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RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE IN THE ROAD TRANSPORT SECTOR

IRU Guidelines adopted at the IRU General Assembly on 7 June 2024.

The IRU General Assembly, the voice of over 3.5 million companies operating mobility and logistics services, adopted guiding principles on the use and deployment of existing and new AI tools within the road transport industry.

The road transport industry, aware of AI's transformative potential and ability to boost productivity, is resolute in its commitment to harness the value of this promising technology. At the same time, it is important to recognise the challenges that arise from the adoption of AI tools, including considerable changes in the workplace. Compliance with existing regulation and internal policies are also needed.

To this end, IRU and its members underscore the importance of a human-centred and responsible approach to implementing and using AI applications. The main objective is to ensure people and businesses can enjoy the benefits of AI. Therefore, IRU and its members are committed to applying the following general principles.

I. HUMAN-CENTRED AI MANAGEMENT PROCESS

- Explain, listen and address concerns regarding the implementation of AI, its profitability gains and advantages, as well as any potential impact on the workforce. All concerns should be addressed promptly and transparently.

- Appoint a manager (where feasible) within the organisation/company to oversee AI applications to ensure responsible AI use and coordinate the respective transformation efforts.

II. RESPONSIBLE AI APPLICATION

- Establish within the organisation/company a structured AI governance framework that controls the evaluation of risks, oversees the purchasing of AI tools and facilitates effective implementation.

- Ensure employees are abreast of existing laws and internal policies guiding AI use, ensuring compliance with legal requirements to avoid unintended violations.

III. SKILLS DEVELOPMENT

- Foster a culture of accountability among individuals using AI.

- Transparency is crucial and companies need to be open about the decision-making process facilitated by AI.

- Companies should clearly identify the essential competencies and skills required for effective AI utilisation across their company, including the development of new technical skills and domain knowledge, and roll out respective training programmes.

- Enforce a zero-tolerance policy against the use of any discriminatory or harmful AI-generated content.

- Ensure that employees adhere to data privacy laws, internal privacy policies, and online privacy notices when using AI in the workplace. Consider implementing a specific internal policy focused on AI usage.

IV.   TOOL SELECTION AND PRODUCTION

- Recognising the difficulties of evaluating AI tools, organisations/companies should try to assess the reputation of the tool developer and any third-party services associated with it.

- Prior to adopting an AI tool, carefully examine its security features, terms of service, and privacy policies. In particular, verify how the selected AI tools safeguard your organisation's/company's data, including employee records and other personal information, financial data, trade secrets, intellectual property, legal documents, and contracts.

- Review the terms and conditions specific to the relevant AI platform to address any intellectual property concerns before using it.

- Understand licensing agreements, ownership rights, and potential implications for your organisation/company.

- Ensure that tailored AI applications are resilient against cyberattacks by regularly validating and testing AI systems to identify vulnerabilities and enhance security.

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