

Partnering for Gender-Responsive AI

Introduction

Artificial intelligence (AI) could significantly accelerate progress on gender equality. The rapid integration of AI into everyday life is creating opportunities to improve social and economic outcomes for all. However, [a study by the United Nations](#) launched in 2024 shows that the speed of development also brings challenges that could perpetuate or even create new gender inequalities if left unchecked.

The private sector, particularly the technology industry, is key to designing, developing and deploying inclusive, safe, trustworthy and equitable AI systems. While Member States are responsible for governing and regulating AI, the private sector has a pivotal role in developing responsible practices, such as removing gender biases in AI, promoting diversity and complying with legal standards. Recent positive action includes efforts to tackle biases in AI models and content, increase the number of women in the AI workforce and leadership positions, and implement safeguards against violence that may occur or be amplified by the use of AI technologies.

Yet, more needs to be done to maximize AI's benefits for gender equality while mitigating risks and harms for women and girls. Priorities include addressing gender bias in AI systems, combatting the spread of misinformation and technology-facilitated gender-based violence, increasing gender-disaggregated data and integrating gender dimensions into AI policy and governance.

UN Women in action

That is why UN Women collaborates with Member States, the UN System, the private sector, civil society, researchers and others to ensure that AI advances global gender equality goals and aligns with the Sustainable Development Goals (SDGs).

This vision matches UN Women's commitment to driving equitable technological advancements that prioritize gender equality and create sustainable, inclusive solutions for all. It also builds on UN Women's growing work on AI and gender equality, which includes:

- **Advocating** for inclusive and ethical governance of AI at key platforms including the [HeForShe Summit](#) and through [policy recommendations](#) aligned with the Global [Digital Compact](#).
- **Leading research** on key issues related to gender and AI, including [addressing gender biases in AI systems](#) and [employing AI to support women's peace and security in southeast Asia](#).
- **Developing custom AI solutions** such as gender-sensitive AI tools for data analysis, knowledge management and communications including one on the [Commission on the Status of Women](#).
- **Building capacity on utilizing AI tools** to support civil society organizations and other stakeholders to leverage ethical and gender-responsive AI, through initiatives like the UN Women AI School.
- **Integrating gender-responsive AI into UN-wide development approaches** and [supporting United Nations Country Teams](#) to leverage digital tools and AI to drive gender equality.
- **Mobilizing multi-stakeholder partnerships** on gender-responsive AI policies and initiatives through the [Action Coalition on Technology and Innovation for Gender Equality](#).

Looking ahead, UN Women aims to strengthen its partnerships with the private sector to:

- **Support and empower more women** to lead in AI design, development, deployment and policy formulation.
- **Foster opportunities for women entrepreneurs**, startups and feminist innovators to adopt and harness AI's transformative potential.
- **Bridge the gender digital divide** by ensuring women have access to tools, resources and platforms that enable meaningful participation and leadership in the AI ecosystem.
- **Strengthen collaboration among the private sector, Member States, the United Nations, civil society and other actors** to ensure that AI policies, governance, regulations and compliance integrate gender dimensions and empower women and girls everywhere.

Achieving gender equality through generative AI

To help businesses and institutions advance gender equality and women's empowerment in the workplace, marketplace and community, UN Women is developing a [generative AI tool powered by the Women's Empowerment Principles \(WEPs\)](#). As a prototype, it offers personalized guidance, analysis and recommendations to support businesses in implementing gender equality commitments in line with the WEPs framework.

Scan the QR code to access the prototype.

If you are a business or institution interested in testing how the WEPs can help you advance gender equality within your institution, contact: unw.privatesector@unwomen.org



Making AI work for gender equality, together

UN Women remains optimistic about the future with AI and its possibilities, including the potential to advance gender equality and empower women and girls everywhere. It requires that all key stakeholders work together to address AI's challenges and uncertainties so that everyone can share in its transformative potential.

Join us to help ensure that AI serves humanity equitably and safely.

To find out more about artificial intelligence and gender equality: <https://www.unwomen.org/en/news-stories/explainer/2024/05/artificial-intelligence-and-gender-equality>

To find out more about UN Women's initiatives and how your business or organization can make a difference go to:

<https://www.unwomen.org/en/partnerships/businesses-and-foundations>

<https://www.weps.org>

