# Data Analytics and AI Programme

The Data Analytics and AI Programme unlocks the value of data analytics and has a mission to ensure the UK remains a world-leader in AI. We do this by continuing to be the authoritative voice on behalf of the data analytics and AI industry, on key issues impacting data analytics and AI, and developing market opportunities to drive adoption across the UK.

**Visit the Data Analytics and AI hub on our website.**
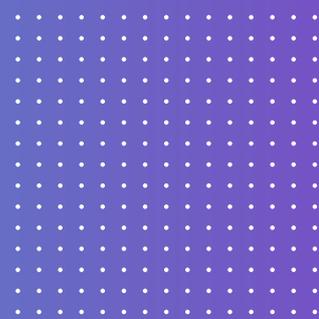
# 2021 Achievements

## Development of the UK National AI Strategy

In 2021 we gathered member input for the comprehensive AI ecosystem survey run by the AI Council and the Alan Turing Institute. We released a podcast where members shared what they were hoping to see in the Strategy. We also hosted two in-depth workshops with the Office for AI, allowing members to provide feedback on both the National AI Strategy and the forthcoming AI Governance white paper.

## Showcasing the AI and Data Analytics work of techUK members

We ran two successful campaign weeks on AI and Data Analytics, with over 80 member insights on topics ranging from the potential of AI to help clean up the oceans, to the role of data analytics in the future of smart cities. The AI campaign week generated around 6,000 page views within a month.

## Hosted the fifth annual Digital Ethics Summit

The Digital Ethics Summit was chosen as the platform for the UK Government Ministerial launch of the AI Assurance Roadmap. We hosted over 50 speakers from across the world (including 10+ from techUK member companies) and welcomed more than 300 people to the event.

# 2022 Objectives

## Elect a new Data Analytics and AI Leadership Committee

In 2022 we will elect a new Data Analytics and AI Leadership Committee to be the single point of contact for industry and key stakeholders. We will utilise our positive relationships with policymakers to support the UK's positioning as a global AI superpower, with a foundation in public trust and business confidence in the positive potential of AI tools and services.

## Support the priorities of the National AI Strategy

We will support the priorities of the strategy by championing the benefits of a flourishing and responsible AI environment, with a specific focus on engaging sectors which have not yet embraced AI to a large extent, such as retail and manufacturing.

## Engage with policymakers on AI assurance and AI governance policies

We will proactively put member views forward and provide opportunities for members to engage directly with policymakers. The first step was the publication of a position paper on AI governance, published in Q1.

## Showcase member activity and leadership in data analytics and AI

Profile raising activity this year will include our Lunchtime Leaders Lecture Series, a quarterly event series on developments within data strategies, a podcast on the AI trust deficit, two campaign weeks, and speaking opportunities at events such as London Tech Week.

## Drive forward UK's leadership on digital ethics

Our focus will be on how members are putting policies into practice and helping them explore approaches to ethics, from the first conception of a product or service, to its various potential end uses.