

Ethics of AI in Practice: An introduction of ELSA LAB

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<https://ai4sfs.org>



What is ELSA?



Elsa, the princess
from *Frozen*.



The people in the ELSA lab



Lead: Vincent Blok (Professor Philosophy)



Mireille van Hilten (Social AI)

Team: Josephine van Zeben (Law), Guido Camps (AFS), Bedir Tekinerdogan (INF), Ricardo da Silva Torres (WDCC), Corne Kempenaar (AERES & WPR), Gert Kootstra (DPS), Jonne Hoek (WU), Mark Ryan (Social, Ethics), Vivian Fontijn (Project support), Nina de Roo (Stakeholder management), Olivia Azhari (DIO Trainee), Can Atik (Law), Hao Wang (ELSA Postdoc), Idse Val (PhD AI4SFS), Luuk Stellinga (PhD AI4SFS), Florian Walter (PhD AI4SFS), Varsha Kalidas (PhD AI4SFS).



Point 1: ELSA is not a new concept, but...

- ELSA (Ethical, Legal, and Societal Aspect) of AI

Research Article

Stop re-inventing the wheel: or how ELSA and RRI can align

Mark Ryan   & Vincent Blok

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The ELSA lab ecosystem

- 17 NLAIC ELSA labs
 - 5 with NWO funding
 - 1 with departmental funding
 - Future: more (funded) ELSA labs
- NLAIC human-centric AI building block
- PACE, LegalAIR, AI parade
- International developments
- Plans to expand the ELSA concept in Europe (with CLAIRE)



Point 2: ELSA Lab is about addressing complex challenges in our societies.

- The world transitions towards more circular and Sustainable Food Systems (SFS)
- Artificial Intelligence is a driving force in this transition
 - Food system increasingly digitalized or controlled by AI
 - AI can support the transition to an SFS
- But AI also has potential negative impacts.



Point 3: ELSA lab methodology is about iterative collaborative design

- Social labs in which **Quadruple Helix** actors experiment with strategies to address ELSA aspects in AI (re)design

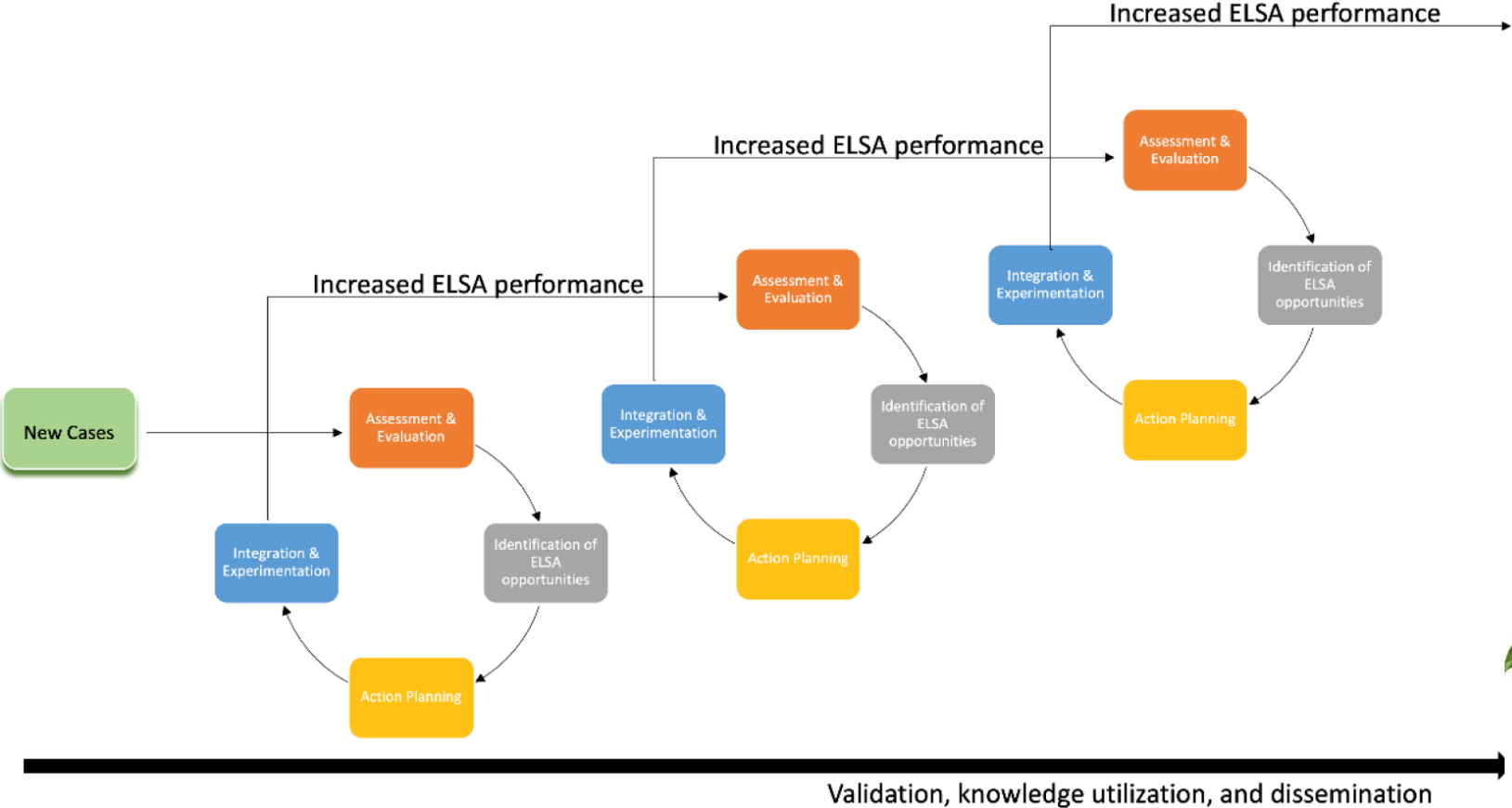


Multi-stakeholders from four helixes

| Government | Civil society | Academia | Industry |
|--|--|---|---|
| Local/ regional government bodies | End user of the AI application (farmer, operator, etc) | Researchers | AI developers/ AI designers |
| Policy makers Members of ministries | Consumers Nature/ environmental organisations | Universities Research & development bodies | Third party developers Retail |
| Representatives of municipalities | Food system related NGOs Legal/ compliance officers (Social) Media and creative industry | Students Data scientists | Potential clients or representatives Procurement officers or specialists |



Incremental research process



AI solutions we are working with

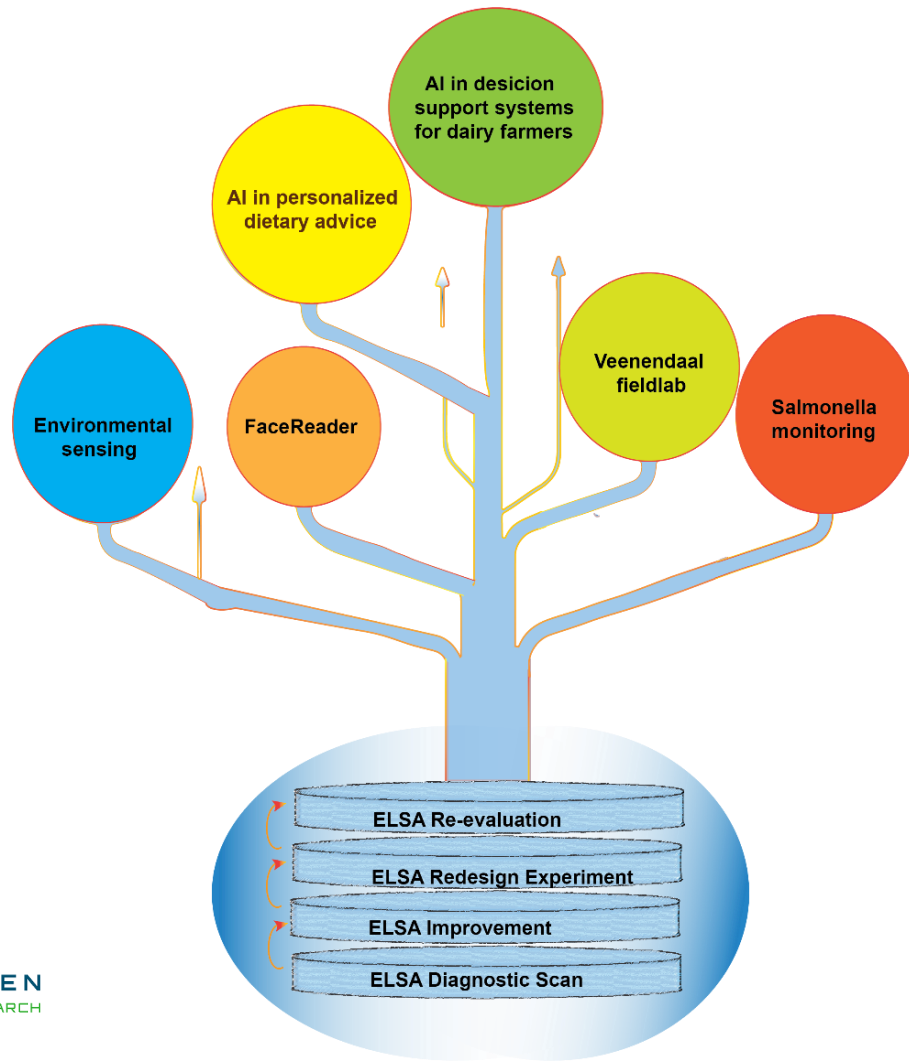
Use Cases (funded by the project):

- 1) AI in decision support systems to support effective and responsible decision making in animal health
- 2) AI in personalized healthy dietary advice

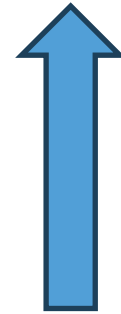
Mirror Cases (funded by private sector):

- 1) **FaceReader:** to collect and interpret data including facial expressions
- 2) **Environmental sensing:** sensor platform that enables measurements of nitrogen emissions





Responsible AI for
sustainable food
system



ESLA LAB



THANK YOU!

