

MEANINGFUL AI ENDEAVOURS

Ambition

BUas is a frontrunner in leveraging and maintaining AI as a transformative tool in education, operations, and associated industry and research domains while keeping ethical considerations at the forefront.



Focus

Education

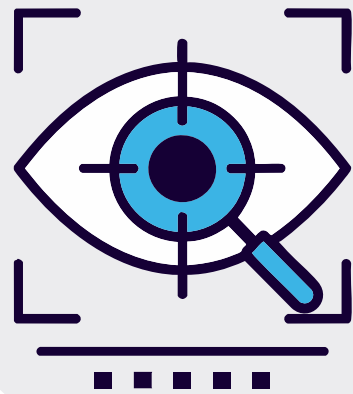
Leading in AI in the domains.

Operations

Human-centred, balancing efficiency with empathy and accountability.

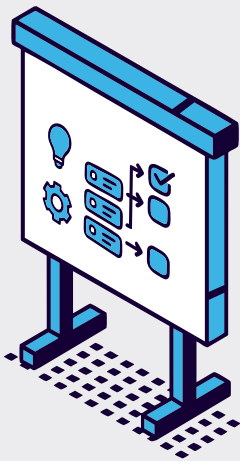
Research & Innovation

Integrating AI in research and innovation focusing on educational goals and industry needs.



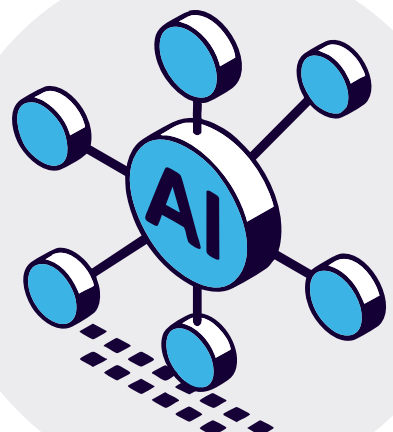
Strategy

- Vision & Goals
- Talent & Development
- Curriculum Development & Assessment
- AI in Operations
- Infrastructure & Resources
- Data Governance & Ethics
- Research & Innovation



Goal

Integrating AI into all parts of the organisation promises to prepare students better for the future job market and also enhances possible cost savings within operations. By strategically leveraging AI, the institute can innovate in new ways that will bring quality, value and operational efficiency.



For any questions, contact the
AI Pioneer team [themeAI@buas.nl]

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Glossary

Endeavours

As in active, purposeful actions or initiatives undertaken with the aim of bringing about meaningful outcomes through AI.

Leveraging AI

The means that an educational institution effectively uses AI technologies to enhance or improve certain aspects of tasks, processes, or goals. The idea is to use AI as a force multiplier that allows individuals or organizations to achieve more than they could without it, potentially leading to increased efficiency, new insights or capabilities, and other benefits.

Leading in AI in the domains

Using AI technologies effectively, as an educational and research institution, to enhance or improve certain aspects of tasks, processes, or goals; Considering ethical and sustainable design principles; Aiming to harness AI as a force multiplier that allows individuals and organisations to achieve beyond their natural capacity in the associated industry domains. This may lead to increased efficiency, new insights or capabilities, and other benefits.

Human-centred, balancing efficiency with empathy & accountability

BUas aims to enhance the quality and efficiency of its operations through strategic AI implementation. Our focus is on empowering professionals with new tools and streamlined processes, rather than replacing them with these tools and processes. Throughout the design and implementation of AI systems, we prioritise the needs and experiences of our professionals. After all, our approach aims to strengthen the human factor in operational processes, enabling professionals to dedicate their attention to more significant and creative tasks, all while being supported by technology. This ensures that AI's role in decision-making complements rather than overshadows the importance of professional judgement, accountability, and empathy.

Integrating AI in research and innovation focusing on educational goals and industry needs

BUas propels itself forward by embedding AI into R&D and implementing and developing cutting-edge solutions. We remain steadfast in upholding privacy, ethical standards, and sustainable practices. By actively involving experts, students, and staff in practical projects, BUas places a strong emphasis on creating impactful, real-world AI applications that contribute to the advancement of education, industry, and society as a whole.

With ethical considerations at the forefront

Within the field of AI Ethics, there are many principles one could consider adhering to. While all of these are generally seen as essential, carefully selecting key focus points and articulating clear definitions for them are paramount. One of the main issues of AI is that of anthropomorphism. If we are to develop and work with AI that is seen as a technological tool – a means to an end, rather than an end in itself – some key principles lie at the heart of AI education and discussion. These principles inform ethics and sustainability by design which is at the core of an ethical approach to Artificial Intelligence.

At BUas, our focus centres on:

- (1) **Fairness**, which discusses the problem of bias in AI;
- (2) **Human agency**, which concerns the level of autonomy of AI and the importance of human decision-making and accountability at all times;
- (3) **Equal access**, which means that as an educational institute, we have a responsibility to allow equal access for everyone in our community, and;
- (4) **Transparency**, which discusses not only transparency in decision-making about (the use of) AI, but also ensuring a degree of transparency of AI systems to develop trustworthy and privacy-aware AI.