will be monetized and their real world implications, PAI's guidance fills a critical knowledge gap by articulating the landscape of AI risks and how to address them while pursuing model innovation, encompassing different model types and release strategies.

As discussions on AI safety began to heat up among global policy makers, our Model Deployment Guidance laid the groundwork for convening our first-ever [AI Policy Forum](#) and joining time-sensitive policy conversations like the [UK AI Safety Summit](#) with global leaders working to build the foundation of good AI governance and safety for society.

In 2024, PAI will refine recommendations for open access models and publish an updated version of the Guidance.

“

This is one of the most comprehensive, nuanced and inclusive frameworks for responsibly building and deploying AI models through an open approach.

Partnership on AI's leadership has been invaluable.”

JOELLE PINEAU

VICE PRESIDENT, AI RESEARCH AT META
AND PAI BOARD, VICE-CHAIR

“

Partnership on AI's effort to codify best practices for development of foundation models is a critical contribution to public discussion.”

ESHA BHANDARI

DEPUTY DIRECTOR,
ACLU SPEECH, PRIVACY, AND TECHNOLOGY PROJECT
AND MEMBER, PAI SAFETY-CRITICAL AI STEERING COMMITTEE

Prioritizing People in the Emerging AI-Driven Economy



Guidelines for AI and Shared Prosperity

3+ YEARS OF RESEARCH
AND PRACTICE INSIGHTS

2 TOOLS FOR CREATING
A BETTER FUTURE

13 ENDORSEMENTS
OF THE GUIDANCE

[EXPLORE THE GUIDANCE](#)

PAI published Guidelines for AI and Shared Prosperity, with 13 endorsements from experts and stakeholders affirming the power of these recommendations to guide AI deployment in ways that benefit all.

2023 propelled us into a world where 79% of global business and technology leaders expect AI to significantly transform their organizations within the next 3 years, and more than 50 percent of those same leaders also expect generative AI to centralize economic power and increase inequality. But we don't have to build that future.

PAI's Guidelines summarize actionable ways AI-creating and AI-using organizations, labor organizers, and policy makers can assess and ground their decisions, agendas, and interactions in a systematic understanding of the potential impact of AI on the labor market and job quality, centering worker voice in AI development and use.

In this moment of profound opportunity to intentionally design AI technology for a more just, equitable, and prosperous world, changes in practice like OpenAI's commitment to PAI's Data Enrichment Sourcing Guidelines for development of ChatGPT4 and iterations illuminate a path to shared prosperity. In this case, ensuring data workers experience working conditions that respect and value their contributions.

In 2024, PAI will work closely with labor organizers and industry partners to increase adoption of the guidelines, and to develop standards of practice for fair treatment of data workers.

“

These Guidelines reflect the field's current best thinking on evaluating whether a particular use enhances shared prosperity or fuels wealth concentration off the backs of working people.”

UNITED FOR RESPECT

“

Developing AI that genuinely complements workers and improves business processes is a difficult challenge we've been working hard on at Intel.

The Guidelines for AI and Shared Prosperity are a helpful resource on that journey.”

LAMA NACHMAN

INTEL FELLOW & DIRECTOR,
ANTICIPATORY COMPUTING LAB AT INTEL

In 2023, PAI also met the moment for:



Local Newsrooms

AI is already changing how the news is being reported, bringing potential benefits of taking on tedious tasks like transcription while posing risks like spreading misinformation. In November 2023, PAI published *AI Adoption for Newsrooms: A 10-Step Guide*, which provides a step-by-step roadmap to support newsrooms navigating the difficult questions posed by AI tool identification, procurement, and use.



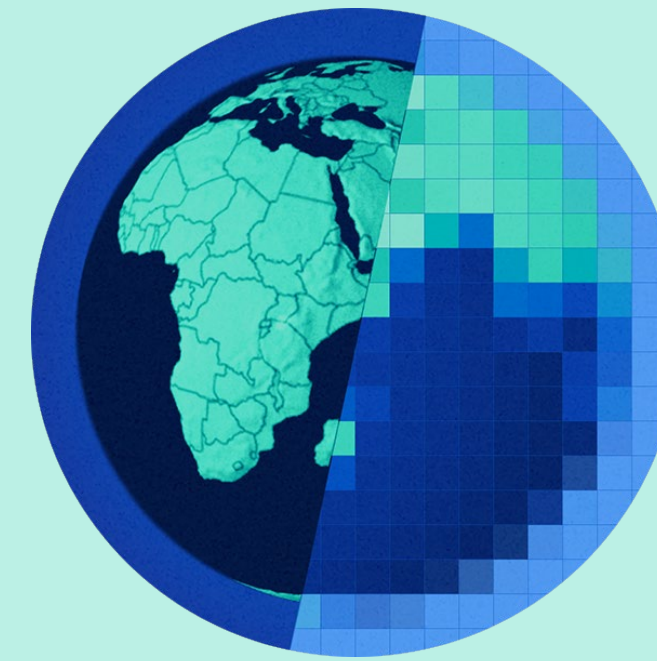
Privacy

To protect user data and privacy, companies are deploying new techniques like ‘federated learning’ and ‘differential privacy’. In collaboration with PAI founding partner Apple, we researched and published a white paper investigating if these techniques can help advance fair and ethical algorithmic decision-making while striking a balance between collecting sensitive demographic data and respecting individual privacy.



Inclusivity

To ensure AI can benefit all people and society, it must be developed with processes and dialogue that are intentionally inclusive of a diverse set of stakeholders and the broader public. In pursuit of this goal, PAI launched the Global Task Force for Inclusive AI, an initiative cited by the White House Office of Science and Technology Policy Director in her remarks at the Summit for Democracy in May 2023.



Public Policy

Ensuring that emerging policy and regulatory frameworks, standards, and technical tools are both consistent and support known best practices requires coordination between policymakers, civil society, academia, and industry. Seizing the opportunity to play a key role in facilitating this coordination, PAI convened policy makers and PAI Partners for critical discussions, including hosting the PAI Policy Forum and co-hosting a roundtable with the US Department of Commerce. PAI also contributed expertise in key policy conversations like the UK AI Safety Summit and at the OECD, and in responses to US government agencies’ calls for expert testimony.

The PAI Community

We can only do this together

PAI's constellation of partners and collaborators are foundational to the progress we've made and continuing AI development that advances positive outcomes for people and society.

Our multi-stakeholder model powered each of the advancements we made in 2023, and it is what will push us to keep evolving with new technology developments, use cases, and stakeholders in mind. Thank you to each of our Partners who make this progress possible.

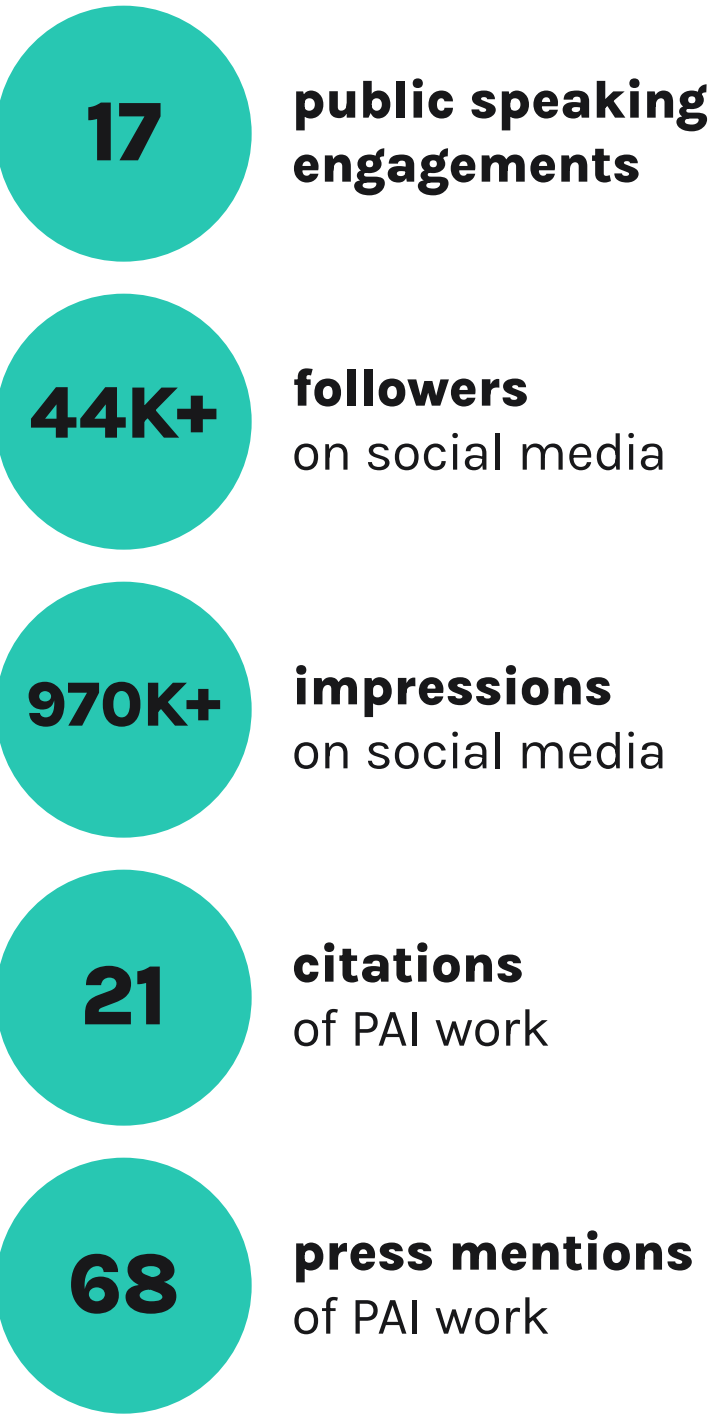


PAI by the Numbers

Creating community
that is international, inclusive,
and equitable



Informing the public
about the social and
societal impact of AI



Encouraging
policy innovation
by governments

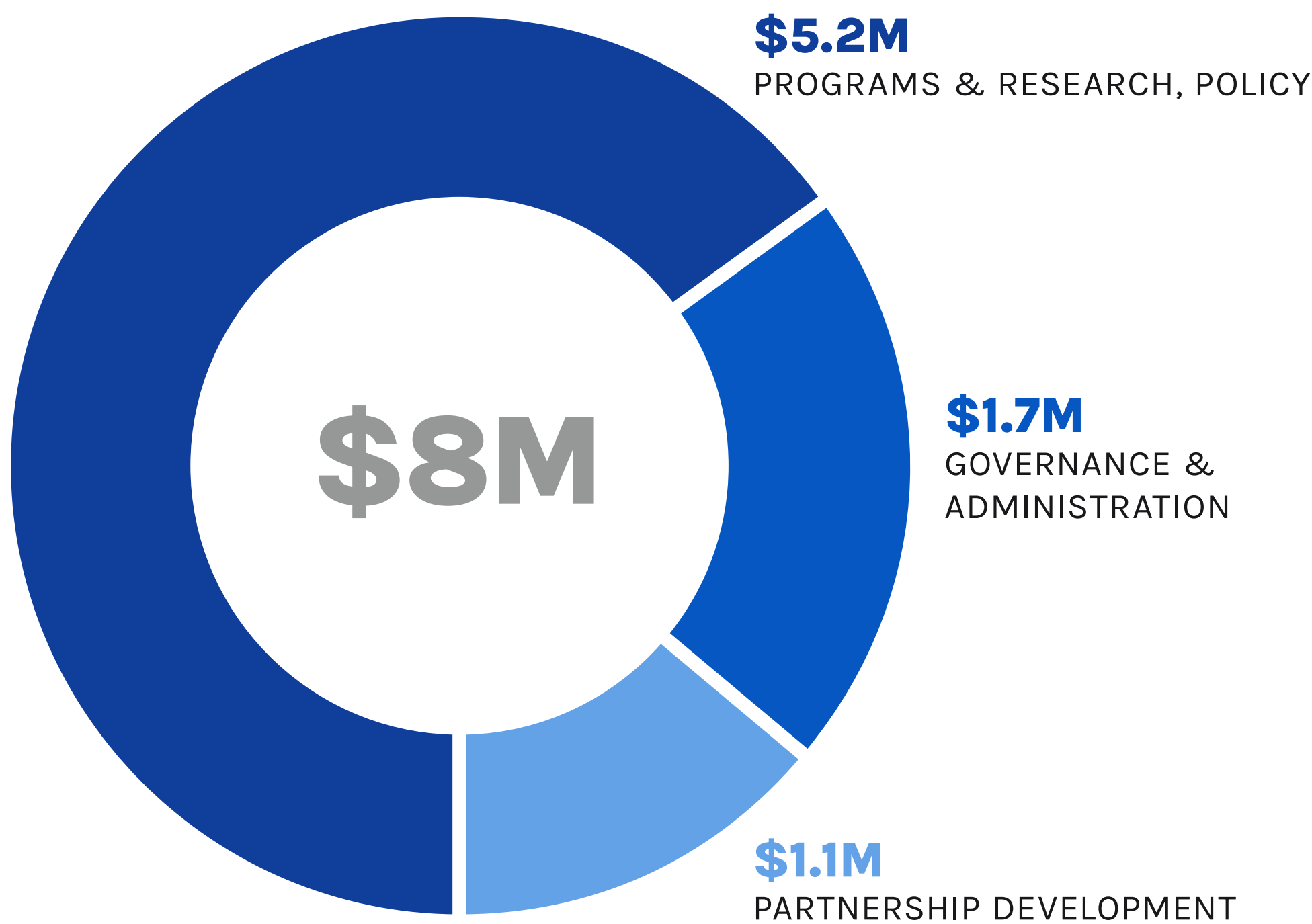


Fostering changes in practice
in all sectors and broader
communities

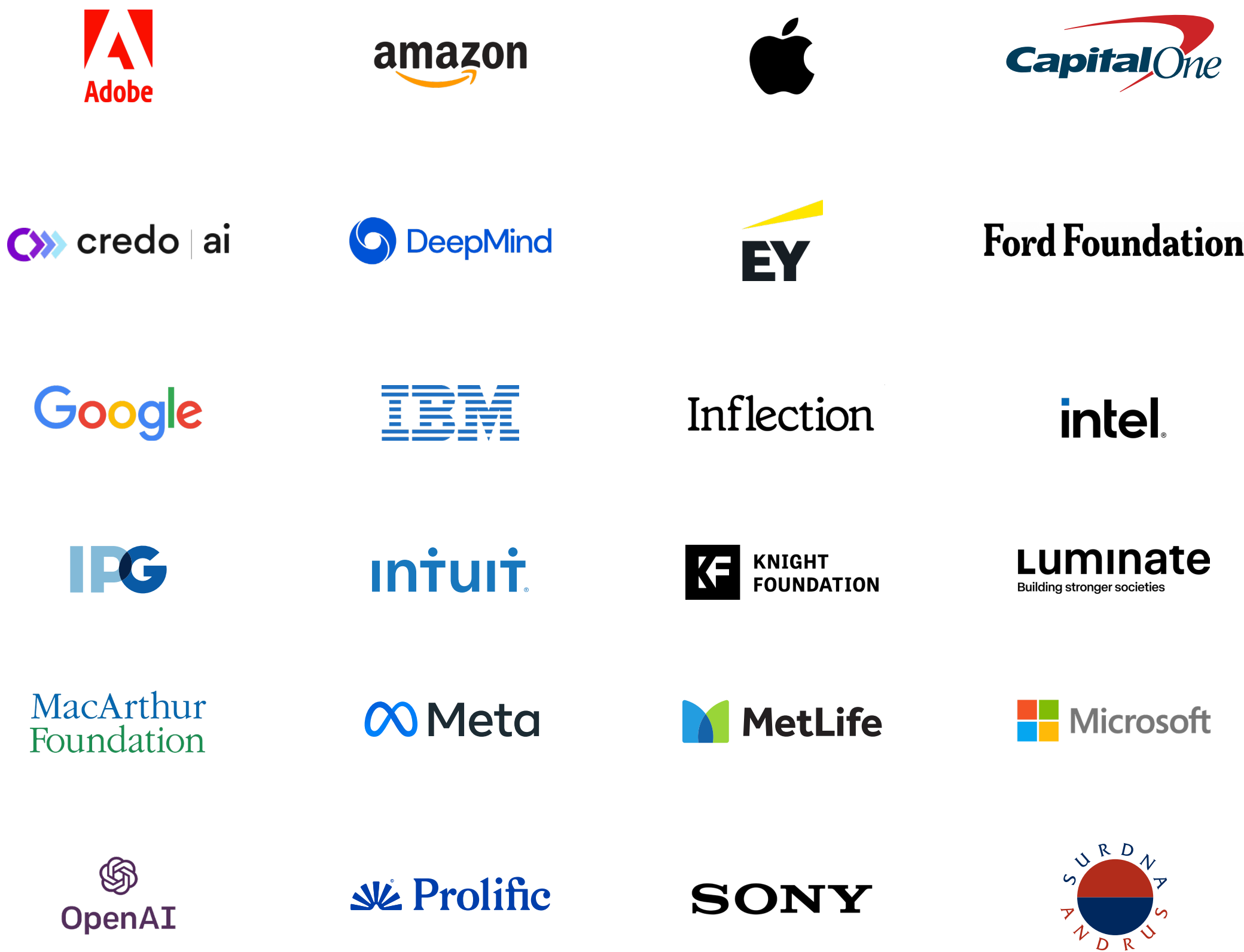


Financials

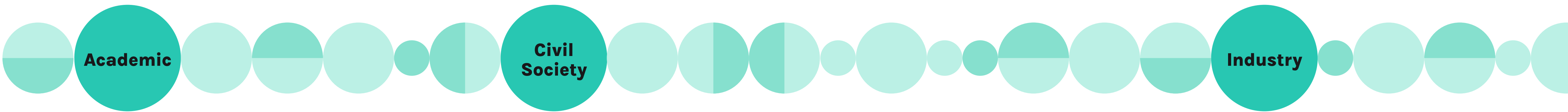
2023 Expenditures



Thanks to our Funders



Thanks to our Partners



Autonomy, Agency and Assurance Innovation Institute

Berkeley Center for Law & Technology

Berkman Klein Center at Harvard University

Carnegie-Tsinghua Center for Global Policy

Center for Human-Compatible AI

Center for Information Technology Policy

Cornell CIS

Duke Reporter's Lab

Fraunhofer IAO

Humanity Centered Robotics Initiative, Brown University

Human-Robot Interaction Laboratory at Tufts University

Innovation Center for Artificial Intelligence

Insight Centre for Data Analytics—University College Cork Ireland

Leverhulme Centre for the Future of Intelligence

Markkula Center for Applied Ethics, Santa Clara University

MIT Initiative on the Digital Economy

MIT Media Lab

Next Generation Artificial Intelligence Research Center

Oxford Internet Institute

Schwartz Reisman Institute for Technology and Society

Starling Lab for Data Integrity

Tech Policy Lab

The Hong Kong University of Science and Technology, Centre for Artificial Intelligence Research

University College London Faculty of Engineering

USC Center for AI in Society

Vision and Image Processing Lab at University of Waterloo

ACLU

Ada Lovelace Institute

AI and Faith

AI Forum of New Zealand

AI Now Institute

AI4ALL

Allen Institute for AI

Alliance for Africa's Intelligence

American Association for the Advancement of Science

American Psychological Association

ARTICLE 19

Association for Computing Machinery

Association for the Advancement of Artificial Intelligence

Berggruen Institute

Business for Social Responsibility

Carnegie Endowment for International Peace

Center for Data Innovation

Center for Democracy and Technology

Centre for Internet & Society

Chatham House

CIFAR

Code for Africa

Creative Commons

Data & Society

Data Economy Policy Hub

Data Privacy Brazil

DataKind

Digital Asia Hub

Digital Catapult

Eticas Foundation

Fairly AI

Ford Foundation

Full Fact

Future of Life Institute

Future of Privacy Forum

G3ict

GLAAD

Hacks/Hackers

Human Rights Data Analysis Group

Institute for the Future of Work

Internet Archive

Joint Center for Political and Economic Studies

Longpath Labs

MacArthur Foundation

Meedan

MetLife Foundation

MITRE

Montreal AI Ethics Institute

Mozilla Foundation

New America Foundation

OpenAI

OPTIC Technology Network

PolicyLink

Sama

shift7

Software.org: The BSA Foundation

Surdna Foundation

TechEquity Collaborative

Technovation

The Alan Turing Institute

The Future Society

The Hastings Center

Thomson Foundation

Underwriters Laboratories

UNICEF

United for Respect

United Nations Development Programme

United Nations Population Fund

Upturn

Wadhvani Institute for Artificial Intelligence

Wikimedia Foundation

WITNESS

Women in Machine Learning & Data Science

XPRIZE

Adobe

Allen & Overy

Amazon

Apple

Capital One

Credo AI

DeepMind

Google

IBM

Inflection.ai

Intel

Interpublic Group (IPG)

Intuit

McKinsey & Company

Meta

Microsoft

Prolific

Sony

Samsung



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to Benefit People and Society