EMA Lab
Arisa EMA | The University of Tokyo

Preliminary Insights and Recommendations for HAIP Reporting Framework
- Based on HAIP Participant Organizations Interviews –

Workshop on the reporting framework for the Hiroshima AI Process Code of Conduct
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Arisa Ema (The University of Tokyo)

Fumiko Kudo (The University of Osaka)

Toshiya Jitsuzumi (Chuo University)

Presentation available via QR code

Who Are the Target Audiences for HAIP Reporting?

Audience Type	Description	Typical Motivation
International Bodies	G7 / OECD Partners	- Visibility in AI governance - International alignment
Policy Stakeholders	Government bodies, regulators	- Gain trust - Influence on regulatory frameworks
Business & Technical Partners	B2B clients, external developers, corporate partners	- Contractual clarity - Risk accountability
General Public	Shareholders, citizens, job-seeking students	- Trust-building - Brand strategy
Internal teams	Employees	- Create internal alignment and awareness on AI governance

What Effort Did HAIP Participation Require from Organizations?

- Reorganization of existing info vs. creation of new materials
  - Internal practices were sometimes not documented, structured for external audiences

- Internal approval hurdles (especially for Japanese companies)
  - Convincing internal teams of why transparency reporting matters
  - The submission deadline coinciding with fiscal year-end in March (in Japan)
 - Desire for broader understanding of HAIP's purpose and brand

Ambiguities & Misunderstandings in the HAIP Questionnaires

- Ambiguities in:
  - Scope: Is the question referring to a specific AI system or company policies?
  - Role: Should we answer as a developer, a provider or both?
    - In B2Bcases, disclosure to clients can be particularly sensitive or difficult.
  - Audience: Is the report for government, clients, or the public?

- Needed for clearer templates or examples
  - However, there are tension between flexibility and clarity

- Concerns about unintended uses:
  - Risk of being used for scoring or ranking
  - Preference: keep HAIP voluntary and non-evaluative

Recommendation 1
- For Reporting Companies
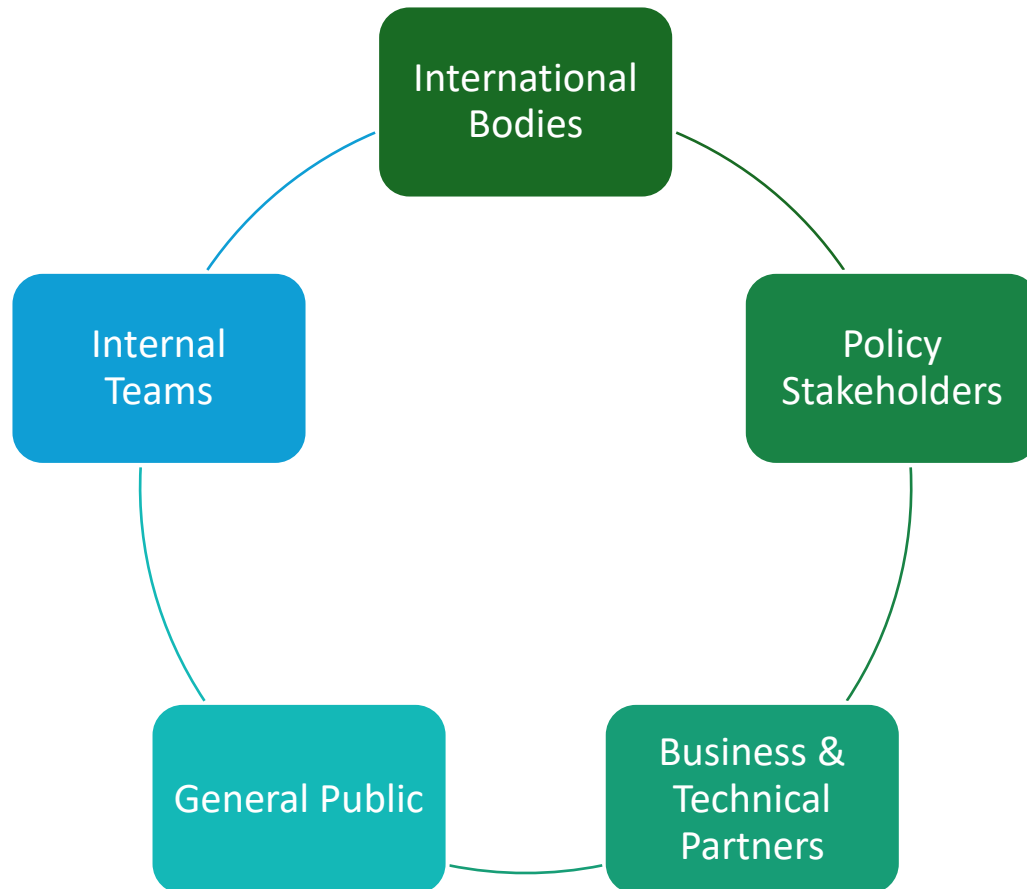
- Clarify audience type

- Provide example phrasing and expectations (good practices) to each audience type

- Develop a shared glossary of key AI governance terms (e.g., OECD.AI)

Recommendation 2
- For G7 / OECD Secretariat

Structural Improvements

- Simplify the HAIP Questionnaire
  - Questions are too long and repetitive

  - Propose a structured, non-overlapping format

  - Provide explanatory guidance
  - Maintain flexibility

Visibility and Trust

- Promote HAIP Awareness
  - Low recognition inside companies and among the public
  - This limits internal support and public credibility

  - Launch public awareness campaigns

  - Allow participating companies to display the HAIP logo

Recommendation 3
- For Evaluators, Interpreters and Future Participants

- HAIP participation should be seen as a public good, not as a measure of corporate superiority

  - Submitting a report demonstrates a commitment to transparency and responsible AI — this act itself should be encouraged

  - Evaluators and interpreters — such as auditors, rating agencies, consultants, and media — should understand that HAIP is not intended for ranking, scoring, or comparative judgment without considering the difference among participating company's business models.

Summary and Next steps

- Shared Goals
    - Promote transparency in AI governance
    - Improve comparability across reports
    - Preserve flexibility and adaptability for diverse actors

- Next stems
    - Our detailed report and recommendations will be compiled by July
    - We welcome feedback and continued dialogue from all stakeholders

Special thanks

We sincerely thank the following organizations and individuals for their cooperation in the interview process:

Organizations (by submission order):

KDDI Corporation, SoftBank Corp., Preferred Networks, NEC Corporation, NTT, Microsoft, Salesforce, OpenAI, Google, Fujitsu, Rakuten Group

Additional organizations were invited, and we look forward to including their input in future versions.

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AI Governance website, EMA Lab.