Where Humans Design Social Impacts with Artificial Intelligence

International and EU-wide regulations for artificial intelligence (AI) are in place. Are you ready to develop and implement trustworthy AI systems?
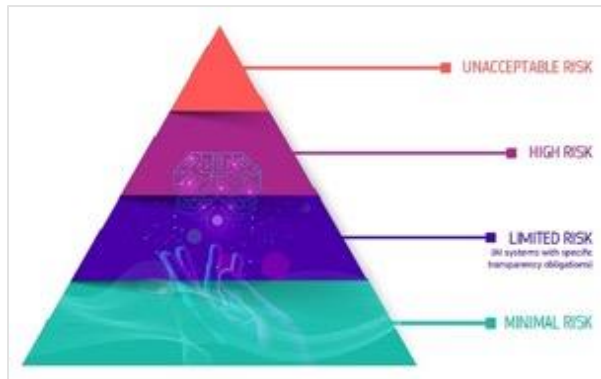
AI Literacy - EU AI Act, Art. 4 Since February 2025 in place.

What is a Trustworthy AI System?

A **Trustworthy Artificial Intelligence (TAI) system** should be seen as a **socio-technical system** whose impact is not only based on the design, instead, it considers its **broader environment** including

- purpose,
- training data,
- functionality and accuracy,
- scale of deployment and
- the broader organizational, societal and legal context, including the impacts for animals and environment
- generates trust for societies

EU Regulation: AI Act

UNACCEPTABLE RISK

HIGH RISK

LIMITED RISK
(AI systems with specific transparency obligations)

MINIMAL RISK

- *"The AI Act is the first-ever **legal framework on AI**, which addresses the **risks of AI** and **positions Europe** to play a leading role globally."*

- Economic / market impact with consumer protection focus and risk category pyramid.

- Regulation (EU) 2024/1689 (ca. 144 pages + appendix)

- *"... [AI Act] provides **AI developers and deployers** with clear requirements and obligations regarding specific uses of AI."*

- **Add-on** to existing regulations (GDPR, DSA, etc.)

EU Regulation: AI Act

- **Focus on AI Systems**
  Product regulation, within the EU and its imports, increase confidence to use AI products, creation of free and functional markets.

- **Regulation based on risk classification**
  AI technologies be classified differently based on context, area of application and technologies.

- **Common EU regulation**
  Binding rules for all EU members, central control instance, one single shared EU market.

Our Product and Service Offerings
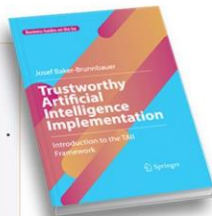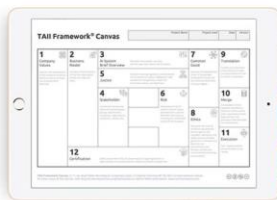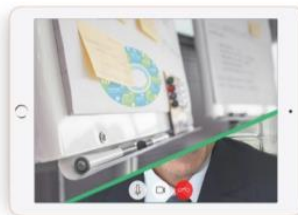
- **Trustworthy AI Workshops**
  What is AI ethics? Values and norms. Ethical frameworks. Common good & well-being. Utilitarianism. Accountability. Transparency. Human rights. Data privacy. Safety & robustness. Fairness & non-discrimination. Bias. Ethics-washing. Guidelines & principles. From principles to doing.

- **Consulting and Implementation of the TAII Framework**
  Assessment and workshops with the TAII Framework Canvas.

- **Consulting of AI Business Model Innovation**
  How might AI technology disrupt my business? How can we disrupt and improve our business with AI technology?

Academic Customer, Partner & Evaluator

"The TAII framework provides our students with a comprehensive approach to analyzing retail technology implementation."

Frances Gunn, M.A. PhD
Associate Professor,
Ted Rogers School of Retail Management,
Ryerson University, Canada

SocialTechLab.eu®

- Founded 2019 in Austria by
  Ing. Josef Baker-Brunnbauer, MSc MBA
  LinkedIn: https://www.linkedin.com/in/josefbakerbrunnbauer

- Research-based work from the
  University of Graz
- Socio-technical research and consulting
- Community of researchers PhD/Master
- International volunteering network
- Development of AI systems with
  social impact
- Sustainability and human rights
- Connecting link for academia &
  business
- TAII Framework® 2021, listed in the
  OECD.AI Catalogue & European
  Commission AI Alliance

Our Commitment to Trustworthy AI Systems

We analyze real-world AI applications with the TAII Framework® to identify ethical challenges and generate best social impacts.

Our insights help developers, policymakers, and organizations create AI systems that respect privacy, reduce bias, and enhance societal well-being.

Subscribe at **www.socialtechlab.eu** for your free TAII Framework Canvas template.

www.socialtechlab.eu

info@socialtechlab.eu

linkedin.com/company/socialtechlabeu