

Taking a Responsible Approach to Technology

As technology becomes increasingly pervasive, its responsible development and deployment are no longer a niche concern but critical considerations for long-term business success. Companies that fail to anticipate and manage the risks that technologies pose to human rights and the environment risk losing trust, facing regulatory sanctions, and undermining their license to operate. Conversely, companies that adopt a responsible approach to the development, deployment, and use of technologies will strengthen stakeholder confidence, unlock new opportunities for sustainable growth, and position themselves as leaders in shaping the business landscape of the future.

BSR helps companies assess and manage the human rights and environmental impacts of technology. We assess technology's impacts across the entire value chain — from design and development to deployment, use, and end of life — across short, medium, and long-term horizons, to identify and prioritize risks, inform decision-making, and support effective mitigation. We also support companies in leveraging their own technology to advance their sustainability goals.

PILLARS OF WORK

1 Responsible Development, Deployment, and Use of Technology

We help companies assess and address the adverse human rights and environmental impacts associated with the procurement, development, deployment, and use of technology.

2 Technology for Sustainable Business

We help companies use technology strategically to achieve measurable sustainability outcomes for the company.

3 Technology for Societal and Environmental Benefit

We work with companies to leverage technology to advance and promote positive social and environmental outcomes beyond their core business.

4 Supporting Collaboration on New and Emerging Issues

We facilitate a range of collaborations and working groups to help companies address technology-related challenges together.

HOW WE CAN HELP

- Regulatory risk assessments e.g., under EU's Digital Services Act or the UK's Online Safety Act 
- Risk assessments of specific technologies, products, services, or countries/regions
- Responsible technology and responsible AI strategies
- Frameworks and taxonomies of harm
- Internal and external stakeholder engagement on responsible technology issues
- Research into new and evolving areas of technology and their human rights and environmental impacts
- Adversarial testing of specific technology products, models, or features—to identify risks and unintended impacts

- Identify opportunities for technology to advance companies' sustainability goals 
- Assessments of specific technology tools or projects to advance sustainability goals
- Facilitate collaboration across teams to integrate sustainability priorities into technology planning, investment decisions, and governance structures

- Frameworks to identify and prioritize where technology can have the greatest positive social and environmental impact 
- Approaches and methodologies to maximize the benefits of technology-related initiatives
- Cross-sector partnerships and collaborations to apply technology in addressing systemic challenges related to key climate and human rights issues

- Tech Against Trafficking 
- AI in Sustainability Roundtable
- Labor Rights in the AI Data Supply Chain
- Responsible AI Working Group

CONTACT US

To learn more about how BSR helps companies adopt a responsible approach to technology, and to discuss what's right for your organization, please reach out to us.



hello@bsr.org