

Responsible AI Report

CGI



Why Responsible AI is critical to achieving trusted outcomes

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**Why Responsible
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CGI believes that the universal and consistent application of [Responsible AI](#) (RAI) is not just an ethical necessity, but a business imperative. As the increased accessibility to AI's transformative power advances businesses, governments, and societies, we recognize that the opportunities enabled by AI, and generative AI (GenAI) in particular, must be met with great responsibility to deliver value and outcomes we can trust.

Given AI's rapid evolution and adoption, its potential to impact human lives and our world grows exponentially. Therefore, associated risks must be addressed proactively. For example, individuals and organizations increasingly question how their data is used in AI, raising issues around privacy, security, and copyright compliance, as well as ensuring that the application of AI focuses on human technology interaction through 'human in the loop' implementation.

At the same time, regulators and policymakers are swiftly implementing guardrails for this technology, both regionally and globally. CGI strongly believes that collaboration across government, the commercial sector, academia, and other institutions is critical to ensure adherence to the highest standards in the responsible development, use, and future-proofing of technologies.

The science behind RAI

AI and machine learning technologies have evolved over the last 70 years with varied models and objectives. However, the foundations of AI explorations remain largely consistent. AI harnesses data at scale to train models to emulate human reasoning, helping humans gain insights from probability, recognize patterns, generate new patterns, predict models, and provide expert analysis.

Machine learning, a subset of AI, can refine its learning autonomously and continuously as it assimilates more information and learns from prompts and reinforcements. Tools such as decision support, predictive and prescriptive models, expert systems, neural networks, clustering, and linear regression are all integral to the AI spectrum.

The spike in attention around AI over the past two years is driven primarily by greater accessibility to AI tools that use pretrained low-code models. These models require less expertise to configure and fine-tune than traditional AI and ML solutions.

The combination of greater accessibility, extended AI capabilities, extra-large diverse datasets, and the scalable computing power of cloud infrastructure has led to greater AI interest and adoption.

Privacy and security concerns around publicly accessible GenAI tools result from limited transparency into how the models have been trained and how the content provided through interactions is used, stored, and retrieved to provide reliable and trustworthy outputs. Risks associated with limited transparency in functionality and information sources are exacerbated by the accelerated pace of innovation in this field.

GenAI also risks "hallucinations," or situations in which model output from AI-driven responses may stray off topic and introduce potential inaccuracies that are not always evident to users. The deterministic approach to responses also requires clear and direct prompts for information to ensure an in-context and on-topic response — meaning, "ask a better question, get a better answer."

While the vast knowledge available in GenAI makes these solutions compelling, using public GenAI models for business purposes creates risks of unreliability and exposes proprietary information to the public model's data sources through user inputs.

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Engaging in AI governance initiatives

In recognition of the need for guardrails and transparency in action, CGI is committed to fostering innovation and AI for good. We actively engage in AI governance initiatives and discussions with policymakers, academia, and think tanks to influence awareness and action.

Our involvement includes:

- [Canadian Voluntary Code of Conduct for AI](#) — CGI became a signatory in 2023.
- [EU AI Act](#) — We are among the [first signatories to the pledges of the AI Pact](#), part of the European Union's (EU's) wider AI innovation package. Through this innovative framework, a network of AI experts, businesses, not-for-profit organizations, and academics engage with the European Commission and AI Office to collaborate on best practices to shape implementation measures. CGI also serves on the EU AI Commission Plenary, an advisory group whose mission is to frame risk management and the Code of Practice to help future-proof AI Act requirements.
- [Global Sourcing Association \(GSA\)](#) — CGI and GSA [partnered to explore AI](#) and whether UK service providers and buyers are using the right frameworks for AI-enabled programs.
- [Karlstad University](#) — In collaboration with this Swedish university, we established a research team to find better methods for assessing synthetic data quality and [copublished a research paper](#). CGI also contributed to Karlstad's [AI-4Energy project](#) to explore how AI, ML, cloud, and edge technologies transform renewable energy systems.
- [Solar Electricity Research Centre](#) — We help researchers in this consortium use AI for rapid solar energy expansion in the Swedish grid and [coauthored a research paper](#).
- [State of Georgia](#) — CGI advises this U.S. state on AI and compliance.



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We apply RAI principles for solutions developed for our clients as well as for our own internal use.

CGI's RAI approach for developing data-driven decisions and accelerating business outcomes encompasses our proprietary RAI Framework in concert with our Responsible Use of Data and Cloud Responsible Use of Cloud Technology, frameworks, our pragmatic AI risk matrix tool, clear and enforceable guidelines and best practices, and ethical principles backed by the principles of research ethics and scientific research.

We support clients in creating responsible, human in the loop AI plans, which are essential to delivering clear business value for any AI technology investment, by providing guidance around:

- Determine and understand the AI objectives, vision and future state as well as identify desired outcomes for each organization
- Identifying the risk level for AI solutions and designing the proper levels of oversight, ongoing monitoring, and governance to deliver safe and reliable AI that provides ethical, trustworthy, and robust outcomes
- Understanding the specific risks in applying different AI models
- Implementing privacy and security measures to ensure information reliability and safe interactions
- Selecting the right combination of AI models

CGI also helps our clients translate AI's potential into tangible and trusted outcomes. Our AI models and technology engineering capabilities, combined with human-centric design principles, deep industry expertise, and track record of delivering large-scale transformational projects, position us as

a trusted partner for advising on and operationalizing RAI. For more information on what we do, and how, please visit cgi.com/artificial-intelligence.

We are committed to fostering innovation within responsible use guardrails — a pledge building on our work in AI and ML prior to the introduction of GenAI, and continuously reviewed and refined as needed as technologies advance.

CGI's RAI Framework

The advent of GenAI highlighted the need for a universal RAI framework, process, and policies which target addressing the most stringent compliance requirements. RAI is critical because it ensures that AI systems are developed and deployed ethically, transparently, and safely — a necessity for a professional services firm such as CGI whose clients rely on our IT and business consulting services.

We require our RAI Framework to be intuitive, understood by and acceptable to all, and conducive to a safe innovation environment. Research ethics and best practices form the foundation of our framework, which addresses potential AI risks, such as bias, discrimination, and privacy violations, by incorporating fairness, accountability, and governance into AI practices. Our framework also prompts teams to consider the environmental impact of AI solutions in risk mitigation.

Having a robust framework builds trust among users, promotes inclusivity, and prevents unintended consequences that could harm individuals or society. As AI is increasingly used across various sectors to support humans in decision-making processes, ensuring RAI development is essential to safeguard human rights, enhance societal well-being, and maintain public trust in AI technologies, as well as being essential to ensuring a clear business value.



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CGI's AI governance and organization model

To mitigate AI risks, CGI established an internal executive-level AI Steering Committee that works with our Strategic Business Unit Presidents, Chief Executive Officer, Chief Operating Officers and Chief Information Officer on a common direction for AI decisions and direction. This group is informed by a centralized global AI Enablement Center of Excellence (CoE), an advisory group of subject matter experts (SMEs) focused on a common approach to select and implement RAI solutions.

The CoE:

- Collaborates with industry and regional experts through a Global AI Cabinet of AI practitioners and SMEs.
- Supports collaboration with CGI's legal, privacy, and security teams to support ongoing AI oversight.
- Stays abreast of global compliance requirements and technology capabilities to ensure our AI use and solution deployment approaches are future proof.

Implemented enterprise wide, CGI's RAI Framework provides policies and processes to protect both internal and client information when using AI technologies, from ideation to operations. For example, we prohibit the sharing of sensitive data on public forums. We apply the same restrictions for using public GenAI tools to avoid the risk of sensitive data being publicly accessible, or for model training.

The development and ongoing evolution of this RAI Framework is a collaborative effort with our privacy, security, and legal teams to ensure our approach to AI risk is streamlined and supported by existing approaches to [data and security risk management](#).

CGI's RAI principles extend the security protocols developed by GenAI and cloud technology vendors, adding a layer of AI best practices to:

- Use leading human design standards to validate the data used for training and the problem statement AI is addressing, as well as the accuracy and relevancy of AI-generated outputs. This also ensures the data used for training is inclusive.
- Ensure AI models address algorithmic limitations such as bias and variance.
- Use secure data pipelines for any data ingested by AI, with sensitive data protections implemented to manage Personal Identifiable Information (PII), intellectual property (IP), and other sensitive or proprietary information.
- Restrict access to any PII through de-identification, masking, and analysis of the risk of reidentification as part of the data ingestion processes. These transformations should be implemented before access by any AI tools or models.
- Ensure data and information storage and data movement are secured within the cloud tenancy and apply access restrictions appropriate to the user level.
- Use secure and encrypted Application Programming Interface (API) calls for AI access to any information or data retained on-premise and apply de-identification to on-premises data where appropriate.
- Ensure the interpretation of AI responses and outputs uses leading human design practices with business and data SMEs to validate accuracy and relevance to business operations. This includes tagging outputs to make users aware when content is AI-generated.

- Include source information in responses as part of the AI outputs, with citations and links to references or documents.
- Monitor AI outputs for relevancy.
- Ensure AI systems and solutions are developed as a support, not a replacement, for human decision-making by keeping humans in the loop and providing ongoing oversight.

CGI continues to monitor our stakeholders, global needs and regional regulatory requirements to adapt our frameworks to be relevant and future-proof as technology and legislation continue to evolve.

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With the growth of AI comes increased energy demand to train and use AI models. Organizations continue to seek greener ways to power AI models to support environmental sustainability.

Committed to building a more sustainable and inclusive world, CGI believes we can achieve both environmental responsibility and technology innovation in tandem. Innovations that produce more efficient algorithms will help mitigate increased demand for energy associated with processing larger scales of information — enabling continued innovation without overly straining infrastructure.

CGI has invested in expertise to help clients improve the efficiency of their own AI systems and solutions, and realize the related benefits of reduced costs and energy consumption. As part of our AI Advisory services, CGI performs assessments demonstrating how our clients can focus their AI projects on the right knowledge and reuse models where possible, ensuring knowledge sovereignty while implementing energy-efficient AI practices. These assessments can help clients reduce their AI-related energy usage by as much as 50%.

We also use AI and related technologies to support environmental sustainability, focusing on areas such as energy optimization, carbon reduction, environmental risk management, and sustainable resource use.

The following examples illustrate how we use AI to help clients use energy more efficiently.

- **Reducing carbon footprints:** [CGI DataTwin360](#) simulates and optimizes energy use across an organization's operations, providing real-time data and carbon accounting. The solution helps companies gain insights into energy consumption patterns to identify inefficiencies and reduce carbon footprints. By using a virtual model or digital twin of their infrastructure, companies can test various scenarios and implement energy-saving measures, minimizing both environmental impacts and costs.
- **Supporting the energy transition:** [CGI OpenGrid DERMS](#) (Distributed Energy Resource Management System) allows energy operators to integrate and optimize a variety of renewable energy sources, such as wind, solar, and energy storage systems. This AI-powered solution helps balance energy loads, ensuring a stable supply while minimizing the use of non-renewable energy sources. DERMS also supports energy transition strategies by facilitating the management of decentralized grids.
- **Managing renewable energy assets:** [CGI's Renewables Management System](#) (RMS) supports the proactive and efficient management of renewable assets, providing greater insight into operations and analyzing key performance indicators. RMS helps in planning and managing urban renewable energy projects, contributing to smarter city planning and infrastructure management.
- **Supporting ESG reporting:** In the podcast "[Embrace 'Green IT,' AI and auditable data to accelerate your ESG journey](#)," our experts discussed trends in ESG reporting and how AI can help organizations proactively prepare for ESG reporting. Examples include using AI for unstructured data analysis of ESG topics and benchmarking industry practices.

CGI also employs AI in environmental monitoring and risk assessment by using all available data and applying the scale and power of AI to model complex scenarios.

- **Mitigating natural disaster impacts:** [CGI EnvironmentMonitor360](#) uses satellite data and AI to help assess and predict the impact of natural events like hurricanes, floods, and wildfires. By analyzing historical and real-time environmental data, CGI enables our clients to develop strategies for mitigating the damage from these events. For example, organizations can use this data to protect critical infrastructure, plan for disaster response, and evaluate long-term environmental changes.
- **Tracking ecosystem changes:** [CGI's Earth observation](#) (EO) offering uses satellite imagery to collect data on physical, chemical, and biological systems worldwide. This data helps track changes in ecosystems, such as deforestation, ocean acidification, and the health of carbon-capturing seagrass beds. These insights support policymaking and conservation efforts by providing a scientific basis for protecting biodiversity and managing natural resources sustainably.
- **Using space data to protect natural resources:** In partnership with Ordnance Survey, we've developed an initiative to remotely detect sewage overspill events from space. Using available data from the UK Environment Agency combined with data from CGI, [Ordnance Survey](#), North Devon Biosphere and OpenSource satellite data, the project will use AI to map where pollution incidents have taken place over time using CGI [GeoData360](#).

These AI-driven solutions demonstrate CGI's commitment to using technology to drive meaningful and sustainable environmental outcomes. By combining AI, ML, and EO data, we help clients and our own organization achieve targeted reductions.

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AI holds immense potential for fostering social impact and promoting well-being on a global scale, as well as addressing the unique challenges of our communities. By using advanced algorithms and data analytics, AI can help identify opportunities, address critical social issues, and enhance the quality of life for diverse populations.

One of the most significant benefits of AI is its role in [advancing social equity](#). AI systems can be designed to ensure fair and unbiased decision-making, providing equitable access to benefits and social support. For instance, AI can analyze data to identify and address disparities in social care and identify risks and solutions within communities. This includes safeguarding children from cyber risks, advancing healthcare intervention and prevention, and identifying evidence-based approaches to reduce crime.

By integrating datasets, AI can predict and mitigate events early in addiction or crisis cycles, preventing trauma and providing effective intervention before any incident occurs. Predictive analytics can help law enforcement agencies prevent crimes and protect vulnerable populations within the communities in which we live and work. Additionally, AI contributes to mental healthcare and treatment by identifying early risks and offering timely interventions, improving access to services.

AI also enhances social program efficiency by automating routine tasks and optimizing resource allocation, improving management and outcomes for beneficiaries. Ultimately, AI can foster a more proactive and preventive approach in social care, leading to better outcomes for citizens and a more equitable distribution of social services.

The following examples illustrate how we help clients use AI to accelerate positive outcomes for communities where we operate:

- [Improving fire safety](#) for First Nations communities
- Reviewing CT scans and [detecting brain hemorrhages](#)
- Accelerating the identification and accuracy of [measuring sleep apnea](#)
- [Transforming access to health and well-being services](#) in space and on Earth
- Improving accessibility through assistive technologies and inclusive design
- Integrating crime data to enable strategic scenario planning, e.g., the UK's Safer Streets pilot, which uses a digital twin to integrate data for violence and sexual offenses, with CGI's support
- Building an AI-enabled self-service dashboard for a large global bank to discover internally and take action on any projects that could involve human rights violations

Increasing trust and transparency

The integration of AI with social media and online content introduces significant risks, particularly in the realm of AI-supported fraud. Malicious actors can exploit AI technologies to generate deceptive content, manipulate public opinion, and propagate misinformation at unprecedented scale and speed. These actions can undermine trust in digital platforms and pose serious threats to societal stability.

This has been a focus of compliance guidelines for the responsible use of AI globally and locally in delivering value to our CGI partners and our clients. It is where AI itself offers powerful tools to combat these risks. Advanced AI algorithms can detect anomalous patterns and flag suspicious activities,

thereby preventing fraudulent schemes before they inflict widespread harm. Furthermore, AI can enhance transparency by providing clear insights into the provenance and credibility of online information.

For example, CGI partnered with a large global bank to build their sustainable finance platform to enable green financing.

Promoting AI literacy

By promoting AI literacy among citizens, people can become more discerning consumers of digital content and be better equipped to recognize and reject fraudulent or misleading information. This dual approach of using AI for vigilance and fostering public awareness can significantly reduce the incidence of AI-supported fraud and contribute to a more informed and resilient society.

CGI participates in global forums to identify risk mitigation best practices and support efforts to increase AI and data literacy. For example, CGI's commitment to the European Commission (EC) and EU AI Office's [AI Pact](#), in relation to the [EU AI Act](#), includes the core voluntary pledge to promote AI literacy and awareness among workforces, ensuring ethical and responsible AI development. As part of this, we participated in a first session in Brussels to exchange best practices on the topic of AI literacy with the EC, EU AI Office, and other frontrunners in responsible AI.

For employees, AI literacy offers the potential to enhance productivity, efficiency, and collaboration. In 2024, CGI's [global AI learning strategy](#) and plan for our consultants and professionals received "Program of the Year" and "Impact" awards from Skillsoft, one of the world's leading providers of organizational learning experiences.

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According to [CGI's 2024 Voice of Our Clients research](#), reflecting in-depth interviews with over 1,800 businesses and IT executives across the industries and geographies we serve, AI governance and ethics are the principles applied most to ensure RAI.

As noted in our internal AI Governance Framework, CGI recognizes that AI governance is essential for global organizations that operate across various sectors. Assisting organizations in establishing AI governance that aligns with their unique organizational needs provides a structured approach to implementing AI initiatives responsibly and ethically.

CGI's best practice AI governance model offering emphasizes responsibility, standardization, and change management, ensuring AI systems align with human values and benefit society sustainably. It includes rigorous use case selection, consistent development approaches, and clear guidelines for reliability testing and privacy and security policies, supporting legal compliance and trustworthy AI systems. This governance is crucial for mitigating risks, securing data and IP, and ensuring AI technologies are ethical, reliable, and beneficial.

Recognizing that AI is a business-critical capability, CGI's AI governance model provides a structure for implementing AI initiatives, accessible to all our consultants and professionals as part of the CGI Management Foundation and management framework for fostering innovation.

Our complementary guidelines on Responsible Use of AI, Responsible Use of Data, and Responsible Use of Cloud Technology outline related policies and processes. CGI's RAI Framework extends the responsible use frameworks developed by GenAI technology vendors, which can be made project specific. These guardrails provide direction on data protection and GenAI, specifically around public GenAI risks, securing data, and IP with GenAI for business use.

Our federated approach to AI governance

CGI uses the power of our proximity model (where we embed operations within our clients' metro markets) to develop a federated approach to AI governance. A centralized Global AI Enablement CoE ensures consistency in the deployment of AI platforms, services, and solution delivery. This team both supports and is supported by a network of proximity-based AI experts across the company.

CGI's federated AI governance model offers central oversight with local adaptability, ensuring consistent and ethical AI use across diverse industries and regulations. This model enhances AI implementation flexibility, fosters innovation, and applies regional insights for effective project execution. Our approach promotes AI literacy and robust risk management, ensuring responsible deployment of AI technologies globally.

Advising clients on establishing AI governance

We extend our robust AI governance model as a [comprehensive offering](#) to our clients, enabling them to harness the transformative power of AI responsibly and

effectively. By providing our expertise and proven methodologies, CGI helps organizations establish and implement their own AI governance structures, tailored to their specific operational contexts and regulatory environments.

This consultative approach ensures clients benefit from our deep understanding of ethical AI practices, risk management, and compliance, thus fostering trust and driving sustainable innovation. Our dedicated AI experts collaborate closely with client teams to integrate governance principles seamlessly into their AI strategies, empowering them to achieve their desired business outcomes while adhering to high standards of accountability and transparency.

- Two examples of where CGI provided our AI governance advisory to clients:
- CGI supported a Canadian health organization in establishing safeguards by developing scenarios in which AI and research may expose privacy and security risks. By identifying use cases and personas, CGI facilitated the implementation of mitigation measures and controls to protect personal and proprietary information, as well as to ensure safeguards were in place to escalate risks before an issue occurred. Risk mitigations included a combination of policy development, technical security solutions, and access and authentication controls, ensuring data could be used for innovation on a need-to-access basis.
 - CGI supported an international transportation organization in developing an end-to-end approach to AI governance, risk management, and AI use case identification. By establishing a clear foundation for decision-making, and an AI CoE and target operating model, the organization could strategize and accelerate high-priority AI use cases to increase efficiencies and improve safety and logistics.

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CGI's commitment to RAI is evident in our comprehensive and structured approach, which fosters innovation while applying the guardrails underlying our RAI Framework and collaborative AI governance.

By establishing clear guidelines, principles, and processes, CGI ensures AI technologies are deployed using our end-to-end RAI life cycle and risk mitigation approach. By validating alignment to the business problem statement throughout the AI development life cycle, we help ensure our AI solutions and tools are used ethically, reliably, and sustainably. This meticulous attention to governance not only mitigates risks and protects data and IP, but also aligns AI initiatives with human values, thereby fostering trust and accountability for all our stakeholders.

Ongoing AI governance is central to CGI's strategy, driving consistency and innovation across diverse sectors.

CGI's dedication to using AI for good is reflected in our efforts to address the societal impacts and benefits of AI. By considering environmental sustainability and social responsibility in our development of AI solutions, we demonstrate a profound commitment to use AI for the betterment of society.

Success stories from various sectors underscore the transformative power of RAI practices. As CGI continues to champion ethical AI, we pave the way for a future where AI drives innovation and efficiency and contributes positively to the global community.

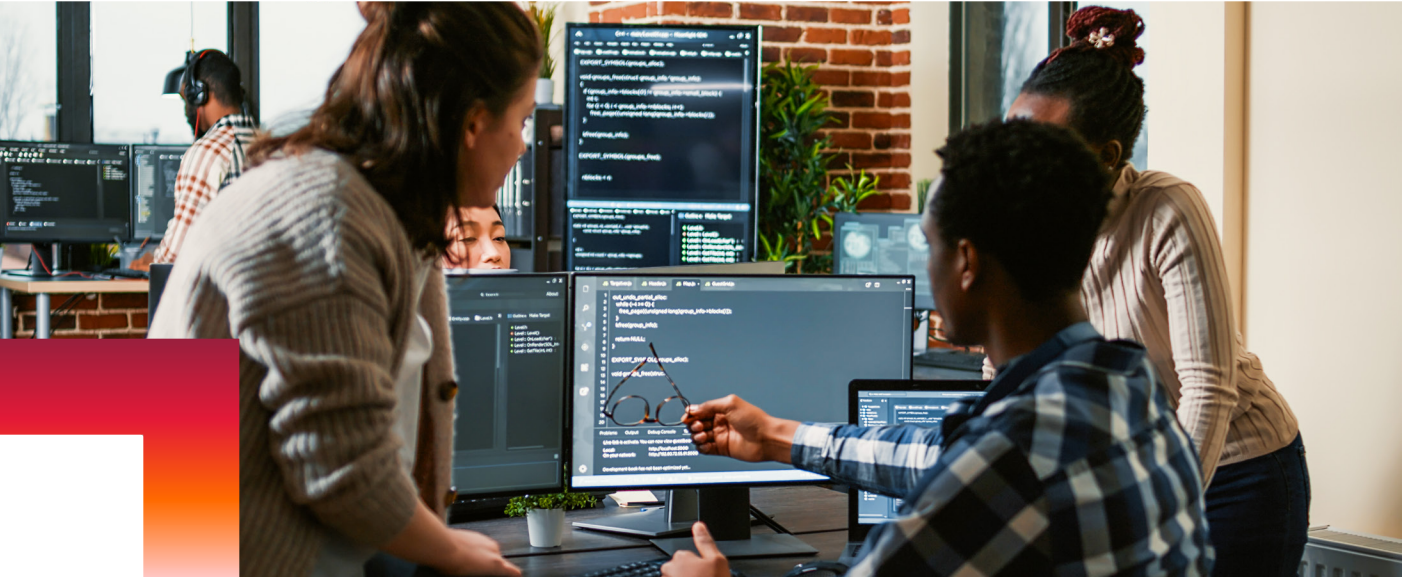
Next steps

Looking ahead to 2025, we are further developing these foundational principles and applying them to deliver the highest quality AI solutions that support human decision-making. By advancing our federated AI governance model, we will ensure consistent oversight and ethical use of AI across various industries and global regions.

Our commitment to using AI for good remains steadfast, as we strive to create solutions that positively impact society, address environmental concerns, and uphold ethical standards, ultimately fostering trust and delivering transformative outcomes.

Our strategic initiatives include enhancing the AI literacy of our vast network of clients and within CGI, fostering innovation through localized insights, and reinforcing robust risk management practices.

We will continue to collaborate closely with regulatory committees on future-proofing AI compliance guidelines, growing our AI competencies, and supporting our clients in using AI to improve efficiencies and reduce risk. In this way, CGI will ensure that our AI solutions not only drive efficiency and innovation, but also adhere to the highest standards of accountability, transparency, and social responsibility.



Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-focused to help accelerate returns on your investments.

For more information

Visit cgi.com

Email us at info@cgi.com

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