

DIGITAL MEDIA IMPACT SUMMIT

Shaping Ethical AI for Social Impact

9th & 10th October 2024



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As we stand at the intersection of innovation and equity, the potential for artificial intelligence (AI) to drive meaningful social change has never been more apparent—or more complex. Over the course of two days during our signature learning event, changemakers from across the globe came together to engage in critical conversations, explore practical strategies, and envision a future where AI serves as a catalyst support tool for human-centered impact.

From rethinking narratives in media to fostering inclusive AI design, each session challenged us to look beyond the surface of technological advancements and confront the nuanced ethical, environmental, and societal dilemmas that accompany them. This document distills shares the vibrant important discussions, key insights, and actionable takeaways from our sessions, providing a learning resource for organizations, media makers, and advocates who aim to harness use AI responsibly and equitably.

Through the lens of diverse voices—from journalists and technologists to campaigners and educators—we explored the pivotal questions shaping AI's role in the social impact justice sector. Coming from diverse NGO & CSO spaces, DMIS held the space for diverse actors to interact and discuss AI & Social Impact, building on each other's experiences with AI contributing to innovative ways of using this technology in fair, promising, ethical ways. Some of the most important questions we discussed together were: Can AI amplify marginalized voices without perpetuating biases? How do we balance innovation with core human values like fairness, inclusivity, and sustainability? What frameworks are necessary to hold AI accountable while maximizing its potential to empower communities?



A Glimpse into the Conversations

- **Enhance Media Integrity and Representation:** Shifting narratives to build trust, combat misinformation, and include perspectives from underrepresented regions.
- **Advance Ethical AI Practices:** Promoting transparency, cultural sensitivity, and equitable governance throughout the AI lifecycle.
- **Tackle Environmental and Social Costs:** Addressing the hidden impacts of AI, from resource exploitation to eco-anxiety, while advocating for sustainable practices.
- **Strengthen Independent Media Models:** Diversifying revenue streams and using AI to sustain organizations amid growing pressures.
- **Promote Digital Literacy and Critical Thinking:** Equipping communities to navigate the digital world with resilience against disinformation and manipulation.

This learning document is a joint effort between RNW Media & Partos, and serves as both a reflection and a call to action. It invites you to engage deeply with the possibilities and challenges of AI, to collaborate across sectors, and to promote interventions that prioritize humanity and equity.

AI IN ACTION

STORIES FROM CHANGE MAKERS WORLDWIDE

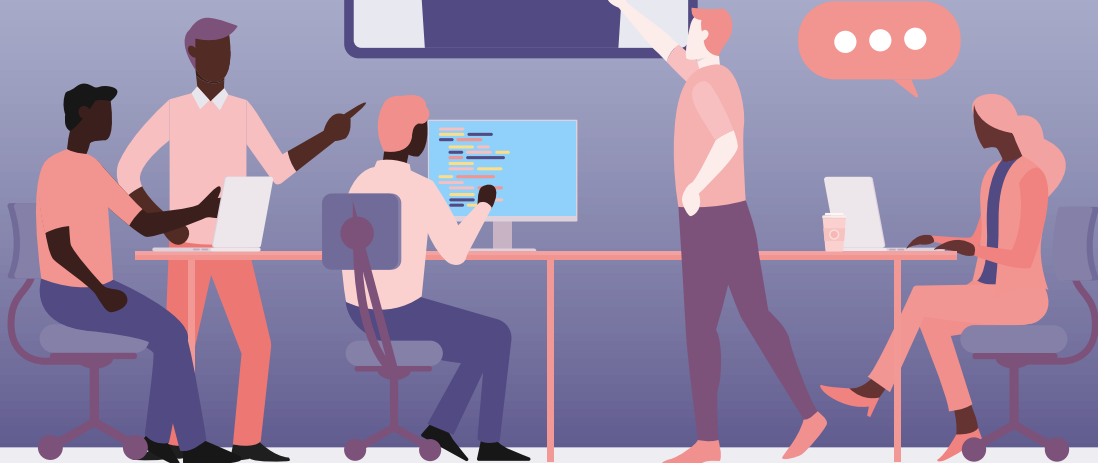
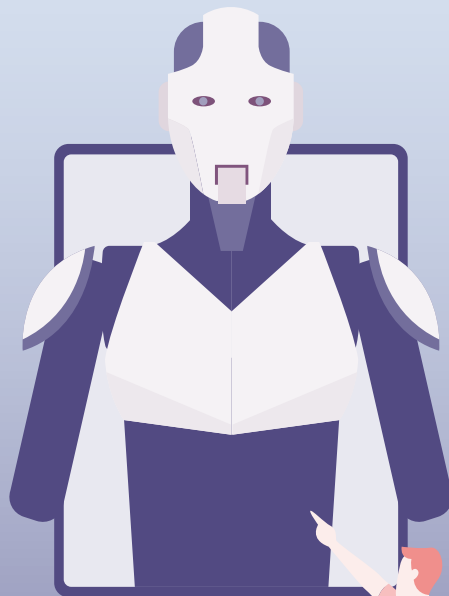
Alu Azege, Director @ [Media, Health & Rights Nigeria](#)

Alex Oburu, Innovation and Technology Relationship Coordinator @ [NairoBits](#) Trust

Kinty Ndiaye, Digital SBC Project Manager @ [ONG RAES](#)

Lei Ma, Director of Media, Innovation and Communication @ [RNW Media](#)

How can artificial intelligence become a true partner in enabling intentional, human-centered impact for our organizations and the communities that are served?



Session highlights & key takeaways

While keeping a critical eye out for AI, this session examined the potential of AI in driving social impact, showcasing real-world examples from small, purpose-driven organizations. From using AI for content creation, moderation, and SRHR education to leveraging chatbots and ICT for community engagement, the presentations highlighted how AI can amplify reach, inclusivity, and responsiveness while addressing critical challenges like data privacy and ethical governance. Our amazing partners emphasized the need for balanced strategies that align technological advancements with human-centric approaches, making sure that AI solutions remain empathetic, culturally sensitive, and accessible, particularly in underserved and underrepresented communities.

Key insights

- **Prioritize Ethical AI:** Ensure AI aligns with values, protects data privacy, and promotes inclusivity.
- **Create Culturally Relevant Solutions:** Co-design activities and tools using AI with local input for greater impact.
- **Enhance Engagement with AI:** Use AI for supporting content creation and real-time interaction to inform and connect communities, always keep a human eye in the loop!

Extra Resources

- **Article:** Winner of Innovation FunD: [Pati Chat Bot](#)
- **Research:** [MIT Gender Shades](#)
- **Article:** [Addressing AI-Generated Infodemic: An Africentric Approach to SRHR in the Digital Age](#)

(Re)Thinking and (Re)Imagining Collective AI Narratives in MEDIA

Sabrina Faramarzi, Managing Director @ Are We Europe

Jutta Juliane Meier, Founder and CEO @ Identity Valley

Miguel Morachimo, Program Officer @ Data Futures Lab, Mozilla Foundation

Zeina AbuSittih, Communication Lead @ 7amleh

How can journalists and media makers reshape AI narratives to amplify diverse voices and promote ethical, inclusive, and empowering uses of AI, particularly for marginalized communities?



Session highlights & key takeaways

During this session we explored the urgent need to reshape AI narratives in the media, moving away from fear-driven stories to ones that build trust, transparency, and inclusivity. Harmful AI narratives are prevailing stories and frameworks that oversimplify, distort, or misrepresent the nature and impact of artificial intelligence. These narratives, often rooted in fear, hype, or specific ideological perspectives, shape public understanding, policy decisions, and technological development in ways that may hinder progress or exacerbate existing inequalities. Some examples are: Technological determinism frames AI as an unstoppable force, sidelining human agency, while the “AI as savior” myth creates unrealistic expectations by ignoring systemic challenges. Apocalyptic visions fuel fear, leading to reactionary policies that overlook real-world issues, and the neutral tool myth obscures the biases inherent in AI systems. Singularity obsession shifts focus to speculative futures at the expense of addressing immediate ethical concerns, while Western-centric framing marginalizes diverse voices and perpetuates global inequalities. Lastly, the belief in data as inherently good disregards privacy concerns and reinforces power imbalances, all of which hinder ethical and equitable AI development.

Key takeaways included the importance of media responsibility in fostering positive AI narratives, addressing biases that disproportionately harm marginalized communities, and advocating for ethical frameworks to guide AI development. Collaborative efforts across sectors, increased global representation—especially from the Global South—and initiatives to improve digital literacy and data ownership were identified as essential steps toward ensuring AI serves as a tool for societal benefit rather than perpetuating inequalities. Ultimately, the session highlighted the critical role of responsible journalism in holding AI developers accountable, combating misinformation, and empowering audiences with nuanced, impactful stories.

Key insights

- **Shifting AI Narratives:** Move from fear-based narratives to stories emphasizing trust, inclusivity, and transparency.
- **Media's Role:** Responsible journalism is essential to combat misinformation and highlight ethical AI practices.
- **Addressing Bias:** Tackle AI biases that disproportionately harm marginalized communities, especially in the Global South.
- **Inclusive Representation:** Ensure diverse voices, particularly from the Global South, are included in AI policy and narratives.
- **Ethical Frameworks:** Develop multi-stakeholder frameworks for transparency, fairness, and responsible AI use.

Extra Resources

- **Digital Responsibility Goals** ([Identity Valley](#))
- **Article:** [The Nooscope Manifested](#): a diagram of AI's flaws, limits, categorizations
- **Tool for Data Visualization:** [Data Wrapper](#)
- **Book:** [From Pessimism to Promise: Lessons from the Global South on Designing Inclusive Tech](#) by Payal Arora <https://fritz.ai/nooscope/>
- **Open source training:** [We are AI; taking control of Technology](#) by NYU
- **Meta:** [Let Palestine Speak!](#)

WICKED PROBLEMS

THINKING ALONG AI

| Fer Gonzalez Morales, Learning Design Lead @ RNW Media

Wicked problems, like AI, are complex, interconnected challenges with no clear solutions, requiring multi-dimensional, context-specific approaches that draw on design thinking, systems thinking, and social problem-solving to address their social, ethical, and technical complexities



Session highlights & key takeaways

During the session on wicked problems at the Digital Media Impact Summit (DMIS), participants engaged in a dynamic, decentralized knowledge co-creation experience. The space was structured into distinct zones, including an entry and orientation area, four problem stations focused on specific AI-related wicked problems, a collaborative reflection wall, and a quiet reflection space. Using methods like systems thinking, stakeholder mapping, and the Iceberg Model, participants explored the complexities of AI as a wicked problem. Facilitators guided discussions and reflections, encouraging participants to identify interconnected challenges and propose potential solutions. Insights and ideas were shared on the collaborative wall, fostering a collective understanding of AI's multifaceted societal, ethical, and technical impacts.

Key insights

- **Thoughts on Authorship:** although the myth of singular authorship has never been entirely accurate; original ideas are often shared. Gen AI tends to use similar sources, producing predictable, generalized responses that might reflect dominant ideologies.
- **Data Integrity in Fact-Checking:** Good fact-checking means scrutinizing data sources. For instance, fact-checking organizations like [FactCheck.org](https://factcheck.org) cross-reference claims with data from trusted sources, such as government reports, subject-matter experts, and on-the-ground witnesses to verify accuracy
- **Data Integrity and Verification:** Consider the context and purpose of datasets. Cross-reference data, involve field experts, and seek first-hand accounts where possible.
- **The Reality-Fiction Binary:** In today's media landscape, the line between real and fake is increasingly blurred. "Fake news" has highlighted this, where news stories can be true in part but misleading overall. For instance, deepfakes manipulate images and videos to appear real, raising questions about authenticity. Here, "fact-checking" needs to focus not just on data verification but on context and intent.
- **Contextual Information:** Media today often reflects societal commentary rather than straightforward facts. Take memes as an example: while not fact-based, they provide cultural commentary that resonates with social or political events. Journalistic fact-checking in this context must evolve to include understanding the socio-political nuances behind information.

Extra Resources

- The AI Pedagogy Project [Home](#)
- **Generative Artificial (AI) Guidelines**
- **Tool:** [Gamma](#) – for making presentations
- **Ethical Scenarios for reflection:** [Moral Machine](#)

UNLEASH THE POWER OF CAMP(AI)GNING

| Galia Guajardo & Tora Sinaga, Digital Media Experts @ RNW Media

How can civil society organizations create impactful online campaigns despite limited resources and sensitive contexts?



Session highlights & key takeaways

Think of AI as a campaign tool to support your digital media strategies and drive social change. It can analyze trends, spot patterns, and even customize your messaging for every segment of your audience. A campaign is any series of actions that is meant to achieve a particular result, with a particular audience. It can also be described as an organised, purposeful effort to create change. AI is a transformative tool that empowers you to enhance your capabilities, improve your outreach, and ultimately achieve their missions more effectively. Embracing AI can lead to more impactful campaigns, better community engagement, and a stronger voice in the public sphere. The session highlighted how AI can revolutionize campaigning for civil society organizations by addressing resource constraints and enhancing efficiency. Participants learned practical strategies for leveraging AI in content creation, audience targeting, and campaign analytics, while maintaining a balance between automation and a human touch.

Key insights

- **Use AI Efficiently:** use AI to support in ideation and counter narratives for content creation, targeting, and analytics to save resources.
- **Humanize AI Content:** Use personas to guide AI prompts for content creation. This helps generate content that speaks directly to different demographics, aligning with their preferences, needs, and behaviors.
- **Share Knowledge:** Create spaces for exchanging AI tools and best practices.
- **Adopt Cost-Effective Tools:** always write to them, most tools will support NGO's and CSOs if you make the case.
- **Ensure Ethical Use:** Maintain transparency and cultural sensitivity in AI applications

Extra Resources

- **Generative Artificial Intelligence (AI) [Guidelines](#)**
- **Guidelines: [Safer Chatbot - UNICEF](#)**
- **16 days of Activism [Campaign](#)**

DEVELOPING LITERACY AND CRITICAL THINKING

| Balázs Dezsényi, Learning Design Expert @ RNW Media

How can we support people to become vigilant navigators of the digital world, capable of distinguishing truth from deception in an era dominated by AI-generated content?



Session highlights & key takeaways

This session emphasized the importance of proactive, inclusive, and strategic approaches to countering disinformation through pre-bunking (To preemptively debunk a line of disinformation by publishing an account of that disinformation along with a simultaneous refutation before the disinformation itself is actually disseminated by its author.), critical media literacy, and community collaboration. Participants learned to identify different manipulation tactics such as emotional, sensationalism, and explored how these and technological biases fuel disinformation. The discussion turned towards the power of tailored education, gamified tools, and trust-building initiatives to foster resilience. We explored the effectiveness of pre-bunking strategies like emotional warnings and gamified learning, the need to amplify accurate information through consensus messaging, and the value of engaging diverse voices in designing media literacy solutions. Building trustful, informed communities is essential for creating a society capable of discerning and rejecting disinformation.



Key insights

- **Adopt Pre-Bunking Tools:** Use interactive tools like [Bad News](#) to teach disinformation tactics proactively.
- **Tailor Media Literacy:** Customize programs to audience needs, from basic digital skills to advanced critical thinking.
- **Amplify Accurate Information:** Use consensus messaging to spread factual content and counter false narratives.
- **Build Trustful Communities:** Support initiatives like [Courageous RI](#) to foster dialogue and critical thinking.
- **Collaborate Widely:** Engage educators, policymakers, and tech firms to design inclusive, localized solutions.

Extra Resources

- **Fake news motivations:** Osmundsen, M., Bor, A., Vahlstrup, P. B., Bechmann, A., & Petersen, M. B. (2021). Partisan Polarization Is the Primary Psychological Motivation behind Political Fake News Sharing on Twitter. *American Political Science Review*, 115(3), 999–1015. <https://osf.io/preprints/psyarxiv/v45bk>
- **Courageous conversations:** <https://www.courageousri.com/impact>
- **Ability and willingness to judge news:** Pfander, J., & Altay, S. (2023, August 4). Spotting False News and Doubting True News: A Meta-Analysis of News Judgments. <https://doi.org/10.31219/osf.io/n9h4y>
- **Spotting fakes vs boosting truths:** Klebba, L-J., & Winter, S. (2023). Selecting And Sharing News In An “Infodemic”: The Influence Of Ideological, Trust- And Science-related Beliefs On (Fake) News Usage In The Covid-19 Crisis. <https://psyarxiv.com/dbghp/download?format=pdf>
- **Consensus messaging:** Veckalov, B., Geiger, S. J., White, M. P., Rutjens, B. T., van Harreveld, F., Stablum, F., ... Linden, S. (2023, September 13). A 27-country test of communicating the scientific consensus on climate change. <https://doi.org/10.31219/osf.io/bctm3>
- **LLMs and the [social science classroom](#)** (great learning on what LLMs are and aren't, and the ethical / epistemological implications of using them)
- **Manipulation tactics:** [Google Prebunking Quiz](#)

SUSTAINABLE AI

THE CASE OF CLIMATE CHANGE

| Yan Cong, Program Officer & Researcher @ [Green Screen Coalition](#)

Let's bring another elephant to the room:
can we talk about the environmental cost of AI?



Session highlights & key takeaways

The integration of Artificial Intelligence (AI) into global systems comes with significant environmental and social costs, often overlooked in its rapid expansion. From the energy-intensive training of AI models to the reliance on non-renewable resources and the exploitation of vulnerable communities for mineral extraction, these practices exacerbate climate change, increase e-waste, and fuel eco-anxiety, particularly among youth. To mitigate these impacts, it is crucial for media, NGOs, and changemakers to advocate for ethical AI practices that prioritize transparency, equity, and sustainability, ensuring AI development benefits all without deepening global inequalities. The session's recommendations emphasize the need for stakeholders to adopt transparent and accountable frameworks, minimize AI's environmental impact, and promote community engagement, ensuring that AI development prioritizes equity and sustainability over unchecked technological advancement.

Key insights

- **Choose wisely:** Use AI to support your key tasks but be mindful, when you can talk to another human or use other tools!
- **Ensure Ethical Sourcing:** Do the research, do you know what is being extracted for AI to be used? Promote fair labor practices in mineral extraction.
- **Promote Transparency:** Advocate for equitable and accountable AI development.
- **Set Global Standards:** Collaborate on guidelines for ethical AI practices!

Extra Resources

- **Tool:** Know your Footprint: <https://codecarbon.io/>
- **Article:** [Sustainable AI, a contradiction?](#)

IS YOUR BUSINESS MODEL VIABLE IN THE ERA OF AI?

| **Bruce Sherman**, International Media Consultant @ RNW Media
| **Lei Ma**, Director of Media, Innovation and Communication @ RNW Media

How can we sustain independent media to protect human rights, elevate marginalized voices, and uphold democracy amid growing pressures?



Session highlights & key takeaways

Our amazing people at RNW Media called the urgent need for independent media organizations to strengthen their capacities amid funding challenges, political pressures, and local constraints. Today more than ever we need to realise the importance of diversifying revenue streams to ensure financial stability, keep valuable people around, and tailor solutions to local socio-political contexts. We emphasized the value of collaborative efforts, such as shared business development resources and flexible funding structures, to build resilience. The discussion concluded with actionable steps, including the development of a shared viability model and exploring an AI-powered consortium to enhance international media sustainability efforts.

Key insights

- **Diversify Funding:** Explore innovative revenue sources like media diplomacy and product offers to enhance financial stability.
- **Collaborate on Resources:** Build shared platforms for collective funding and support.
- **Retain Talent:** Offer holistic benefits and development opportunities to reduce staff turnover.
- **Adapt Locally:** Create tailored strategies for challenges like censorship or limited infrastructure.
- **Seek Flexible Funding:** Advocate for funding that supports organizational growth and sustainability.

Extra Resources

- [Media Viability Manifesto](#)

INCLUSIVE AI FROM DESIGN TO DEPLOYMENTS

ENGAGING COMMUNITIES THROUGHOUT THE AI LIFECYCLE

| Raghda ElHalawany, Co-Director @ [MasterPeace](#)

How can we democratize AI development to ensure it serves diverse communities and addresses the needs of marginalized populations, rather than reinforcing existing power imbalances?



Session highlights & key takeaways

The session highlighted the urgent need to address AI's power imbalances by fostering inclusivity, transparency, and equitable governance in its development and deployment. Participants emphasized the importance of involving diverse voices—particularly underrepresented communities and languages—through participatory processes like multi-stakeholder advisory boards and community-based testing. Examples of AI's geopolitical impacts, such as surveillance and democratic erosion, underscored the necessity of robust regulations like the EU AI Act to ensure accountability. While concerns about monopolization and exclusion persist, the session also showcased practical solutions, such as design-thinking approaches, to harness AI's potential for creating a more inclusive and equitable future.

Key insights

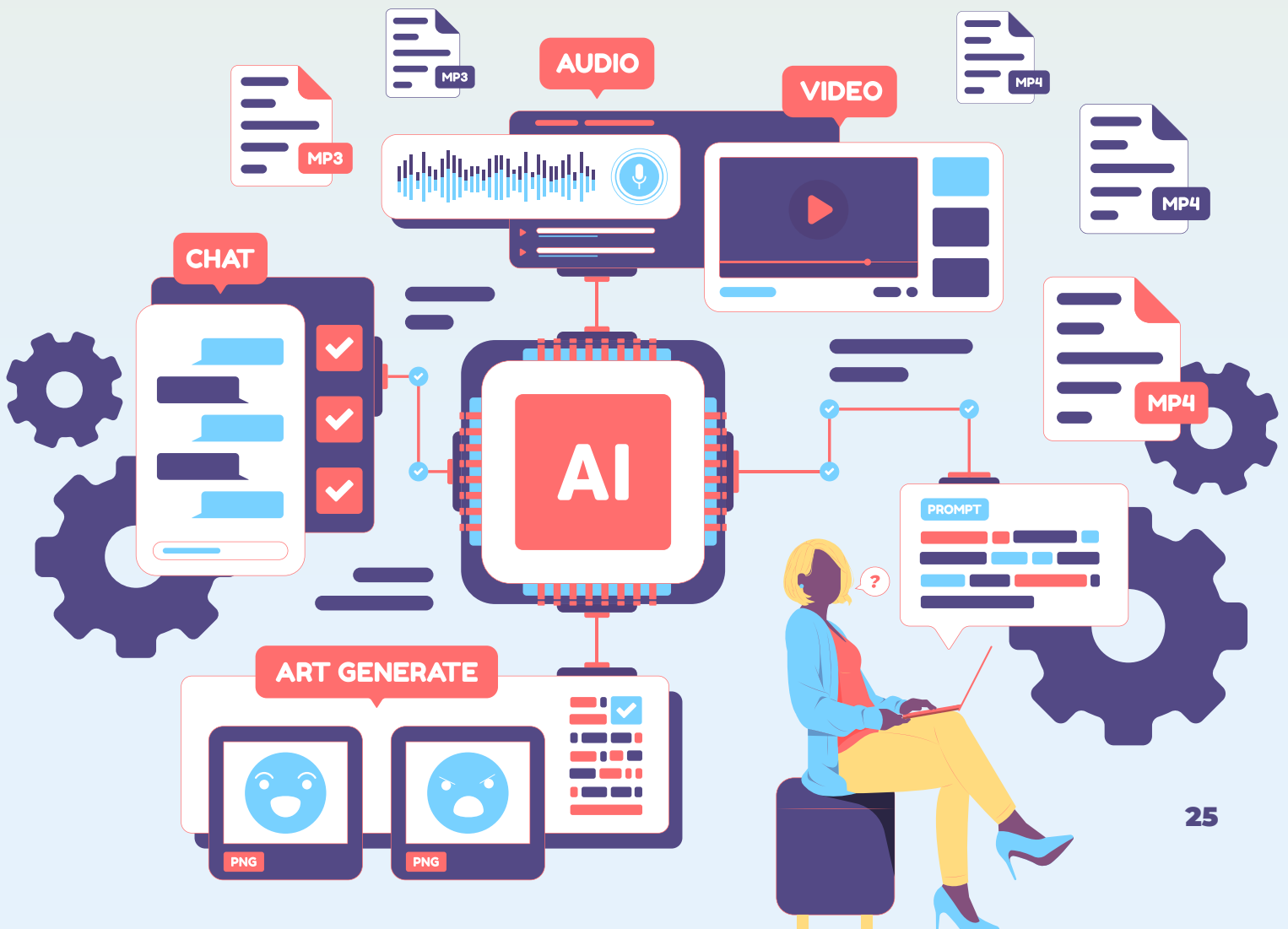
- **Create Advisory Boards:** Ensure diverse representation in AI governance through multi-stakeholder boards.
- **Engage Communities:** Collaborate with local groups to develop culturally relevant, inclusive AI solutions.
- **Advocate Regulations:** Support frameworks like the EU AI Act for global AI accountability.
- **Test with Communities:** Conduct community-driven testing to ensure AI tools are safe and unbiased.
- **Support Local Developers:** Provide funding and support for grassroots organizations to influence AI development.

THE POWER OF A GOOD QUESTION

CRITICAL PROMPTING

| Noyan Er, Digital Product Manager @ RNW Media

How can we address biases in AI to ensure these technologies serve diverse communities equitably and avoid reinforcing societal inequalities?



Session highlights & key takeaways

The session highlighted the critical need to identify and address biases in AI systems through diverse prompting techniques and enhanced transparency. Participants explored strategies like using varied personas, languages, and open-ended prompts to expose biases, alongside implementing bias-awareness practices such as AI self-reflection checks. Emphasizing the importance of transparent data sources, ethical prompting patterns, and regular model updates, the session also advocated for sustainable AI practices like an “eco-mode” to minimize environmental impact. Ultimately, fostering inclusive, dynamic, and ethical AI systems requires multi-stakeholder collaboration, user feedback, and alignment with evolving social norms.

Key insights

- **Diversify Prompts:** Use varied languages, personas, and open-ended prompts to uncover biases.
- **Check for Bias:** Regularly ask AI to self-reflect on potential biases in its responses.
- **Demand Transparency:** Ensure AI providers disclose training datasets for reliability checks.
- **Standardize Ethical Prompts:** Use persona-based and multi-solution patterns for ethical AI outputs.
- **Promote Sustainability:** Encourage an “eco-mode” to minimize AI’s energy impact.

Extra Resources

- **Ai Prompt Patterns** [Cheat Sheet](#)
- **Tool:** Prompt refinement [Claude](#)
- **Guide:** [Prompt Engineering Guide](#)

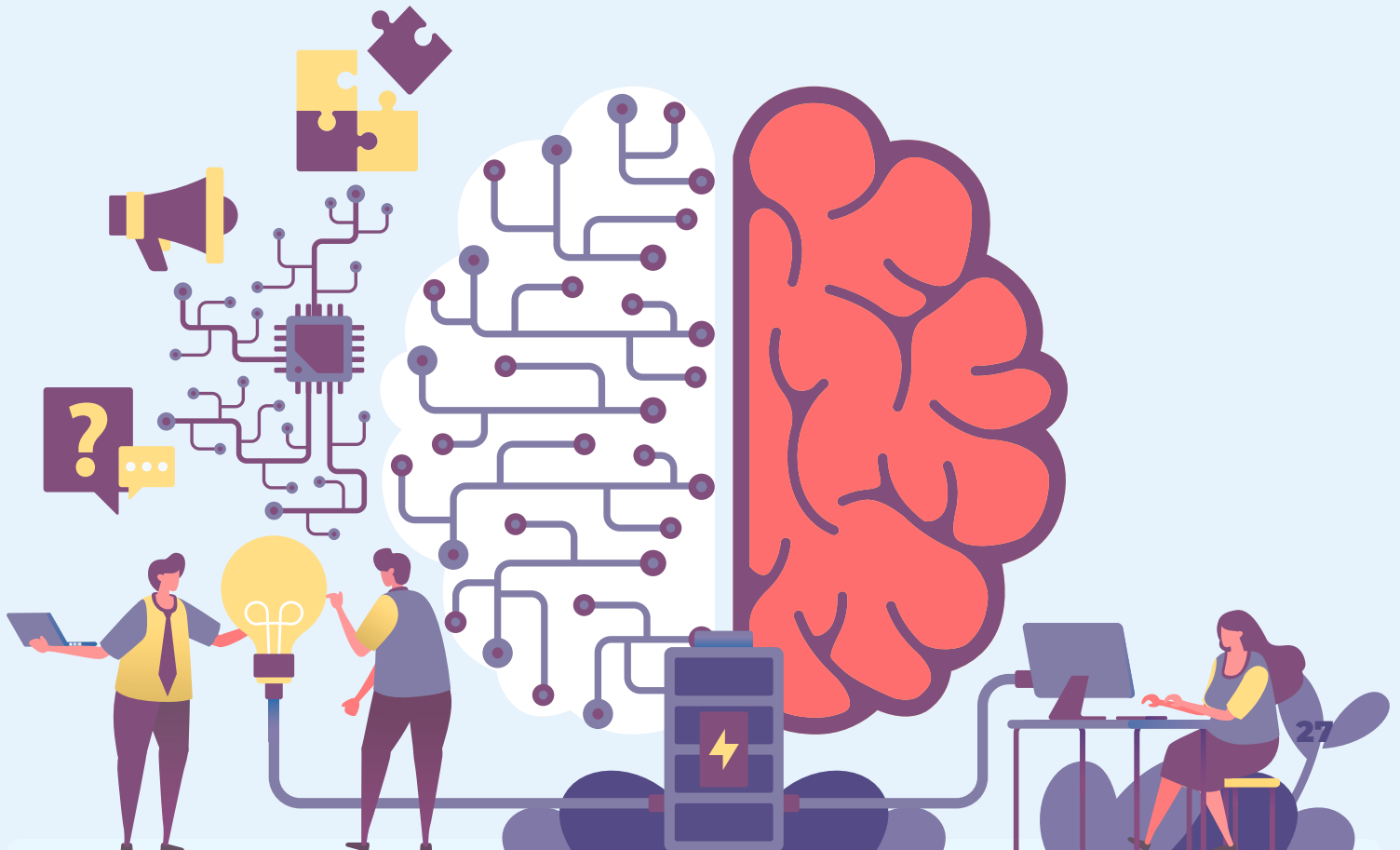
ETHICS OF AI

CREATING ECOSYSTEMS OF RESPONSE-ABILITY – THE HAARLEM DECLARATION

| **Surabhi Srivastava**, Partnership Lead @ RNW Media

| **Fer Gonzalez Morales**, Learning Design Lead @ RNW Media

How can we ensure AI in digital media aligns with core human values, promoting fairness and justice while minimizing job displacement and societal harm?



Session highlights & key takeaways

The session delved into the ethical complexities of AI in digital media, emphasizing the need to balance innovation with core human values like transparency, fairness, and justice. Participants explored the dual nature of AI as a tool and decision-making agent, discussing the trade-offs required to embed ethical principles into its design. Practical solutions, such as labelling AI-generated content, fair compensation for artists, and policy-level interventions, were highlighted to ensure responsible AI use. The session concluded with a call for multi-stakeholder collaboration to develop ethical AI practices and policies that prioritize inclusivity, transparency, and societal well-being.

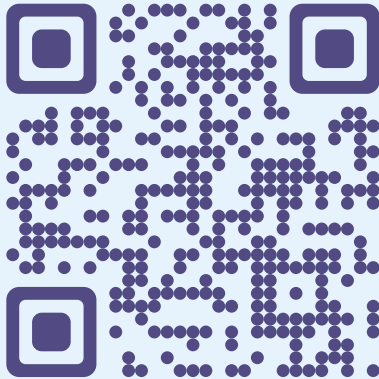
Key insights

- **Adopt Ethical Guidelines:** Create a checklist to ensure responsible AI practices in digital media.
- **Ensure Fair Compensation:** Advocate for policies compensating artists whose work is used in AI training.
- **Promote Transparency:** Require AI systems to be transparent and explainable.
- **Collaborate Across Sectors:** Engage governments, tech companies, and organizations to uphold ethical AI standards.
- **Maintain Human Oversight:** Ensure human involvement in critical AI processes like content moderation.

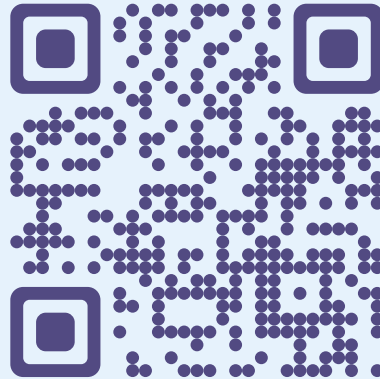
“We, therefore, under the ambit of Haarlem Declaration 2024, commit to deploying and utilizing all forms of AI-powered tools and technologies, in relation to digital media, in accordance with the following (ethical) values and principles...”

Support the Haarlem Declaration by filling in the form in [English](#) and in [French](#).

ENGLISH



FRENCH



[Full Text of the Haarlem Declaration in English and in French.](#)