



Global Challenge to Build Trust in the Age of Generative AI

Promoting trust by equipping governments, organisations and individuals to be resilient in the era of scalable synthetic content.

CALL FOR
PARTNERS

A GLOBAL PROBLEM

Generative AI burst on the scene in 2018 with the initial releases of deepfakes, closely followed by GPT and other Large Language Models (LLMs). It gained attention worldwide in 2022 with text-to-image generators and ChatGPT. Generative AI has the **potential to revolutionise industries and society**. Sectors such as education, advertising, entertainment, healthcare, finance, scientific research, and manufacturing already use it to create individualised and scalable content, automate tasks, generate hypotheses, and improve productivity.

However, generative AI can also be misused with **severe negative consequences** through disinformation, deepfakes, and other manipulated content. This can lead to serious social, political, and economic repercussions at scale, such as distorting public discourse, creating and spreading conspiracy theories and other disinformation, influencing elections, distorting markets, and inciting violence. It is crucial to mitigate these risks and build resilience against generative AI's misuse all while promoting its ethical and responsible applications.

Rapid advancements in generative AI are prompting us to **re-evaluate existing paradigms and long-held processes**. Ideas exist for how this technology will shape our environments and interactions. But there are more questions than answers, and policy is struggling to keep up with new developments. In a world where it is increasingly difficult to distinguish fact from fiction, what can be done to reinforce trust in each other and the systems that we rely upon?

A GLOBAL CHALLENGE TO BUILD TRUST

Generative AI and its potential impact and risks transcend national borders and demand a global scope for new policy and technology solutions. Given the urgency of the issues at hand, the OECD and initial design partners from AI Commons and VDE are working with GPAI, IDB, UNESCO, and the IEEE Standards Association to form an open **global competitive challenge** that will be led by a unique coalition of multi-lateral organisations, governments, companies, academic institutions, and civil society organisations.

This challenge will bring together technologists, policymakers, researchers, experts, and practitioners together for collective exploration and action to **surface and test innovative ideas to promote trust** and counter the spread of disinformation. It serves as a platform to showcase and recognise promising solutions that can strengthen digital trust in society.

With its goals realised, the challenge will provide tangible evidence about what works and what doesn't, yielding **proven approaches that can be adapted and scaled across the world**.

FIND OUT MORE

See more information and join in at <https://oecd.ai/challenge>.

Have questions? Get in touch ai@oecd.org.

PHASES



Cycle 1: Identify Promising Ideas

An open call for innovative ideas for policy and technology solutions. A jury of global AI experts evaluates proposals and selects participants to move on to the next cycle.



Cycle 2: Prototype

Participants receive targeted resources to develop functional prototypes. The jury selects some to advance to the next cycle.



Cycle 3: Pilot and Scale

Participants receive additional resources to pilot their concept in collaboration with governments or other organisations, and to demonstrate their scalability. The jury selects top challenge winners.

24 months

PARTICIPANT PROFILES

Participating teams should be multi-disciplinary and provide a mix of digital, public policy, and domain expertise. Roles may include:

- **Visionaries** who can grasp long-term trajectories and the societal potential for their solutions.
- **Designers**, such as user experience (UX) experts and process architects that can help convert ideas into fit-for-purpose concepts.
- **Builders and coders** who can bring ideas and designs to life in the form of functional products.
- **Subject matter experts** who understand the environments in which their solution would be applied and the various trade-offs to consider (e.g., privacy, trust).
- **Boundary spanners and “bilinguals”** who are adept at navigating siloes within and across organisations and bridging communication between technologists and policymakers.

BECOME A PARTNER!

Join us in creating this global initiative. The challenge design team is seeking a variety of partners from different types of organisations—such as governments, non-profits, companies, universities, and foundations—to catalyse ongoing efforts:

- **Implementers.** Work with the design team in building out functional components of the challenge, providing structure, know-how, coordination, and ongoing operations.
- **Communications partners.** Help raise awareness through relevant networks and communities to surface challenge candidates and diffuse results and lessons learned.
- **Sponsors.** Drive progress through offering operational budget, prize money, and in-kind contributions (e.g., staff support, mentorship, software, compute power).



Incubated by the OECD.AI Policy
Observatory and Network of Experts

READY TO GET INVOLVED?

See how to join at <https://oecd.ai/challenge>.

Get in touch with the Challenge team at ai@oecd.org