

16TH ITU ACADEMIC CONFERENCE

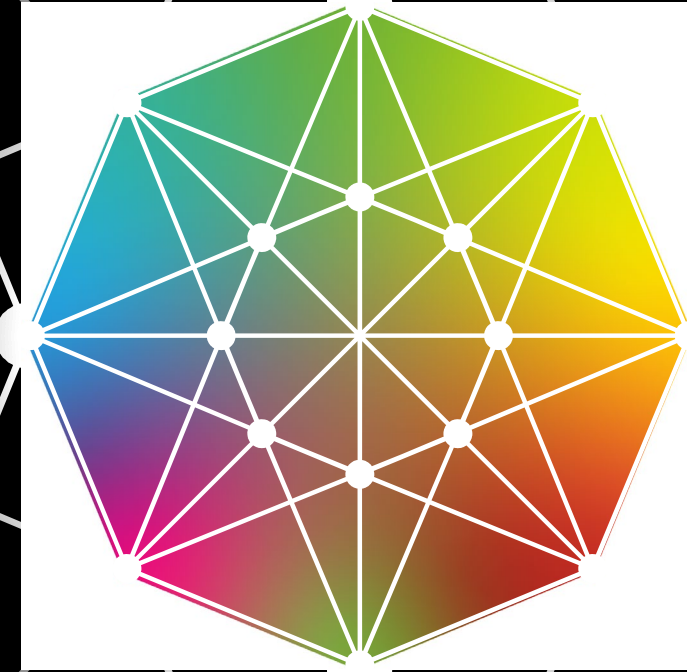
ITUKALEIDOSCOPE

GENEVA2026

*AI and frontier
technologies for good*

7-9 July 2026
Geneva, Switzerland

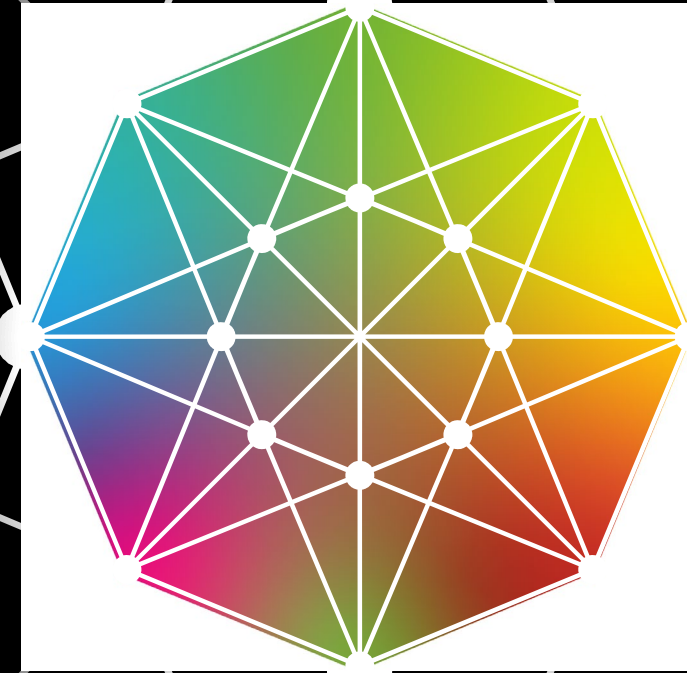
Hosted by  **AI for Good**
Global Summit



Responsible AI in Emerging Markets

A Governance by Design Model for
Scalable, Ethical and Inclusive
AI Deployments

7-9 July 2026





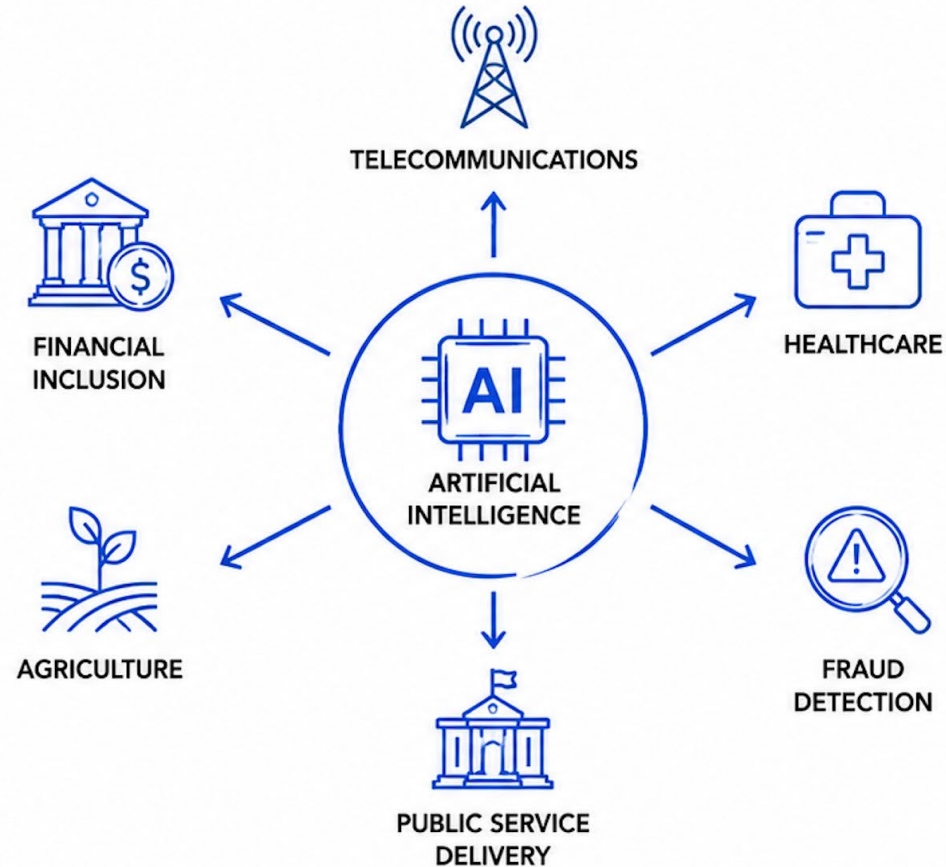
Derick Ohmar Adil

Globe Telecom Inc.

Session #S1.5

WHY THIS MATTERS

AI is increasingly embedded in critical digital infrastructure across emerging markets.



AI deployment is becoming strategic rather than discretionary.

THE RESEARCH PROBLEM

Responsible AI principles exist and are widely endorsed.

Operational implementation remains uneven.

RESPONSIBLE AI PRINCIPLES



OECD
AI Principles



UNESCO
Recommendation on the Ethics of AI



NIST
AI Risk Management Framework



ISO/IEC 42001
AI Management System Standard

IMPLEMENTATION

GAP

OPERATIONAL CHALLENGES



Regulatory fragmentation
Regulatory clarity is continuously evolving.



Institutional maturity
Governance structures and maturity vary across institutions.



Resource constraints
Limited budgets, skills, and governance capacity.



Vendor ecosystems
Reliance on multi-vendor AI ecosystems.



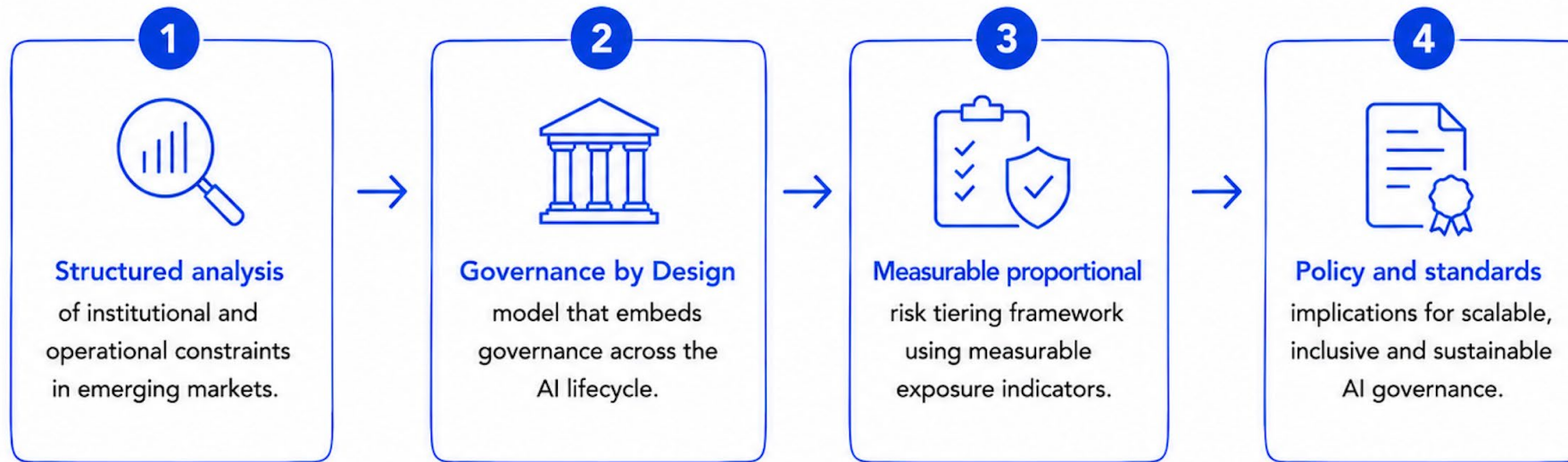
Diverse populations
Large-scale, heterogeneous user populations.



Governance debt occurs when governance is added after deployment.

FROM PRINCIPLES TO PRACTICE

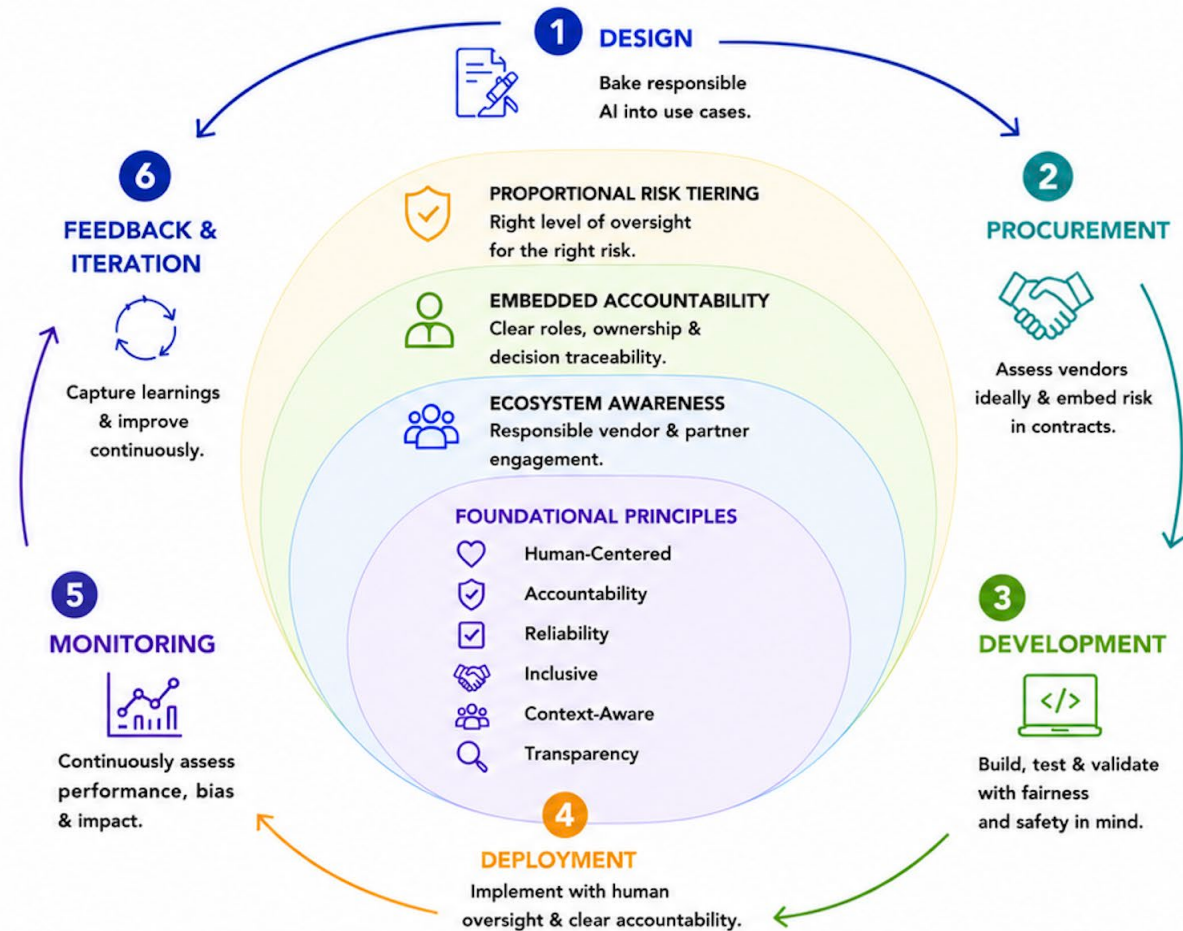
This paper introduces a **Governance by Design** model that operationalizes responsible AI in emerging markets.



The following model operationalizes responsible AI through **governance embedded across the AI lifecycle**.

GOVERNANCE BY DESIGN MODEL

A continuous lifecycle that embeds responsible AI governance from the start and adapts as systems evolve.



The model spans **design, procurement, development, deployment, monitoring** and **feedback**.

PROPORTIONAL RISK TIERING

Tier Classification	Description	Control
1- Low Risk	Operational efficiency, limited autonomy	Documentation, internal approval, performance monitoring
2- Medium Risk	Moderate financial or service impact, broader exposure	Risk assessment, bias testing, human review, periodic monitoring
3- High Risk	Direct human rights or livelihood impact, large-scale exposure	Governance review, fairness assessment, mandatory human override, vendor audit provisions, continuous monitoring

Measured Exposure Indicators



Rights impact



Financial consequence



Population exposure



Autonomy level



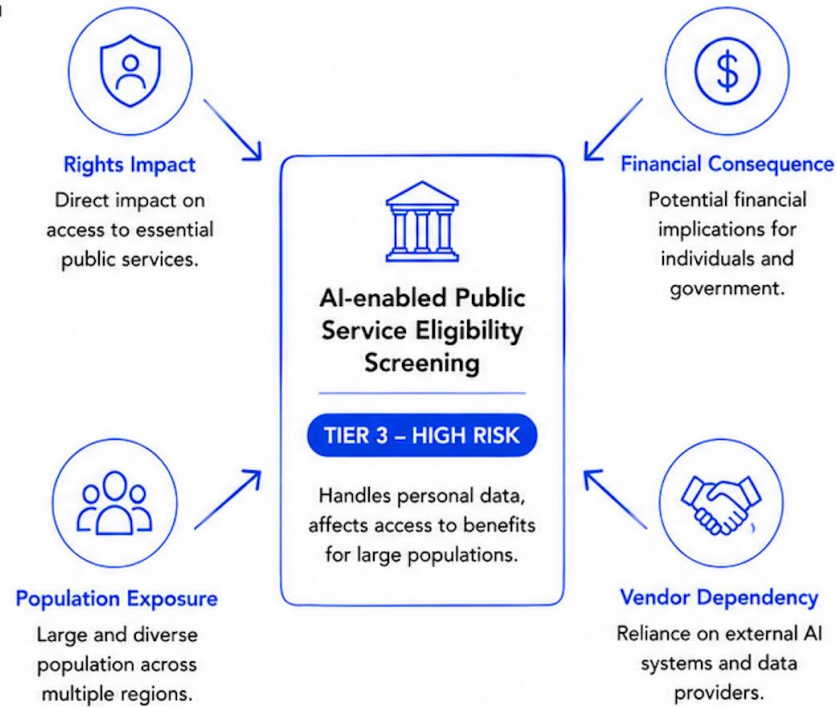
Vendor dependency



Oversight intensity increases **proportionally** with measurable exposure.

GOVERNANCE BY DESIGN IN PRACTICE

Applying the model and tiering framework to a real-world AI use case in emerging markets.



IMPLEMENTATION FLOW



High-impact systems require **stronger governance controls** while enabling **scalable and inclusive** service delivery.

WHY THIS MODEL MATTERS

Bridging the gap between responsible AI principles and operational realities in emerging markets.



International Standards

- Aligns with global AI governance principles and standards.
- Contributes practical implementation insights from emerging markets.



Regulators

- Enables proportional, risk-based oversight rather than rigid compliance.
- Supports evidence-based policy and guidance development.



Emerging Markets

- Supports inclusive, scalable and context-sensitive AI solutions.
- Generates operational experience that strengthens global AI governance.



Operational experience from emerging markets helps shape **practical, proportionate** and **globally relevant** AI governance.

KEY TAKEAWAYS

Our research offers a practical pathway to operationalize responsible AI in emerging markets.



A **scalable, inclusive and context-aware** governance approach is essential to realize the **benefits of AI for all**.

Thank you!

