Team Description:

The Preliminary Human Rights Impact Assessment of the Sidewalk Labs amended Master Innovation and Development Plan will be led by Element AI, a world-leading provider of artificial intelligence solutions, supported by a consortium of bid partners with complementary expertise. These bid partners include: Fair/Square Research, leading experts on human rights impact and risk assessments for large-scale development and construction projects; a leader in the implications of AI deployment and data governance in the Canadian public sector; as well as Ravi Naik, a globally recognized litigator specializing in data protection and the 2018 UK Law Society Human Rights Lawyer of the Year.

Element AI

Since its inception, Element AI has been committed to the design, development and deployment of responsible artificial intelligence that is ethical and respects human rights. In support of this vision, Element AI has built in-house capacity in diverse fields such as computer science, design, anthropology, ethics, human rights, law and public policy, with over 100 PhDs on staff. Element AI's experience includes leading on technical and design solutions, including explainability as well as policy and legal components, notably the opportunity and challenges of data trusts. A known advocate for responsible AI, Element AI is an active contributor to national and international policy-making efforts, including in industry standard development efforts related to AI and data governance; as a member of the European Commission's High Level Expert Group on AI; within the Organisation for Economic Co-operation and Development (OECD); and the World Economic Forum's Center for the Fourth Industrial Revolution.

The Element AI approach is to seek out multi-stakeholder partnerships with organizations and individuals who share their vision of responsible technology development and who are among the very best in the world in their respective disciplines. Last year, in partnership with international human rights organization, Amnesty International, Element AI contributed to a ground-breaking study into abuse against women on Twitter. Recently, in collaboration with the Mozilla Foundation and The Rockefeller Foundation, Element AI convened a multi-stakeholder workshop on rights-respecting AI. The workshop culminated in a report featuring recommendations on the role of international human rights law in AI governance, with a focus on human rights impact assessments in the public sector.

Fair/Square Research Ltd.

Fair/Square Research Ltd. is a specialist human rights-focused company established in the UK in 2018 by co-directors James Lynch and Nick McGeehan. Fair/Square provides research, advice and project management to help prevent human rights abuse and corruption, and promote accountability and the rule of law. They perform human rights impact assessments for private sector companies who are serious about ensuring they respect rights in their operations and through their supply chains, providing detailed advice and recommendations so that they can adequately mitigate risks and ensure they meet their human rights responsibilities. Their clients have included: the Institute for Human Rights and Business, the BBC, Transparency International, Open Society Foundations, Amnesty International, the Natural Resource Governance Institute, and multinational companies in the agriculture, construction and transport sectors.