HIROSHIMA ADDENDUM

PREAMBLE

Ethical governance of generative AI is critical to mitigating its risks and maximizing its benefits to society. According to the principles of the Rome Call for AI Ethics, we must think about governance that puts human beings at the center: the development and use of AI, especially generative AI, must be oriented toward the good of humanity, respecting basic human rights and promoting individual and collective well-being.

This includes a relentless call for justice, toward people and toward the planet.

A RENEWED UNDERSTANDING OF PRINCIPLES

In light of the Rome Call we can think of how its six core principles find special value for this challenge:

- Transparency: what is generated by the machine, however verisimilar in image, sound, video, text, or simulation, must be immediately recognizable to each user

- Inclusion: human beings coexist on the planet in a range of different cultures, traditions, and languages. These tools must be able to be inclusive to all this intangible human heritage, respecting their diversities.

- Accountability: misinformation and fake news online, which have often been discussed during the pandemic and recent elections in various countries around the world, have made clear the need for the creation of standards to certify the source and authenticity of digital content. There is a need to provide a reliable method for tracing the origin and history of digital content such as images, video, and audio.

- Impartiality: content created with generative AI must avoid perpetuating or amplifying existing biases.

- Reliability: the social deployment of generative AI, in light of the social impact it is capable of generating, requires special attention to the reliability and robustness of these systems.

- Security and privacy: crucial is ensuring the security and privacy of users in the face of the great power of these systems.

FINAL CONSIDERATIONS

The impact of the Rome Call principles with this latest frontier of technology shows how the ethical commitment of signatories must accompany technological development with responsibility and sustainability.

Indeed, it is of paramount importance that developers, suppliers and users of generative AI be responsible in its use. An inescapable look must also consider the long-term environmental and social impact on the planet of the technologies used.

The ethical governance of generative AI is an ongoing and iterative process that requires constant commitment from all involved. Only through a collaborative and responsible approach will it be possible to fully exploit the potential of generative AI for the good of humanity.