



## AI Ambassador: Terms of Reference

### Context

In July 2021 Government launched Ireland's National AI Strategy, "AI – Here for Good". The Strategy considers AI from a number of perspectives: Building public trust in AI, Leveraging AI for economic and societal benefit, and Enablers for AI.

The Strategy recognises that building public trust in and engagement with AI will be essential to its overall success. An important action in the strategy is that Government will appoint an AI Ambassador to promote awareness among the public and businesses of the potential that AI offers, serving as a champion of AI as a positive force for the economy and society.

It is also planned to establish an Enterprise Digital Advisory Forum, to advise Government on digital transformation of businesses, and to oversee the execution of the enterprise strand of the strategy.

The AI Ambassador will be a member of the Enterprise Digital Advisory Forum and will be supported in their work by the Forum and by the Department of Enterprise, Trade and Employment. The AI Ambassador will lead a national conversation around the role of AI in our lives, emphasising an ethical and compliant approach.

### Scope of the Role

The AI Ambassador will champion the Government's AI strategy, and as such engage in media interviews across print, broadcast and social as appropriate. There will also be a requirement to speak at events, subject to the Ambassador's availability. Government initiatives such as SFI Science Week and a planned Comhairle na nÓg session to discuss AI will provide opportunities to demystify AI. It is intended that the Ambassador would work with Government to use these and other initiatives as an opportunity to lead a national conversation around the role of AI in our lives.

AI is also an EU priority - the EU has published a coordinated plan for the development and use of AI in Europe. The AI Ambassador may be asked to represent Ireland at European and other international fora. There could also be a role for the Ambassador in raising awareness of EU developments and opportunities for Ireland.

### Terms and Conditions

The position of AI Ambassador shall be on an unpaid, voluntary basis. The AI Ambassador may be asked by the Department to represent Ireland at international fora on occasion. Travel and subsistence are payable at appropriate Civil Service rates. The initial commitment from the ambassador would be for one year, with an option to renew.