

# Value based guidance for Generative AI

**Welthungerhilfe value based guidelines for the use of freely available Generative AI<sup>1</sup> tools such as ChatGPT, Midjourney, Canvas Image, Adobe Firefly, Text to Speech, Copilot X, and others.**

We see new technologies as a chance to reach our goals more efficiently and effectively. In parallel, the use of Generative AI tools bears a risk of error, bias, and misuse, which can result in damage to individuals and WHH as such. When using Generative AI tools, every one of us is responsible to avoid and reduce such risk. This guideline shall give adequate guidance on how we can use such tools responsibly and how we can minimize related risks.

## Curiosity & Courage

- ✓ WHH encourages all employees to be open & curious about the possibilities of Generative AI, to test tools in line with these user guidelines, and to make suggestions.
- ✓ Official approval of the IT department is needed if Generative AI tools should be used broadly within WHH or if a download to the company computer is required (incl. plug-ins)

## Respect

- ✓ The use of Generative AI tools must be based on respect towards persons who may be affected by the creation and use of the Generative AI tool and towards WHH and its mandate. Before use, a product / result created using Generative AI tools must be critically reviewed, finally approved by a responsible WHH staff member. Act responsibly!
- ✓ Be aware of the inputs you use to ensure ethical use. Note that the nature of the inputs can affect the outcome.
- ✓ Ensure that output generated by Generative AI tools adheres to our gender equality, diversity, fairness, and democratic standards.

## Accountability

- ✓ Always check and verify generated content, as Generative AI tools may be incorrect or otherwise generate questionable content und sources of information. Check carefully for inaccuracies, distortions, illegitimate or potentially inappropriate content. Ensure that responsibility for all AI-generated content always rests with you as employee.
- ✓ Use only reputable AI tools from trusted vendors such as OpenAI, Microsoft, and Google that responsibly address the issues of risk and ethics.
- ✓ Use only legitimate AI tools that comply with applicable law and legal regulations (e.g., clear user terms) and live up to our ethical principles.
- ✓ Use only publicly available data and make sure that no confidential information, intellectual property of third parties or personal data such as donor information or internal datasets intended exclusively for WHH use is included.
- ✓ Exercise caution using AI-generated images or content for external materials, as they may infringe third-party intellectual property rights, such as trademarks or database rights.
- ✓ Use AI tools for your work only with your official mail address (...@welthungerhilfe.de) and adhere to the WHH password policy. Do not use your standard windows password.

## Transparency

- ✓ Make sure you are transparent about the use of Generative AI tools in your work and indicate the use of them. Be transparent about the use with your managers and other departments.

## Commitment

- ✓ The use of Generative AI tools should always comply with our commitment to zero hunger and should be used in a way to support this commitment.

All employees must be aware of AI risks and opportunities to ensure that we as an organization comply with our policies, and managers have a responsibility to communicate and exemplify this understanding within their teams.

## YOU NEED SUPPORT?

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<sup>1</sup> Generative AI refers to technologies and models that can independently generate creative content such as text, images, or music. AI as such means Artificial Intelligence, in particular through self-learning or augmented reality software patterns