GENIA

Subject: Response to Request for Information - Advancing Responsible Global Technical Standards for AI Development

Dear Ms. Alicia Chambers,
NIST Executive Secretariat,

I am writing on behalf of GENIA Latinoamerica, P.B.C (GENIA) to provide a response to the Request for Information regarding the advancement of responsible global technical standards for AI development. We appreciate the opportunity to contribute to the establishment of a plan for global engagement, as directed by E.O. 14110 Section 11(b).

1. AI Nomenclature and Terminology:

In consideration of AI nomenclature and terminology, GENIA recommends adopting inclusive language that reflects the cultural diversity of our nation and the growing Hispanic population, among other diverse communities. Furthermore, incorporating language that supports a regional artificial intelligence strategy in the Americas, aiming to foster inclusive artificial intelligence systems that combat biases within marginalized groups and promote social justice, economic well-being, and democratic values, as outlined in H.Res 649. This approach ensures that standards resonate with the broader population and align with our mission to bridge AI development with the unique needs of the region.

2. Best Practices for Data:

Regarding best practices for data, GENIA proposes comprehensive guidelines that prioritize cultural inclusivity, acknowledging the diverse linguistic and demographic landscape of our country and the region. Our approach involves implementing advanced methodologies for capturing, processing, and utilizing data in a manner that meticulously respects cultural nuances. This includes deploying sophisticated algorithms and data processing techniques designed to ensure equitable representation and mitigate biases.

In the context of artificial intelligence (AI) development, the significance of culturally sensitive data practices cannot be overstated. By leveraging cutting-edge technologies such as natural language processing (NLP) and machine learning (ML), we should aim to create data processing pipelines that not only recognize cultural intricacies but also adapt to them dynamically. This technical precision is crucial for fostering the development of inclusive AI systems that transcend biases and promote fairness.

We recognize the paramount importance of engaging regional partners as active collaborators in shaping these best practices via the Department of State. The technical expertise of our partners will be instrumental in fine-tuning algorithms and ensuring that data processing models are not only culturally relevant but also technically robust. This collaborative approach will contribute to the effectiveness of these guidelines in creating AI systems that are not only culturally sensitive but also at the forefront of technological advancements in the field.

unio@lagenia.org

3. AI Systems Impactful Standards:

In addressing standards for impactful AI systems, GENIA recommends a dedicated focus on inclusivity and representation in governance practices, particularly in the context of underrepresented and underserved populations to ensure the equitable development and deployment of AI technologies. Special attention should be given to standards that consider the unique challenges and opportunities presented by developing and deploying AI technologies across diverse jurisdictions and communities within the region.

Utilizing the collective expertise of all stakeholders, including government bodies, industry leaders, academia, and community representatives, is paramount to this approach. The collaborative efforts will harness the diverse perspectives that represent the rich tapestry of this nation. This collaborative and inclusive governance model ensures that AI standards not only meet the technical criteria for safety, security, and efficiency but also address the ethical considerations and societal impacts associated with AI deployment.

By embracing a collective approach, we can effectively navigate the complexities of AI governance, fostering a framework that reflects the values and aspirations of the entire spectrum of our society. This approach will lead to standards that are robust, fair, and accountable, contributing to the responsible development of AI technologies that benefit all segments of our diverse population.

4. Inclusion of Regional Partners for Economic Growth:

GENIA emphasizes that the inclusion of regional partners, minorities in the USA, and diverse groups not only ensures AI development aligned with economic progress and Western values but also presents a strategic advantage for sustained economic growth. By incorporating the perspectives and experiences of a diverse range of stakeholders, including those from different cultural, ethnic, and socioeconomic backgrounds, AI standards can be enriched, leading to more inclusive, fair, and unbiased systems.

This collaborative approach not only reflects the values of democracy but also creates the conditions for significant economic growth and opportunity. The Western Hemisphere's abundance of diverse populations and perspectives sets it apart as a prime resource for AI development and research, offering a wealth of untapped potential for innovation and entrepreneurship. Leveraging the collective wisdom of these varied communities ensures that AI technologies are not only ethically sound but also economically impactful.

Incorporating a diverse range of perspectives into AI development is not just a moral imperative but a strategic imperative for economic advancement. By embracing inclusivity, our partners in the Western Hemisphere can position US influence at the forefront of AI innovation, showcasing the benefits of technology that genuinely represents and benefits the entirety of our diverse society and the world as a whole. This inclusive strategy will not only foster creativity and innovation but also contribute

significantly to economic development, creating new opportunities, industries, and jobs that cater to the unique needs of different cultural contexts.

This comprehensive and inclusive strategy is not just about building fair and unbiased AI systems; it's about driving economic progress that benefits everyone, ensuring that the dividends of technological advancement and development are shared equitably across diverse communities **(As I often say, AI for All is AI by All)**

Costs and Ease of Implementation:

In evaluating costs and ease of implementation, GENIA underscores the compelling economic and social benefits derived from inclusive AI development, with a specific focus on the integration of minority groups. The proposed tools, systems, and practices must be meticulously crafted to align with the diverse demographic and cultural landscape of the region. This intricate design can ensure not only operational efficiency but also cultural relevance, acknowledging the significance of addressing unique challenges faced by minority communities. By tailoring technological solutions to the specific needs of these groups, our objective is to foster widespread adoption and generate a positive and far-reaching impact on society. This approach reflects our commitment to developing inclusive AI technologies that contribute to the betterment of our communities and society as a whole.

Summary:

In summary, GENIA is dedicated to contributing to the establishment of AI standards that not only align with the NIST AI Risk Management Framework and the U.S. Government National Standards Strategy but also actively work towards incorporating Latin America into the global AI landscape. Our comprehensive response meticulously addresses each outlined topic, placing a strong emphasis on cultural inclusivity and recognizing the unique considerations presented by the Hispanic population. According to projections by Pew, the Hispanic population is expected to reach [29%](#) of the total population by 2050. This underscores the significance of our approach, ensuring that AI standards are not only robust and effective but also reflective of the evolving demographic landscape, fostering a more inclusive and equitable technological future.

We look forward to further collaboration to ensure the responsible and inclusive development of AI technologies.

Sincerely,

Felipe Castro Quiles, MBA
CEO
GENIA Latinoamerica, P.B.C
union@lagenia.org | (305) 815-3775

unio@lagenia.org