

# 10 ways AI can be used for good

Deloitte AI Institute

## SLOW CLIMATE CHANGE

Predict what is causing climate change and how scientists—and laypeople—can impact the future well-being of our world

# 1

Monitor, record and report environmental changes



Measure energy waste and carbon footprints while identifying supply chain and logistics impacts



## REDUCE POVERTY

Predict natural disasters or food and medicine shortages that could significantly impact the world's poverty levels

# 2

Prioritize areas that need more economic aid



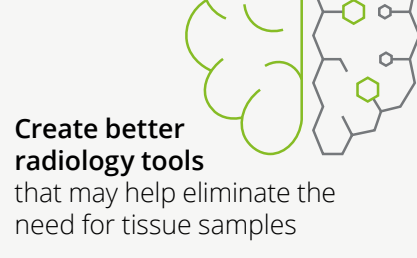
Support better processes for large social services programs—child support services and food stamps—so limited resources are deployed more effectively.



## IMPROVE HEALTH CARE

Identify patterns in large populations of people to help identify early warning signs of disease

# 3



Compare a patient's symptoms to millions of structured and unstructured medical records to quickly identify a rare disease with a correct diagnosis

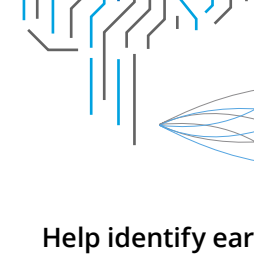
Create better radiology tools that may help eliminate the need for tissue samples

## LIMIT THE IMPACT OF PANDEMICS

Identify viral strains, analyze patient reactions—physical, mental and social—and research vaccine solutions

# 4

Enable informed contact tracing to address social needs



Help identify early outbreaks of the disease and increase the speed of recovery with faster response

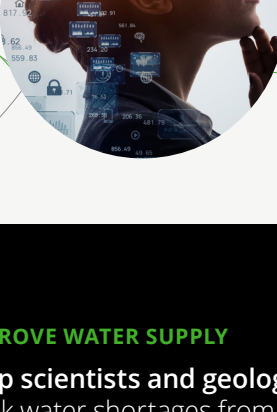
## PROVIDE EQUITY IN EDUCATION

Help teachers create syllabi in a quicker and more customized way

# 5

Identify best learning strategies across broad ranges of kids

Tutor children with robots using anytime, anywhere global classrooms—helping students from all socio-economic backgrounds become socially-minded leaders



## IMPROVE WATER SUPPLY

Help scientists and geologists track water shortages from dwindling water supplies

# 6

Use satellite imagery and geological surveys to help find new sources of water as need arises



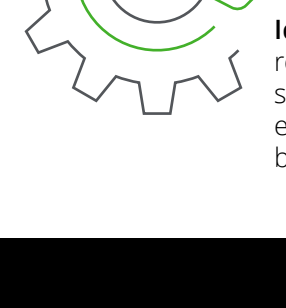
Predict droughts and flooding and use sensors to monitor dams and reservoirs

Track environmental program metrics and coordinate efforts collecting data along the entire supply chain

# 7

## INFLUENCE SOCIALLY-MINDED BRANDS

Measure the results of social responsibility campaigns using AI and analytics to synthesize and ingest customer response data



Identify and monitor nonprofit relationships for impact, strengthening customer experience for even stronger brand loyalty

## END HOMELESSNESS

Monitor and compare country-level organizations to track homelessness in absence of a single global agency

# 8

Help predict those at risk of homelessness



Aggregate housing data to enable advocates to connect the homeless with permanent living situations

## IMPROVE GENDER AND RACIAL INEQUITIES

Address gender and racial inequalities in corporations, nonprofits and a variety of socio-economic settings where inequalities are systemic, letting data drive the decisions

# 9

Track and analyze current and historical data related to racism, discrimination and gender bias



Use AI-backed hiring methods to find best fit candidates that can help to close gender and race gaps

## FUND INNOVATION

Automate customer service and redirect talent to work on breakthrough philanthropic and social innovations

# 10

Help scour donor databases to find the best potential based on customizable criteria



Help mitigate risks by analyzing patterns from past investments to enable philanthropists to invest with more confidence

### About the Deloitte AI Institute

The Deloitte AI Institute helps organizations connect all the different dimensions of the robust, highly dynamic and rapidly evolving AI ecosystem. The AI Institute leads conversations on applied AI innovation across industries, with cutting-edge insights, to promote human-machine collaboration in the "Age of With".

Deloitte AI Institute aims to promote the dialogue and development of artificial intelligence, stimulate innovation, and examine challenges to AI implementation

and ways to address them. The AI Institute collaborates with an ecosystem composed of academic research groups, start-ups, entrepreneurs, innovators, mature AI product leaders, and AI visionaries, to explore key areas of artificial intelligence including risks, policies, ethics, future of work and talent, and applied AI use cases. Combined with Deloitte's deep knowledge and experience in artificial intelligence applications, the Institute helps make sense of this complex ecosystem, and as a result, deliver impactful perspectives to help organizations succeed by making informed AI decisions.

No matter what stage of the AI journey you're in; whether you're a board member or a CSuite leader driving strategy for your organization, or a hands on data scientist, bringing an AI strategy to life, the Deloitte AI Institute can help you learn more about how enterprises across the world are leveraging AI for a competitive advantage. Visit us at the Deloitte AI Institute for a full body of our work, subscribe to our podcasts and newsletter, and join us at our meet ups and live events. Let's explore the future of AI together.

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