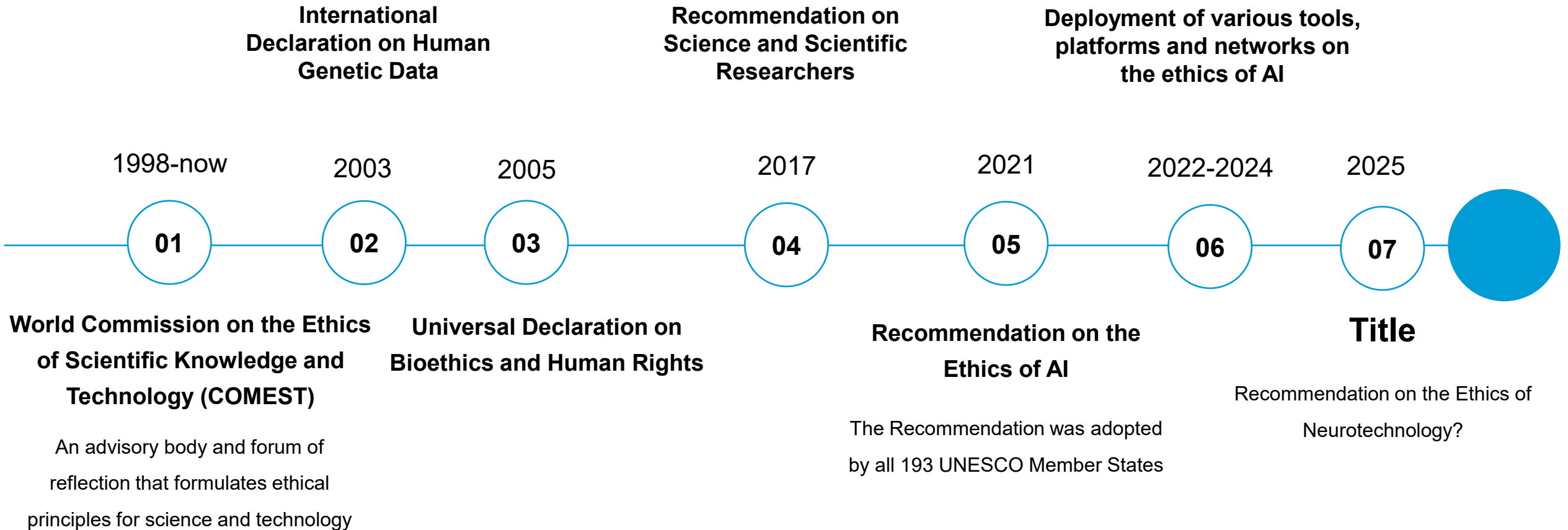# WSIS+20 Review
Action Lines
Milestones, Challenges and Emerging Trends beyond 2025

Action Line C10 -
Ethical dimensions of the Information Society

The Evolution of Context

- During the last decade, AI investment has significantly increased. In 2022, the amount of private investment in AI was **18 times greater than it was in 2013** (Stanford HAI AI Index 2023).

- The launch of generative AI has triggered an expansive, complex, and urgent global debate centered around the identification and governance of associated risks.
  - ➢ The number of **incidents related to the ethical misuse of AI has increased 26 times since 2012** (Stanford HAI AI Index 2023)

- In response to the serious concerns raised, the international community has embarked on a comprehensive deliberation, spanning both national and international levels.

- Governments have realized the risks and have taken steps to ensure a responsible use of AI: US Executive Order, EU AI Act, Brazilian AI Bill, AI Safety Institute Consortium, etc.
  - ➢ Between 2015 and 2022, 346 bills in the US, 32 in the EU, 38 in France, 31 in Germany, 7 in Switzerland, and 17 in the UK had at least one provision addressing AI, demonstrating the **clear trend of a growing number of bills relating to the regulation of AI**.

- Multiplication of international conferences and forums around AI, such as AI Summits

Key Milestones: 20 years of Achievements

International Declaration on Human Genetic Data

Recommendation on Science and Scientific Researchers

Deployment of various tools, platforms and networks on the ethics of AI

1998-now

2003

2005

2017

2021

2022-2024

2025

01

02

03

04

05

06

07

World Commission on the Ethics of Scientific Knowledge and Technology (COMEST)

An advisory body and forum of reflection that formulates ethical principles for science and technology

Universal Declaration on Bioethics and Human Rights

Recommendation on the Ethics of AI

The Recommendation was adopted by all 193 UNESCO Member States

Title

Recommendation on the Ethics of Neurotechnology?

Challenges in implementing the Action Line

- Recent advancements in technology, such as big data analysis and the Internet of Things (IoT), have raised discussions and ethical concerns about how these technologies may alter human interactions and the societal fabric. The synergy between IoT devices, infrastructure, and AI technologies is expected to deepen in 2024, furthering the progression of the artificial or augmented intelligence of things (AIoT). Machine learning (ML) algorithms embedded in IoT devices will expand, enabling them to analyze and interpret data locally or at the edge.
- The ethical challenges of the Information Society are growing as ICTs continue to become more pervasive and have an increased impact on human society. Technological innovation is presenting people with opportunities to do things that were previously inconceivable.
- The proliferation and potential misuse of generative AI, such as the creation of deepfakes and the spread of misinformation, have emerged as significant challenges. Misinformation and disinformation have been identified as the most severe short-term risks, with the potential to disrupt democratic processes and deepen polarized views in societies.

Trends and Opportunities Beyond 2025

Trends
- Many institutions and stakeholders see a need to focus on **the ethical governance of AI** – including the need for governments to implement rules and regulations rather than relying on companies to govern themselves
- Based on its mandate to pursue reflection and debate on the ethics of science and technology, UNESCO has started emphasizing the importance of **developing sound and ethical regulation in the field of neurotechnology** at the international level.
- Concepts such as security and privacy are evolving. In 2024, the landscape of privacy and security is undergoing a transformative shift, driven by innovative technologies and stringent regulations. Blockchain, AI, quantum computing, biometric authentication, and IoT security are reshaping the way sensitive information is protected.

Opportunities
- AI has the potential to **serve humanity positively** if the market is steered and guided for human-centric goals
- AI can accelerate progress in the **SDGs**, for instance in **education**, when developed, deployed and applied for the common good