# Ethical AI frameworks key to responsible transformation, says WEF



As artificial intelligence reshapes business models and workforce dynamics, the need for ethical AI frameworks has never been greater. The World Economic Forum’s Future of Jobs 2025 Report reveals that 50 percent of employers plan major strategic shifts due to AI, while two-thirds are actively seeking AI-skilled talent.

Ethical AI is more than a technical concern. It encompasses fairness, transparency, accountability and human oversight. OpenSesame’s guide to ethical AI stresses the need to avoid bias, protect privacy and ensure explainable, secure systems. Without these safeguards, organisations risk legal exposure, reputational damage and failed deployments.

Done well, ethical AI enhances outcomes and boosts confidence. Governance must be cross-functional: executives define values and allocate resources; product and data teams identify risks; legal experts ensure compliance; UX teams support explainability; learning teams train staff; and end users offer feedback.

OpenSesame recommends organisations establish ethical governance policies spanning data, legal, product and diversity teams. Key steps include impact assessments, bias detection, explainability reviews and post-launch monitoring. Data privacy is also critical, supported by minimal collection, encryption and strict access controls.

Ongoing training is essential. Role-specific scenarios and regular refreshers help staff apply ethical AI in real-world contexts. Companies must also demand transparency and audit rights from vendors to guard against third-party risks.

The WEF report shows 86 percent of employers see AI as transformational by 2030. While 69 percent are hiring for AI skills and 62 percent for AI collaboration roles, 40 percent also expect job reductions due to automation. However, 77–85 percent are investing in upskilling to manage this shift.

This context underscores why ethical AI matters. It’s not just about responsible technology, but also about managing human impact—preserving dignity, enabling fair access and supporting workforce transition.

Frameworks such as those from OpenSesame and PatternFly offer practical tools to ensure AI systems remain inclusive, explainable and aligned with real needs.

Ethical AI is not a barrier to innovation—it is the foundation of it. For UK and global organisations looking to lead in responsible AI, embedding these principles ensures trust, sustainability and long-term success.

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## Bibliography

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3. <https://www.weforum.org/publications/the-future-of-jobs-report-2025/in-full/4-workforce-strategies/> - The World Economic Forum's 'Future of Jobs Report 2025' reveals that 86% of employers expect AI and information processing technologies to transform their business by 2030. Additionally, 69% plan to recruit talent skilled in AI tool design and enhancement, and 62% anticipate focusing on hiring individuals with skills to work with AI. These insights highlight the growing importance of AI in shaping workforce strategies. ([weforum.org](https://www.weforum.org/publications/the-future-of-jobs-report-2025/in-full/4-workforce-strategies/?utm_source=openai))
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