



The Standards People

# ETSI AI Conference 2024

## Overview of the Japanese position on AI



Presented by:



Francois Ortolan

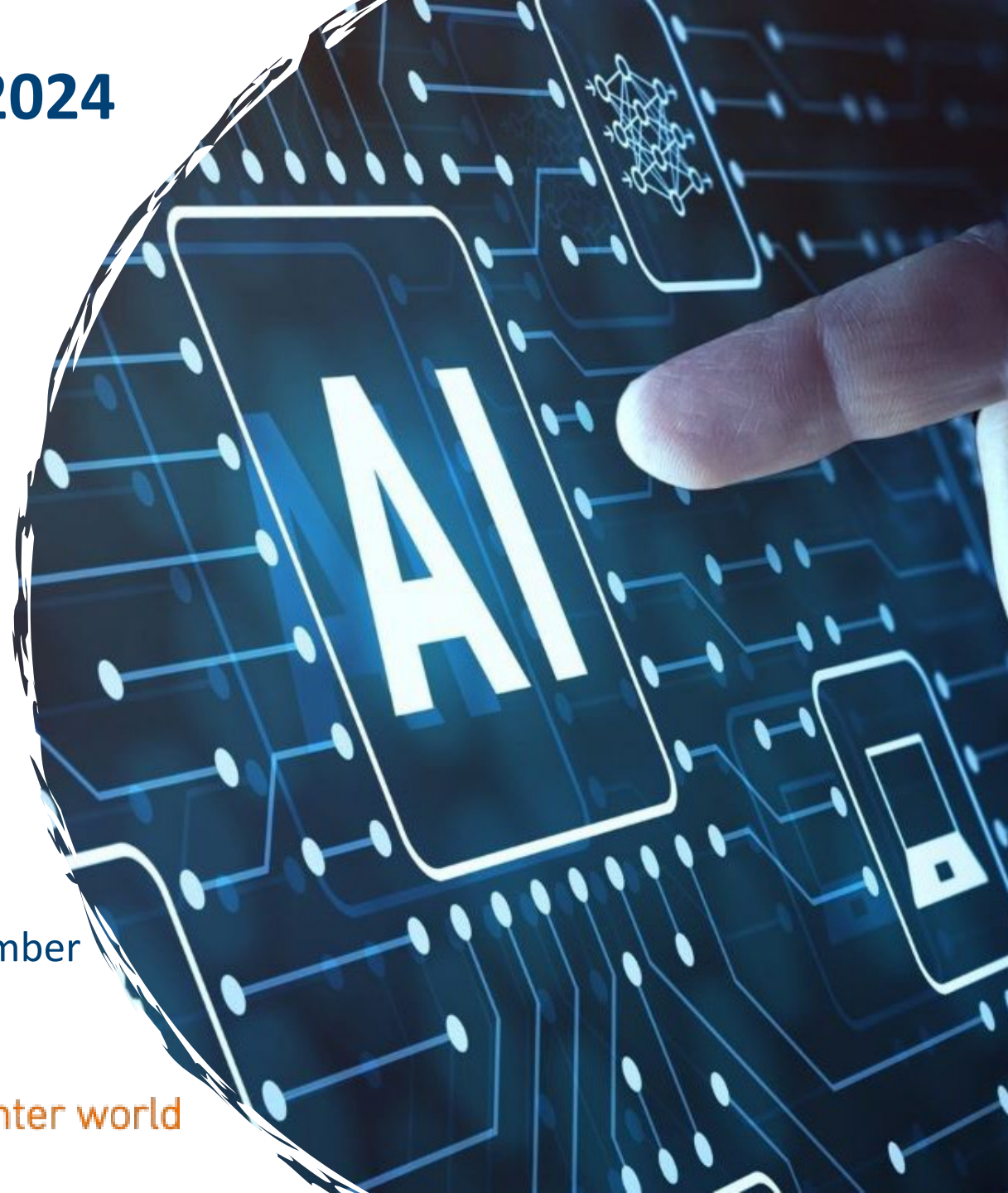
Senior Standardisation Engineer

ETSI OCG AI Vice-Chair / ETSI Board member

Monday 5 February

**NEC**

Orchestrating a brighter world



# Japan position on AI so far



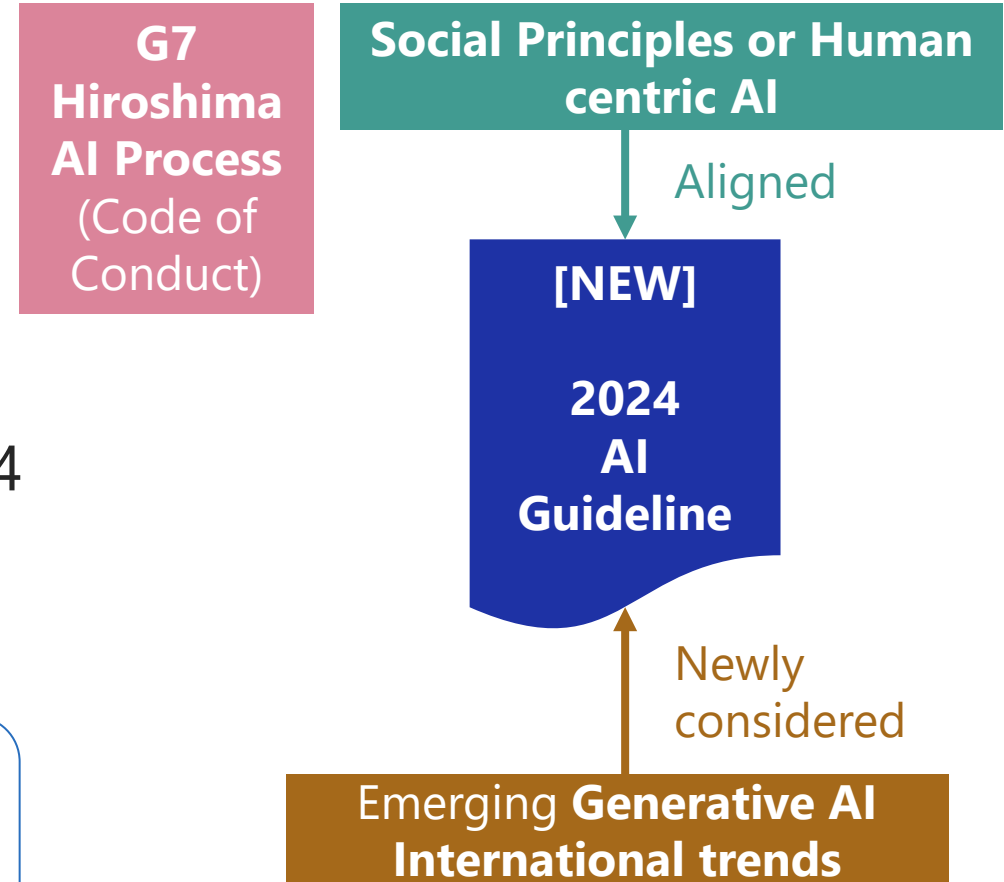
- ◆ Japan published its first **AI strategy** early in 2019
  - Follow Society 5.0 principles: Cyber-Physical Society
  - Focus on “Human-Centric AI” : “Dignity”, “inclusivity”, and “sustainability”
- ◆ Several **guidelines** published by ministries :
  - 2017 [AI R&D GUIDELINES](#)
  - 2019 [AI UTILISATION GUIDELINES](#)
  - 2019 [CONTRACT GUIDELINES ON UTILIZING AI AND DATA](#)
  - 2020 [ML QUALITY MANAGEMENT GUIDELINE](#)
  - 2021 [AI GOVERNANCE GUIDELINES FOR IMPLEMENTATION OF AI PRINCIPLES](#)
  - **2024 [AI GUIDELINE FOR BUSINESS](#)**
- ◆ Strong participation in **international alignment** :
  - OECD Principles
  - Japan driving the 2023 **G7 Hiroshima process** (Agreement Principles & Code of Conduct)



# The 2024 "AI Guidelines for Business" (draft)

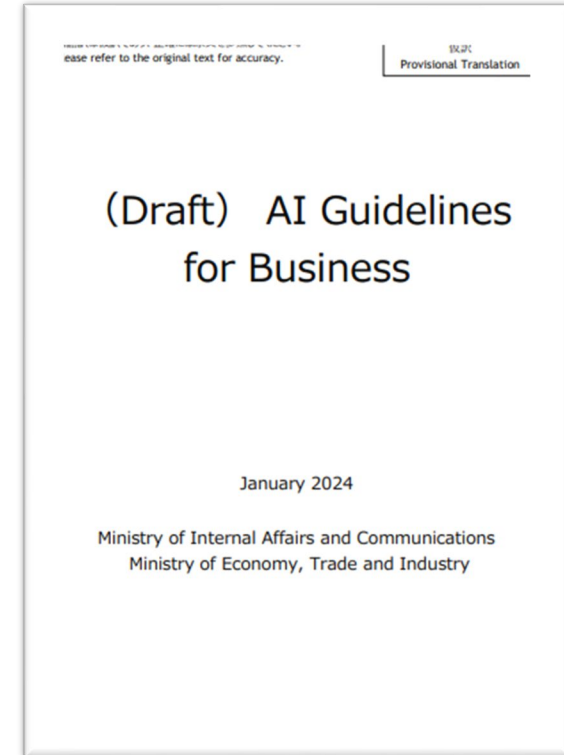
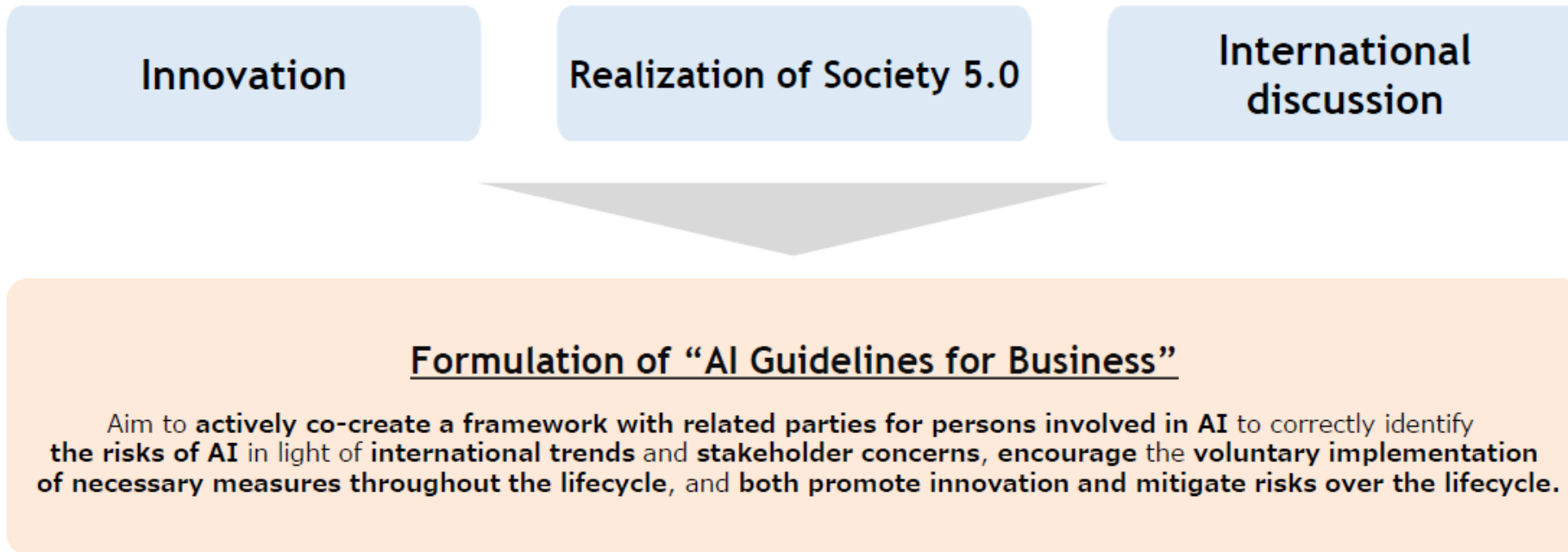
- ◆ The Japanese government (METI/MIC) new **"AI Guideline"**
  - Set basic and common AI principles
  - Guidance for :  
**AI developers, AI providers, and AI users**
  - Annexes : Case Studies (including risks)
- ◆ Public consultation process launched in Jan 2024
- ◆ The final document is expected to be published around **February-March 2024.**

**Guideline to be considered almost as a  
"mandate" / "Soft Law"**



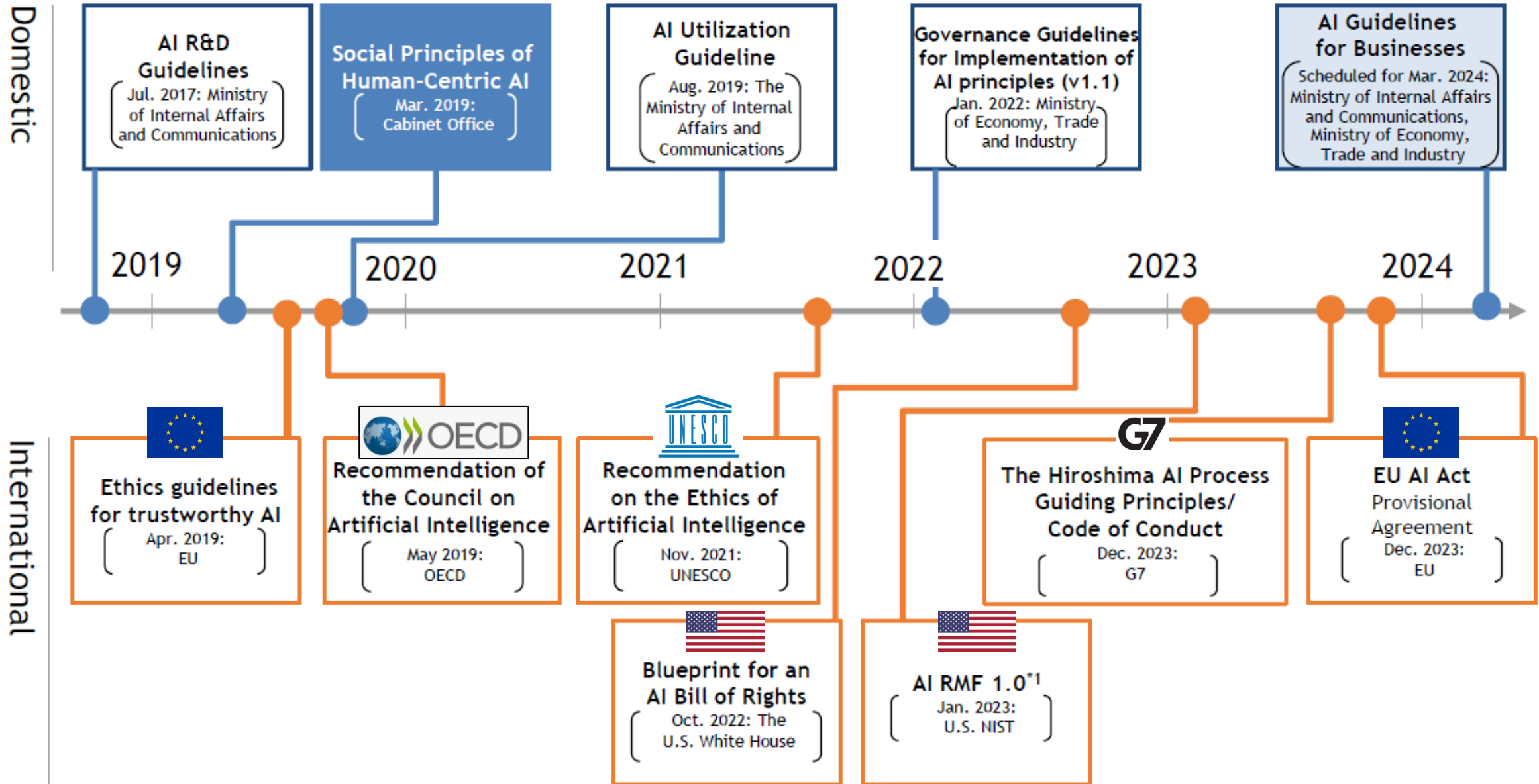
# The Japanese “AI Guidelines for Business” – January 2024

- ◆ Soft law approach : promote innovation
- ◆ Goal oriented : ease of implementation
- ◆ Voluntary commitment with risk-based approach



[https://www.meti.go.jp/shingikai/mono\\_info\\_service/ai\\_shakai\\_ji\\_sso/20240119\\_report.html](https://www.meti.go.jp/shingikai/mono_info_service/ai_shakai_ji_sso/20240119_report.html)

# Timeline : Japan Domestic Versus international



# Guideline structure

Main Body (why, what)



Appendix (how)



What kind of society  
to aim for?  
(Basic Philosophy=why)

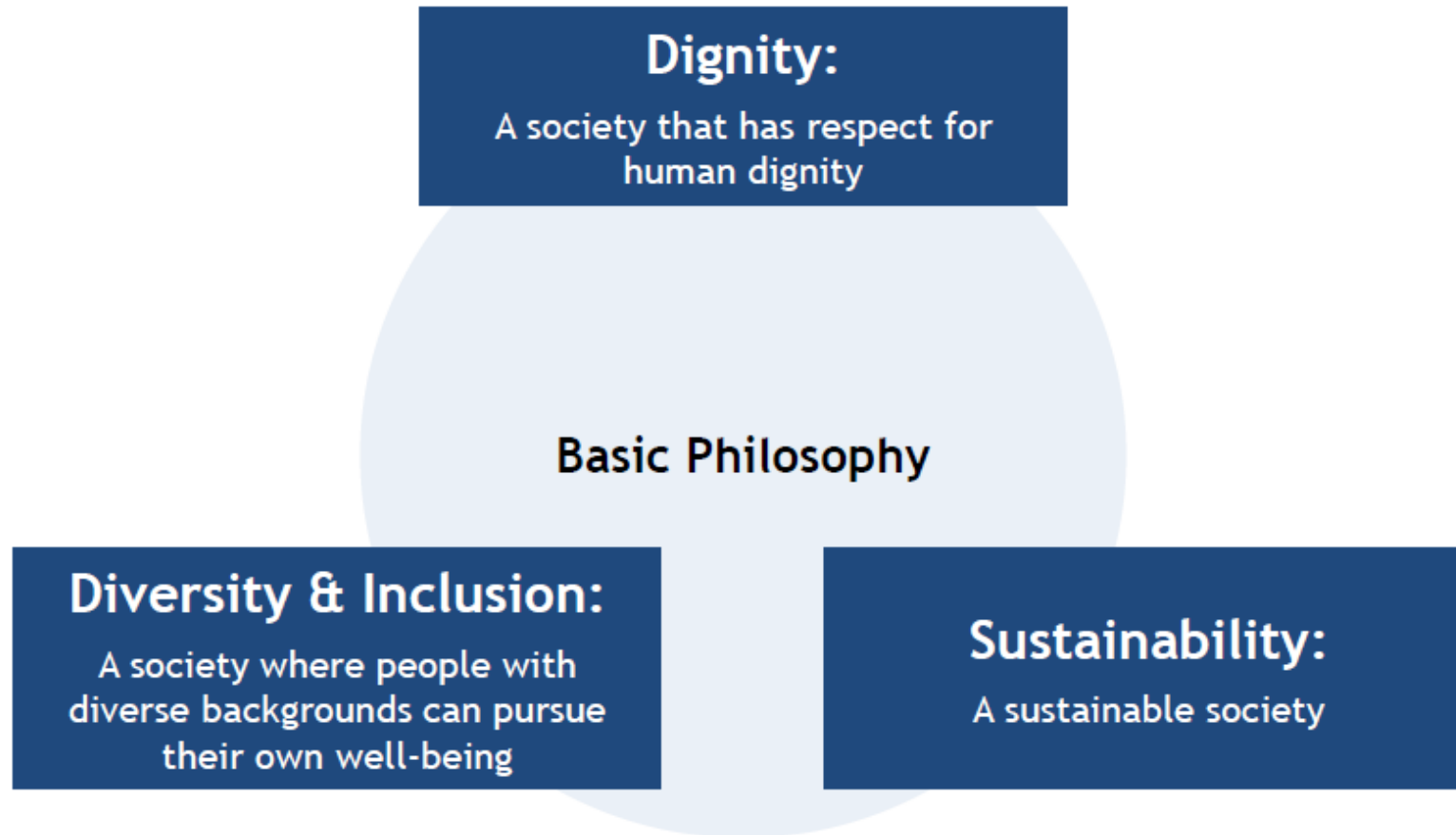


What kind of  
initiatives to take?  
(Common Principles=what)



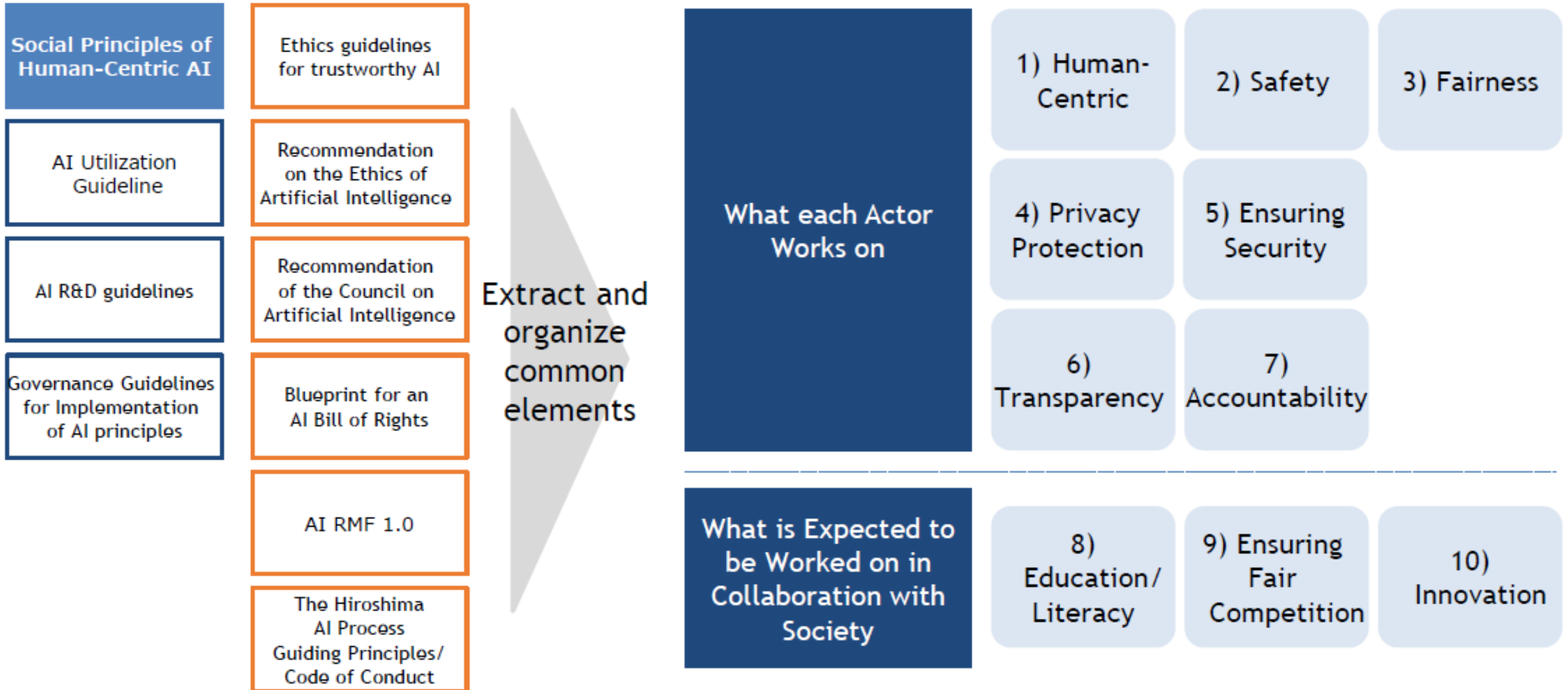
What approach  
to take?  
(Specific approaches=how)

# Basic Philosophy of Human Centric-AI (Society 5.0)



➔ Goal : not to restrict the use of AI, but rather to realize them through AI

# Guiding Principles Common to **All Actors**



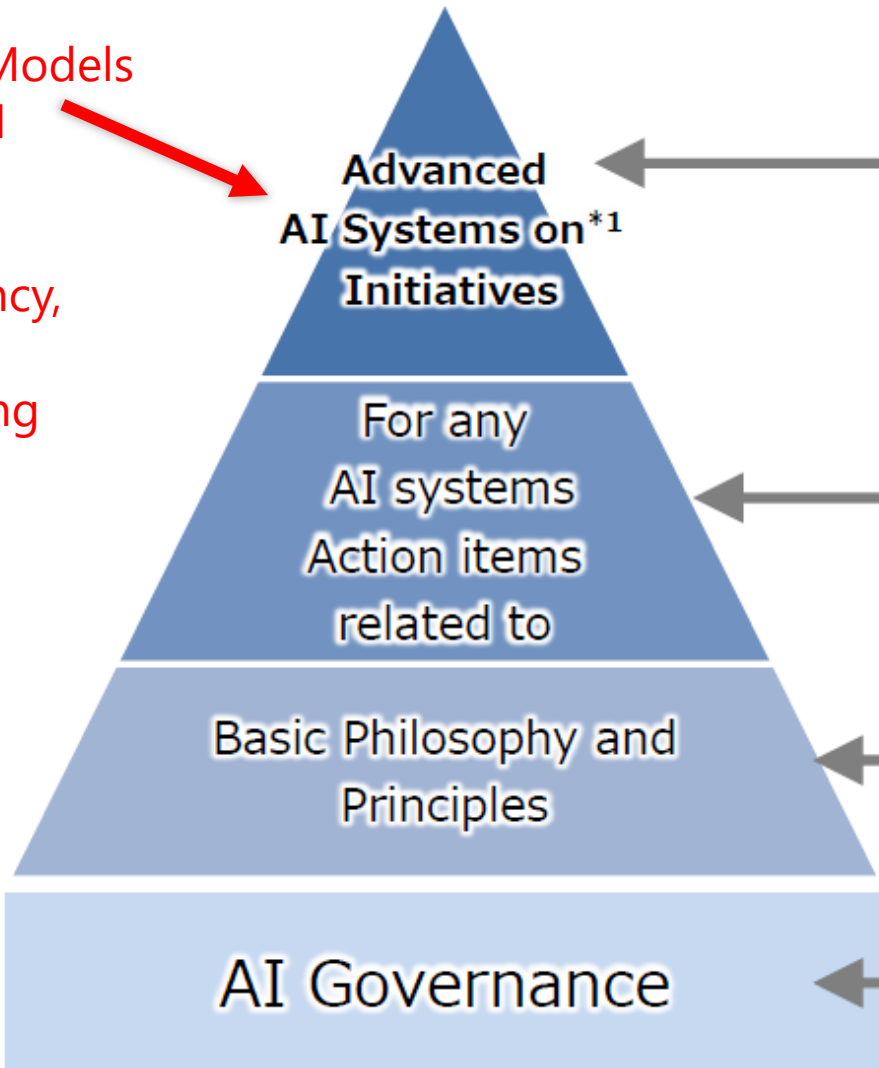


# A large Scope

Foundation Models  
Generative AI

↳ Increased :

- transparency,
- reporting,
- red teaming



Reflects the outcome of the Hiroshima AI process  
(Comprehensive Policy Framework)

- Hiroshima Process International Guiding Principles for All AI Actors and for Organizations Developing Advanced AI Systems
- Hiroshima Process International Code of Conduct for Organizations Developing Advanced AI Systems

Part 2 D. "Common Guidance for Businesses on Advanced AI Systems"; Part 3.

Organize guidelines and matters to be addressed by each entity based on the principles.

Also incorporate AI R&D Guidelines and AI utilization guidelines (Ministry of Internal Affairs and Communications).

Part 2 C. "Common Guidelines", Parts 3-5

The Basic Philosophy and Principles are built on the Basic Philosophy of the Social Principles of Human-Centric AI and based on the OECD AI Principles and other principles.

Part 2 A. "Basic Principles" B. "Principles"

Organized based on the Governance Guidelines for Implementation of AI Principles (Ministry of Economy, Trade and Industry)

Part 2 E. "Establishing AI Governance"

\*1 : The most advanced AI systems, including the most advanced foundation models and generative AI systems

# Concept of “AI Guidelines for Business”

## Concepts



Adopt a “risk-based approach” in which the degree of countermeasures corresponds to the magnitude and probability of the risk



Ensure consistency with trends and content of relevant domestic and international principles



Allows each “AI developer,” “AI provider,” and “AI business user” to confirm the risks to be considered in the use of AI and the policies to address them.

## Processes



### Multi-stakeholder

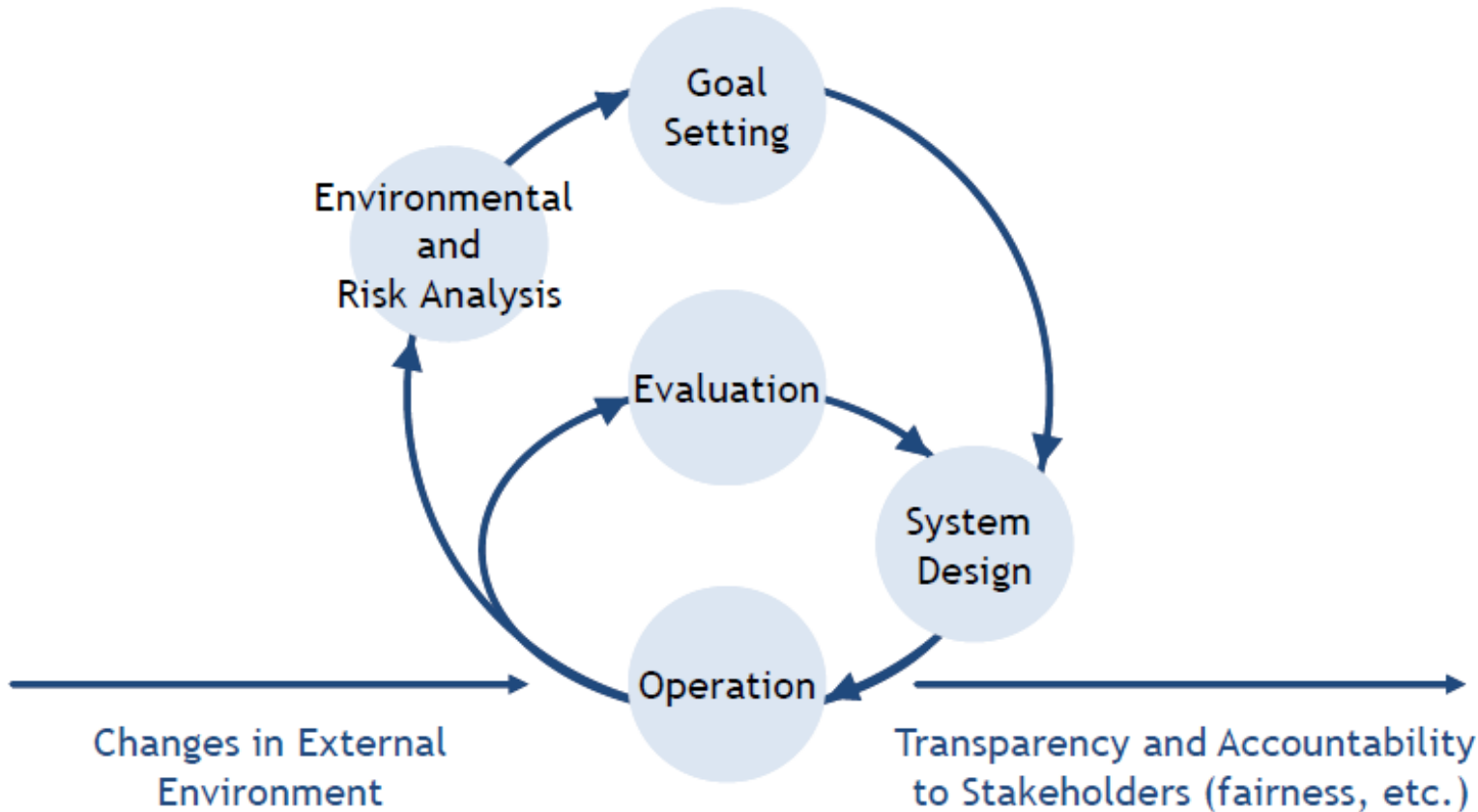
Formulated by continuous reviews with multi-stakeholder such as academic and research institutions, civil society including general consumers, and private sector companies, with an emphasis on effectiveness and legitimacy.

### Living Document

Update as appropriate with reference to the philosophy of agile governance for continuous improvement of AI governance

# Demonstrating compliance : Governance

## Establishing Appropriate Governance



+

**Ensuring collaboration between multiple actors**

Ensure collaboration between actors from the value chain/risk chain perspective



**Appropriate cross-border data transfer**

Appropriate risk management/governance implementation in case of multi-country scenarios



**Management commitment**

Integrate into strategies/structure and permeate into the culture of each organization

# Main take away: Japanese position on AI



- “Innovation based” position, goal setting.
- Latest guideline published based with expectation of voluntary effort No regulatory aspect but can be considered as “soft law”.
  - Showing compliance (commitment) -> establishment of AI governance.
  - Living document, align with international trends,.
- horizontal regulations must be followed : data protection, Intellectual property, product liability.
  - Those regulations are also being updated in the light of AI.
- Encouraging contribution to international standards for security and trust.

# \Orchestrating a brighter world

NEC creates the social values of safety, security, fairness and efficiency to promote a more sustainable world where everyone has the chance to reach their full potential.