The Innovation Framework

A **Civil Rights** Approach to AI

True innovation means technology works for all of us, especially communities historically pushed to the margins, including people of color, women, LGBTQ+ people, people with disabilities, individuals with Limited English Proficiency, older individuals, religious minorities, and immigrants. The **Innovation Framework** serves as a proactive vision for how emerging technology products, tools, and services, like AI, can be rights inclusive, safe, and equitable for all people. Rights-based design and thoughtful creation go hand-in-hand, building a future that's better for all.

If companies expect to be trusted, they must integrate civil rights and related principles around equity, fairness, and efficiency into core business practices. To advance that goal, we have created a Framework of **Foundational Values** to guide business decisions and specific **Lifecycle Pillars** aligned with the AI development pipeline to ensure these values are implemented in practice.

Read the full Innovation Framework [here].

LIFECYCLE PILLARS

The Lifecycle Pillars are intended to help C-suite leaders, product teams, and engineers implement the Foundational Values – putting them into practice throughout the four lifecycle phases.

Envisioning Phase
- Identify Appropriate Use Cases
- Center Historically Marginalized Users

Design Phase
- Co-Design with Communities

Training and Development Phase
- Set Norms and Standards Around Build Processes
- Create and Use Representative Data
- Protect Sensitive Data
- Assess for Bias and Discriminatory Impacts

Deployment and Production Phase
- Close the Feedback Loop
- Integrate Clear Mechanisms for Accountability
- Monitor and Improve Consistently

FOUNDATIONAL VALUES

With a focus on fairness and trustworthiness, the four Foundational Values help guide corporate decision-makers with managing strategy and business decisions in the development and use of AI.

Civil and **Human Rights** by Design

AI Is a Tool, Not the Solution

Humans Are **Integral** to AI

Innovation Must Be **Sustainable**

Scan for more about the Center

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