



Press Release

Launch of the first International label for an inclusive AI: GEEIS-AI¹

Paris, 7th September 2020,

The Arborus Endowment Fund launches today the first international label for inclusive Artificial Intelligence.

The GEEIS-AI label is in line with the International Charter for an Inclusive AI² launched on 21 April 2020 in partnership with the Orange Group. It was launched under the high patronage of the French Secretary of State for Digital Affairs Cedric O, and with the support of Delphine O, Ambassador and Secretary-General of the UN World Conference on Women, and Nicole Ameline, Vice-President of the UN CEDAW.

The GEEIS label is a tool that enables companies to measure their policies on professional equality and/or diversity from an inclusive perspective. In doing so, the GEEIS is a strategic structuring tool.

The audit of equal opportunity policies considered from an AI perspective represents a further step in the construction of an inclusive and ethical human resources management policy.

Bureau Veritas Certification conducts audits of this label in France and internationally.

The GEEIS-AI label is an innovative tool in line with international recommendations on Women's rights and equality, and with the major studies recently issued that advocate audits on these issues³.

Cristina Lunghi, Founder of Arborus: "I am glad about this GEEIS-AI launch. It is an additional step within our labelling instrument for gender equity. We offer a comprehensive tool grounded in human capital management in an inclusive dimension both on local and international scales. The AI has become a major challenge. We will take it up with GEEIS-AI."

¹ GEEIS -AI : Gender Equality European & International Standard – Artificial Intelligence

² <https://charteia.arborus.org>

³ Recent studies:

« Un engagement collectif pour un usage responsable de l'IA » – Impact IA

« Women in the Digital Age » | claves – Commission européenne

« Ai x Sexisme » - Social Builder

« Algorithmes contrôle des biais » – Institut Montaigne

« Algorithmes , biais, discrimination, équité » – Fondation ABENOA et Telecom Paris Tech.

« Les femmes au cœur de l'économie » – Chiara Corazza



These personalities support us

Cedric O
French Secretary of State for
Digital Economy

« Artificial Intelligence is taking on an increasingly important role in our society, which will need time to recover after the current health crisis. We need to be vigilant in order to ensure that automatic decisions based on the processing of algorithms do not discriminate against women due, for example, to the quality of the data used or the design of the code, a field still dominated by men.

We must therefore encourage companies to ensure neutral AI development with initiatives such as the International Charter for inclusive AI” »

« At a time when the use of artificial intelligence is becoming widespread in companies and will most likely regulate our lives, it is crucial to ensure the neutrality and fairness of the algorithms structuring it to fight against the discriminatory biases they may contain. **The implementation of the GEEIS-AI label is therefore a significant step forward in this area.** We must go even further to prevent all forms of discrimination. »

Elisabeth Moreno
French Minister
for Gender Equality

Delphine O
Ambassador
and Secretary General
of the UN Women’s Global
Forum

«“I am aware of the emergence of technology-driven discrimination related to the reproduction of gender stereotypes that can be caused by artificial intelligence, so I am determined that the Generation Equality Forum should tackle these issues by making **innovation one of the 6 action coalition themes** that will be launched in Paris by the French President of the Republic Emmanuel Macron, Mexico and UN Women.”»

« **The GEEIS-AI is leading the way in putting equality at the heart of digital transition.** This initiative marks a great step forward. We need this vision based on equality as a leading force for sustainable development. »

Muriel Garnier
Administrator of the Labora-
toire Egalité, in charge of IA
programme

«The Pact for an equal AI between women and men of the Equality Laboratory recommends the establishment of standards or labels to regulate the use of AI. **We are pleased to launch the first labelling tool in this area allowing HR managers to take concrete action.** »

The GEEIS label is being developed to respond even better to human resources processes, which are becoming increasingly digitalized. We are delighted to be able to support large companies in their fight against all forms of discrimination. By carrying out GEEIS audits worldwide, our auditors, who are experts in these HR topics, ensure a recognized and independent assessment. *Bureau Veritas*, which works in 140 countries, intends to participate in the dissemination of an international culture of equality and diversity.»

Marine Rabeyrin
for the « Women and AI »
group of the InterElles Cercle

« The Cercle InterElles sensitizes and engages companies in a process of production and use of AI that does not discriminate against women, even beyond ethical considerations on the subject. We therefore congratulate Arborus and Orange for their relevant approach and follow with great interest **the launch of the GEEIS-IA Label which addresses precisely this subject, especially with HR managers by proposing them to go further in their policy of professional equality between women and men.** »

Laurent Croguennec
Managing Director
Bureau Veritas Certification
France

« **The purpose of the label is to guarantee artificial intelligence designed, deployed and operated in a responsible and inclusive manner.** We are delighted because it is through commitments such as this one that companies and organizations will be able to put in place concrete and visible actions so that stereotypes and old patterns do not recur. »

Caroline de La Marnierre
Founder of l’Institut
du Capitalisme Responsable

« The digitalization and digitization of our uses are changing and will change our organizational methods in the coming years. It is our collective responsibility to seize these tools to transform our society in a positive way and reduce inequalities. As a leader in the promotion of a more responsible capitalism, whose objective is to contribute to the construction of a new model that takes into consideration social and environmental issues, **committing ourselves through the GEEIS-AI initiative is an obvious choice.** At the Institut du Capitalisme Responsable, we are resolutely committed through our actions - the Grands Prix de l’Assemblée Générale et de la Mixité and the Observatoire de la Mixité - to **a real and sustainable progress of diversity**, an essential pillar of a more equitable and inclusive »

**Françoise Derolez et
Marie-Laetitia Gourdin**
PWN Paris



About Arborus

Created in 1995 by Cristina Lunghi, the Arborus Association, which celebrates its 25th anniversary this year, works for equality between women and men and inclusion in the world of work at the international level. In 2010, Arborus created an endowment fund to pilot the implementation of the first international label on professional equality, the GEEIS (Gender Equality European & International Standard).

Now present in 38 countries, the GEEIS has become the benchmark label for CAC 40 companies (Carrefour, Danone, EDF, Keolis, Legrand, L'Oréal, Orange, Safran, Sodexo), as well as foreign companies (Métro, Inditex) and SMEs (CAMFIL).

In 2019, Arborus launched the GEEIS-SDG Trophies at the United Nations to reward companies that make equality the basis of their actions in favor of sustainable development.

Press contacts:

Elsa Berry - Agence A4D

Tel : +33 6 88 05 37 97

Email : elsa@agency4dev.com

Laurence Massera - BUREAU VERITAS

Tel : +33 6 08 04 38 21

Email : laurence.massera@bureauveritas.com