2023 GPAI Innovation & Commercialization Working Group Report

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GPAI / THE GLOBAL PARTNERSHIP ON ARTIFICIAL INTELLIGENCE

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Co-Chairs Foreword

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The Global Partnership on Artificial Intelligence (GPAI) was launched in 2020 as an international, multi-stakeholder initiative with the mandate to guide the responsible development and use of AI in a way that is grounded in human rights, inclusion, diversity and innovation, and shared democratic values, as reflected in the OECD Principles on Artificial Intelligence. In conducting this mission, GPAI has brought together Experts from diverse sectors into four specific Working Groups: Responsible AI, Data Governance, Future of Work, and Innovation & Commercialization.

The Innovation & Commercialization Working Group (WG) works to study and recommend practical tools and methods that enable private and public actors and research organizations to drive international collaboration on AI R&D and innovation, to develop research outputs into products and processes, and to transfer these results to industry for commercialization. Our Working Group is exceptional in regards to the other three GPAI Working Groups, in that it is the only one that works directly towards creating tangible outcomes for the industry. For the past three full years, this Working Group has been built around a specific focus on SMEs, emphasizing their importance in both the development and adoption of AI.

In 2023, the Innovation and Commercialization WG worked on four projects, three of which had been ongoing projects from the previous years: "Broad Adoption of AI by SMEs"; "Protecting AI innovation and Intellectual Property (IP)", and the "Broad Adoption of AI by SMEs in the Agriculture and Farming Sector (A&F)". The "SMEs Project" was built around the idea that SMEs may get a critical advantage from AI if they can overcome barriers on their way to AI. The project focuses on exposing SMEs who are "unaware" of AI (i.e., without knowledge of AI) to how AI can be used as a tool to enhance their business. The "Agro Project" focuses on gathering successful use cases of AI in the A&F sector, building upon the framework of the SMEs Project. This year the "IP Project" focused on the foundation in place for data sharing, as well as enhancing their work from 2022. Our newly added project, "Boosting Innovation while Regulating AI" takes on the challenging task of addressing the increasingly important issue of striking a balance between regulating AI while refusing to sacrifice innovation.

With 29 GPAI Members in 2023, GPAI is at its core a geopolitical object, permitting unique opportunities and challenges. In particular, collecting the views and inputs from actors and companies from a diverse array of countries has proved the value of sharing success stories to avoid reinventing the wheel as well as mutualizing resources to produce tools useful for all.

Finally, we, as the Co-Chairs of the Innovation & Commercialization Working Group, wish to extend our utmost gratitude to all Experts for engaging themselves in this collective venture, and for offering their time, knowledge, and expertise to materialize the collective projects. We want to specifically mention the project leaders: "Broad Adoption of AI by SMEs", Ingo Hoffmann and Laurence Liew; "Protecting AI innovation and Intellectual Property (IP)", Yann Dietrich and Lee Tiedrich; "Broad Adoption of AI by SMEs in the Agriculture and Farming Sector", Inma Martinez and Daniela Rus, and "Boosting Innovation while Regulating AI", Sergio Alvarez-Teleña and Andreas Liebl.

– Françoise Soulié and Laurence Liew

Working Group Overview

The Innovation & Commercialization Working Group (I&C WG)'s mandate is to study and recommend tools and methods for driving international collaboration on AI R&D and innovation; advance research results into products and processes, and transfer these results to industry. Additionally, the I&C WG's projects all have a special focus on SMEs due to their importance in the workforce.

The I&C WG is comprised of 33 GPAI Experts, 13 External Experts, 2 Observers, and 2 GPAI Junior Investigators with varied backgrounds and sets of expertise that actively contribute to the I&C WG projects. Of these 33 Experts, 18 Experts come from an "Industry" background, 10 from the "Science" field, 3 with roles in the "Government", 1 from "Civil Society", and 1 from an "International Organization". Among the 14 External Experts, 7 come from Science backgrounds, 6 have Industry backgrounds, and 1 is coming from an International Organization. The 2 Observers are from International Organizations, and both of our GPAI Junior Investigators come from an Industry background.

Furthermore, the External Experts were nominated to the I&C WG by the Co-Chairs with the purpose of actively contributing their unique sets of expertise to the I&C WG's projects. Their valuable experiences not only enrich the projects with their knowledge and network, but also reinforcing geographic diversity. The Observers also play a unique role in the I&C Working Group, notably contributing insights from their day-to-day role in their respective organizations. The 2 GPAI Junior Investigators in the I&C WG are individuals who are pursuing a PhD alongside of working in the respective organizations of GPAI Experts.

Of the 29 GPAI Members, 22 of them are represented among the GPAI Experts in the I&C WG. In addition, among the GPAI Experts and the External Experts, a total of 25 countries are represented, spanning across the Americas, Africa, Asia, and Europe. Finally, GPAI considers gender diversity an important factor and actively strives to reach equal representation among the GPAI Experts. In 2023, the I&C WG was comprised of approximately 31% female GPAI Experts and 69% male GPAI Experts.

Innovation and Commercialization Experts

Nathanael Ackerman Project manager at AI4Belgium; SPF Stratégie et Appui (Belgium)
Franco Alcaraz Head of AI at INVAP S.E Security & Defense (Argentina)
Sergio Álvarez Teleña SciTheWorld; Founding Board Member of Himitsu Tech (Spain)
Laercio Aniceto Silva CERTI - Centers of Reference in Innovative Technologies (Brazil)
Dubravko Ćulibrk Director of the Institute for Artificial Intelligence Research and Development of Serbia (Serbia)
Ndeye Fatou Mboup Chief Executive Officer of The Smart Granary; World Bank AI Consultant; IT Expert at Inros Lackner; President of AWAI (African Women in AI) (Senegal)
Norberto Ferreira CPQD - Center for Research and Development in Telecommunications (Brazil)
Daniel Gillblad Director at AI Sweden (Sweden)
Ganesh Gopalan CEO of Gnani.ai (India)
Marko Grobelnik Deputy Head of AI Department at JSI; Member of Core Management Group, International Research Centre on Artificial Intelligence under the Auspices of UNESCO (IRCAI); Artificial Intelligence Lab, Jožef Stefan Institute (Slovenia)
Ingo Hoffmann Managing Director of KI-Allianz Baden-Württemberg; Advisor at AI Hamburg; Member of the Board of Directors of ADI Innovation AG (Germany)
Tagui Ichikawa Professor, Institute of Innovation Research at Hitotsubashi University (Japan)
Alžběta Krausová Institute of State and Law, Czech Academy of Sciences (Czech Republic)

Robert Kroplewski Plenipotentiary of Minister of Digitalization in Information Society Affairs, Chancellery of Prime Minister (Poland)

Katya Lainé TALKR.ai; numeum; Le Voice Lab (France)

Tan Geok Leng Chief Executive Officer at Artificial Intelligence Driven Analytics of AIDA Technologies (Singapore)

Mekyung Lee Korea University (South Korea)

Andreas Liebl Managing Director of the AppliedAI Initiative (Germany)

Laurence Liew Director of AI Singapore (Singapore)

Ségolène Martin CEO and Co-Founder of Kantify; Board Member of Becode; Ambassador of Women in AI; Board Member at the Brussels Software Cluster; Board Member of French Tech Belgium (European Union)

Inma Martínez Technology Pioneer and AI Scientist; Independent Expert in industrial and societal digital transformation (Spain)

Mausam Head Yardi School of Artificial Intelligence (Yardi ScAI), Indian Institute of Technology, Delhi (India)

Edward McDonnell Centre Director, CeADAR: Ireland's Centre for Applied AI (Ireland)

Tom Peter Migun Ogada Executive Director, T$P Innovation and Technology Management Services Ltd (Kenya)

Furukawa Naohiro In-House Counsel at ABEJA (Japan)

Lucas Noldus Chief Executive Officer of Noldus Information Technology BV, Wageningen (The Netherlands)

Katarzyna Nosalska Director, Information Society Department at the Chancellery of the Prime Minister (Poland)

Vili Podgorelec Professor of Computer Science University of Maribor, Intelligent Systems Laboratory (Slovenia)

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Metin Sezgin Associate Professor at Koç University, College of Engineering (Türkiye)

Françoise Soulié-Fogelman Scientific Advisor at Hub France IA (France)

Lee Tiedrich Ethical Tech Professor at Duke University; Former Covington Partner & AI Co-Chair/Engineer/Diversity Leader (United States)

Junichi Tsujii Director of the Artificial Intelligence Research Centre at Japan's National Institute for Advanced Industrial Science and Technology (Japan)

External Experts

Doaa Abu Elyounes Program Specialist, Social and Human Sciences sector on developing policy for ethical AI (UNESCO)

Vikram Adve Director of AIFARMS National AI Institute; Co-Director of Center for Digital Agriculture at the University of Illinois at Urbana-Champaign National AI Institute, University of Illinois at Urbana-Champaign (United States)

Alban Avdulla Attorney at Halimi Law & Tax (Albania)

Carolyn Blankenship General Counsel at BigBear.ai (United States)

Kwan Chet Tan Assistant Head at AI Singapore (Singapore)

Yann Dietrich Group Head of Intellectual Property at Atos/Eviden (France)

Cyrus Hodes Entrepreneur/AgTech-Climate Tech Founder/VC/web3/AI & Tech policy (France)

Daria Kim Senior Research Fellow at Max Planck Institute for Innovation and Competition (Germany)

Noriyuki Murakami Director of the Research Center for Agricultural Information Technology (Japan)

Daniela Rus Director of the Computer Science and Artificial Intelligence Laboratory at MIT; Professor of Electrical Engineering and Computer Science at MIT (United States)

Hisao Shiomi Professor of intellectual property law at Tsukuba University (Japan)

Rajesh Sreenivasan Rajah & Tann Cybersecurity; Rajah & Tann Technologies; Rajah & Tann Asia (Singapore)

Kwan Chet Tan Assistant Head at AI Singapore (Singapore)

Ulrike Till Director IP and Frontier Technologies Division at World Intellectual Property Organization - WIPO (Switzerland)

Betty Tsai Head at AI Singapore (Singapore)

Observers

Flavio Calvino Economist & Team Leader (OECD)

Dafna Feinholz Chief of Section Bioethics and Ethics of Science and Technology Section Social and Human Sciences Sector (UNESCO)

GPAI Junior Investigators

Marina Bojarski PhD Candidate on AI & IP; IP Counsel at Atos/Eviden (France – Yann Dietrich)

Susanne Klausing MPhil/PhD Information Systems & Innovation at LSE; Senior AI Strategist at appliedAI (Germany — Andreas Liebl)

Progress Report

Following the guidance from the Steering Committee, I&C Experts collectively chose to continue carrying out three ongoing projects in 2023: "Broad Adoption of AI by SMEs"; "Protecting AI innovation and Intellectual Property (IP)", and "Broad Adoption of AI by SMEs in the Agriculture and Farming Sector". In 2023, the I&C WG also undertook a fourth new project, "Boosting Innovation while Regulating AI".

The SMEs Project Advisory Group seeks to support SMEs to adopt AI which will help them increase their competitiveness, and ensure that their workforce will continue to be economically relevant. The IP Project Advisory Group's main objective is to support startups, SMEs, and larger companies alike in achieving a deeper understanding of the challenges they face in the area of IP as it relates to AI. The Agro Project Advisory Group takes on a focus of a specific vertical focus of the SMEs Project, ensuring that SMEs in the agriculture and farming sector are economically empowered as it relates to AI. For the new project in 2023, the Regulation Project, one of the main goals is to investigate the various AI regulations procedures deployed world-wide in the context of innovation.

Broad Adoption of AI by SMEs

Small and Medium Enterprises (SMEs), Non-Profit Organizations (NGOs), and government-funded institutions typically employ 80% of a country's workforce. However, these organizations usually have low AI maturity as they often lack the resources, skills, data, or IT infrastructure to develop and adopt AI solutions. Understanding AI's capabilities, identifying AI use cases, and applying AI solutions are critical success factors for these organizations and the economies that host them. Early adopters of AI will have a critical advantage from experience with AI applications.

The SMEs Committee recommendations were delivered as both a report, and also actualized as a web portal ("AI4SME Portal") since 2021 which implements the report's recommendations. The portal is meant for matching SMEs with low AI maturity and solution providers that have the relevant experience in delivering the AI solutions that meet the needs of the SMEs. The portal was built as a template that could allow any GPAI member to customize according to the local context and manage the portal with their appointed portal operator. As such, the SMEs Committee achieved the following milestones in 2023:

- Milestone 1: Launched the AI4SME portals in 2 countries (Singapore and Poland) and formalize the process

Following the success in 2022 where the SMEs Committee finalized the portal template for the purpose of testing (3-month field test), both the AIMIND ("AI Maturity Index") and SPMIND ("Solution Provider Maturity Index") were developed and integrated into the portal. AIMIND is intended to evaluate the AI maturity of an SME (e.g., AI Aware, AI Unaware) while SPMIND evaluates the maturity of an AI solution provider. SPMIND was incorporated as a required stage of onboarding the solution providers to the portal. This allows the portal operator to onboard solution providers with knowledge of their AI maturity.

Both countries, Singapore (https://connect.aisingapore.org/ai4sme/) and Poland (https://ai4msp.pl) have launched their AI4SME portal successfully in 2023.

To formalize setup process with other countries, template letters were created, and needs to be signed prior the setting up of each AI4SME portal: GPAI to country rep to use AI4SME and appoint portal operators (Template 1) and Country rep to portal operators (Template 2).

- Milestone 2: Go-to-market guides

Detailed go-to-market guides have been developed based on the user journeys, specifically for the

Small Medium Enterprises (SME), solution provider and portal operator.

Information pertinent to each type of user was evaluated in the previous field test: each participant worked with their portal operator to manage the portal while they conducted outreach to the SMEs and solution providers to participate in the field test. To ascertain the usability of the portal, the field test was focused on getting 3 main users – SMEs, solution providers and portal operators – to use the portal and soliciting their usability feedback. As a result, from the field test, there was additional finetuning of the outreach strategies for AI Unaware and Aware SMEs and solution providers. This resulted in a library of best practices for use during the portal launch.

- Milestone 3: Technical backend improvements on the AI4SME portal

There are two key technical improvements on the backend of the AI4SME portal: Firstly, the AI4SME portal has implemented semantic search (instead of using keyword search). The previous "keyword search" methodology relies on matching specific keywords or phrases, while the improved "semantic search" methodology understands the underlying meaning of the query and identifies related concepts, synonyms, and even ambiguous terms. Hence, the search results are improved based on the users' needs and intentions.

Secondly, the AI4SME portal has implemented the Threshold Implementation new feature. Previously, the problem was that there was no filter on irrelevant results, as all results are stack-ranked (based on relevance) and visible in the search results. As a result, it is confusing for users to discern what are the feasible solution providers. As a solution, the new feature provides the admin user an option to decide from multiple threshold options. As a default, the Threshold is set at Medium Precision (called Balance), with other options called Stringent (displays the most precise results, setting could yield no results depending on the search query) and All Results (displays all solutions available in the database, sorted by relevance to the search query).

These 2023 milestones allow the SMEs Committee to launch the portal officially in more countries and expand the impact of bridging SMEs with Solution Providers for AI solutions.

Protecting AI innovation, Intellectual Property (IP)

GPAI's Intellectual Property Project Advisory Group continued its work to provide a platform to help stakeholders develop standardized contractual terms to facilitate artificial intelligence ("AI") data and model sharing. In 2023, the IP Project hosted two hybrid multi-stakeholder workshops, one at the Max Planck Institute for Innovation and Competition in Munich, Germany, and another at Duke University in Washington, D.C, United States. The workshops brought together various stakeholders to address the challenges associated with voluntary and responsible data and AI model sharing, focusing on the demand for standardized contract terms.

Based off the 2023 Workshops, the IP Project produced a report, *Fostering Contractual Pathways for Responsible AI Data and Model Sharing for Generative AI and Other AI Applications*. From this report, there were eight key takeaways:

- Demand for standardized contractual terms remains strong, but efforts are still relatively nascent
- Contracts potentially can help advance AI safety
- Contracts need to be complemented or supported by appropriate technical tools, business codes of conduct, education, and laws
- Developing common contractual definitions can help foster the development of standardized contractual terms
- Evolving legal landscape raises new challenges and underscores potential benefits of standard
  - o Standardized contract terms can help address liability and compliance issues
  - o Standard contract terms can help address allocation of rights in the face of legal uncertainty

- o Standard contract terms can potentially help with trade secret protection
- Standardized contractual terms potentially can help address practices involving the ingestion of publicly available data and code
- Multistakeholder input is essential
- Increasing demand for international regulatory harmonization

Broad Adoption of AI by SMEs in the Agriculture and Farming Sector

The Agriculture and Farming (A&F) sector holds significant economic relevance for GPAI Members, despite varying GDP percentages. The majority of GPAI Members rank among the top global exporters of food, emphasizing the need to optimize yields due to increasing demand from population growth and declining arable land. The A&F sector addresses critical issues affecting human survival, with a focus on optimizing natural resources like water. AI plays a pivotal role in building a global drinkable water grid and optimizing water resources for A&F, especially in climate-affected regions.

Beyond feeding humanity, the A&F sector aims to manage Earth's resources sustainably. AI projects have transformed rural communities, enabled better quality of life and supported science-based policies to address negative net migration in rural areas. The GPAI Agro Project aligns with GPAI Member countries' goals, emphasizing modernizing the A&F sector for decarbonization and meeting UN Sustainability Objectives. For example, AI contributes to preserving arable land, reducing CO_2 emissions, and providing access to international agricultural datasets. Collaboration between tech companies, agricultural experts, and governments is crucial for tailoring AI solutions to diverse contexts.

The project involves stakeholders from various sectors to assess best practices, economic implications, and social considerations of AI in agriculture. Throughout its two years, the project has engaged with high-caliber specialists and innovation labs globally, including experts from the United States, France, Japan, and Spain. Notably, the collaboration with Loyola University Andalusia aims to deliver sector expertise and technical milestones for digitizing case studies into datasets. The project emphasizes a unified approach to data sharing and standardization for the advancement of AI in agriculture. The main deliverable, the "Agro Portal", is a visible asset facilitating online consultation and sharing of resources to support local initiatives and learn from international best practices. The portal is derived directly from the SMEs Portal in Project 1.

In 2023, the project made significant strides, engaging AI solution providers, assessing small and medium-sized farmers' readiness, and constructing hypotheses for effective data utilization. The development of a user-friendly web portal, scheduled for release in December 2023, is a key milestone. The Loyola Innovation Hub contributes to shaping the content architecture of the web portal. Taxonomies are based on FAO's established categories enhance user experience, focusing on solutions offered rather than specific AI technologies. The portal also includes sections on managing Earth's resources and AI in the A&F ecosystem, showcasing real-world applications and innovative start-ups.

Boosting Innovation while Regulating AI

Regulating artificial intelligence (AI) is a challenge for governments, industries, and society. It will significantly influence society's interaction with AI-powered applications in the future. However, AI's rapid advancement creates challenges to align stable regulations and dynamic innovation. GPAI Members' governments are exploring both legally binding (e.g., EU's AI Act) and non-binding (e.g., Singapore's Model Governance Framework, Japanese METI's AI Governance Framework, etc.) regulations to strike the balance between harm prevention and innovation.

In the I&C WG private session during the Paris GPAI Summit in November 2021, participants, under the leadership of Sergio Alvarez Talena and Andreas Liebl formulated principles and best practices for AI regulation and categorizing existing approaches. Following a soft launch of the project in 2022 with two light deliverables, in 2023 the Regulation Project Advisory Group aimed to gather practical examples of how entities support innovation while complying with AI regulations.

We also aimed to develop concrete regulatory approaches and impact measures.

This year, the Regulation Project outlined three deliverables: metrics for evaluating innovation impact, mapping regulatory approaches, and a library of existing approaches and resources. These deliverables formed the project's foundation, emphasizing the intersection of innovation and regulation.

However, the first year of the project was not one without challenges. This includes the global regulatory diversity that created complexity, in addition to the ability to actively engage experts in the field due to the rapid evolving nature of AI regulatory compliance. In order to address the deliverable on mapping regulatory approaches, the Regulation Group tried two approaches:

- **Vertical Approach:** Attempted to compile information in Excel sheets to highlight key points for comparison across jurisdictions. However, this proved to be impractical due to the low engagement of nationals' experts.
- **Horizontal Approach:** Strived to delve into specific topics that transcended regions, such as transparency and fairness. Yet, also here, the complexity of these issues, combined with the evolving nature of the field, presented a significant challenge in gathering Expert contributions.

New plan carried out

In light of the challenges faced, the Regulation Project has taken a fresh direction. Central to this new plan is the development of a questionnaire that will facilitate the engagement of a broader audience, from compliance officers to SMEs while minimizing the input needed from the GPAI Experts. This approach aims to tap into a wider pool of expertise and insights, thus addressing the participation challenges that we previously encountered.

Questionnaire development

Finding the right balance between innovation and regulation is a universal challenge for companies. The Regulation Projects core aim is to quantify the impact of regulation on innovation, considering various factors like regional differences and company sizes. The participants developed a questionnaire to estimate compliance costs, with an emphasis on SMEs, encouraging user collaboration and providing anonymity for industry experts. This project also seeks to guide SMEs on AI regulatory compliance challenges, fostering creativity in solving such AI regulatory issues. In 2023 the Regulation Projects was able to create a trial version of the questionnaire that will be adapted in early 2024. This is the first step in the overall goal of establishing a central hub for global AI regulatory compliance discussions, driven by industry insights, and ensuring SMEs can confidently navigate AI regulation's complexities.

Forward Look

In 2023, the Innovation and Commercialization Working Group was able to advance on all of the projects that were taken on by the Experts. Next year in 2024, all four projects, "Broad Adoption of AI by SMEs", "Protecting AI innovation, Intellectual Property (IP)", "Broad Adoption of AI by SMEs in the Agriculture and Farming Sector", and "Boosting Innovation while Regulating AI" will continue to build upon the progress made in this year.

Broad Adoption of AI by SMEs

In 2024, it is important to grow the adoption of the AI4SME Portal by GPAI Members and use of the Portal by SMEs and AI Solution Providers in additional countries. One of the key challenges will be the operationalization of the Portal, which includes the localization of the Portal and its materials for each Member. Note that GPAI will not be localizing the Portal for Members. Members adopting the Portal will need to localize the Portal on their own in terms of language, legal, content, and overall look-and-feel of the Portal. Another challenge is how GPAI Members can effectively promote the use of the Portal. It will therefore be necessary to improve marketing efforts for the AI4SME portals in each country.

Protecting AI innovation, Intellectual Property (IP)

Considering the feedback and valuable recommendations of many participants, the IP Project plans to continue its workshops during 2024. Participants showed great interest and acknowledged the importance of multi-stakeholder collaboration in trying to address these issues.

More specifically, the IP Project plans to launch an AI Contract Terms Incubator (AI CTI), with the goal of providing stakeholders a forum to share ideas and get feedback from each other through virtual meetings and possibly at least one hybrid workshop. The AI CTI is still in the planning phase. The IP Project would like the AI CTI to enhance opportunities for stakeholders to share draft contract terms or clauses with other AI CTI participants and solicit their comments. Furthermore, the AI CTI may serve as a forum for soliciting feedback on ideas and approaches that potentially could be used by participants to develop standard contractual terms. The IP Project hopes to make the incubator open to all interested participants worldwide, including academia, civil society, government, and industry. Parties interested in participating in the AI CTI should contact Kaitlyn Bove (kaitlyn.bove@inria.fr).

Broad Adoption of AI by SMEs in the Agriculture and Farming Sector

The Agro Project Advisory Group envisions that the project will be in an excellent position to achieve the 2024 milestones:
1. Strengthen the portal with the addition of further case studies, AI solutions providers and the mapping of AI-in-Agro activities on a world-wide basis, continuing to account for innovation emergence coming from startups and disruptive business models;
2. Map out regulatory environments for agricultural data, taking into consideration that governments need to verify that their agricultural data is governed and handled appropriately:
3. Further integrate institutions that work on agricultural data and already have their knowledge built:
4. Continue the ongoing recruitment process of external experts in agriculture and/or in relevant institutions.

Boosting Innovation while Regulating AI

In the upcoming year, our unwavering vision is still to empower Small and Medium Enterprises (SMEs) in navigating AI-related compliance complexities. We aim to refine and expand our questionnaire, making it accessible to a wide audience, including compliance officers and SMEs. We'll also intensify efforts to engage with industry experts and collaborate with supervisors globally. Our goals for the year include enhancing multistakeholder engagement, expanding our geographic reach, and addressing various aspects of regulation. One of the ways we intend to engage with the AI regulatory ecosystem is to host 1 to 2 workshops on the evolving issues surrounding regulating AI, as early as Q1 2024.