



ETHICRITICAL

Ethical by Design

Crown
Commercial
Service
Supplier

ETHICRITICAL: A service to measure your organisation's ethical performance

Why should I measure my organisation's ethical performance?

- Provides a toolkit to adopt an ethical-by-design approach
- Maintains and enhances the trust in your brand and organisation.
- Contributes to reducing reputational risk

How can I measure my organisation's ethical performance?

ETHICRITICAL provides a framework which *asks the right questions*, which are linked to the UK's AI White Paper and many additional dimensions. It assesses your position and provides a score across these dimensions.

5	Societal Contribution
4	Societal Consideration
3	Organisationally Managed
2	Locally managed
1	Awareness
0	Not started

How to get the best out of the Ethical Impact Assessment?

We work with you to customise the assessment across the 7 dimensions below and many subdimensions, and evaluate evidence to provide and explain the score. Beyond the score, **ETHICRITICAL** also provides you with a detailed report for your organisation and an **improvement plan** to increase your ethical performance.

Problem Definition	Example lines of enquiry:
Fairness	<ul style="list-style-type: none">• How do you manage bias?• How do you ensure somebody is accountable for every stage of your solution lifecycle?• How are you assessing societal benefits? ... and 100+ questions in our evaluation matrix.
Governance	
Safety, Robustness	
Correctives	
Transparency	
Sustainability	

To discuss how you can assure your ethical performance, for an AI or any project, please get in touch:

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