

INTRODUCTION

Artificial Intelligence (AI) is an excellent driver of development and progress in the fields of education, healthcare, the environment and industry, and it **is an opportunity for reducing inequalities**.

However, the potential of AI can be fully realized only by designing, deploying and operating it in a responsible and inclusive way, because **AI must aim to serve everybody**.

OUR OBJECTIVE

Create a framework of trust for all concerning the way in which AI systems are designed and used.

This Charter is an initial step before committing to the international GEEIS-AI label

It serves as a reference not only for companies developing technology but also for all those that implement AI, so that **diversity is respected and the whole data value chain is based on a responsible approach** that enables discriminatory biases to be identified and controlled.

OUR COMMITMENT

Arborus has been promoting **gender equality and inclusion in the workplace on an international scale for 25 years**, especially through the implementation of the Gender Equality European & International Standard (GEEIS).

The Orange Group, a founding member of the Arborus endowment fund and holder of the GEEIS label since 2011 in 17 countries, is one of the experts that make up the European Commission & Artificial Intelligence High-Level Expert Group (AI HLEG).

Creating trustworthy technology for people together !

- 1 Promoting gender equality and diversity in the teams that work on AI-based solutions.**
- 2 Evaluating and reacting to all forms of discrimination that could arise from biased or stereotyped data.**
- 3 Ensuring that data is of the right quality to guarantee the fairest possible AI solutions : data that is unified, consistent, verified, traceable and usable.**
- 4 Providing awareness-raising training on stereotypes and bias that can lead to discrimination to designers, developers, and everyone involved in producing AI, to make them aware of their responsibilities.**

- 5 Raising user awareness of the risks of bias and stereotyping that can lead to discrimination in AI-based solutions (including HR, finance, customer relations, marketing, etc.), and encouraging them to integrate control points and iterative assessments in specifications.**
- 6 Choosing carefully their suppliers and performing iterative supplier assessments to ensure that the entire AI value-chain is non-discriminatory.**
- 7 Verifying AI-based solutions and continuously adapting processes.**



Signed on, 04th February 2025

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