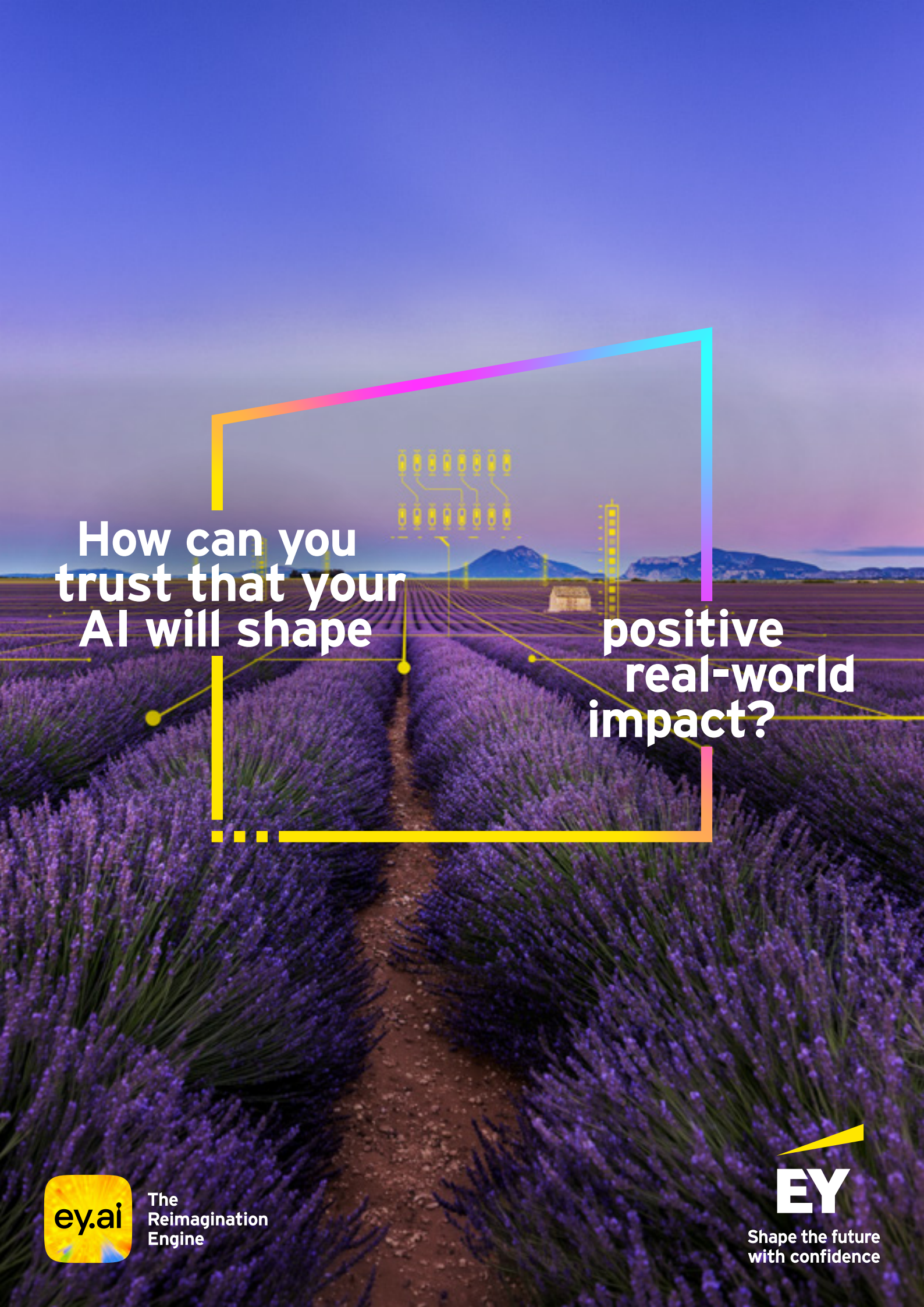




How can you
trust that your
AI will shape

positive
real-world
impact?



The
Reimagination
Engine



Shape the future
with confidence

How to use this checklist

This checklist is designed to help you pressure test existing AI programs against rising expectations around trust, inclusion and impact.

Use it to prompt discussion.

Use it across AI initiatives.

Use it to identify gaps between intent and delivery.

● Are outcomes and beneficiaries clearly understood?

AI is increasingly used in decisions that affect people's work, access to services and daily lives. Clarity about outcomes matters.

Pressure-test questions:

- Can we clearly explain who benefits from this AI use case?
- Do we understand who could be disadvantaged?
- Are outcomes understood consistently across stakeholders, not just within technical teams?

Signals to watch for:

- Outcomes described beyond model performance
- Shared understanding across leadership, risk and delivery teams

● Are trust considerations built in from the start?

Trust does not emerge automatically as AI scales. In the research*, trust is repeatedly described as something that must be designed in, not added later.

Pressure-test questions:

- Were trust, inclusion and accountability considered at design, not only at deployment?
- Are these considerations revisited as systems evolve?

Signals to watch for:

- Trust discussed early and often, not after issues arise
- Alignment between stated intent and design decisions

● Does governance evolve alongside AI capability?

AI capability advances quickly. Governance that remains static struggles to keep pace.

Pressure-test questions:

- Does governance adapt as AI systems scale and change?
- Is governance tied to real use cases, not just high-level principles?

Signals to watch for:

- Governance conversations evolve with capability
- Clear ownership without rigid, one-size-fits-all controls

● Is inclusion intentional, not assumed?

Access to AI (and understanding of it) remains uneven. Inclusion shapes whether AI is trusted and adopted.

Pressure-test questions:

- Have different populations and levels of AI literacy been considered?
- Are assumptions about access or understanding being challenged?

Signals to watch for:

- Explicit discussion of inclusion
- Recognition that impact may differ across groups

*From internal EY data conducted on AI for good usage

● Does accountability continue after deployment?

Trust does not scale organically. Accountability cannot end at launch.

Pressure-test questions:

- Who remains accountable once systems are live?
- Are outcomes monitored beyond pilots or early rollout?

Signals to watch for:

- Ongoing ownership after deployment
- Willingness to revisit or adjust systems over time

● Is real-world impact measurable?

Does the impact activity contribute to a more inclusive, sustainable and trusted outcome?

Pressure-test questions:

- Are we tracking outcomes, not just usage or participation?
- Can we explain what has changed as a result of this AI system?

Signals to watch for:

- Impact discussed in terms of real-world change
- Confidence in explaining outcomes to stakeholders, including private and public entities

● Are environmental trade-offs acknowledged?

AI has an environmental footprint. Trust requires acknowledging complexity, not avoiding it.

Pressure-test questions:

- Have environmental impacts been recognized?
- Are sustainability and AI discussed together, not separately?

Signals to watch for:

- Environmental considerations included in AI discussions
- Trade offs acknowledged openly

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