MAP AI
Multistakeholder Approach to Participation in AI Governance

Centering Human Rights in AI Governance

Summary

- Governments and companies should work transparently and openly with other stakeholders to build governance and international cooperation grounded in international human rights law (IHRL), built upon lessons learned and, where possible, existing institutions, and focused on addressing today's lived realities.
- Companies should put human rights at the core of their efforts to develop and deploy AI safely and responsibly, using frameworks such as the UN Guiding Principles on Business and Human Rights and the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct.
- The UN should leverage the International Independent Scientific Panel and Global Dialogue on AI Governance to build an agenda that identifies and prioritizes issues to be addressed and coordinates work between and reporting from relevant issue-focused processes, mechanisms, and initiatives. The ad hoc series of state-led "AI Summits" should be used to support this agenda by mobilizing resources and holding actors accountable to their commitments.

Introduction

The undersigned individuals and organizations welcome the increased attention that corporate leaders, elected officials, media outlets, and everyday citizens are paying to the need to govern the pace of development, as well as the breadth of and manner in which artificial intelligence is being deployed. We call on all stakeholders to engage urgently in inclusive, coordinated, and rights-centered efforts to build trust, enhance transparency, and ensure oversight and accountability for efforts to use AI to protect and support human rights, as well as those intended to safeguard against AI-related risks.[1]

We take seriously the concerns articulated by CEOs and employees of AI companies regarding the ways the use of this technology could wreak havoc on our

[1] This statement was developed by the Multistakeholder Approaches to Participation in AI Governance (MAP-AI) project, co-led by the Centre for Communications Governance at the National Law University Delhi and the Global Network Initiative. MAP-AI brings together a wide range of diverse stakeholders who take a critical *and* constructive approach to AI governance, drawing on extensive experience with Internet governance, embracing multistakeholder participatory principles, and grounding their work in human rights values.

shared networks, critical infrastructure, utilities, economies, and societies. These concerns should be understood to *reinforce*, rather than displace, others that have been articulated for years by academics, civil society organizations, journalists, and technologists, including discriminatory and biased outputs, the exploitation of those working to cleanse and curate data, the environmental consequences of infrastructure build-out, enhanced surveillance, and the use of AI by militaries in ways that contravene International Humanitarian Law.

Many of these present and potential risks are rooted in social and economic inequities, as well as gaps in regulatory capacity that predate AI. These gaps have been exacerbated by the pace at which this technology is being developed and deployed, driven by intense industry and geopolitical competition and, at times, an overzealous devotion to techno-solutionism.

To secure a human-centered, just, and sustainable future, we should build governance focused on today's lived realities, alongside tomorrow's technological frontier. This will not be easy work, but it is achievable, as long as we ground our efforts in shared values, build on existing frameworks, carry forward lessons learned, and approach the task collaboratively and with a fierce sense of pragmatism.

Put Human Rights First

IHRL provides a universally understood, widely accepted framework for centering human needs and desires within the frameworks that govern technology. There is no time to waste, and no need to reinvent the wheel, as these international standards provide the essential floor.

Governments should use IHRL as the basis for pursuing international cooperation and to align their own efforts to govern AI. This means ensuring that laws, regulations, and policies that address AI are developed through open processes, result in clear, predictable rules, are well justified and narrowly tailored, and that enforcement is subject to due process, oversight, transparency, and accountability.

Leading AI companies should commit to, and those that have already done so should deepen their implementation of existing, widely-developed frameworks including the UN Guiding Principles on Business and Human Rights, the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct, and the GNI Principles. These enduring frameworks provide guidance for how companies across the full AI value chain can establish appropriate governance architectures and effectively identify and address risks. This includes establishing a clear human rights policy, senior-level

accountability embedded across business functions, appropriate internal capacity, systems, and processes, and ongoing human rights due diligence.

Don't Let Urgency Stand in the Way of Inclusivity

For governance solutions to be meaningful, credible, and sustainable, they should be developed and implemented in an inclusive and participatory manner. Experience has shown that assessments conducted using human rights-based frameworks, standards, and methodologies developed together with other companies, civil society, academics, the technical community, and other stakeholders are more effective than ad hoc, bespoke efforts.

Governments should embrace their duty to protect people from AI-related harms. Legislative and regulatory efforts should be pursued through open, democratic processes, with non-company stakeholders deeply involved to provide independent expertise, ensure accountability, and guard against both regulatory capture and inappropriate government action. To enable the shared benefits of AI, Governments worldwide will also need to work together to pool resources, share lessons, and build common tools.

Important steps were taken earlier this year to bring a wider range of Governments and stakeholders into the conversation at the AI Impact Summit in New Delhi and the inaugural UN Global Dialogue on AI Governance in Geneva, which recognized the importance of shared standards and norms for effective AI governance.

Take an Ecosystem Approach to AI Governance

Rather than aiming for a comprehensive treaty and a single global regulator, stakeholders should work together to develop multiple, intersecting, and coherent initiatives to address the broad range of challenges posed by this transformative technology. This ecosystem approach should be polycentric and people-centered. Coherence should be built with the norms and principles established through efforts like the Council of Europe's Framework Convention on Artificial Intelligence, the UNESCO Recommendation on the Ethics of Artificial Intelligence, the OECD Principles for Trustworthy AI, the Freedom Online Coalition's Joint Statement on AI and Human Rights, and the UN Office of the High Commissioner for Human Rights' Foundational Paper Advancing Responsible Development and Deployment of Generative AI.

In order to ensure that critical processes are coordinated, gaps are addressed, and duplication is minimized, the UN should leverage its International Independent

Scientific Panel and Global Dialogue on AI Governance to build consensus around a baseline set of issues to be addressed, based on IHRL, as well as to develop an agenda that sequences and maps out key milestones, and collects commitments from relevant actors to work together toward their achievement. Execution of the parts of that agenda can be carried out in relevant standards bodies, regional organizations, and multistakeholder initiatives, which should report back transparently through the UN.

The so-far, ad hoc series of state-led "AI Summits," with the Geneva AI Summit being the next in line, should be used to support this agenda by mobilizing resources and holding actors accountable to their commitments. These summits should create spaces for companies, standards bodies, and governments to report on their efforts to identify and address risk and safety-related issues, as well as for civil society, academia, the technical community and other stakeholders to provide evidence of underappreciated risks and opportunities.

If you would like to join the signatories and support this call, please fill out this form, which will remain open through October 8.

Signatories

1. Access Now
2. Ada Lovelace Institute
3. Adam Skali
4. Africa Governance and Civic Innovation Hub
5. AfroLeadership
6. AHM Bazlur Rahman, Chief Executive Officer Bangladesh NGOs Network for Radio and Communication (BNNRC) & Ambassador for Responsible Artificial Intelligence for Bangladesh.
7. Amir Banifatemi, Global AI Commons
8. Anumita Sarkar, Founder at P/ PRABHAVEE - Human Rights and Responsible Business
9. Apoorva Singh, Advocate
10. Arab Reporters for Investigative Journalism (ARIJ)
11. Archit Lohani, Co-Founder at Stanford Critical AI Group (SCAI)
12. Association for Progressive Communications (APC)
13. Baraka Matinde Magabe, CEO, Centre for AI and Multidiscipline Solutions in Africa (CAIMSA)
14. Caitlin Kraft-Buchman, CEO/Co-Founder at Women At The Table / A+ Alliance for Inclusive Algorithms/ AI & Equality Initiative

15. Center for Democracy and Technology (CDT)
16. Center for Digital Society (CfDS), Universitas Gadjah Mada
17. Centre for Communication Governance (CCG) at NLU Delhi
18. Prof. Charru, Indian Institute of Public Administration
19. Ching-Yi Liu, Vice Chair of Taiwan AI CoE & Distinguished Professor of National Taiwan University
20. Collaboration on International ICT Policy for East and Southern Africa (CIPESA)
21. Connected by Data
22. Danait Girma, AI Policy Specialist
23. Dawn Carla Nunziato, Endowed Professor, George Washington University Law School
24. Digitally Right
25. Diversa
26. DUKINGIRE ISI YACU (DIY)
27. Esther Nyapendi
28. European Center for Not-for-Profit Law (ECNL)
29. Francesca Bosco, Senior Advisor and International Expert on Digital Resilience, Digital Rights, and International Security
30. Freedom Forum
31. Global Network Initiative (GNI)
32. Global Partners Digital
33. Globethics
34. Prof. Charru, Indian Institute of Public Administration
35. Prof. (Dr.) Harpreet Kaur, Vice Chancellor, National Law University Jodhpur
36. Hatem Haddad, Masakhane
37. Human Technology Institute, University of Technology Sydney
38. Iain Levine, independent consultant
39. Internet Sans Frontieres (Internet Without Borders)
40. IPANDETEC - Central America
41. Iria Puyosa, Tech Policy
42. Jayat Joshi, Co-founder of Secure AI Futures Lab (SAFL)
43. Jhanvi Anam, Tech Policy Researcher
44. Julie Owono, Executive Director, Internet Sans Frontieres (InternetWithout Borders)
45. Dr Katy Vaughan, Senior Lecturer in Law at Cyber Threats Research Centre, Swansea University
46. Kenya ICT Action Network (KICTANet)
47. Dr. Konstantinos Komaitis, Resident Senior Fellow, Democracy and Technology, Atlantic Council (signing in individual capacity)
48. Dr. Margaret Nyambura Ndung'u, Digital Policy Specialist

49. Mathew Lubari, Right to Repair Activist and Executive Director at Community Creativity for Development (CC4D)
50. Mathilde Boddaert, Geneva Policy and Advocacy Coordinator, Coalition for the UN We Need (C4UN)
51. Mohamed Farahat Legal Consultant & AI Ethics Expert
52. Murali Nair
53. NEI Investments
54. Nicolas Miailhe, Co-founder, AI Safety Connect
55. Nighat Dad, Executive Director at Digital Rights Foundation
56. Nitin Walia, Director at Data Ingenious Global Limited (ZenithAI)
57. The Oversight Board
58. Paradigm Initiative
59. Paulina Ibarra, Managing Director and Founder Fundación Multitudes
60. Pierre Noro, Associate Expert at Sciences Po Tech & Global Affairs Innovation Hub
61. Poncelet Ileleji - Jokkolabs Banjul
62. The Pranava Institute
63. Pranesh Prakash, Principal at Anekaanta and Policy Fellow at LIRNEasia
64. Raqib Naik, Executive Director, Center for the Study of Organized Hate
65. Raymond Amumpaire, Centre for Artificial Intelligence Ethics and Governance in Africa (CAIEGA)
66. Rebecca MacKinnon, author of Consent of the Networked
67. Research ICT Africa
68. Dr. Rumman Chowdhury, CEO at Humane Intelligence PBC
69. Samuel Jones, Heartland Initiative
70. Dr. Sanjana Hattotuwa, independent researcher
71. Santosh Sigdel, Executive Director, Digital Rights Nepal (DRN)
72. Seydina M. Ndiaye, Head of ALIVE Research Group at Cheikh Hamidou Kane Digital University
73. Shahzeb Mahmood, Head of Research, Tech Global Institute
74. Dr. Sharon Haleva-Amir, Technology & Society Inter-relations Scholar
75. Shita Laksmi, Southeast Asia Freedom of Expression Network (SAFEnet)
76. SMEX
77. Southeast Asia Freedom of Expression Network (SAFEnet)
78. Subhashis Banerjee, Professor of Computer Science, Ashoka University
79. Hon. Susan Ness
80. Sushant Kumar, Founder at Kalpa Impact
81. Tayamika Maganga, Human Rights Educator
82. Taysir Mathlouthi, Senior EU Advocacy Officer in Digital Rights and AI Governance - 7amleh

83. TEDIC
84. Vivian Affoah, Media Foundation for West Africa

About MAP-AI

The Multistakeholder Approaches to Participation in AI Governance (MAP-AI) Project aims to advance a bottom-up, substantive, pragmatic, rights-based approach to AI governance. The project, which launched ahead of the India AI Impact Summit, is a joint initiative between the Centre for Communication Governance at the National Law University Delhi (CCG) and the Global Network Initiative (GNI).