



# Shaping society 5.0 Building trust in AI as a force for good

The human advantage: How AI  
can create opportunities in the  
world of work



# Foreword



**By Harold Pradal,  
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2023 will be viewed as the point that Artificial Intelligence (AI) tipped into the mainstream, with a 286% rise in media coverage of the topic<sup>1</sup>. And whilst headlines were grabbed by ChatGPT, the real AI story is much, much deeper.

This transformational technology is accelerating progress – and has the potential to go further as a force for good and move us towards Society 5.0, a ‘human-centered society that balances economic and technological advancement to solve society’s problems’<sup>2</sup>. Importantly, it also raises questions around how we build trust in AI and what guardrails are needed to ensure AI shapes our future in a positive way.

In this collection we go behind the headlines to explore the real-world impact of AI through the eyes of BSI experts, drawing on the views of 10,000 people in nine countries. For anyone in doubt, AI is here and it’s here to stay – 38% of people use AI in their jobs daily, rising to 70% in China and 64% in India. By 2030, 62% expect their industry will use AI<sup>3</sup>.

At BSI we are committed to shaping the impact of technology and innovation for the benefit of individuals, organizations and society. AI sits at the heart of this because it has the potential to be a powerful partner, changing lives and accelerating progress towards a better future and a sustainable world.

We commissioned these essays to turn the spotlight on this generational opportunity – recognizing that the better we understand it, the better we can harness its power. Whether it’s creating new workplace opportunities, improving patient outcomes, tackling modern slavery or building a safe global food system, AI has a pivotal role to play.

We examine the importance of embedding digital trust in AI, the critical role for collaboration – between nations, policymakers, organizations and individuals – to unlock AI’s true potential, and the fast-evolving regulation designed to ensure consistency and certainty.

With AI crossing over from small, contained environments into mainstream technology at work and at home, this offers a transformational opportunity to unlock a multitude of benefits – provided trust and confidence are present too.

AI is just getting started. At BSI we are excited to partner with our clients as we embark on this journey. We are delighted to present these essays to explore the enormous potential AI offers to shape Society 5.0 and deliver a sustainable future powered by innovation.

1. Signal search analysis 2022-2023.
2. Society 5.0: The Fundamental Concept Of A Human-Centered Society, Open Business Council, Aug 2023
3. BSI Trust in AI Poll 2023



# The human advantage: How AI can create opportunities in the world of work

As a purpose-driven organization, BSI believes AI can be a force for good, changing lives, making a positive impact on society and accelerating progress towards a sustainable world. In this essay, Kate Field, Global Head Health, Safety and Well-being, explores how AI can shape the future of work in a positive way, boosting productivity and enhancing worker well-being.





By Kate Field

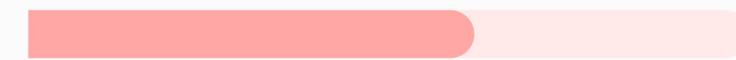
**Global Head Health, Safety and Well-being, BSI**

New technology can create new job opportunities across society. For example, the innovation of the Industrial Revolution transformed the world of work in many countries<sup>1</sup>, created new industries, new working patterns and new jobs. Now, as society finds itself amidst the digital revolution, there are concerns about what this means for jobs<sup>2</sup>, but there is also scope to be optimistic about what the future holds and how AI can be a force for good. Roles that emerge from technological advances have the potential to drive progress and have a positive impact on society overall – provided we prioritize the people in them and ensure they have the skills to succeed.

According to the World Economic Forum's (WEF) Future of Jobs Report 2023<sup>3</sup>, technological advancement through increased adoption of new technologies is expected to drive job growth in more than half of companies, which could help offset expected job displacement in a fifth of them. There is a clear opportunity for people to partner with technology and leverage the benefits of AI to shape a positive future for work.

- From AI to automation, technology offers the potential for us to work smarter.
- There is an opportunity to focus the role of people in the workforce on performing complex and high-functioning tasks that require empathy, creativity, and critical thinking.
- By putting people at the centre of the digital transition, organizations can embrace its potential, boosting productivity and worker well-being.

38%



of people say their job already uses AI.



## The digital transition is already shaping the workplace

According to BSI's Trust in AI Poll<sup>4</sup>, 38% of people polled say their job already uses AI, and 40% of those who say it does not expect that to change by 2030. 62% expect their industry to use AI by 2030. It is not only starting to shape how we work, in some areas, it is already creating opportunities to make work better.

In recruitment, for example, AI can help organizations to spot talent and to enhance the diversity of shortlisted candidates<sup>5</sup>. As set out in the recent UN Global Compact CEO report<sup>6</sup>, this can bring benefits; currently, over half of CEOs are increasing workforce diversity to build resilience, so an AI-enhanced recruitment can help achieve this.

AI tools could be used to help deliver effective leaders. Researchers at Fisher College of Business in the US compared the use of machine learning in hiring directors with human-selected boards<sup>7</sup>, finding that the latter were more likely to be male, had larger networks, and had many past and current directorships. By contrast, the machine algorithm

found directors who were not friends of management, had smaller networks, and had different backgrounds than those of management, with these candidates more likely to be effective in the role.

Healthcare is another area where AI is augmenting the human role – for example, by giving MRI scans a preliminary review<sup>8</sup> so doctors can prioritize patients. AI is also able to relieve knowledge workers of menial work, such as extracting information from volumes of data – something which is proving useful in sectors such as law<sup>9</sup> and finance<sup>10</sup>. Meanwhile, in combination with advanced robotics, it offers the opportunity to fill key skills gaps and to improve safety for humans; for example, by performing high-risk tasks in the nuclear industry<sup>11</sup> or construction roles like bricklaying<sup>12</sup>.

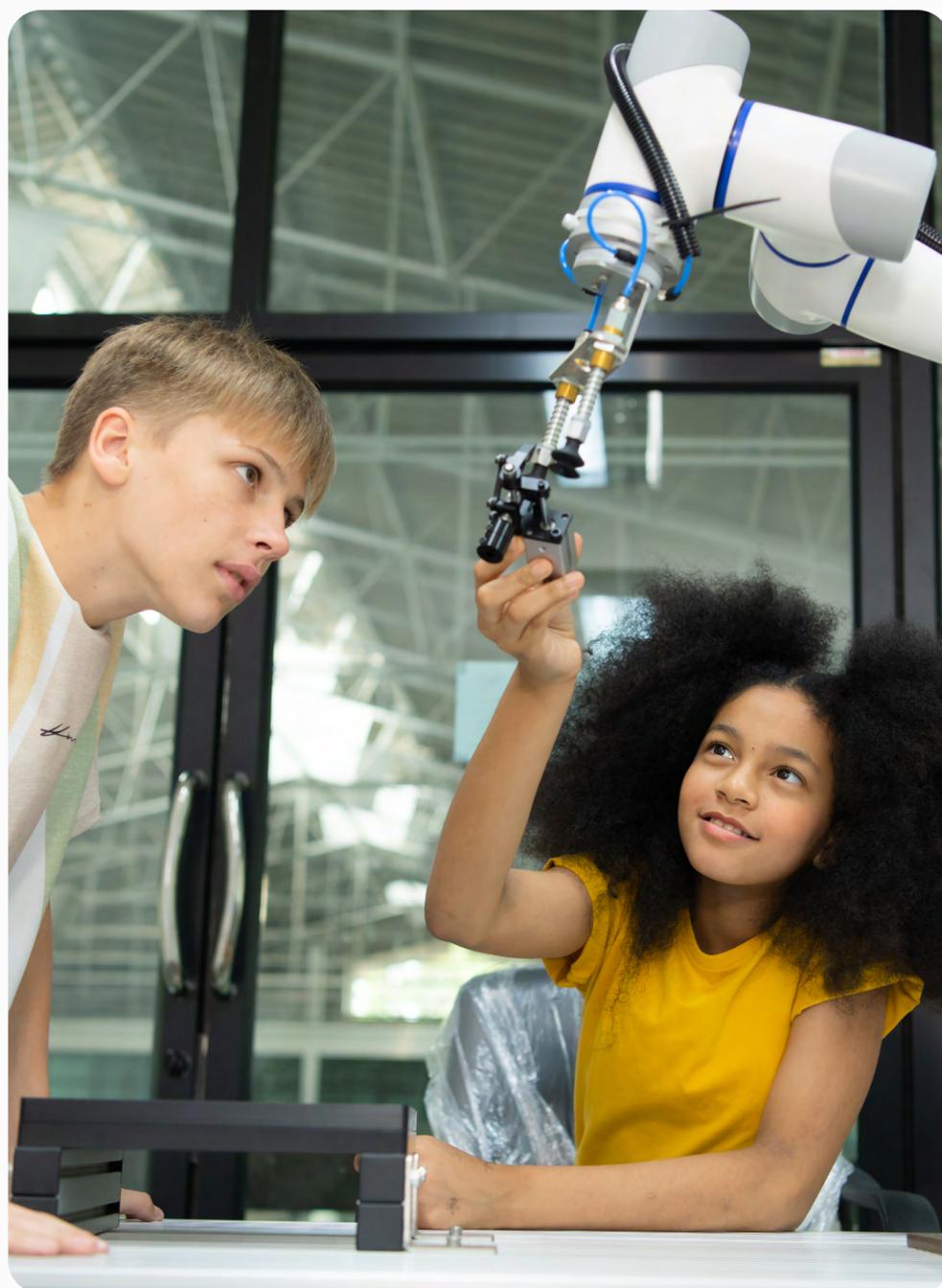
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Kate Field





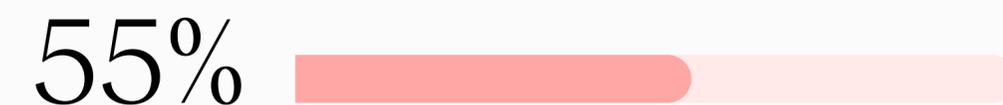
## New skills for a new digital era

It is no wonder that the World Economic Forum (WEF) also found organizations expect to invest an estimated 9% on AI and Big Data<sup>3</sup>. Alongside financial investment, an important initial step for organizations is looking at the advantages that could be created for employees by using AI and then preparing them with the skills they need to adapt.

Freed from mundane or risky tasks, AI offers the opportunity to give people the space and ability to excel where technology alone cannot – in skills such as critical thinking, in empathy and in the creativity<sup>13</sup> that could, ultimately, unlock even more innovation for organizations. Support and guidance throughout their careers – and earlier, in education – can help people develop those skills. Indeed, 55% of people globally polled by BSI said we need to be training young people now for working in an AI-powered world.

Call centres are a case in point. These have traditionally offered high-turnover minimum wage jobs, but the sector is changing. 58% of us now communicate with a service provider online via an automated chatbot, according to our poll. A BCG survey<sup>14</sup> found that 95% of global customer service leaders anticipate that their customers will engage with an AI bot at some point in their customer service activity within the next three years.

According to Dr Nicola Millard, BT’s Principal Innovation Partner<sup>15</sup>, AI chatbots can take on the easy questions and leave the more challenging queries to humans, something that is designed to boost productivity. She says chatbots “are great for ‘triaging’ customers,” and if they can’t immediately help “they can quickly identify someone with the appropriate skills to help.” This means people working in call centres will now be required to have higher value empathy skills, as well as good psychosocial support, as they deal with the customer challenges AI cannot address.



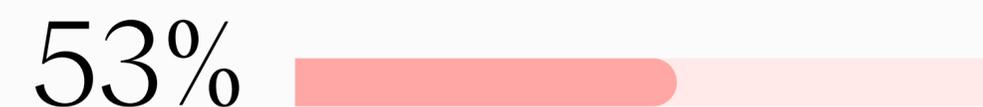
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## The advantages of a human-centric approach

AI can also be a force for good because as it takes on simpler tasks, focus can shift to human traits AI cannot replicate. This could make a huge difference, in particular in people management roles, which research suggests is vital to an organization's success. Gallup has found that people do not quit their job, they quit their manager – concluding that globally, poor management costs around \$7 trillion<sup>16</sup>. With AI taking on routine tasks, organizations will have the opportunity to create a new managerial model focused on developing an environment where their team can perform at their best.

Organizations can plan for tomorrow today by considering the training they offer. How are they creating learning opportunities in areas such as empathy, critical and creative thinking? How are they ensuring that people understand at a fundamental level what AI is – and what it is not? More than half (53%) of people say if they had the right training, they would trust AI to do some parts of their job, including the most menial aspects. Equipping people with a greater understanding of AI gives them the chance to successfully apply it to their work, while also knowing its limitations.



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## Work smarter, not longer

In the future, people could be released to work less or work smarter, without reducing an organization's overall productivity. Nearly a fifth globally (18%) say they would like AI to make working a four-day week possible for all. In trials of this model in the UK<sup>17</sup>, the positive impacts are consistent; productivity is maintained, or increased and workers are happier and healthier. By addressing workloads, AI could allow a much wider working population to access these benefits.

Juliet Schor, a Boston College economist, told the Guardian<sup>18</sup> it would be far better if employers, instead of laying off people because of AI, trimmed employees' work time, perhaps to three or four days a week, instead of five. "Work-time reduction is really the far better way to respond to labour-displacing technological change," she said.

The dawn of AI as a real player in the workplace offers the potential to both enhance productivity and improve people's quality of life with better work-life balance. As with the Industrial Revolution, the AI transition could reshape society. By prioritizing people and putting them at the centre of that change, the opportunity is there to drive progress and make work better for everyone.

# 18%



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## Find out more

BSI has been at the forefront of developing best practice for health, safety and well-being since the creation of OHSAS 18001, the world-renowned health and safety management system, which was developed by BSI in 1999. Read more about BSI's Prioritizing People model, which supports organizations to create a culture of trust for long-term resilience, [here](#).

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