Chapter 11
Sustainable Development and AI:
Navigating Safety and Ethical Challenges

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ABSTRACT

This chapter delves into the fusion of artificial intelligence (AI) and Sustainable Development Goals (SDGs), emphasizing the need to navigate safety risks and ethical concerns. AI offers substantial potential in addressing sustainability challenges across various domains, such as energy conservation, workplace management, and advertising. However, its integration may influence employee well-being and data privacy. To effectively achieve SDGs, organizations must adopt proactive strategies to manage these inherent risks, ensuring a harmonious integration of AI and sustainability for a promising and equitable future.

INTRODUCTION

United Nations: Sustainable Development Goals

The United Nations overwhelmingly endorsed the Sustainable Development Goals (SDGs), often known as the Global Goals, in 2015, representing a universal call to action. By 2030, this revolutionary agenda seeks to alleviate poverty, safeguard the

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environment, and advance peace and prosperity for all. These objectives lay forth a big vision for eradicating AIDS, gender prejudice, hunger, and poverty, with a special emphasis on improving the position of women and girls. Attaining these goals will necessitate the collective commitment and participation of our whole community, drawing upon our creativity, knowledge, technological advancements, and financial resources. The SDGs serve as a guiding compass, urging governments, organizations, and individuals to align their efforts and and collaboratively craft a world that thrives sustainably and welcomes all. It is a call to leverage the power of innovation, collaboration, and compassion to bring about meaningful change in every context and for every individual, ultimately shaping a brighter future for generations to come. These objectives provide a thorough framework to direct activities made in the name of sustainable development worldwide. Following are the 17 SDGs:

Zero Hunger, Good Health and Well-being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation, and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life on Land, Peace, Justice, and Strong Institutions, Partnerships for the Goals, No Poverty, Life Below Water.

In addition to these ambitious objectives, it is crucial to consider the safety risks associated with the integration of Artificial Intelligence (AI) into the pursuit of these goals. The introduction of AI in various sectors can potentially introduce safety risks that need careful consideration and management to ensure the well-being of all stakeholders (Aliman et al., 2019; UN, 2015).

Research Questions

- How does the integration of Artificial Intelligence (AI) contribute to the advancement of Sustainable Development Goals (SDGs) in diverse sectors, including energy conservation, workplace management, and advertising?
- What safety risks are inherent in the deployment of AI across different domains, particularly in the workplace, energy conservation initiatives, and advertising strategies? How do these risks manifest, and what potential consequences do they pose to individuals and organizations?
- In what ways can organizations effectively safeguard ethical practices during the implementation of AI, considering concerns such as data privacy, algorithmic biases, and the overall impact on individual well-being? What regulatory frameworks and proactive strategies can be proposed to mitigate these ethical challenges and ensure responsible AI deployment?