# Wales launches AI advisory group to champion ethical innovation



The Welsh Government has taken a major step towards becoming a leader in responsible artificial intelligence by launching a Strategic Advisory Group to explore AI’s potential across public services. The group will advise on how to deploy AI technologies ethically and effectively to improve service delivery. Rebecca Evans, Cabinet Secretary for Economy, Energy and Planning, stressed AI’s transformative potential and the importance of its ethical application.

The advisory group comprises members from academia, business and the public sector, including chief digital officers, data specialists and technology leaders. It held its inaugural meeting in July 2025, signalling the start of efforts to shape a strategy for using AI to enhance efficiency and service quality across Welsh institutions. Alongside the group, a dedicated Office for AI has been created to build internal expertise and support evidence-based policymaking. The office will coordinate AI adoption across public services, ensuring systems are inclusive, transparent and accountable—aligned with Wales’ ethical principles.

This initiative builds on work by the Centre for Digital Public Services (CDPS), which has assessed AI readiness across Welsh public bodies. These assessments identified existing practices and needs, laying the groundwork for future AI integration. The CDPS also promotes digital literacy and supports an AI-ready workforce by encouraging knowledge-sharing across a growing public sector community.

Responsible AI use is further supported by guidance released in December 2024 by the Workforce Partnership Council. Developed with input from public sector employers and trade unions, it outlines a framework for ethical AI implementation focused on checks and balances, responsible adoption and continuous evaluation. The guidance aims to build trust among public sector staff and the citizens they serve.

In health and social care, an AI Commission has been established to provide expert advice on safe and ethical integration. This ensures that innovation in patient care is balanced with privacy and ethical safeguards. Together, these efforts position Wales at the forefront of ethical AI deployment in the public sector. The government’s approach reflects a clear commitment to responsible innovation and robust governance. By fostering public trust and engaging stakeholders across sectors, Wales is setting a strong example for the UK and beyond.

Rebecca Evans has emerged as a key advocate for this agenda, reinforcing the message that AI’s promise depends on its responsible use. Her remarks at the group’s first meeting highlighted the need for a values-led approach—one that will guide Wales as it navigates its AI future.

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## Bibliography

1. <https://www.southwalesargus.co.uk/news/25332084.welsh-government-group-explore-ai-public-services/?ref=rss> - Please view link - unable to able to access data
2. <https://www.gov.wales/written-statement-strategic-artificial-intelligence-advisory-group-and-welsh-government-office-ai> - On 28 June 2025, Rebecca Evans, Cabinet Secretary for Economy, Energy and Planning, announced the establishment of a Strategic AI Advisory Group to provide expert advice on the adoption of AI across the public sector in Wales. The group aims to harness AI's potential to improve public services while ensuring ethical deployment. Additionally, a dedicated Office for AI within the Welsh Government was established to strengthen internal capabilities and support informed policymaking.
3. <https://www.gov.wales/expert-panel-meets-shape-ethical-and-effective-adoption-ai-welsh-public-sector-delivery> - On 22 July 2025, the AI Strategic Advisory Group held its first meeting to explore how Artificial Intelligence can enhance public services in Wales. The group comprises members from business, academia, and social partnership backgrounds. Rebecca Evans emphasised the importance of ethical AI deployment, stating that while AI has the potential to significantly improve public services, it must be used responsibly.
4. <https://www.gov.wales/artificial-intelligence-ai-overview> - The Welsh Government is committed to the responsible and ethical use of Artificial Intelligence (AI) in the public sector. Their approach includes principles such as ensuring AI is ethical, trustworthy, inclusive, innovative, transparent, and accountable. They are working with the Centre for Digital Public Services to improve AI literacy and awareness across the public sector, and have established the AI Commission for Health and Social Care to advise on the safe use of AI in health and social care.
5. <https://www.gov.wales/wales-public-sector-leading-way-responsible-ai-use> - On 19 December 2024, the Workforce Partnership Council in Wales released new guidance on the ethical and responsible use of Artificial Intelligence (AI) across public sector workplaces. The guidance, developed collaboratively by the Welsh Government, public sector employers, and trade unions, outlines a framework for AI implementation focusing on checks and balances, responsible implementation, and post-adoption evaluation, reinforcing Wales' commitment to ethical AI adoption.
6. <https://digitalpublicservices.gov.wales/our-work/understanding-maturity-and-readiness-automation-and-ai-across-welsh-public-sector> - The Centre for Digital Public Services (CDPS) conducted a project to assess the maturity and readiness for automation and AI across the Welsh public sector. The initiative aimed to understand current practices and identify support needs to ensure the ethical and effective use of these technologies in public services. The findings will inform future support activities and the development of a public sector community for sharing best practices in AI adoption.
7. <https://digitalpublicservices.gov.wales/automation-and-artificial-intelligence-discovery-report> - The Centre for Digital Public Services (CDPS) partnered with the Chief Digital Officer for Local Government to explore attitudes, practices, processes, and skills related to automation and Artificial Intelligence (AI) across Welsh public sector organisations. The research aimed to understand the current state of AI adoption and identify areas for further support to ensure these technologies are used to improve public services in a secure, ethical, and transparent manner.