Business Roundtable

Business Roundtable Policy Recommendations for Responsible Artificial Intelligence

U.S. leadership in artificial intelligence (AI) innovation strengthens all sectors of the U.S. economy. AI is actively improving the lives of individuals through better functioning of businesses, government and civil society. Trust fuels the healthy adoption of AI, and the responsibility for furthering this trust is shared by industry and government. Businesses developing and using AI technologies should align their internal practices and governance to key principles of Responsible AI, while regulators and policymakers should account for the complex, context-dependent and rapidly evolving AI ecosystem.

From development to deployment to end-user engagement, Business Roundtable is committed to working with regulators and policymakers to ensure that AI governance and regulation build trust in and acceptance of AI, enable innovation and promote continued U.S. leadership. Accordingly, Business Roundtable calls on the Administration, Congress and regulators to establish practices, rules and guidelines consistent with 10 policy recommendations:

1. Adopt regulatory approaches to AI that are contextual, proportional and use-case specific.

2. Embed AI rules and guidelines into existing frameworks, as appropriate.

3. Employ an agile and collaborative approach to AI governance.

4. Adopt an adaptive approach to enforcement.

5. Calibrate targeted and clear enforcement standards.

6. Prioritize strategic international engagement on AI issues.

7. Engage on global AI standards and guidelines.

8. Strive for common principles and interoperability.

9. Invest in AI education and proficiency at all levels.

10. Support industry training and reskilling efforts.

Targeted and Flexible Governance

Encourage AI innovation through targeted and flexible governance and oversight.

1. Adopt regulatory approaches to AI that are contextual, proportional and use-case specific.

- Tailor standards, guidance and regulation to specific AI use cases within well-defined deployment contexts and/or industries, rather than broadly regulating any technology or application outright.
- Direct governance efforts to consider the benefits and risks of AI relative to alternatives.

2. Embed AI rules and guidelines into existing frameworks, as appropriate.

- Assess regulatory gaps before considering new regulations. If new rules or guidance are necessary, narrowly scope the new rules or guidance to address the gaps. Where appropriate, seek to apply, extend or update existing frameworks or rules.
- Design any new rules to be interoperable with industry regulations, laws and technology standards (see, for example, cybersecurity and **Business Roundtable's *Framework for Consumer Privacy Legislation***).
- Empower agencies with relevant expertise to clarify existing standards and address inconsistencies across industries.

3. Employ an agile and collaborative approach to AI governance.

- Adopt an incremental approach to regulating AI, acknowledging that technical standards, use cases and private-sector governance evolve over time.
- Use evidence-based regulatory approaches and tools that allow for the iteration of governance practices (e.g., sandboxes, safe harbors) and opportunities for industry to discover and share best practices.
- Incentivize industry to engage in self-assessments.

Transparent and Rational Enforcement

Account for the evolving and differentiated nature of AI, focusing enforcement efforts on bad actors.

4. Adopt an adaptive approach to enforcement.

- Craft governance mechanisms that incentivize good-faith and demonstrated efforts to adhere to requirements, norms and standards.
- Engage with leadership from industry, academia and community organizations to inform AI best practices and enforcement mechanisms, recognizing substantive differences within and across industries.

5. Calibrate targeted and clear enforcement standards.

- Specify which entities, uses and/or impacts along the AI supply chain are subject to regulatory oversight.
- Issue guidance on the applicability of existing regulations to specific AI use cases and deployment contexts.
- Hone effective, proportional and clearly articulated enforcement standards that focus on bad actors and reflect the contextual and evolving nature of AI and its uses.

Global Coordination on Key Issues

Participate in global dialogues to support common principles and understanding of AI.

6. Prioritize strategic international engagement on AI issues.
- Develop U.S. government strategy for AI that can be consistently advanced in bilateral and multilateral consultations and negotiations.

7. Engage on global AI standards and guidelines.
- Prioritize U.S. participation in global standards-setting bodies and regulatory forums, working closely with private-sector stakeholders.
- Develop international guidelines for cyber, data/model and system-level security best practices that address unique AI vulnerabilities.

8. Strive for common principles and interoperability.
- Promote alignment of common principles for a targeted and flexible governance approach across the global AI regulatory landscape to minimize conflicting requirements and promote innovation, trade and investment.
- Leverage existing U.S. agency frameworks and guidance in international regulatory cooperation and standards-setting.
- Focus efforts on aligning key definitions (e.g., AI, explainability, classifications of risk) and promoting interoperability.
- Support digital trade frameworks and confront data localization requirements that impair cross-border data flows and the collection of fully representative training data.

AI Education, Training and Awareness

Partner with industry to build AI literacy and relevant skill sets across the United States.

9. Invest in AI education and proficiency at all levels.
- Support AI education at academic and trade institutions to broaden AI knowledge and prepare students for AI-compatible roles in the 21st century workforce.
- Develop early education curricula and consumer literacy programs.
- Make AI educational resources and training programs widely accessible across geographic areas and socio-economic backgrounds.

10. Support industry training and reskilling efforts.
- Support multisectoral partnerships among education institutions, industry and government entities to promote applied AI learning and apprenticeships.
- Enhance technical AI capacity within and across federal agencies by expanding investments in talent recruitment and modernizing government information technology.
- Augment private-sector investments in employee training, reskilling and upskilling to fully realize the benefits of widespread AI integration.