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From Principles to Processes: Implementing responsible AI Across National Borders

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Abstract

In an era in which artificial intelligence is fundamentally transforming business models, government, and society, we need clear, universally applicable guidelines. This speech outlines why international standards are more than just technical regulations: They build trust, ensure competitiveness, and enable cross-border cooperation in risk management, transparency, and liability. Established standards (ISO/IEC, OECD Principles, EU AI Act, NIST Guidelines) show us how we can align AI data processing with fundamental ethical values to make AI safe, fair, and sustainable. Adaptable governance models, auditability, human-centered AI design principles, and the building of multilateral coalitions are central to responsibly channeling innovation drivers. Ethics in AI is not a matter of ideology, but of operational implementation. How can the principles of responsible AI (fairness, transparency, safety, accountability) be transformed into concrete, measurable processes that work across diverse legal and cultural contexts? Risk-based regulation, auditability, human-centered design, grievance mechanisms, supply chain commitments, and certifiable compliance programs are key building blocks. Key messages Why international standards are essential, especially when AI processes data in security-relevant environments (cybersecurity, infrastructure, border protection)? Why AI-specific standardization is necessary and how it increases trust and resilience in security-critical ecosystems? How international standards facilitate cross-border collaboration, risk management, and compliance – building trust and enabling cross-border collaboration? What key standards exist (ISO/IEC, OECD Principles, EU AI Act, NIST) and what added value they offer for security policy, industry, and research. What action policymakers, businesses, and civil society should take promptly? In a globally connected world, AI ethics determine not only morality, but also economic sovereignty and social trust. International standards are not an obstacle, but rather the common toolbox that makes innovations safe and fair. Participants will learn why we have universally understandable yet flexibly adaptable layers of norms that guide regulation, business, and society toward a common ethical compass, transcending national egoism and technological fragmentation. Practical solutions provide inputs for implementation, as a lack of AI ethics is linked to liability issues.