AI & ICH Webinar
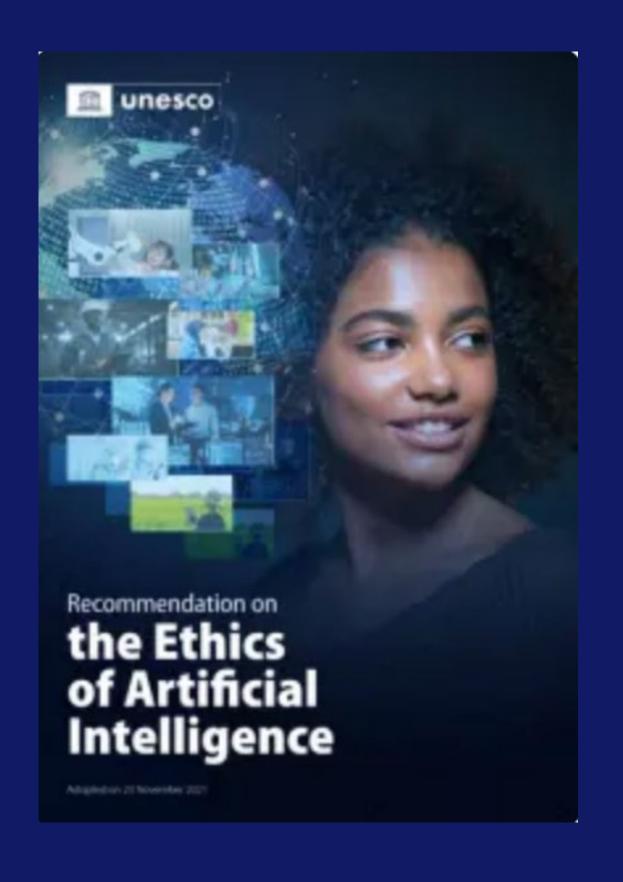
UNESCO
October 17th, 2024

UNESCO Recommendation on the Ethics of AI - adopted by 193 member states in 2021.

First global normative instrument that provides guidance on principles, values and policy action areas.

4 Fundamental Values

10 basic principles

11 Policy Action Areas

Policy Area 7: Culture

- 94. Member States are encouraged to incorporate AI systems, where appropriate, in the **preservation, enrichment, understanding, promotion, management and accessibility of tangible, documentary and intangible cultural heritage**, including endangered languages as well as indigenous languages and knowledges, for example by introducing or updating educational programmes related to the application of AI systems in these areas, where appropriate, and by ensuring a participatory approach, targeted at institutions and the public.

- AI centered on Indigenous Populations Report published in 2023
- First report developed in Spanish by UNESCO with a focus in the LAC region
- The report emphasizes the need for AI technologies to be inclusive and respectful of Indigenous peoples' rights, cultures, and knowledge systems.
- It highlights the risks that Indigenous communities face with AI development, including data misuse, cultural biases, and potential exclusion from digital advancements.

Available at: www.policylab.tech/resources

key themes

Data Sovereignty: Indigenous communities must retain control over their data to prevent exploitation and ensure their cultural knowledge is not misappropriated.

Inclusive AI Development: AI systems should be developed in collaboration with Indigenous peoples to ensure their cultural values are respected and integrated.

Cultural Bias: The report warns about the risks of AI systems reinforcing stereotypes or misrepresenting Indigenous cultures.

Digital Divide: Indigenous communities often have limited access to digital technologies, and there is a need to bridge this gap to ensure they can benefit from AI advancements.

Data sovereignty

GIDA
Global Indigenous Data Alliance

Promoting Indigenous Control of Indigenous Data

Tierra Común

Intervenciones para descolonizar los datos

CREA Principles for Data Governance (2018):

- Control (Authority)
- Responsibility (Transparency on how data is being used)
- Ethics (Rights and Wellbeing of indigenous people at the center of data life cycle)
- Collective benefit (data ecosystem should be designed to be harnessed for the collective benefit)

Inclusive AI development

- Quantification of indigenous identities
- Language preservation
- Appropriation, leadership, ideation and development   -   Value alignment
    - 2020 Indigenous AI Protocol   - Seven Guidelines

- Ixtlilton   - AI powered medical assistant   - in Spanish and Tutunaku (official mother language from Papantla, Veracruz)

Cultural bias

Chat GPT: Here is an image depicting the intersection of AI and Indigenous populations, blending traditional cultural elements with modern AI technology

Digital divide

- Lack of data for the LAC region; however: 40% of population has basic computer skills, 30% can use spreadsheets, 25% knows how to install a software and 7% knows a programming language.
- Global North as a reference: the development of AI system was concentrated in about 10,000 people from seven countries (2019) .
- North America: USA 4% of IT workers self identify from indigenous populations (2018); Canada 3% (2020)
- Stanford's HAI Index 2023 does not include demographic data on indigenous population
- For, with, from.. lack of representation of indigenous experiences and contexts.

Recommendations

- **For technology developers / Companies:** Acknolwedge and create learning spaces focused on cultural diversity; multidisciplinary teams that include professionals with experience working with indigenous communities
- **Governments:** create collaboration mechanisms towards the developent of AI projects with a focus in indigenous populations; promote dialogues around the development of guidelines for data sovereignty policies; bridge ICT access gap
- **Civil socity organizations and indigenous populations representatives:** should be at the center of policies beyond ideation, development and implementation of technology products to focus on definition of priorities, values and scope of projects.
- **Academia:** create knowledge products that showcase experiences from IAC indigenous populations, led by indigenous researchers.
- **International Organizations:** Develop training, workshops and webinars around the theme; create incentives for the incorporation of indigenous perspectives in the AI life-cycle, as well as scholarships, events and working groups.

"While the participation of academics, policymakers, consultants, and expert developers in Public Interest Technology and Artificial Intelligence is necessary [in these conversations], it is the Indigenous communities of Latin America and the world themselves who should set the tone and pace for AI ethics centered on Indigenous peoples."

IA Centrada en los Pueblos Indígenas: perspectivas de LAC (2023)

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