

Inclusive AI Lab Impact Report 2024-2025



We set out with a clear mission: to incubate leaders and help build inclusive, sustainable AI systems, tools, services and platforms, with a special focus on the Global South. With the consortium, we went further- growing community, deepening practice and making room for new voices.

We look forward to the year ahead with the same commitment: centring people, widening access, and nurturing partnerships that serve the many, not the few.

Year at a Glance

- **Work represented in 20+ cities** – from Pune to New York, Vienna to Málaga.
- **Invited to Advise over 15+ global AI policy boards** like Columbia University's AI & Education Task Force, United Nations U4SSC Initiative and World AI Summit councils.
- **Featured on 10+ major international stages** including the World Summit AI, SXSW, UNDP Innovation Days, and the UN Internet Governance Forum.
- **More than 2 original frameworks built from the field in the Global South** - the 6R Framework and the Antropofagia Framework, shifting AI creativity beyond Western-centric narratives.
- **Expanded our community** through 2 Data CARE workshops with two-thirds of our audiences from the civic sector e.g. IIEP-UNESCO, MERL Tech Initiative, RNW Media, Genderscope LTD, Oxfam Novib, Jokkolabs, and many more.
- **Published 15+ resources including** books, chapters, journal articles, reports, policy pieces, conference papers, essays and blogs
- Reached a global audience of **2,300+ followers** on social media and via our newsletters organically. Member reach exceeds **9,000**, driven by active reposting, thought leadership, and sector-wide participation.
- Launched the first season of our podcast on AI & Creativity with 100+ live streams in 2 months.
- **Professional development summit** convened global leaders such as Charles Hayes (IDEO), Preeti Shroff-Mehta (Northwestern University), Fattori Mckena (Flickr Foundation) and Birgit Geiberger (IKEA), alongside participants from organisations including the Red Cross, Rijksmuseum Boerhaave, Women in AI, Deakin University, creating a high-calibre space for cross-sector collaboration on inclusive AI and leadership futures.

Highlights



October 2024

[Inclusive AI Lab launched at Utrecht University](#)

December 2024

[Launched Inclusive AI Quarterly Newsletter Issue 1](#)

January 2025

[Inclusive AI Lab's First Consortium Meeting](#)

The launch of the Inclusive AI Lab brought our consortium members in the industry, civic and academic sectors together from across 30+ countries to explore collaboration pathways and shape strategy for the year. The meeting inputs helped us consolidate on our focus on sustainable AI in Africa, diversifying creative AI, cross-cultural ethics, localizing responsible AI, and feminist AI—through the creation of the Data CARE workshop series.

January 2025

Awarded a Google Grant for a project on ['Gen\(der\) AI Safety'](#)

This initiative addresses the urgent need to tackle AI-enabled harms, particularly non-consensual intimate content (deepfake pornography), which disproportionately impacts women, girls, and marginalized communities globally. Our co-founder Payal Arora in partnership with our consortium member Marta Zarzycka, Senior User Experience Researcher at Google led a team to conduct ethnographic research in India led by the Responsible AI lead Kiran Bhatia and in Mexico, led by Dr. Ana Maria Miranda Mora, Weijie Huang from the FemAI cluster focusing on policy work to build a Gen(der) AI Safety Framework.

March 2025

Launched Inclusive AI [Quarterly Newsletter Issue 2](#)

April 2025

Awarded multiple grants for the [Data CARE Workshop Series](#)

The Lab applied and was awarded multiple grants for The Data CARE Workshop Series from the Center for Global Challenges, Institutions for Open Societies, Human-centered AI, and Culture, Heritage & Arts Impact Network. This series aims to serve as a dynamic forum for interdisciplinary and cross-sector dialogue, designed to address the barriers to equitable AI development and deployment by embracing the CARE principles: Collective Benefit, Authority to Control, Responsibility, and Ethics.

April 2025

[Data CARE Workshop I:](#)

[Gender-Responsive Strategies for Equitable AI Futures](#)

This workshop convened global experts from organisations and institutions such as Columbia University, Fudan University, Justice Adda, RNW MEdia, Pleasure Project, IIEP-UNESCO, Google, IKEA and others representing industry leaders, entrepreneurs, and academics across sectors and countries to generate actionable insights on gender and AI and explored how interdisciplinary and cross-cultural approaches can address AI-enabled harms and foster more inclusive digital futures.

May 2025

Advisory Board

The Inclusive AI Lab formed a globally diverse Advisory Board to guide its future work: Preeti Shroff-Mehta (leadership and global change management), Monique van Dusseldorp (public engagement and outreach), Charles Hayes (human-centered design and entrepreneurship), Jeff Ubois (responsible data archives), and Cat Bohannon (gender data and innovation). Together, they are helping translate our mission into impactful global action.

June 2025

Data CARE Workshop II: Diversifying Creative AI & Cultural Value



Held at Utrecht University Hall and streamed globally, this hybrid gathering brought together artists, researchers, technologists, and policymakers from organisations such as Futur2, British Council, University of Groningen, University of Edinburgh,

Aika, Telemagic, Deakin University and others from around the world to reimagine the cultural and creative futures of AI through collaboration, dialogue, and performance. Key themes included the role of language, trust, diversity, and reciprocity in shaping AI that uplifts cultural value and centres people over platforms. With 100+ global registrations of participants who attended and offline, the audience included representatives from Pranava Institute, Royal College of Art, Oxfam, UNDP, V2_Lab amongst others.



June 2025

Inclusive AI Podcast Season 1: AI & Creativity with the Global South

Backed by CHAIN and FINDR grant and hosted by Eduardo Briceño Florez, Season 1 brings global artists, technologists, and policymakers from organisations such as Adobe, Madhatter Foundation, Futur2, Grab Maps, MICA, British Council and other global experts, into conversation. Diving deep into the cultural heart of AI – asking how we can recognise, remix, resist, repair, regenerate and reimagine creativity in ways that truly reflect global diversity.

June 2025

Inclusive Design Leadership Summit (Utrecht)

The half-day, invite-only Inclusive Design Leadership Summit convened a high-profile, diverse group of leaders to position inclusion as common sense in design and leadership. The event was curated by prominent workshop leaders, who were a mix of our consortium members and Advisory board members from IDEO, Flickr foundation, IKEA, Northwestern University and Adobe. Through workshops and case studies on AI, circularity, and empathy, participants explored how to turn inclusive principles into practice, highlighting AI as a stakeholder, the need for cross-sector action, and reflective leadership. The pilot proved the value of global leaders co-creating strategies for more inclusive futures.

June 2025

Launched Inclusive AI Quarterly Newsletter Issue 3

Awards & Recognition



Prof. Payal Arora received the Benelux Leader Award for AI Diversity (Women in AI Benelux Awards 2025) and recognition as an EQUALS Role Model – Women in AI. She has been listed in the 100 Brilliant Women in AI Ethics 2025. Her book [From Pessimism to Promise \(MIT Press\)](#) was shortlisted for the 2024 Porchlight Awards and won the Axiom Silver Award for Best Books in Emerging AI trends 2025



Dr. Marianna Capasso was named a [Rising Star in AI Ethics \(Women in AI Ethics 2025\)](#)

Publications Shaping Practices

[Creative data justice: a decolonial and indigenous framework to assess creativity and artificial intelligence \(journal article\)](#)

Payal Arora; Information, Communication & Society journal

Establishes a vital framework for our empirical and theoretical research in Creative AI, centering the Global South and advocating for inclusive, decolonized AI practices.

[The Gender Data \(report\)](#)

Weijie Huang & Payal Arora; Friedrich-Ebert-Stiftung (FES)

Why gender-sensitive data matters for AI; developed within FES's AI & Gender Equality program.

[On the Right to Work in the Age of Artificial Intelligence: Ethical safeguards in algorithmic HR \(journal article\)](#)

Marianna Capasso, Payal Arora, Deepshikha Sharma, Celeste Tacconi; Business & Human Rights Journal (Cambridge).

Analyses risks of algorithmic HR and proposes concrete safeguards.

[Proxy discrimination in hiring \(study\)](#)

Kiran Vinod Bhatia, Marianna Capasso, Payal Arora, Carlos Castillo, Jorge Saldivar; SSRN preprint.

Qualitative analysis of real CVs surfacing proxy-discrimination risks.

[Creative AI "6R Framework" \(journal article\)](#)

Lucie Château, Payal Arora, Laura Herman; Media, Culture & Society

Introduces the 6Rs for cross-cultural, non-Western-centric creative AI practice.

FES Blog Series: Featuring AI, Data & Justice

Multiple authors incl. Hoffman, Château, Arora, Bhatia, Zarzycka, Capasso & Huang; FES Future of Work blog.

Curated issue spotlighting Lab research on Ubuntu tech, misinformation, intimate-image abuse, synthetic-data equity, and the gender-data gap.

Situated Ethics: Ethical Accountability of Local Perspectives in Global AI Ethics

Media, Culture & Society as part of a Special Issue led by consortium member Simone Natale and Co- PI Payal Arora

offers a roadmap for navigating local-global tensions in AI ethics, stressing that fair and responsible AI must be grounded in diverse contexts



Workshops & Team Member Presentations

- **Panelist: Diversifying Data Sets**
CSCW 2024 workshop From Stem to Stern
- **Workshop: Synthetic Data for Privacy & Fairness**
Vrije Universiteit Amsterdam (VU Amsterdam)
- **Presentation: Launched the Inclusive AI Lab**
India Science Festival
- **Presentation: Inclusive AI Lab**
Fair Barcelona 2025

- **Keynote: AI and democracies in the Global South**
DE/MO Meet-Up: Democracies in the age of AI
- **Workshop: Gen(der) AI Safety**
Data School "Making a Difference"
- **Workshop: Institutional innovation & multistakeholder AI**
UNDP Istanbul Innovation Days
- **Keynote: Algorithms at Work: What's New?**
Women in AI Benelux Utrecht Circle: AI & Diversity
- **Keynote: Creation as Curation**
International Conference for Software Developers
- **Presentation: Ubuntu AI ethics for community-centred sustainability**
AI & Government / AI & Overheid Conference
- **Presentation: Future of AI**
MIT Reality Forum 2025
- **Presentation: Systemic change in AI & governance**
World Systemic Forum
- **Session: Painting a Picture of Equity: How Artists Can Impact Technology Development**
SXSW
- **Podcast participant: Designing with AI**
Adobe Design Summit (conversation with Sofia Crespo)
- **Panelist: What AI can and cannot do for minoritised languages**
Networking Event by HORIZON EUROPE project RISE UP
- **Panelist: Reimagining AI through Social Innovation**
Digital Humanism Conference in Vienna

- **Panelist: AI for Public Good**
PublicSpaces 2025 Conference
- **Plenary Session: Pathways to Inclusive AI in Education**
Workshop: Gender-Responsive Pedagogies in AI-Powered Learning Environments
Emooc 2025 Télécom Paris

Impact in the Global Field



Kenya (Samburu)

As part of the project, Integrating Ubuntu Ethics into AI for Cultural Inclusivity and Equity, Wakanyi Hoffman shared her children's book and reflected that "each story is more than a data point," grounding inclusive AI in a lived context.

India (Gen(der) AI Safety fieldwork)

As part of the GEN(der) AI Safety: Girls' and Women's Digital Wellbeing in the Global South project with Google, Dr. Kiran Bhatia interviewed survivors of deepfake abuse and experts in mental health, law, and women's support networks to inform a practical safety framework.

Mexico (defender networks)

Ana Maria Miranda Mora joined the first *Latinoamericana de Defensoras Digitales* gathering, engaging organizations on deepfake abuse and broader digital gender violence taking the GEN (der) AI Safety project to a new audience.

Global South co-design – "fellows" method

The Lab pioneered a fellows method as part of the Diversifying Representation in the Global South project with Adobe's Equity Product team for co-designing with fair value return in the Majority World.



What's Next:

In the coming year we will be launching Season 2 of our podcast—hosted by Eduardo Briceño Florez—on Responsible AI in practice across sectors, systems, and scales. In November, we will join Utrecht University partners for a Human-Centred AI Grant creative hackathon on ethical AI in the creative sector, followed in December by panels and presentations at the University of Amsterdam's GenAI & Creative Practice conference, where we'll share our creative-AI work.

We extend our deepest thanks to our first cohort of consortium members for their time, insights, and commitment. Your contributions have laid the foundation for the Inclusive AI Lab's journey ahead.

COHORT 2024-25

BUSINESS



CIVIC SECTOR



ACADEMIA

