



**AI & Partners**

Amsterdam – London - Singapore

**EU AI Act**

*Enterprise UN SDG Adherence*

*November 2024*





— About

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## About AI & Partners

**‘AI That You Can Trust’** - Your trusted advisor for EU AI Act Compliance. Unlock the full potential of artificial intelligence while ensuring compliance with the EU AI Act by partnering with AI & Partners, a leading professional services firm. We specialise in providing comprehensive and tailored software solutions for companies subject to the EU AI Act, guiding them through the intricacies of regulatory requirements and enabling responsible and accountable AI practices. At AI & Partners, we understand the challenges and opportunities that the EU AI Act presents for organisations leveraging AI technologies. Our team of seasoned experts combines in-depth knowledge of AI systems, regulatory frameworks, and industry specific requirements to deliver strategic guidance and practical solutions that align with your business objectives.

To find out how we can help you, email [contact@ai-and-partners.com](mailto:contact@ai-and-partners.com) or visit <https://www.ai-and-partners.com>.

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— Critical alignment opportunity



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## Incentivising good AI practices to uphold UN’s SDGs

Artificial intelligence (AI) holds immense promise in accelerating the achievement of the United Nations’ Sustainable Development Goals (SDGs). Its rapid development is helping to reshape industries, economies, and societies around the world. However, its dual nature—offering both transformative potential and significant risks — requires mindful consideration.

AI has showcased its ability to drive meaningful advancements in critical areas ranging from healthcare and education to climate change and accessibility. Today, AI is being used in nearly 400 projects across the UN system, straddling all 17 SDGs. However, achieving the SDGs by 2030 is currently not on track. With the correct approach, regulatory-aligned AI is the key driver in getting back on track to meet these global objectives.

However, the power of AI comes with considerable challenges. These include ethical concerns, such as bias and privacy, and technical matters, like data quality and interpretability, under the European Union (EU) AI Act (EU AI Act). But these challenges can be surmounted. In highlighting established and emerging good practices from around the world, innovative solutions and strategies are demonstrating that with concerted effort, AI can be developed and deployed in ways that are secure, equitable, and sustainable.

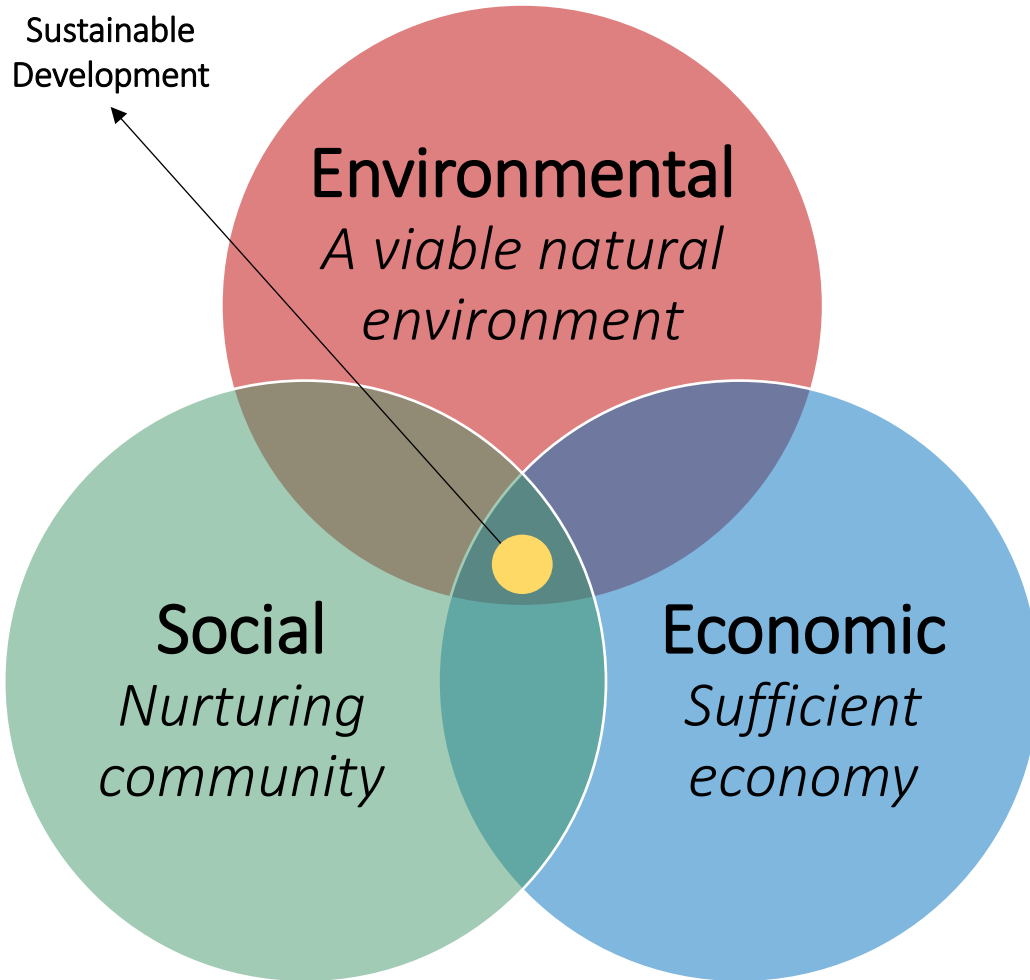


— Driving adherence efforts to meet sustainability objectives



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## Trustworthy AI Uptake Faces Many Barriers to Adoption

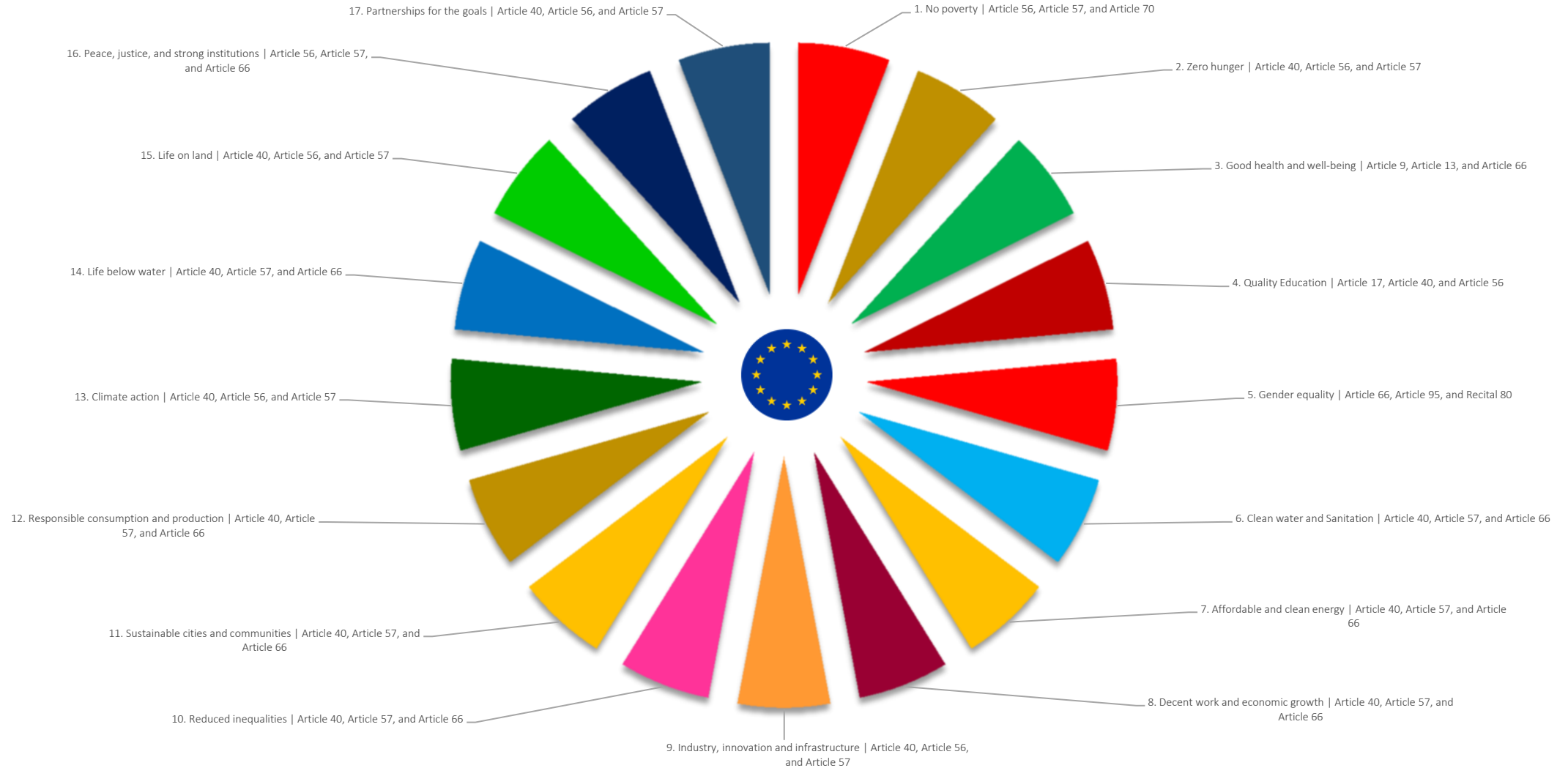
The interplay between AI and the pursuit of the United Nations’ SDGs is a subject of immense significance and complexity. As the evolution of AI continues to accelerate at an unprecedented pace, its potential to both facilitate and impede the achievement of the SDGs calls for regulators’ concern. The immense power of AI presents opportunities for innovation, efficiency, and inclusivity, yet it also raises critical regulatory concerns about ethics, equality, and potential environmental consequences.

Regulators are already initiating important steps to address the challenges posed by AI within the SDG framework, such as enacting the EU AI Act, while recognizing the multiple possibilities AI generates. Aligning the EU AI Act with the SDGs provides practical solutions to the most pressing humanitarian issues, such as climate change, hunger, and poverty. Regulators continue to play a crucial role to play in incentivizing this work and providing guardrails for AI’s ethical use.

This whitepaper will explore the specific provisions of the EU AI Act and how they can be harnessed to drive adherence to the SDGs, offering practical insights and recommendations for enterprises.



— Key pillars - *Governance, Innovation, and Standardisation*





Supporting sustainable development via uptake of trustworthy AI



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### Ethical Principles and Codes of Conduct

**Recital 27** emphasizes the importance of developing AI systems in a sustainable and environmentally friendly manner.



### Stakeholder Engagement

**Recital 165** highlights the importance of stakeholder participation, including business, civil society, and academia, in the development of AI systems.



### Interdisciplinary Cooperation

**Recital 142** underscores the need for Member States to support AI research and development that promotes socially and environmentally beneficial outcomes through interdisciplinary cooperation



### Transparency and Accountability

**Annex IV** details the technical documentation requirements, including the methods and steps performed for the development of AI systems, design specifications, and data requirements.

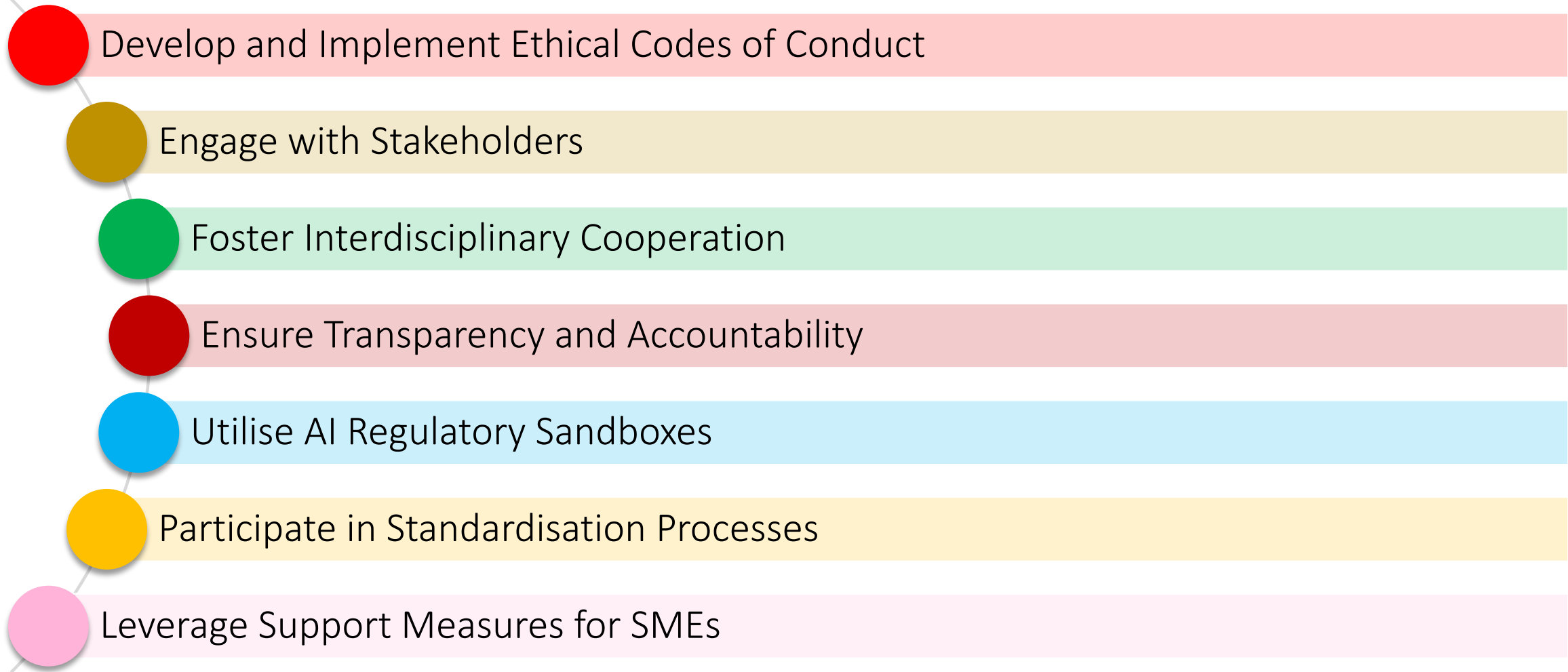


— Be proactive, stay agile



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## — Positioning yourselves as Trustworthy AI leaders



### Alignment

The Act supports SDG 3 (Good Health and Well-being), SDG 13 (Climate Action), and SDG 16 (Peace, Justice, and Strong Institutions) by emphasizing transparency, accountability, and risk management in AI.

### Purpose

The EU AI Act promotes human-centric AI development, ensuring high protection for health, safety, and fundamental rights, including democracy, rule of law, and environmental protection.

### Benefit

Adhering to the EU AI Act enables businesses to meet UN SDGs, demonstrate ethical AI practices, mitigate risks, foster innovation, and enhance social responsibility and sustainability.



— A nascent phenomenon with increasing prevalence



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## Executive Summary

*Alignment with SDGs*

**Robust AI cybersecurity practices aligns with SDG 16**

*“Ensuring robust AI cybersecurity not only protects systems but strengthens enterprises’ ability to align with SDG 16, fostering peace, justice, and strong institutions through safe and ethical AI practices.”*

Filiz Demirci, *Founder*, Technoserve IT Consulting



## Key Provisions Supporting Sustainable Development

*Ethical Principles and Codes of Conduct*

**SDG integration represents a ‘multifaceted approach’ to compliance**

*“Integrating the SDGs into the EU AI Act offers a multifaceted approach that could guide organizations in adhering to both sustainability and ethical AI standards, ensuring AI systems are not only innovative but also responsible and aligned with global goals.”*

Osama Al-Zadjali, *CEO and Founder*, AFAQ AI by OmanPay



## Executive Summary

*Alignment with SDGs*

**Enterprise SDG adoption shows AI industry maturity**

*“I’m pleased to see that enterprises—particularly those with an EU presence—are increasingly looking to align their AI strategies with the United Nations’ Sustainable Development Goals (SDGs).”*

Lisa Ventura MBE, *Founder*, Cyber Security Unity





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### Key Provisions Supporting Sustainable Development

#### 4. Transparency and Accountability

Proactive security practices form important bedrock

"AI governance must extend beyond compliance to include proactive security practices. Offensive security, AI penetration testing, and red teaming can strengthen AI's resilience, ensuring systems remain secure and trustworthy in a rapidly evolving landscape."

Emanuele Picariello, Security Expert and AI Enthusiast



### Key Provisions Supporting Sustainable Development

#### 4. Transparency and Accountability

'AI's transformative potential as a transformer'

"AI is the transformer to understand data as stardust in gold."

Ina Schone, Founder, Data Privacy and AI



### Recommendations for Enterprises

#### 3. Foster Interdisciplinary Cooperation

'Technology's 'explosive' power to drive meaningful change'

"The interaction between the AI Act and SDG is fascinating and shows the power of new technologies in terms of driving up standards generally. It also shows the need for businesses to take a holistic approach towards compliance and meeting society's expectations generally, regardless of sectoral focus."

James Burnie, Partner, gunnercooke

gunnercooke



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### Recommendations for Enterprises

#### 2. Engage with Stakeholders

#### SDG Alignment addressing AI Washing risk

*"Integrating the EU AI Act, companies must navigate AI washing risks, ensuring that their alignment with SDGs transcends mere compliance and truly embodies sustainable, ethical AI development. This approach not only adheres to regulatory standards but also authenticates genuine commitments to global sustainability goals."*

**Steven PAUL, CDir FloD, Founder and MD, BOARD OS**



### Recommendations for Enterprises

#### 1. Develop and Implement Ethical Codes of Conduct

#### Compliant companies lead shift towards meaningful impact

*"With the EU AI Act, businesses have a rare chance to go beyond ticking regulatory boxes. This is about crafting AI that actively supports our planet and communities—where sustainability, ethics, and innovation meet. Companies that embrace this shift aren't just compliant; they're leading a movement toward meaningful impact."*

**Arjun Prasad, General Partner, 5Tech Lab**



### Recommendations for Enterprises

#### 4. Ensure Transparency and Accountability

#### Alignment through responsible development and deployment

*"Artificial Intelligence is accelerating vital progress towards the UN's Sustainable Development Goals. The EU AI Act has a prominent role to play in this through ensuring alignment with these goals, through promoting responsible development and deployment, and through fostering needed governance and accountability."*

**Guy Parsons, Independent Healthcare Technology Consultant**





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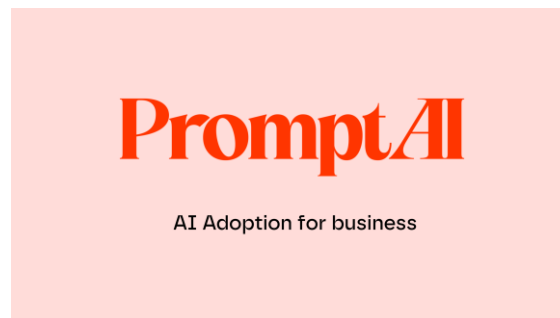
## Key Provisions Supporting Sustainable Development

### 2. Stakeholder Engagement

#### Balancing business growth with environmental sustainability remains key

*“Potentially AI’s biggest challenge, but also biggest opportunity is its impact on the environment. Balancing business growth with environmental responsibility will be key to the future of AI. With Google reporting a 48% jump in Greenhouse emissions since 2019 & Microsoft’s carbon emissions jumping 30% since 2020, there is a challenge for large tech enterprises investing in AI and the impact this has on their commitment to carbon neutrality. If the leading enterprises in this space focus on and deliver against the UN SDG’s while complying with the EU AI Act regulations, they’ll be able to contribute positively to the world around us and ensure AI has lasting positive legacy. With Microsoft looking to buy all the output of the Three Mile Island nuclear plant, what impact could this have on theirs and AI’s SDG commitments? Time will tell.”*

**Babak Daemi**, Co-Founder and Marketing Director, PromptAI



## Recommendations for Enterprises

### 7. Leverage Support Measures for SMEs

#### UN SDG adherence helps, not guarantees EU AI Act compliance

*“Possible non-adherence of an enterprise to UN SDG shall not necessarily lead to issues with compliance with the EU AI Act. It is vital the design of the relevant model to be allocated at the relevant risk level.*

*“A model or system can seem to comply and adhere to the written provisions and still its use to result in regulatory issues. The act introduces inoculation mechanisms that can legally and practically solve possible non-adherence of a model to the UN SDGs.”*

**Mitko Karushkov**, Founder, Karushkov Legal Solutions





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## Recommendations for Enterprises

### 3. Foster Interdisciplinary Cooperation

#### 'Life-long learning a 'pre-requisite' in an AI-era'

*!Life-long education should equip people for the future of work. Preparing today's workforce with AI skills ensures inclusive growth and quality education for all knowledge workers, equipping them each to manage change, adapt, innovate, and thrive in the evolving landscape of work."*

**Thomas Akintan**, Co-Founder, Avalon Insights



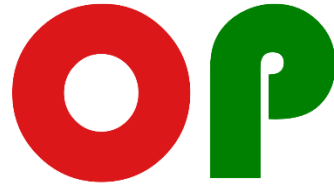


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- **Doug Hohulin**, Business Associate (AI & Partners), Strategy and Technology Advisor on Responsible AI (Ethics, Governance, Policy, Regulation, Compliance, Safety), AI in Healthcare, and AI Operations and Workflows.
- **Dr Ilesh Dattani**, Dr Ilesh Dattani is the CTO and Founder of Assentian - a Cyber Security and AI Lab based in the UK, USA and Ireland. Ilesh has spent the last 25 years leveraging emerging technologies like Artificial Intelligence into disruptive new innovations aimed at transforming and optimising mission and business critical systems and services across a diverse array of sectors and applications including financial services, civil aviation, construction, nuclear energy, supply-chain management and Cyber Security. He is an investor in and mentor to AI start-ups in Europe, the United States, Kenya, Singapore and Australia. Ilesh is a Certified Information Security Auditor, a Chartered Engineer and has a first degree and masters in Mathematics and a Phd in Artificial Intelligence.
- **Emanuele Picariello**, Emanuele Picariello is an expert in offensive security and an AI enthusiast, specializing in threat-led penetration testing and red teaming. With extensive experience in safeguarding AI systems, Emanuele focuses on ensuring secure, ethical, and sustainable AI development across industries.
- **Filiz Demirci**, Filiz Demirci is the founder of Technosere IT Consulting, specializing in AI governance, cybersecurity, and compliance strategies. With extensive expertise in aligning AI technologies with international regulatory frameworks such as the EU AI Act, Filiz is passionate about developing human-centric, responsible AI systems. As a thought leader and mentor in the tech community, she is dedicated to promoting AI solutions that align with the United Nations' Sustainable Development Goals, fostering innovation while safeguarding fundamental rights.
- **Guy Parsons**, Guy Parsons has over a decade of experience as a clinician, researcher, and leader in healthcare, Guy is passionate about delivering a healthier future for the world. Driven to realise the transformative power of technology in global healthcare he has built and led international teams to develop safe and effective clinical AI for implementation at scale.
- **Ina Schone**, Ina Schöne is Founder of Data Privacy and AI and follows the a practice oriented approach to understand the requirements of AI-Act and the measures to implement this requirements based of the ISO/IEC42001 and additional and guides the companies on the path to get the corresponding certifications.
- **Lisa Ventura MBE**, Lisa Ventura MBE is an award-winning cyber security specialist, published writer/author, and keynote speaker. She is the Founder of Cyber Security Unity, a global community organisation that is dedicated to bringing individuals and organisations together who actively work in cyber security to help combat the growing cyber threat. As a consultant Lisa also works with cyber security leadership teams to help them work together more effectively and provides cyber security awareness and culture training, and training on the benefits of hiring those who are neurodiverse. She has specialist knowledge in the human factors of cyber security, cyberpsychology, neurodiversity and AI in cyber, and is also a Co-Founder of International Imposter Syndrome Awareness Day. More information about Lisa can be found on [www.lisaventura.co.uk](http://www.lisaventura.co.uk).





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- **Michael Boevink**, Michael Boevink has more than 20 years management experience in the fintech and banking industry and is founder of his own investment company Boevink Group. Mr. Boevink specialises in capital raising, scaling and executing go-to-market strategies and business development growth in global markets and is engaged in companies as Raimac Financial Technology - Raimac.io - a programmable payment solution. He holds an MBA from the University of Bradford.
- **Mitko Karushkov**, Mitko Karushkov has been providing legal, regulatory, compliance, transactional and business solutions to international companies for more than 20 years now. Focused on enterprise companies and their strategic (or daily) operations, Mitko has solved matters related to the digital, tech or electronic assets of such businesses. Active and involved also in bridging between traditional and technology markets, including to the application of the EU DSA, DMA, AI and other regulations. Media, Telecoms, IPRs, Corporate, M&As are also part of the service portfolio of Mitko. For further information: [www.karushkov.com](http://www.karushkov.com).
- **Steven PAUL CDir, FloD**. Steven Paul a Chartered Director and Transformation leader brings over 2 decades of global leadership across over 30 countries, driving strategic transformations and building enterprise value in diverse sectors. As a seasoned board director and executive leader, Steven's profound expertise in business transformation, mergers, and Gen AI-driven strategies has been instrumental in steering organisations towards sustainable growth and innovation. His leadership extends beyond traditional boundaries, encompassing a robust commitment to developing authentic leaders and impactful boards especially in the era of Gen AI, making him a trusted advisor and architect of change in the international business landscape. Steven is educated at Harvard and is a Fellow of the Institute of Directors. For further information, <https://linktr.ee/steven.paul>.

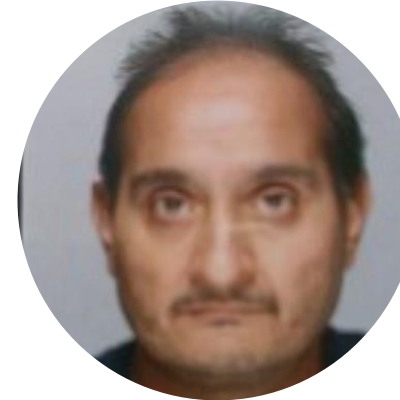


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— Utilising top-tier publicly accessible information

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