

# Overview of the Responsible AI Practitioner Guides for Taking a Human Rights-Based Approach to Generative AI

A Pre Read

February 2025



# Introduction

These eight “practitioner guides” accompany the [Human Rights Assessment \(HRA\) of the Generative AI Value Chain](#). The purpose of these guides is to provide Responsible AI “practitioners”—those doing the day-to-day work of Responsible AI—with practical guidance about how to integrate human rights principles and frameworks into their work. In other words, it provides guidance about how to take a human rights-based approach (HRBA) to generative AI (genAI). It is oriented toward providing guidance to Responsible AI practitioners inside companies, but is also relevant for those inside government entities, academia, and civil society.

Over the past several years, BSR has worked with companies across the technology sector and beyond to do this work. That includes conducting over 120 human rights assessments of technology products and services, including assessments focused on genAI. It also includes helping companies incorporate human rights into policies and structures that help address the risks to people and society related to AI. We have worked closely with Responsible AI practitioners across domains, both technical and nontechnical, and are adept at translating human rights to different audiences. Both the human rights assessment and the practitioner guides are informed by this experience.

BSR has created these guides to enhance the capabilities of, and address a common knowledge gap in, the Responsible AI field. Business and human rights responsibilities defined by the [UN Guiding Principles on Business and Human Rights \(UNGPs\)](#) and the [OECD Guidelines for Multinational Enterprises on Responsible Business Conduct](#) have always been relevant for Responsible AI practitioners. They provide guidance on a variety of relevant topics, such as how to identify, assess, and prioritize risks to people and how to approach remedy for harm. Now, as human rights requirements are increasingly being incorporated into AI-related policies and regulation across the world—most notably as part of risk assessment provisions in the [EU Digital Services Act](#) and the [EU Artificial Intelligence Act](#)—it is important for Responsible AI practitioners to thoroughly and deliberately apply human rights standards in their work. However, the field has lacked guidance about how to do this in practice, and there have been no fully public human rights assessments related to AI to provide an example. The [HRA of the Generative AI Value Chain](#) and Responsible AI Practitioner Guides for Taking a Human Rights-Based Approach to Generative AI help address these gaps.

## DEFINING “RESPONSIBLE AI”

Responsible AI covers a broad range of practices related to the responsible development and deployment of AI systems, such as developing guiding principles, conducting risk / impact assessments, establishing data collection protocols, refining model development practices, performing technical audits, and following transparency and disclosure practices, among others.

The practitioner guides build upon the analysis in the HRA and provide specific guidance for each part of the genAI value chain where relevant. The guides utilize and explain the international human rights standards that underpin a human rights-based approach in an accessible, practical way. No specialist human rights knowledge or experience is needed. The guides also build off of foundational work by the [UN B-Tech Project](#) on applying the UNGPs to genAI, which is referenced throughout.

Although the guides focus on genAI to provide examples that illustrate what a human rights-based approach looks like in practice, the advice they provide is applicable for Responsible AI efforts across all forms of AI. They have also been peer reviewed by Responsible AI practitioners across industry, civil society, and intergovernmental organizations.

## Overview of the Guides

### GUIDE 1

**[Fundamentals of a Human Rights-Based Approach to Generative AI](#)** provides foundational background on human rights that is important for understanding the rest of the guides. It introduces human rights and the responsibilities of companies, compares human rights with ethics and trust and safety-based approaches to Responsible AI, and describes what a HRBA to genAI means in practice. Readers who are less familiar with human rights should begin here.

### GUIDE 2

**[A Human Rights-Based Approach to Governance and Management](#)** discusses how to integrate human rights guidance into organizational AI principles and AI governance and management structures, such as board oversight, senior management responsibility, incentives, and incident response and remediation.

### GUIDE 3

**[A Human Rights-Based Approach to Impact Assessment](#)** describes how Responsible AI practitioners can integrate human rights principles and human rights assessment methodology into other forms of risk / impact assessment across the genAI value chain, as well as how they can effectively scale impact assessment processes within their organizations. This guide is the longest and most detailed because impact assessment is the component of Responsible AI where human rights has the most specific guidance to offer.

### GUIDE 4

**[A Human Rights-Based Approach to Risk Mitigation](#)** discusses how Responsible AI practitioners can use guidance for addressing human rights impacts in their risk mitigation approaches. It describes the human rights guidance related to risk mitigation, details how human rights principles can be used to work through tensions and trade-offs, and provides

tips for thinking expansively to more comprehensively address risk. It also illustrates how a human rights-based approach can be applied to existing efforts to address upstream and downstream risk by each genAI value chain category.

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## GUIDE 5

**Conducting Stakeholder Engagement** provides guidance for Responsible AI practitioners about how to engage with external stakeholders throughout the design, development, deployment, and oversight of AI products and services, as well as part of efforts to identify and address impacts to people and society. It summarizes and links to existing guidance about stakeholder engagement and provides examples of situations or topics for which stakeholder engagement is relevant across each part of the genAI value chain.

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## GUIDE 6

**A Human Rights-Based Approach to Policies and Enforcement** describes how to integrate human rights into the development and enforcement of policies related to genAI, such as terms of service, acceptable use policies, model policies, and content policies. It also illustrates how doing so can provide a useful global approach for genAI products and entities that span geographic borders, and enable a policy enforcement approach that is thoughtful, consistent, and rights-informed.

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## GUIDE 7

**Aligning Transparency and Disclosure Practices with Human Rights Responsibilities** provides guidance about how entities across the genAI value chain can ground their disclosures and transparency efforts in best practices for human rights and sustainability disclosure. It describes relevant disclosure standards and provides examples for each part of the genAI value chain, including suggestions on format, content, and indicators.

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## GUIDE 8

**Remedy for Generative AI-Related Harms** provides guidance for how entities across the genAI value chain should be involved in providing remedy for harms related to genAI. It describes remedy responsibilities under the human rights framework, the different pathways for remedy, and components of an effective grievance mechanism. It also offers examples of remedies that can be provided by individual entities in the genAI value chain, as well as examining the broader remedy ecosystem.



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