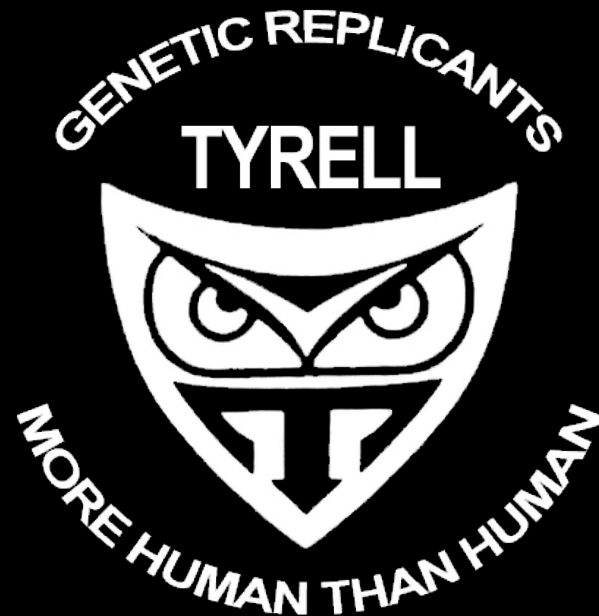


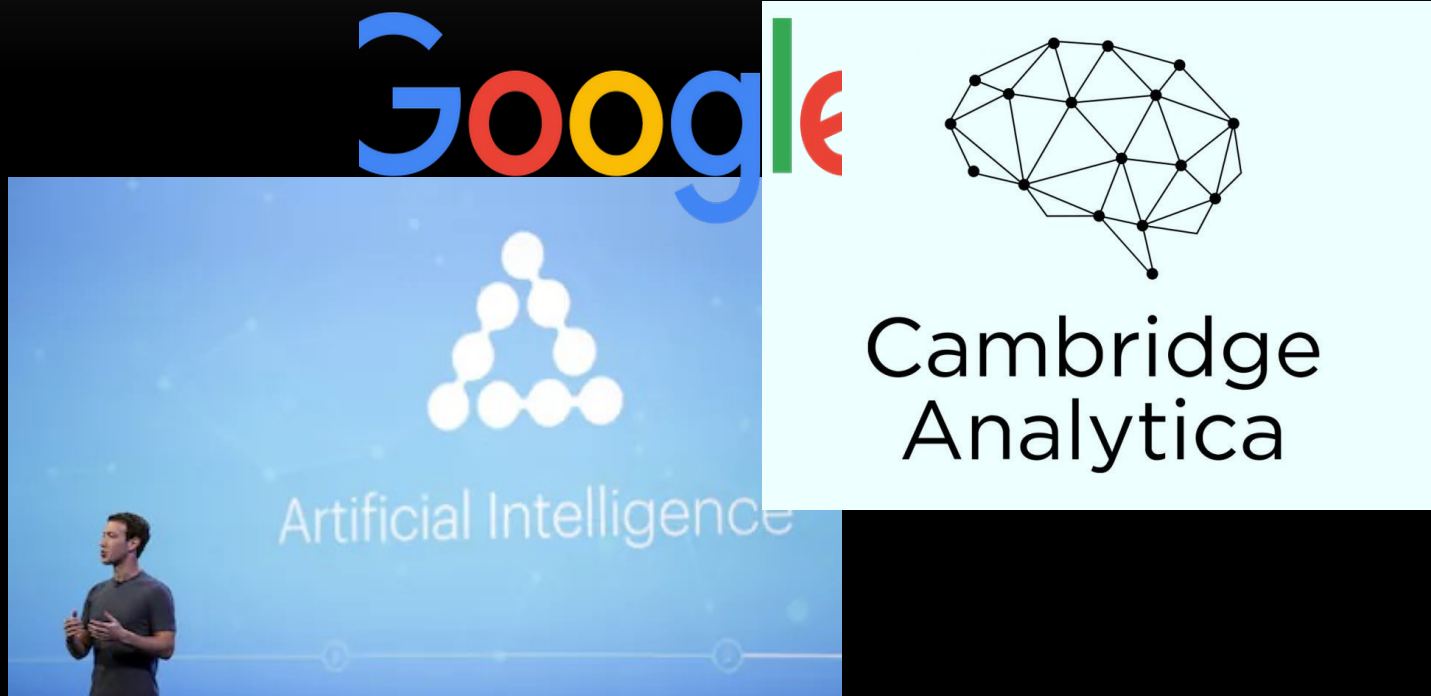
# REGULATING THE CORPORATION AND NOVEL BEINGS

DR. SARAH MORLEY



# REGULATING CORPORATIONS

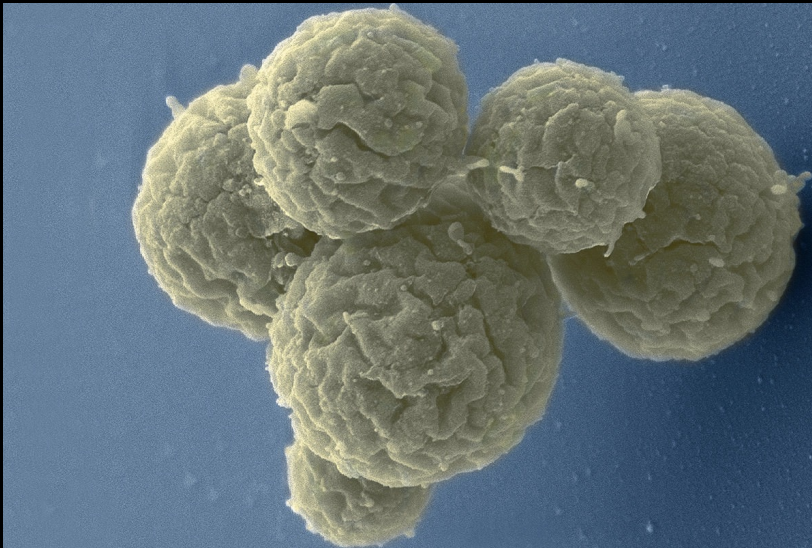
- It is important to ask, on a societal level, whether we permit corporations developing significant moral technology to continue to self-regulate



# TECHNOLOGIES

## Artificial Intelligence

- Deep Learning systems



## Synthetic Biology

- Protocell synthetic biology
- Could be understood as creating life

# CORPORATE SOCIAL RESPONSIBILITY (CSR)

- Going above and beyond what is legally required
- Adopting policies that reflect responsibility and accountability for societal good
- Being a “Good Citizen”
- Relies on self-imposed initiatives and codes of conduct
- “Social gaze” operates as a soft form of regulation

## Innocent:

‘Here at innocent, we want to leave things better than we find them.’



The Innocent Promise graphic features a red background. At the top is the Innocent logo, a stylized apple with a leaf. Below it, the text 'the innocent promise' is written in white. Underneath is the slogan 'Tastes good. Does good.' in white. A white rounded rectangle contains three icons: an apple, a tree, and a circle with '10%'. Below each icon is text: 'Tasty healthy products', 'Sourced sustainably', and '10% of our profits go to charity'. At the bottom is a white button with the text 'read more' and a right-pointing arrow.

the innocent promise

Tastes good. Does good.

Tasty healthy products

Sourced sustainably

10% of our profits go to charity

read more ►

# CORPORATE SOCIAL RESPONSIBILITY (CSR)

## Factors for engagement with CSR:

- Size (multi-national)
- Industry (Oil, Gas, Textile)
- Customer facing
- Crisis with reputation
- Do these factors also justify special attention and interference?



# LIMITATIONS TO CSR

- Differing perspectives on morality
- Language used in CSR statements
- Marketing in disguise ('greenwashing')
- Varying interests
- Social and political contexts
- Exploitative practices



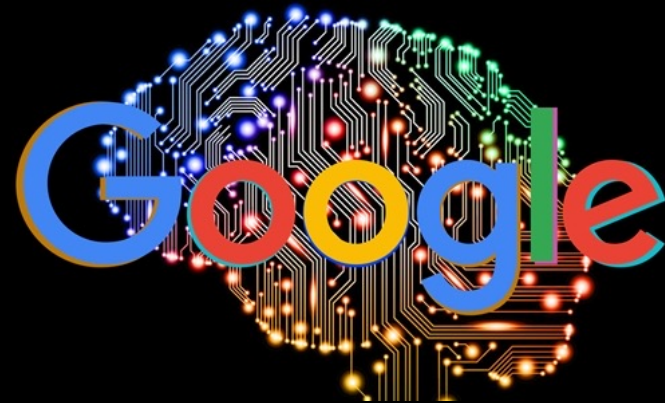
Most importantly, CSR, needs to build upon a basis of minimum regulatory standards.

# SELF-REGULATION

- **AI at Google: Our Principles (2018)**
  - ‘socially beneficial’
  - ‘accountable to people’
  - ‘uphold high standards of scientific excellence’

## Challenges:

- **Prioritisation**
- **Conflicts**
- **Vague**
- **Corporations driving the agenda? – should they be in a position to ‘mark their own homework’? (Quote from Edward Lucas, Digital Culture, Media and Sport Committee, *Disinformation and ‘fake news’* (Interim Report, HC 363, 2018) para 62 )**



# WHO SHOULD DRIVE THE AGENDA?

## **Industry setting ethical standards:**

Google: 'will proceed where we believe that the overall likely benefits substantially exceed the foreseeable risks and downsides'

**Conclusion?: Minimum standards for responsible behavior and a procedure for accountability (ideally on a global scale)**

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