



PARTNERSHIP ON AI

# Principles to Practice

2024 ANNUAL REPORT

# From Our CEO

Since our founding, PAI has worked with our community of academic, civil society, and industry partners to jointly develop real-world guidance for the safe and responsible development, deployment, and use of AI. Together, we developed a clear, collective agenda for action in response to questions like: *When and how should AI-generated media be labeled? How can workers share in the benefits of AI? How can frontier and foundation models be developed and deployed safely? How can citizens and communities benefit from AI?*

In 2024, we worked with our Partners to take action on this agenda, driving impact in practice, policy, and public understanding.

It is with great pride in our community that I look back on the year and see our mission in action. We fostered changes in industry practice, informed emerging public policy, and advanced public understanding. Through case studies, we saw how partners like Adobe, OpenAI, and the BBC are implementing our Synthetic Media Framework. Government agencies from NIST in the US to the OECD have noted PAI's guidance as inputs to public policies.

In addition, we continue to launch new initiatives in areas that most need the attention of our multistakeholder community. This year, we launched a new Philanthropy Steering Committee to better understand the opportunities and risks of AI to this

sector. We mapped the value chain for open foundation models identifying key points of intervention to improve safety. We also released our first policy report with recommendations to improve policy interoperability. PAI's work continues to address the biggest questions about the future of this transformative technology.

As always, our work is grounded in our global community of partners. Bringing together stakeholders from across sectors at in-person forums, workshops, and through online gatherings, we connected with more than 1000 experts within our community and grew to 128 PAI Partners across 16 countries.

I am grateful to work with this community, along with our supportive Board, committed donors, and talented staff. Thank you to all who have contributed and helped drive impact in 2024. I look forward to continuing this momentum in 2025 and beyond.



In partnership,  
Rebecca Finlay  
CEO, Partnership on AI

Partnership on AI (PAI) is a nonprofit community of academic, civil society, and industry organizations who come together to address the most important questions for the future of AI. In 2024, PAI and our Partners focused on real-world solutions for the responsible, safe, and inclusive development, deployment, and use of AI systems.

Aligned with its mission to ensure AI advances benefit people and society, PAI investigated AI's impact on digital media and information, inspired evidence-based AI policy, leveraged AI for positive social impact, advanced safety in AI, and contributed to creating an inclusive economic future in AI. Our work in 2024 brought us several steps closer to realizing our vision of a future where AI is developed to empower humanity by contributing to a more just, equitable, and prosperous world.



The **PAI POLICY FORUM** in New York City enabled connections between members of government, civil society, academia, and industry



## PAI'S YEAR IN SYNTHETIC MEDIA

[AI & Elections Community of Practice](#)

[16 Synthetic Media Case Studies](#)



# Investigating AI's Impact on Digital Media and Information

As AI-generated and manipulated media becomes commonplace, PAI acted as a catalyst for its community to explore and adopt responsible practices.

In 2024, a year where AI-manipulated media was expected to play a role in elections taking place across the globe, PAI continued its work to promote truth and transparency across the digital media and information ecosystem.

Early in the year, PAI launched a cross-sector Community of Practice to explore different approaches to the challenges posed by the [use of AI tools in elections](#), creating space for shared learning.

Demonstrating the application of PAI's Synthetic Media Framework, PAI published 16 in-depth [case studies](#) from AI-developing companies like Adobe and OpenAI, media organizations such as CBC and BBC, platforms such as Meta and Microsoft, as well as civil society organizations like Thorn and WITNESS. The case studies were a requirement of Framework supporters, who explored how the best practices on

responsible development, creation, and sharing of AI generated media could be applied to real-world use cases.

The first set of case studies from framework supporters and accompanying [analysis](#), focused on transparency, consent, and harmful/responsible use cases. The second set of case studies from framework supporters focused on an underexplored area of synthetic media governance: direct disclosure — methods to convey to audiences how content has been modified or created with AI, like labels or other signals — PAI developed [policy recommendations](#) based on insights from the cases. If responsible synthetic media best practices, such as disclosure, are not implemented alongside safety recommendations for open source model builders, synthetic media may lead to real-world harm, such as manipulating democratic and political processes.

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The responsible use of AI is core to OpenAI's mission, and the Synthetic Media Framework has been beneficial towards collectively working out ways to address the global challenges presented by AI progress.”



**LAMA AHMAD**  
TECHNICAL PROGRAM MANAGER  
POLICY RESEARCH  
OPENAI



#### PAI'S YEAR IN POLICY

[Policy Alignment on AI Transparency](#)

##### Citations:

NIST (1, 2, 3)

[US Department of Labor](#)

[USAID](#)

[US Department of State](#)

[NTIA](#)

# Inspiring Evidence-Based AI Policy

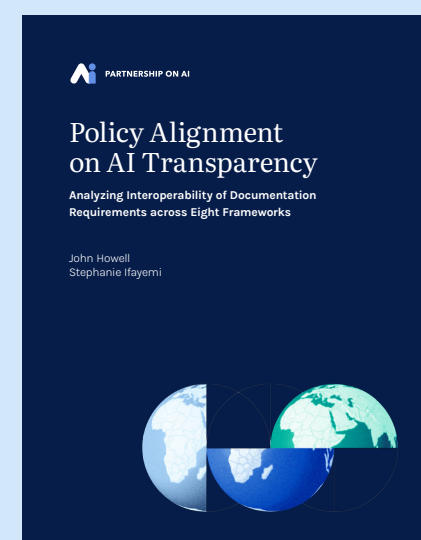
PAI builds bridges between the policy world and our multistakeholder community to support the development of impactful global AI policy.

**B**y convening experts across sectors, building consensus-based frameworks, and facilitating global policy dialogue, PAI has been able to inspire and support the development and implementation of impactful AI policy. Throughout 2024, PAI's work was cited in various policy guidance and initiatives, demonstrating the impact of our resources, research and recommendations to inspire innovations in public policy.

Coordination is critical to developing and inspiring good AI policy and without it, we risk creating an inconsistent patchwork of frameworks and divergent understandings of best practices. Ensuring these frameworks work together is critical which

is why we published the [Policy Alignment on AI Transparency](#) report — a comparative analysis of eight leading policy frameworks for foundation models, with a particular focus on documentation requirements, critical components of transparency and safety.

To further foster collaboration towards responsible AI policy, PAI hosted its [AI Policy Forum](#) in New York ahead of UN week in September. Bringing together representatives from the United Nations and national governments, alongside PAI's community of academic, civil society, and industry partners, the Forum drove in-depth conversations about the need for people-centric policies.



#### NEW RESOURCE

[Policy Alignment on AI Transparency: Analyzing Interoperability of Documentation Requirements across Eight Frameworks](#)

In this report, we analyze current and potential near-term interoperability challenges between the documentation requirements in leading policy frameworks, and offer recommendations that aim to promote interoperability as well as establish a common baseline for best practices for accountability and transparency.

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Technology that  
has global impact  
deserves global action  
and that is why convenings  
like [PAI's Partner Forum]  
which bring together  
the full multi-stakeholder  
community are so vital  
to the future of AI.”



**ALAN DAVIDSON**  
ASSISTANT SECRETARY OF COMMERCE  
FOR COMMUNICATIONS AND INFORMATION  
AND NTIA ADMINISTRATOR



## PAI'S YEAR IN PHILANTHROPY

[AI & Philanthropy Steering Committee](#)

[AI & Philanthropy Forum](#)

### PHILANTHROPY STEERING COMMITTEE MEMBERSHIP

<b>Ruby Bolaria Shifrin</b> Chan Zuckerberg Initiative	<b>Ynis Isimbi</b> Skoll Foundation
<b>Lilian Coral</b> New America	<b>Jeff Jiménez-Kurlander</b> Surdna Foundation
<b>Anamitra Deb</b> Omidyar Network	<b>Amba Kak</b> AI Now Institute
<b>Kay Firth-Butterfield</b> Good Tech Advisory	<b>Lori McGlinchey</b> Ford Foundation
<b>Jonathan Goldberg</b> Surdna Foundation	<b>Aidan Peppin</b> Cohere For AI
<b>Brigitte Gosselink</b> Google.org	<b>Stephen Plank</b> Annie E. Casey Foundation
<b>Joan Harrington</b> Markkula Center for Applied Ethics	<b>Andrew Strait</b> Ada Lovelace Institute
<b>Janet Haven</b> Data & Society	<b>Martin Tisé</b> AI Collaborative
<b>Tia Hodges</b> MetLife Foundation	<b>Sandra Topic</b> Amazon Web Services

# Leveraging AI for Positive Social Impact

PAI empowers the philanthropic community, connecting them to academic, civil society, and industry experts, to guide its approach to managing the risk and harnessing the benefit of AI.

## Launch of PAI's Philanthropy Steering Committee

PAI recognizes that philanthropic organizations play a critical role in driving change towards equitable AI and by leveraging data-driven approaches, these organizations can support the development and use of safe, responsible, and inclusive AI tools and systems. That is why in 2024 PAI launched the [AI & Philanthropy Steering Committee](#), a pivotal new initiative fostering collaboration, dialogue, and action at the intersection of AI and philanthropy.

The primary purpose of the AI & Philanthropy Steering Committee is to define and guide philanthropic initiatives that leverage AI for positive social impact. The committee dedicates its time to the broad spectrum of challenges and opportunities AI presents to the philanthropic and nonprofit landscape, comprising a diverse assembly of industry, philanthropy, nonprofit community leaders, academia and subject matter experts.

## Philanthropy Forum

PAI brought together the AI & Philanthropy Steering Committee and broader community of PAI Partners at the AI & Philanthropy Forum in March 2024. The forum fostered meaningful conversations and collaborations, emphasizing strategic collective action to address the societal impacts of AI. The forum underscored the critical role of philanthropy in advancing social equity in the AI space and by continuing to prioritize inclusivity and collaboration PAI has helped foster a landscape reflective of our values and aspirations.



[Watch the Philanthropy Forum keynote address by Don Chen, President of the Surdna Foundation](#)

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We recognize that artificial intelligence is a powerful force that can shape the future of our society and the well-being of our priority populations. That is why we are proud to support the Partnership on AI and its efforts to foster ethical and responsible AI development and use across the philanthropic sector and beyond.”



**JONATHAN GOLDBERG**  
VICE PRESIDENT OF LEARNING & IMPACT  
SURDNA FOUNDATION



### PAI'S YEAR IN AI SAFETY

[Risk Mitigation Strategies for the Open Foundation Model Value Chain](#)

[ABOUT ML Pilot Reports](#)

## Advancing Safety in AI

This year, PAI took proactive steps to address the deployment of AI systems in contexts where safety risks can have widespread consequences, including healthcare, finance, transportation, and media.

Recognizing the urgent need for robust safety measures, we convened over 50 experts through a collaborative workshop with GitHub to explore safeguards for state-of-the-art open foundation models and roles and responsibilities within the [AI value chain](#).

We also published three [pilot study reports](#) on our ABOUT ML initiative, which promoted the standardization of AI/ML documentation to enhance transparency and foster societal trust within organizations. Through comprehensive engagement, PAI continues to lead in establishing the foundation for responsible AI.



### PAI'S YEAR IN RESPONSIBLE DATA SOURCING

[Protecting AI's Essential Workers:  
A Pathway to Responsible  
Data Enrichment Practices](#)

## An Inclusive Economic Future for AI

In 2024, PAI championed the dialogue on AI's role in shaping an equitable economic future. As AI continues to redefine automation and wealth distribution, we united partner organizations, economists, and worker representatives to craft actionable steps to ensure AI developers and policymakers were equipped to handle the challenges AI poses.

Our work yielded the [Path for Developing Responsible AI Supply Chains](#), a five-step guide to enhance accountability and governance. We released [resources](#) for public comment such as the Vendor Engagement Guidance and Transparency Template, essential tools for fostering responsible practices and improving transparency within AI-driven data supply chains.

These initiatives mark strides toward shared responsibility and greater accountability in the evolving landscape of AI and labor.

Members of PAI's diverse Partner organizations came together for panel discussions and presentations at the **PAI PARTNER FORUM** in Seattle



# PAI in the Media

As PAI continues to shape industry practices, we also continue to contribute our voice to global discussions on AI ethics and governance in the media.

## Beyond the Code BBC Collaboration

PAI developed [Beyond the Code](#), a digital branded series produced by BBC StoryWorks that demystifies AI for global audiences. Discover the ways AI is transforming how we live today – making an impact on the environment, healthcare, and people’s lives.

ENVIRONMENT ▶ WATCH

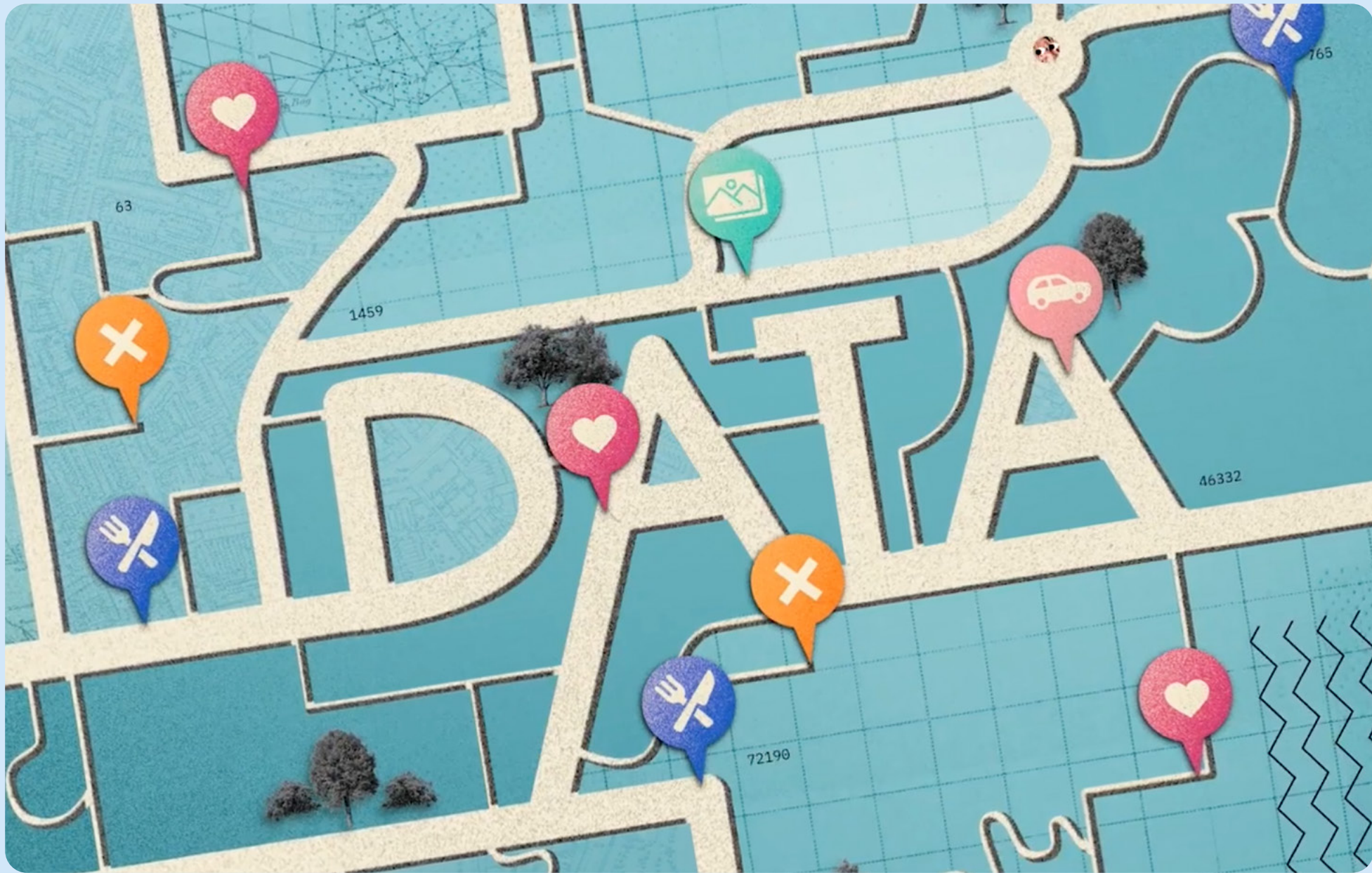
- Smarter energy-efficient buildings
- Copenhagen’s EV charging revolution
- Data-led paths to transform agriculture
- Building more flood resilient communities
- Redefining urban planning
- The new era of renewable energy

HEALTHCARE ▶ WATCH


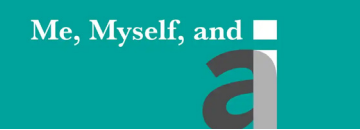
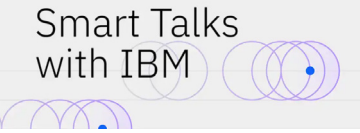
- Advancing pancreatic cancer screening
- Bringing back children’s smiles
- Transforming clinical trial experiences
- AI-matched heart transplants
- The scientists advancing AI’s potential

PEOPLE’S LIVES ▶ WATCH

- Reimagining the modern workplace
- Breaking barriers with language AI
- Enabling inclusive education for all
- Teaching the new AI generation



## Media Appearances

<b>POLITICO</b>	<a href="#">5 questions for Partnership on AI’s Rebecca Finlay</a>
<b>FORTUNE</b>	<a href="#">AI Ph.D.s are flocking to Big Tech. Here’s why that could be bad news for open innovation</a>
<b>INFORMATION WEEK</b>	<a href="#">How CEOs and IT leaders can take the wheel on responsible AI adoption</a>
	<a href="#">Innovation &amp; safety are products of open source</a>
<b>Forbes</b>	<a href="#">Bridging ethics, trust, and inclusivity: three organizations are shaping the future of responsible AI</a>
<b>TECHCRUNCH</b>	<a href="#">Women in AI: Claire Leibowicz, AI and media integrity expert at PAI</a>
<b>IMF PODCASTS</b>	<a href="#">AI that shares the wealth: Stephanie Bell</a>
	<a href="#">Sharing AI mistakes: Partnership on AI’s Rebecca Finlay</a>
	<a href="#">Scaling AI with purpose</a>

# 2024 by the Numbers

Creating community  
that is international,  
inclusive, and equitable

16

countries

128

partners

92

convenings reaching  
**936** participants from  
**27** countries

Informing the public  
about the social and  
societal impact of AI

58K+

followers on social media

1.3B+

earned media & **3M+** social  
impressions on social media

93K+

website visitors

Encouraging  
policy innovation  
by governments

23

educational briefings  
for global policymakers

39

global governments and  
multilateral organizations  
participated in PAI Forums

18

government participants  
from **8** countries  
attended PAI's Policy Forum

Fostering changes in  
practice in all sectors and  
broader communities

7

areas of focus

27

new resources

5K+

downloads of  
PAI resources



**PAI'S PHILANTHROPY FORUM** created opportunities to delve into the role of philanthropic efforts in AI's social impact

# PAI Community

PAI continues to build a community of diverse voices across global sectors, disciplines, and demographics to serve as a powerful platform for fostering a future where AI technologies benefit people and society.

## New Members of the Board of Directors

In 2024 PAI welcomed six new members to its Board of Directors. The new board directors include leaders from the philanthropic, technology, and financial sectors, as well as civil society and academia, bringing a wealth of knowledge and expertise in advancing the responsible and ethical development and use of AI.



**Esha Bhandari**  
ACLU



**Lori McGlinchey**  
Ford Foundation



**Natasha Crampton**  
Microsoft



**Premkumar Natarajan**  
Capital One



**Vukosi Marivate**  
University of Pretoria



**Suresh Venkatasubramanian**  
Brown University

## 17 New Partners joined in 2024

PAI welcomed 17 new partners to our global network of more than 100 organizations to identify AI’s most important challenges and opportunities and co-develop practical, effective guidance for responsible AI.



# Who we are

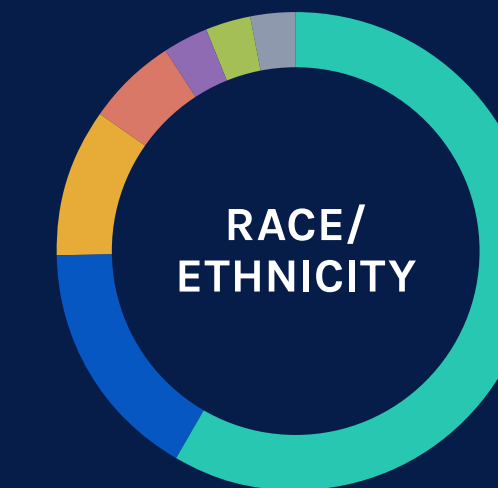
PAI seeks to ensure that AI technologies benefit and empower as many people as possible.

At the heart of our work is a global community of partners committed to the responsible development and use of AI. With the help of our PAI community we are able to uphold the tenets that guide us in advancing positive outcomes for people and society.

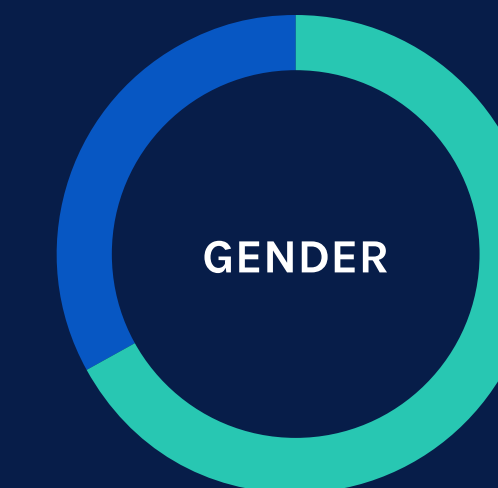
## PAI's Tenets

- 1** We will seek to ensure that AI technologies benefit and empower as many people as possible.
- 2** We will educate and listen to the public and actively engage stakeholders to seek their feedback on our focus, inform them of our work, and address their questions.
- 3** We are committed to open research and dialogue on the ethical, social, economic, and legal implications of AI.
- 4** We believe that AI research and development efforts need to be actively engaged with and accountable to a broad range of stakeholders.
- 5** We will engage with and have representation from stakeholders in the business community to help ensure that domain-specific concerns and opportunities are understood and addressed.
- 6** We will work to maximize the benefits and address the potential challenges of AI technologies.
- 7** We believe that it is important for the operation of AI systems to be understandable and interpretable by people, for purposes of explaining the technology.
- 8** We strive to create a culture of cooperation, trust, and openness among AI scientists and engineers to help us all better achieve these goals.

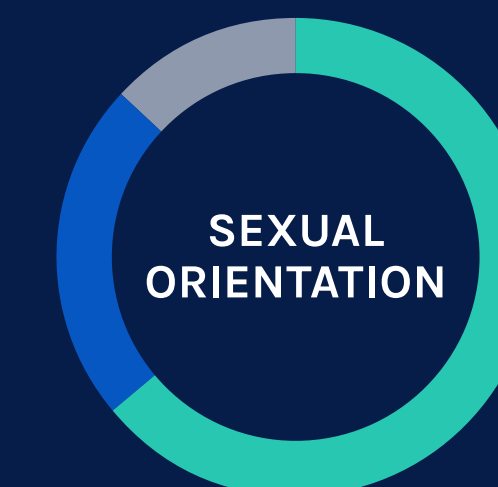
## PAI's Staff



**58%** White  
**16%** Asian  
**10%** Latin American  
**6%** Black  
**3%** Middle Eastern  
**3%** Multi-racial  
**3%** Decline to state



**67%** Female  
**33%** Male



**64%** Straight  
**23%** LGBTQ+  
**14%** Decline to state

# Thanks to our Funders



Ford Foundation



Inflection



OpenAI

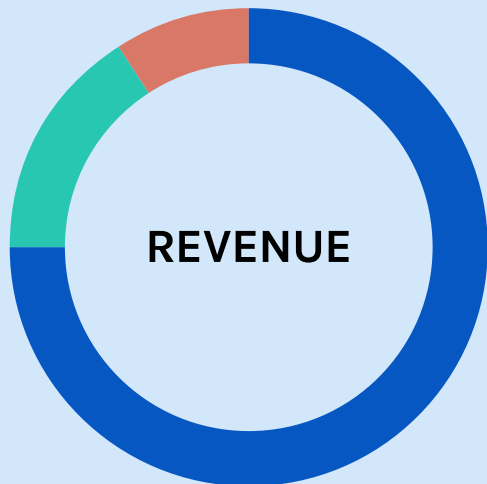


SONY



## Financials

PAI is an independent, nonprofit 501(c)(3) organization, funded by charitable contributions from philanthropy and corporate entities. Our 990 forms from previous years can be found on our [funding page](#).



# Thanks to our Partners

A&O Shearman	Association for Computing Machinery	Center for Democracy and Technology (CDT)	Demos	IBM	Meta	Prolific	Thomson Foundation
ACLU			Digital Asia Hub	Ingram Group / IKEA	Microsoft	Sama	Underwriters Laboratories
Ada Lovelace Institute	Association for the Advancement of Artificial Intelligence (AAAI)	Center for Human-Compatible AI (CHAI)	Digital Catapult	Innovation Center for Artificial Intelligence	MIT Initiative on the Digital Economy	Schwartz Reisman Institute for Technology and Society	UNICEF
Adobe	3A Institute, ANU School of Cybernetics	Center for Information Technology Policy	Duke Reporter’s Lab	Insight SFI Research Centre for Data Analytics	MIT Media Lab	Shift7	United for Respect
AI4ALL		Centre for Internet & Society	Eticas Foundation		MITRE	Software.org, The BSA Foundation	United Nations Development Programme (UNDP)
AI and Faith	BBC		Fairly AI	Institute for the Future of Work	Montreal AI Ethics Institute		United Nations Population Fund (UNFPA)
AI Forum of New Zealand	Berggruen Institute	Chatham House	Fraunhofer IAO			Sony	
AI Now Institute	Berkeley Center for Law & Technology	CIFAR	Full Fact	Intel	Mozilla Foundation	Starling Lab for Data Integrity	University College London Faculty of Engineering
Ai2		Code for Africa	Future of Privacy Forum	Internet Archive	New America Foundation		
Alliance for AI	Berkman Klein Center at Harvard University	Cornell CIS	G3ict	Interpublic Group	Next Generation Artificial Intelligence Research Center	TechEquity Collaborative	Upturn
Amazon	BSR	Creative Commons	GLAAD	Intuit		Technovation	USC Center for AI in Society
American Association for the Advancement of Science (AAAS)	CBC/Radio-Canada	Credo AI	Google	Joint Center for Political and Economic Studies	North American Broadcasters Association (NABA)	Tech Policy Lab	Vision and Image Processing Lab, University of Waterloo
American Psychological Association	Capital One	Data & Society	Hacks/Hackers	Leverhulme Centre for the Future of Intelligence	Online News Association	The Alan Turing Institute	Wadhvani AI
	Carnegie Endowment for International Peace	Data Economy Policy Hub (DepHUB)	Humanity Centered Robotics Initiative, Brown University		OpenAI	The Future Society	Wikimedia Foundation
Apple	Carnegie-Tsinghua Center for Global Policy	DataKind	Human Rights Data Analysis Group (HRDAG)	Longpath Labs	OPTIC Technology Network	The Hastings Center	WITNESS
ARTICLE 19		Data Privacy Brazil		Markkula Center for Applied Ethics, Santa Clara University	Oxford Internet Institute	Centre for Artificial Intelligence Research (CAiRE), The Hong Kong University of Science and Technology	Women in Machine Learning & Data Science
Associated Press	Center for Data Innovation	DeepMind	Human-Robot Interaction Lab, Tufts University	Mastercard	PolicyLink		XPRIZE



**PARTNERSHIP ON AI**

[partnershiponai.org](https://partnershiponai.org)