

AI CHECK & GO

Self assessment

Cynny S.p.A. - MorphCast®

Summary report

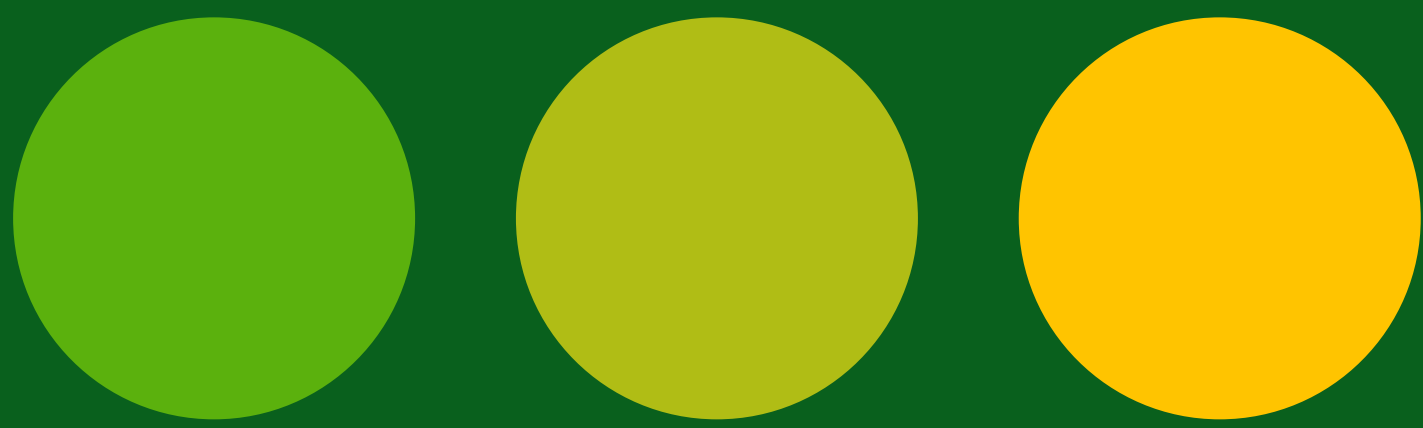
Prepared by ReD OPEN s.r.l.

2023, October





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Executive Summary

The **AI CHECK & GO self assessment** aimed to measure the awareness of the organization about the potential risks and impacts of Artificial Intelligence (AI) .

Cynny S.p.A. completed the questionnaire and achieved the **AI ResponsAbility by Design label**, which is the first level of the "ResponsAbility by Design" framework.

The results indicate a **good** level of awareness about the responsible use of AI, with particular reference to the **MorphCast** technology.

They also identify some necessary steps to fill existing gaps and continue on the path of responsible innovation.

Introduction

The "**ResponsAbility by Design**" framework was designed to enable organizations to reach the highest level of awareness and responsibility in innovation and business processes associated with the use of AI.

The framework includes different tools that organizations can use as a **step-by-step approach** to achieve their goals in terms of responsible innovation.

The **AI CHECK &GO self assessment** is the first step of this journey.

ResponsAbility by Design framework

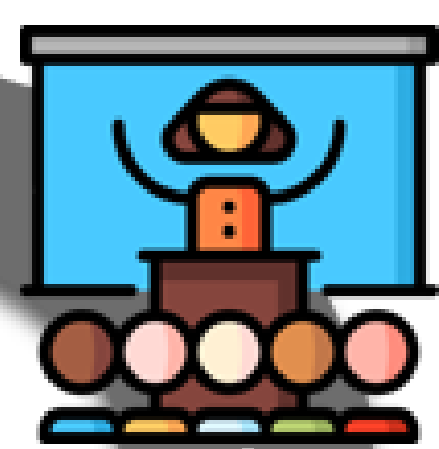
AI FOCUS GROUP

Cross-functional focus group meetings



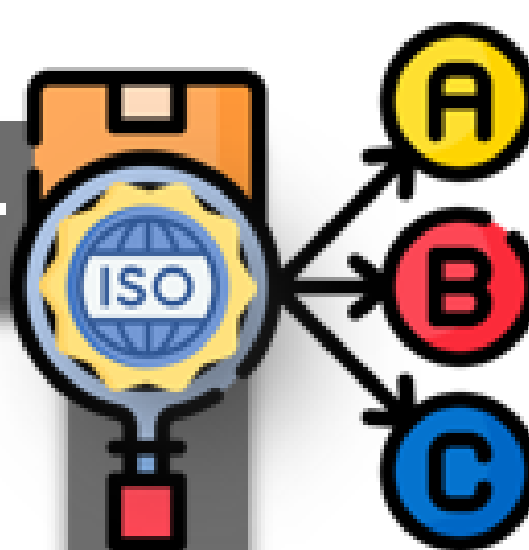
RESPONSIBLE INNOVATION TRANSFER

Workshop and Seminar Programmes



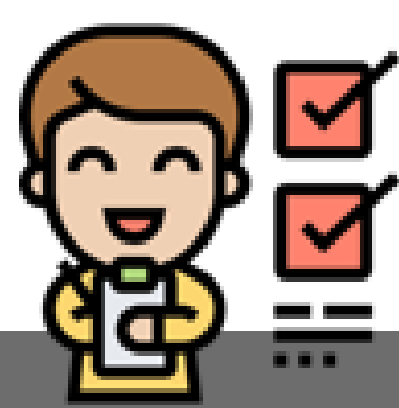
AI CHECK & AUDIT 42001™

Gap Analysis of the AI management system based on the ISO 42001 scheme



AI CHECK & GO™

Self-assessment to measure companies' awareness of AI implications



RESPONSIBLE ADVISORY DESK

Consulting services for digital transformation between AI and business



AI ResponsAbility by Design
label

AI CHECK & GO Methodology

Data was collected through a **questionnaire** submitted individually to a **target** group of **people in the organisation**. The survey included about 145 questions split into 7 modules. Answers were processed to provide the average degree of awareness per section as well as an **overall average awareness**. Based on the overall outcome, the **AI ResponsAbility by Design** label is released.



2023

AI Check&GO Modules



Context



Purposes

Organizational and social impact



Non-discrimination and equity



Transparency and accountability



Privacy, data protection, data governance

Environmental impact



Results



Organizational and social impact



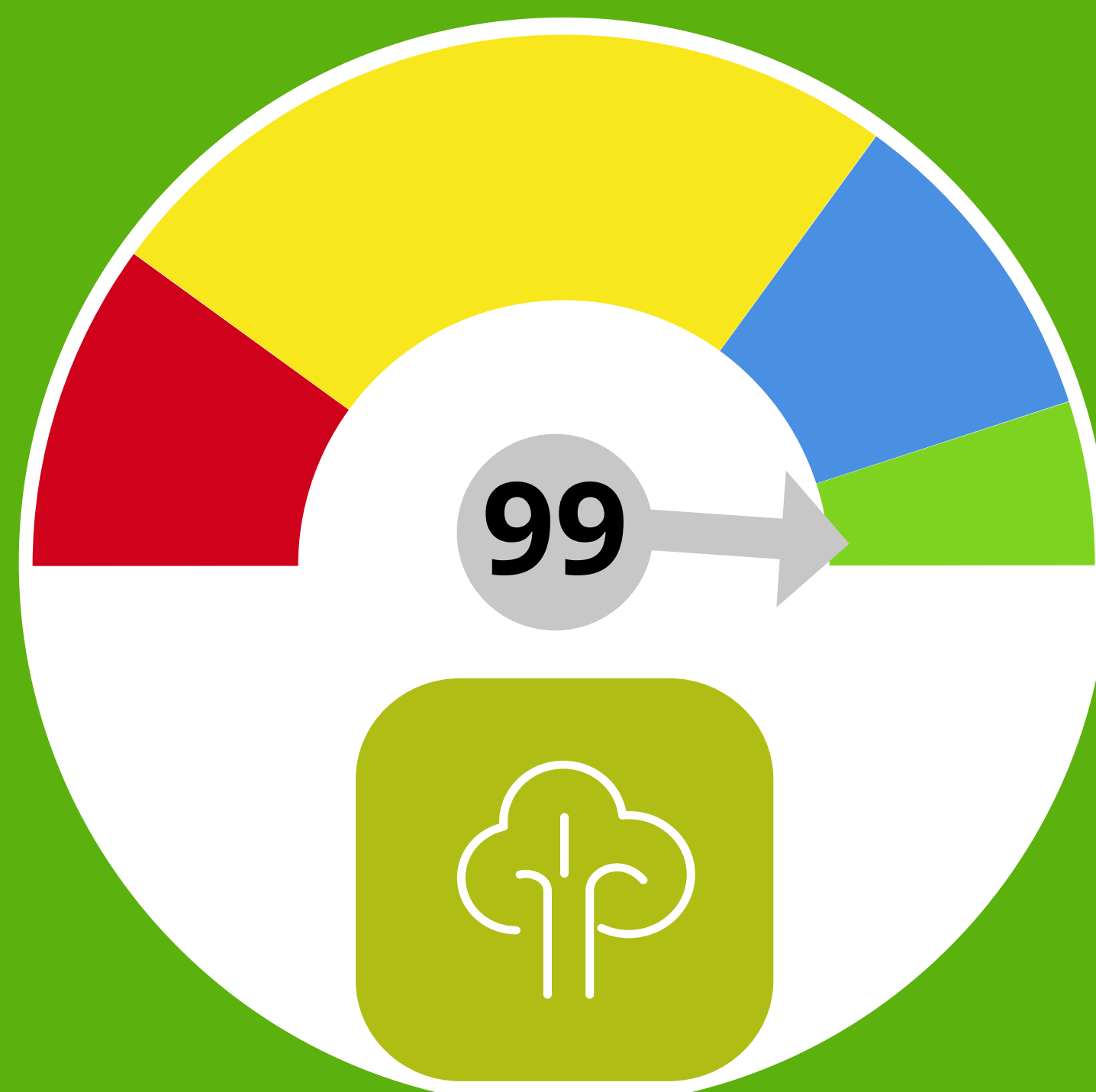
Trasparenza and accountability



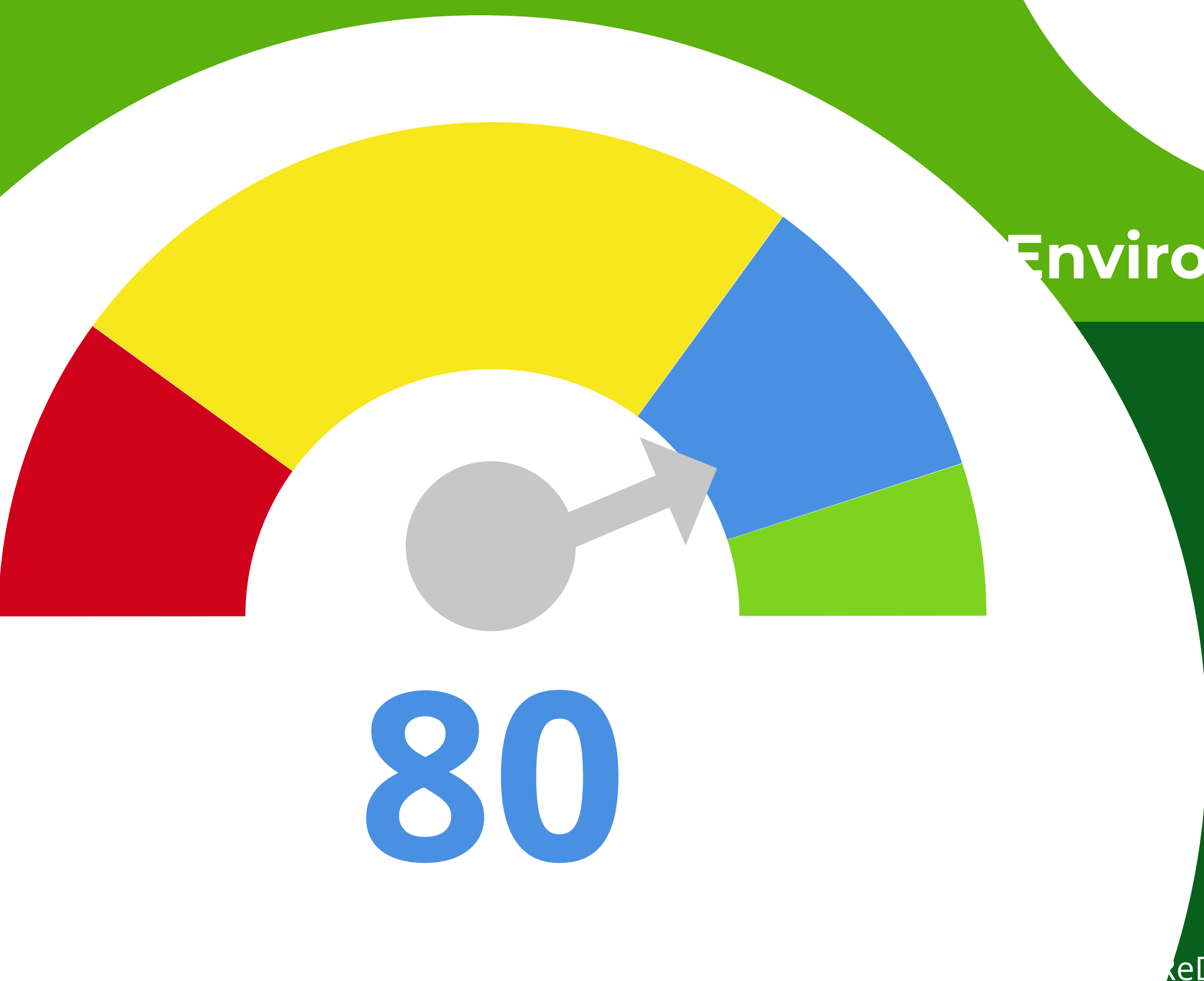
Non-discrimination and equity



Privacy, data protection, data governance



Environmental impact



Good overall awareness of the potential impacts of the IA system

Overall Evaluation

Cynny S.p.A. has demonstrated **ongoing commitment to responsibly addressing** the challenges of AI-based digital transformation.

The overall awareness rating is at a good level, indicating the company's strong concern to ensure that its AI system stands out in the market for its reliability.

The results show that **Cynny** is paying close attention to the changes that are affecting **corporate social responsibility**, taking it well beyond traditional ESG aspects, in order to position itself as a **responsible provider** in the market.

The company is generally aware of the impact, not only positive, that new technologies can have on people, organisations, society and the environment, and is taking concrete steps to **put this awareness into practice**.

Conclusion

ReD OPEN awards Cynny with the AI Responsibility by Design 2023 label



Cynny S.p.A.



MorphCast

The award reflects the commitment of Cynny's organisation and people to act responsibly in the development of AI systems and in their business and operational activities .

Recommendations

Based on the evaluation, the following recommendations are proposed to improve the awareness journey also in preparation for the upcoming European AI ACT:

- ▶ **Monitor the level of awareness** within the organisation on a regular and structured basis
- ▶ **Plan, in accordance with the needs, curiosity and aptitude of the organisation's employees, training**, in-depth study and research courses on digital responsibility issues
- ▶ **Monitor regulatory developments** to help maintain compliance and avoid related sanctions and reputation risks
- ▶ **Formalize procedures and processes**, also in view of possible external audits and especially in preparation for possible certifications (e.g. ISO 42001 on Artificial Intelligence Management System, upcoming).

References

[ReD OPEN, 2023, *RESPONSABILITY BY DESIGN*
*Un framework per «liberare» responsabilmente
il potenziale dell'innovazione, Introduzione e nota metodologica*]

[ReD OPEN, 2023, *Restituzione dei risultati e report di ricerca per
Cynny S.p.A.*]

**To know more about "ResponsAbility by Design" framework please visit
www.redopen.it or contact us at [info\[at\]redopen.it](mailto:info@redopen.it)**