CONTENTS

	EXE	ECUTIVE SUMMARY	6
	1	INTRODUCTION	8
	1.1	Challenges of practically implementing AI ethics	10
	1.2	Multimethod framework as solution	12
	1.3	Handling AI ethics in practice	14
egrebalas	2	VALUES, CRITERIA, INDICATORS, OBSERVABLES (VCIO) AND	
		THE AI ETHICS LABEL IN DETAIL	15
	2.1	How to apply VCIO to AI ethics: Three illustrated examples	17
		2.1.1 Applying the VCIO approach to transparency as a value	20
		2.1.2 Applying the VCIO approach to justice as a value	22
		2.1.3 Applying the VCIO approach to accountability as a value	24
	2.2	Values constituting the AI ethics rating	26
		2.2.1 Transparency	26
		2.2.2 Accountability	27
		2.2.3 Privacy	28
		2.2.4 Justice	28
		2.2.5 Reliability	29
		2.2.6 Environmental sustainability	30
	2.3	How VCIO underpins the ratings in the AI Ethics Label	31
	3	CLASSIFYING AN AI'S APPLICATION CONTEXT	35
	3.1	The risk matrix	35
	3.2	Dimensions of the risk matrix	37
		3.2.1 Intensity of potential harm (x-axis)	37
		3.2.2 Dependence on the decision (y-axis)	38
	3.3	Recommendation for classes	38
	4	CONCLUSION AND WHERE TO GO FROM HERE	41
	4.1	Putting it all together	41
	4.2	Next steps	42
USERANI	5	BIBLIOGRAPHY	45
	6	ABOUT THE AUTHORS	48
	lmp	rint	54

