

# ITU AI Activities Council Briefing

## Information Session

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6 June 09:00 - 9:30





# Artificial intelligence - Areas of action



**Technical standards**



**Capacity development**



**Policy & regulatory assistance**



**UN system-wide coordination**



**Multi-stakeholder dialogue  
platform**



# CEB HLCP Interagency Working Group on AI (IAWG-AI)

- Established in 2020
- Co-led by ITU (DSG Lamanuskas) and UNESCO (ADG Ramos)
- 40+ entities
- 10+ workstreams
- Examples of collaborative efforts
  - Input to the UNESCO process on the AI Ethics Recommendations
  - Principles for Ethical Use of AI in the UN System
  - AI Readiness Tools
  - Inventory of UN AI Initiatives
  - White Paper on AI Governance

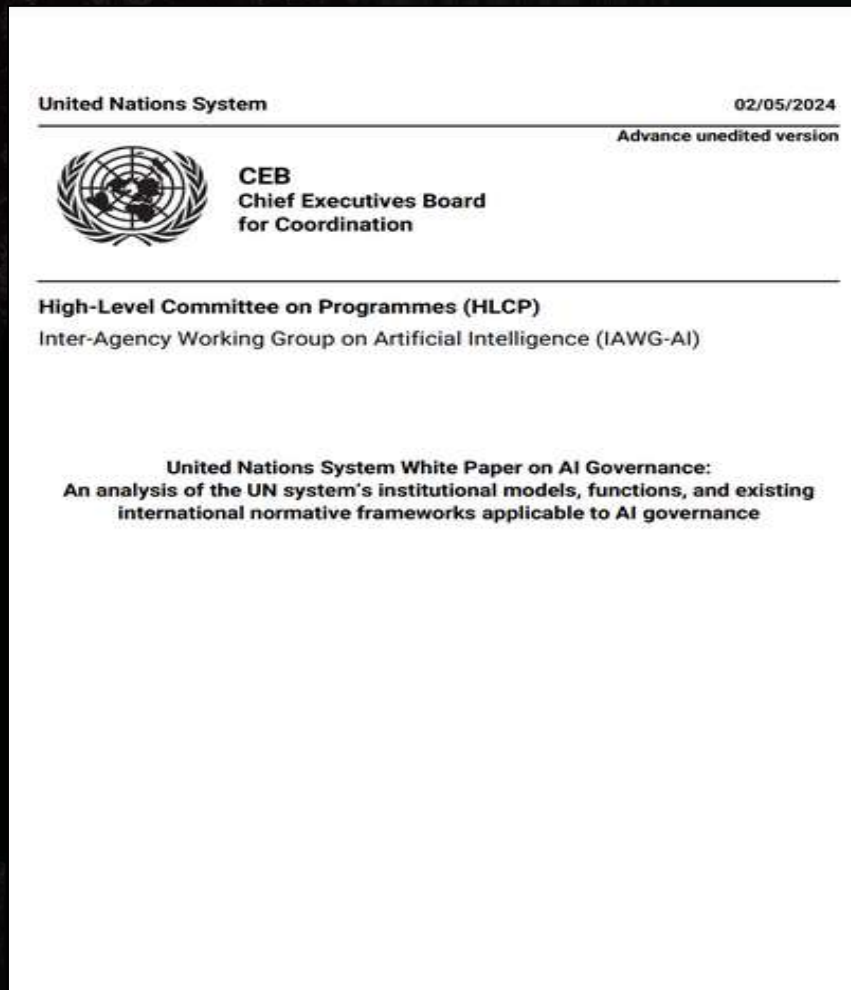




# UN System White Paper on AI Governance

## Three Focus Areas:

1. Existing normative and policy instruments in the UN system to inform and shape AI governance
2. Institutional functions that inform global AI governance
3. Existing governance structures, inclusive normative processes and agile & anticipatory approaches





## AI for Good AI HLAB Engagement and update

- **UN High-Level Advisory Body on AI (HLAB):** Established October 2023, co-chaired by Carme Artigas and James Manyika, with 32 global experts.
- **Purpose of HLAB:** To analyze and recommend strategies for the international governance of AI, ensuring alignment with human rights and Sustainable Development Goals (SDGs).
- **December 2023 Launch:** Interim Report titled "Governing AI for Humanity" released, advocating for stronger international AI governance aligned with international norms.
- **Upcoming:** Final report to be published before the Summit of the Future, summer 2024.
- **ITU Engagement:** Hosted HLAB members in Geneva, March 2024; HLAB members to attend AI for Good Summit 2024 + 2 standards deep-dives with ISO & IEC
- **IAWG-AI White Paper:** Submitted to HLAB for consideration in preparing the final report.

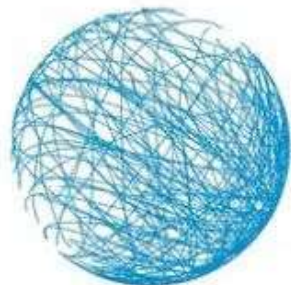




# | Policy and Regulatory

**ITUGSR**  
KAMPALA2024

#ITUGSR



**ITU**WTPF

**Digital Regulation  
Network (DRN)**

A collaborative network  
of networks



**ICT Regulatory  
Tracker**

Evidence-based tool for  
decision-makers and  
regulators in the journey  
from G1 through G4



**G5 Accelerator**



**AI Landscape Survey**

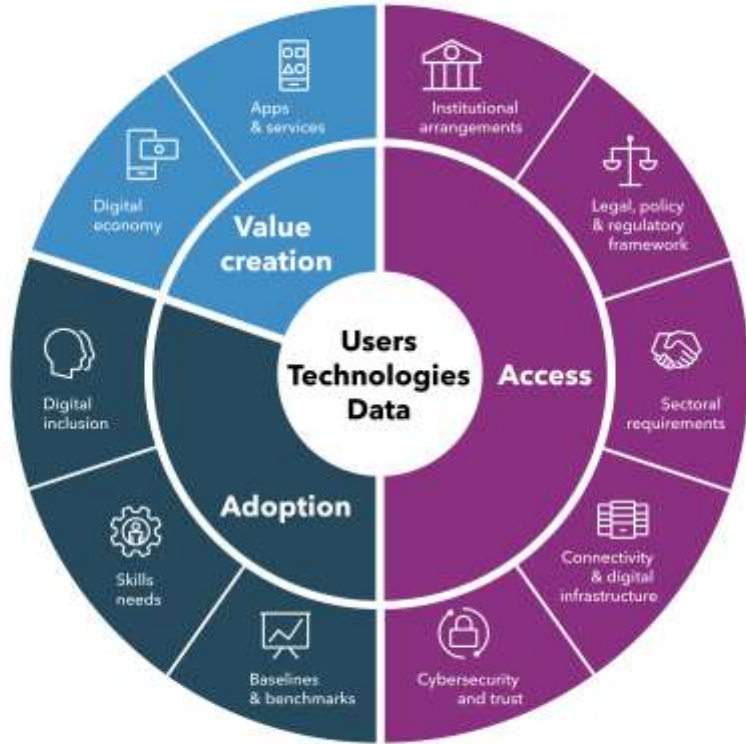
AI-related policy and regulatory initiatives







# | Capacity Development



Digital Transformation Wheel



**AI for Good**  
Impact Initiative



**ITU Academy**  
Empowering minds



Accelerating  
the digital  
transformation  
of government  
services



**Bridging the  
Standardization Gap**

ITU  
**AI/ML in 5G**  
Challenge  
Applying machine learning in  
communication networks  
ai5gchallenge@itu.int

Gold sponsor: Silver sponsor: Organized by:

- ✓ **ITU international numbering resources**
  - Identify **8.9 billion people**
  - Identify **3.5 billion machines (Internet of Things)**
- ✓ **ITU-standard digital certificates for authentication are a cornerstone of trusted exchanges online**



An estimated **95% of international traffic** runs over submarine networks built to ITU standards



Optical networks have grown in capacity by an average of **40% a year for the past 40 years**. Such rapid growth, at viable costs, was enabled by ITU standards.



**Video accounts for over 80% of Internet traffic**, enabled by Primetime Emmy-winning video-compression algorithms standardized jointly by **ITU, ISO and IEC**.





## Examples of AI-leading ITU industry members





# | ITU AI Consensus-based Voluntary standards

**+220**

IA standards published or under development



Quality assessment



Energy efficiency



Multimedia



Network orchestration and management



Security



Protocols & test specs



Cable networks



Network operations & maintenance



Including standard frameworks to **integrate AI/ML in networks**, standard **terms and definitions**, standards to **evaluate AI/ML** models and their results, standards for **data handling**



**Partnerships** laying groundwork for new standards on **AI for health** (ITU, WHO, WIPO), **natural disaster management** (ITU, WMO, UNEP), and **digital agriculture** (ITU and FAO), **Human rights and standards** OHCHR





# AI-related Focus Groups & Initiatives



**AI:🚗** **AI for Autonomous and Assisted Driving**  
ITU Focus Group

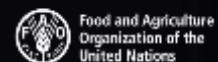
**AI:📶** **Machine Learning and 5G**  
ITU Focus Group

**AI:🛣️** **AI for Road Safety**  
Global Initiative

**AI:+** **AI for Health**  
ITU-WHO Focus Group



**AI:🌱** **AI and Internet of Things for Digital Agriculture**  
ITU Focus Group

 World Health Organization  
 WIPO  
WORLD INTELLECTUAL PROPERTY ORGANIZATION



Food and Agriculture Organization of the United Nations

**AI:⚡** **AI for Natural Disaster Management**  
ITU Focus Group

 WORLD METEOROLOGICAL ORGANIZATION  
 UN environment programme

**AI:☀️** **AI for Environmental Efficiency**  
ITU Focus Group

**AI:🌐** **AI and Data Commons**  
Global Initiative

**AI:👤** **UN Special Envoy for Road Safety**





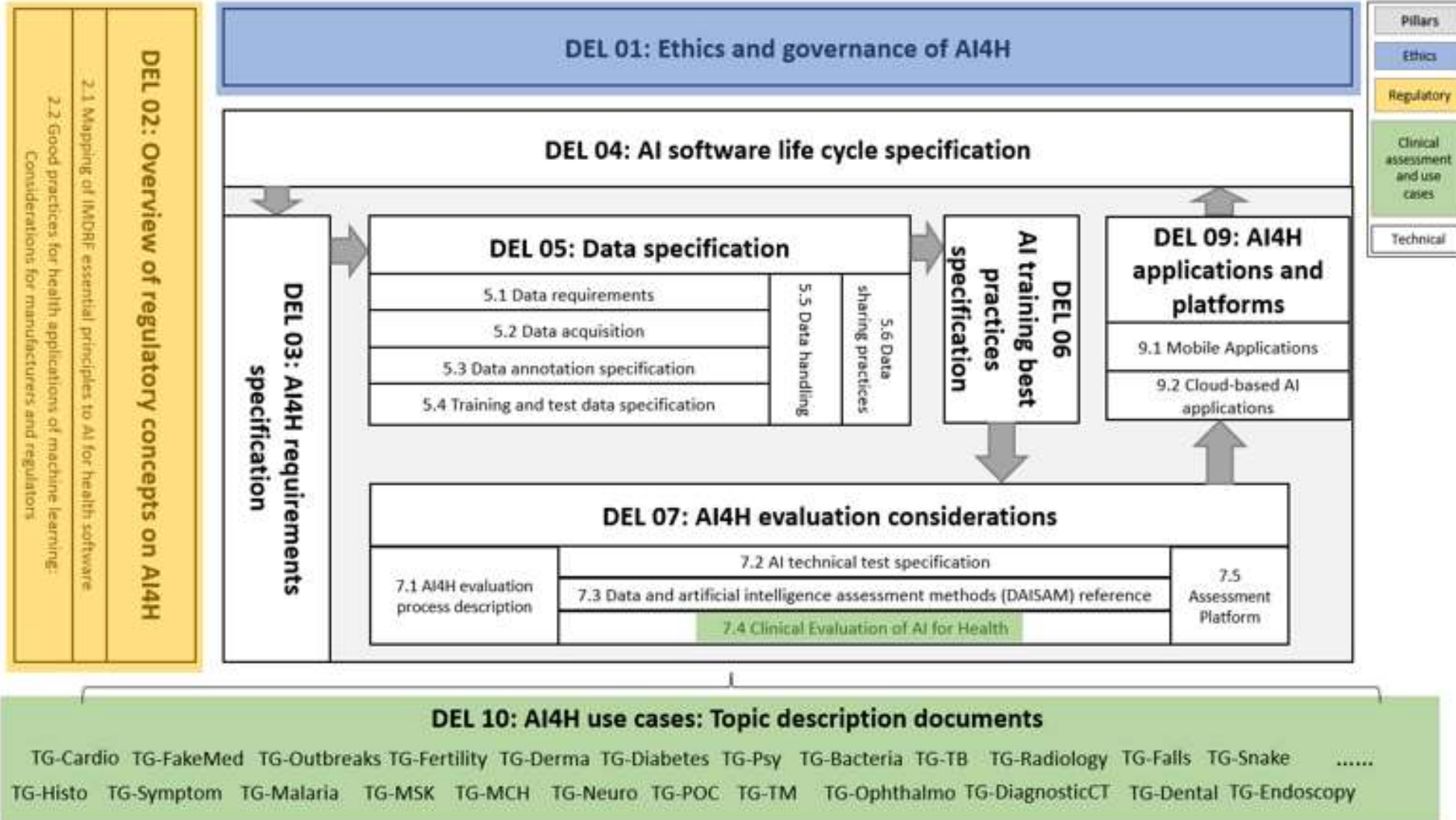


Launch of Global Initiative on AI for Health @ AI4G Summit 2023

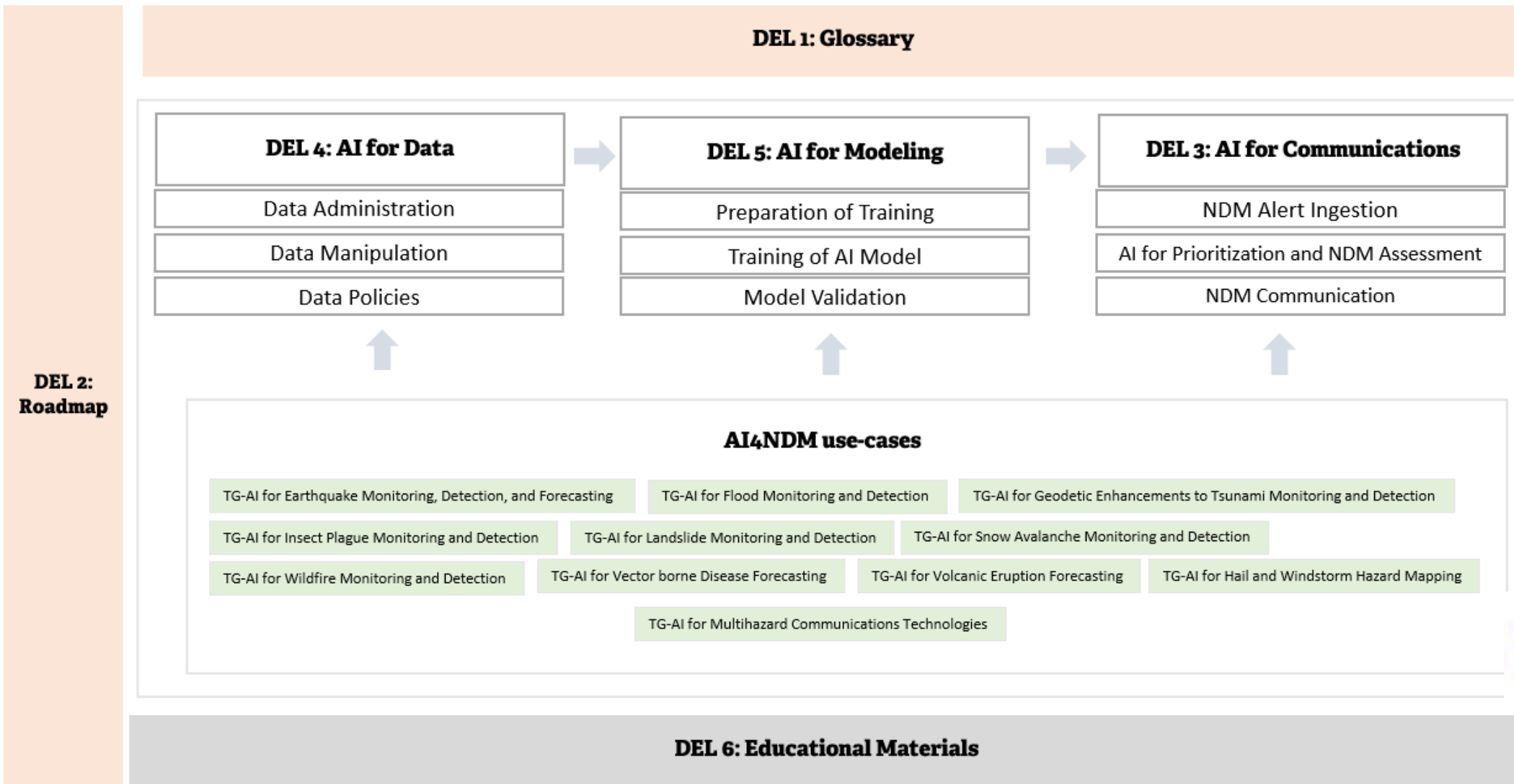


# Published: 35 Specifications and Reports

**Open Code Initiative (OCI):** implementing benchmarking and auditing



# FG-AI4NDM specifications & reports

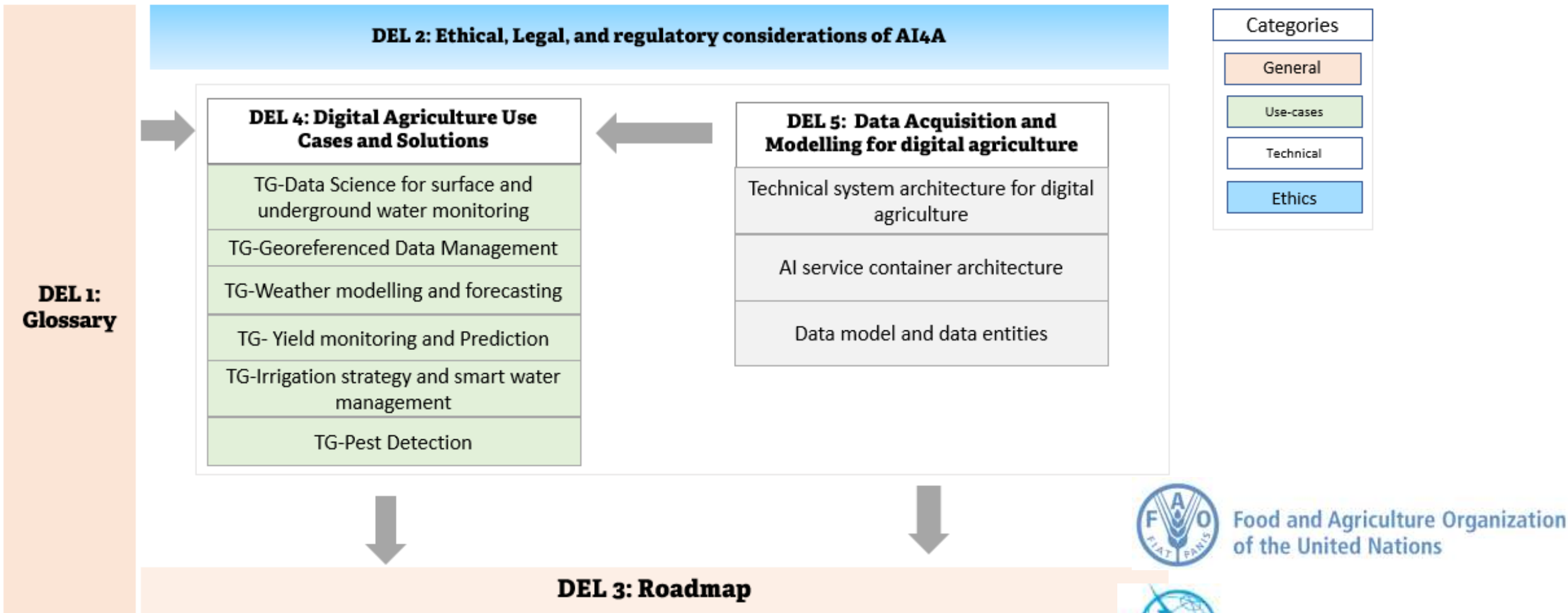


- Categories
- General
  - Use-cases
  - Technical
  - Outreach





# FG-AI4A specifications & reports



# ITU AI/ML Challenges



**160**

Open source  
solutions on GitHub



**+8'000**

Participants



**80**

Competitions from  
ML challenges





# Geospatial AI is helping to tackle the world's greatest challenges

[aiforgood.itu.int](http://aiforgood.itu.int)

## How can the watermark detector(s) be trusted?



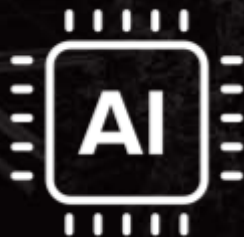
**US government has mandated tech companies** to find ways to identify AI-generated content.



**The EU is also looking at enshrining watermarking requirements in law** (AI Act Dec 2023).



**China has mandated that AI-generated content be clearly labelled.**



**AI watermarking and multimedia authenticity initiatives** need standards and governance



**Different tech companies have their own solutions** with no interoperability





# ITU standards authenticate voice calls to combat AI-generated voice

ITU workshop on improving the security of signalling protocols

29 November 2021  
13:00 - 17:00 CET

Join us online!  
<http://itu.int/go/WS-55P>

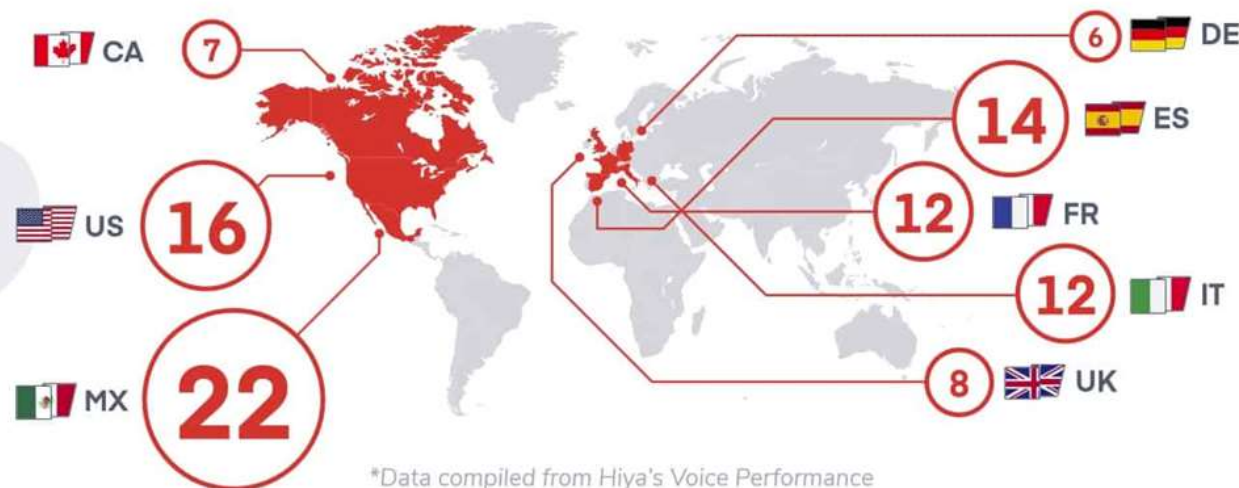


## Biden calls for ban of AI voice impersonations in State of the Union address



### Spam Calls per User per Month in 2020

58% of all spam calls were determined to be fraudulent while 42% were nuisance



\*Data compiled from Hiya's Voice Performance Platform, which processes 13 billions calls per month.



# Standards collaboration on AI watermarking, multimedia authenticity and deepfake detection



Download communiqué





# Focus Group on AI for Natural Disaster Management (FG-AI4NDM)

## Call to build on the work of the Focus Group



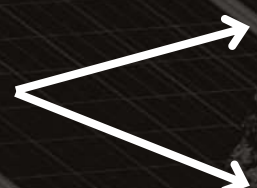
Research



Standards development



Innovation



Natural hazards



Digital technologies (AI)



UPU



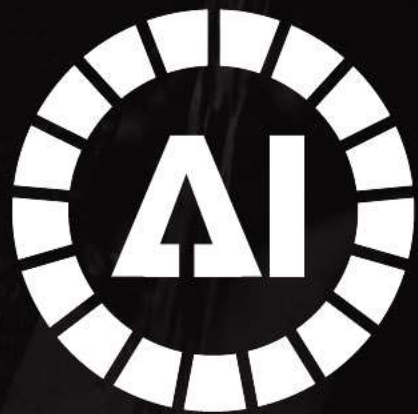
UNFCCC

**UN agencies that requested to join as partners**

in the successor project, a Global Initiative entitled “Resilience to Natural Hazards through AI Solutions” (or “Resolutions”).



ITU Events



# AI for Good

*Accelerating the United Nations  
Sustainable Development Goals*

ALL YEAR  
ALWAYS **ONLINE**

[aiforgood.itu.int](http://aiforgood.itu.int)



38 UN PARTNERS





# THE leading action-oriented, global & inclusive United Nations platform on AI



Organizers

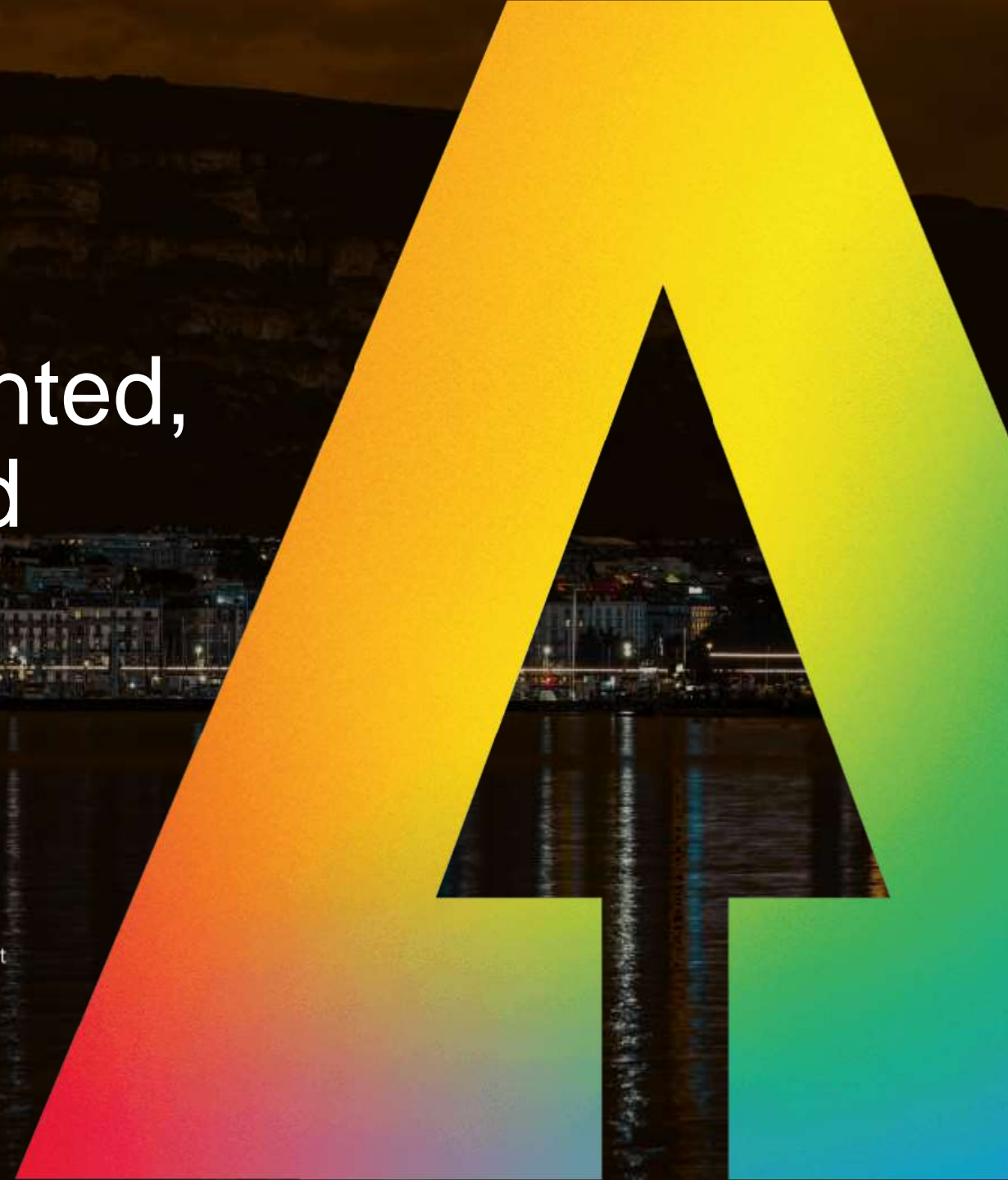


47 UN Organizations



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Co-Covener



A view of Earth from space, showing the curvature of the planet and a bright sun rising over the horizon, casting a blue glow. The background is a dark, starry sky.

AI can help solve  
humanity's greatest  
challenges



A woman is seen from behind, holding a young child. They are standing in a field with several wind turbines in the background. The sun is low on the horizon, creating a bright, hazy glow and lens flare effects. The scene is captured in a warm, golden light, suggesting sunset or sunrise. The woman is wearing a light-colored, long-sleeved top, and the child is wearing a light-colored dress. The wind turbines are silhouetted against the bright sky.

How do we know  
what problems to  
work on?



# Identify

practical applications of AI



# Scale

solutions for global impact



# Accelerate

progress towards the UN  
Sustainable Development Goals







# 47 UN organizations





**AI for Good**

**Active UN Involvement at AI for Good**

**47**

**UN partners**

**50+**

**online events with UN partners**

**117**

**UN speakers online**

**1700+**

**UN profiles on  
Neural Network**

**545**

**UN attendees at  
AI for Good Summits**

**52+**

**UN speakers at  
AI for Good Summits**

**5**

**Pre-standardization  
Initiatives with UN partners**

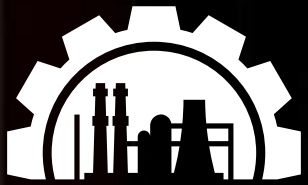
(WMO,WIPO,WHO,FAO,  
UNEP, UNECE)

[aiforgood.itu.int](http://aiforgood.itu.int)





Multi-stakeholder  
**Interdisciplinary**  
Inter-generational



Industry



UN Agencies



Academia



Civil Society



International  
Organizations



Government





AI for Good  
Keynotes



AI for Good  
Discovery



AI for Good  
Webinars



AI for Good  
Perspectives



AI for Good  
On the Go



AI for Good  
Blog

Learn



AI for Good  
Innovation Factory



AI for Good  
tinyML Challenge



AI for Good  
Machine Learning  
in 5G Challenge



AI for Good  
Breakthroughs



AI for Good  
GeoAI Challenge



Build



AI for Good  
Global Summit



AI for Good  
UN AI Actions



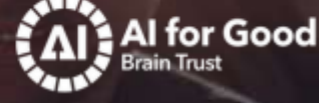
AI for Good  
Neural Network



AI for Good  
SDGs Gateway



AI for Good  
Artistic Intelligence



AI for Good  
Brain Trust

Connect

#MoreThanASummit





# AI for Good | AI for Good Programming and Reach



**5**

Global Summits

**650+**

Online events

**50+**

Competitions  
and challenges

**26K+**

Neural Network  
Members

**183**

Countries

**1,100+**

Hours of content

**100K+**

Online community

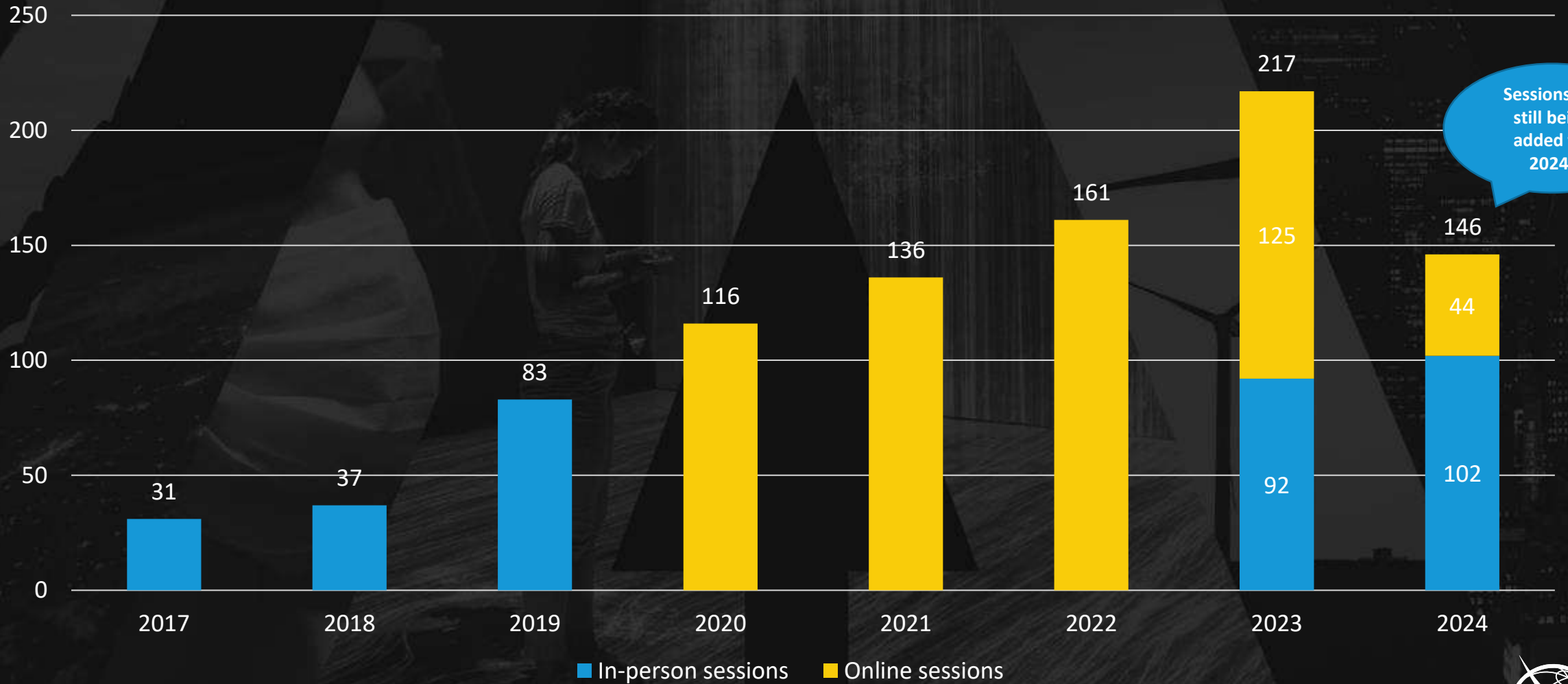
**1M+**

Session views on  
YouTube



AI for Good

# Session growth over time



Sessions are still being added for 2024!





“ This is a truly amazing and original platform that doesn't yet exist. You may want to think about copyrighting it.

Philippe Jegou - AWS,  
UN Account Manager

”



+30k profiles in less than 2 years with steady growth!







Industry  
31%

United Nations  
7%

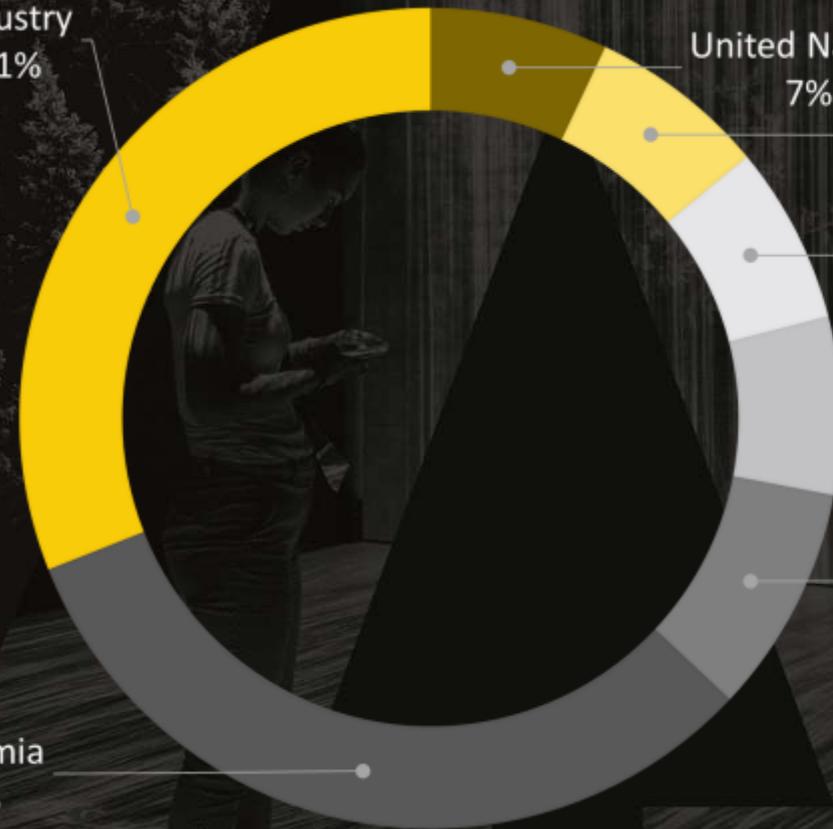
Student  
7%

Non-profit/NGO  
7%

International or Regional  
Organization/Association  
7%

Government  
9%

Academia  
32%



# Innovation Factory



45

Pitching competitions since 2021



10

Winners



50

Selected finalists for final rounds




+1'000

Start ups



## Programming

 **50+** online sessions

 **200+** speakers

 **50,000+** cumulative session views

 **40,000+** subscribers

## Innovation Factory

 **6** online pitching competitions

## Robotics for Good Youth Challenge

Inspiring the next generation of robotics innovators

 **15+** national organizers



Scale AI for Good  
activities across all  
SDGs and all regions





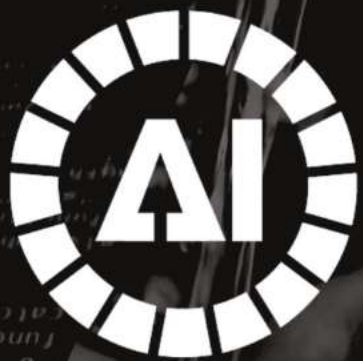
# AI for Good Impact Initiative

Driving meaningful change through  
implementation





**ITU**Events



# AI for Good

## Global Summit

*Accelerating the United Nations  
Sustainable Development Goals*

**30-31 May 2024**  
**Geneva, Switzerland**

[aiforgood.itu.int/](https://aiforgood.itu.int/)





