

SEPTEMBER | Data for impact | Data can help for sustainable and ethical strategic decisions and solutions for enterprises

Artefact Newsletter – September 30th, 2022.

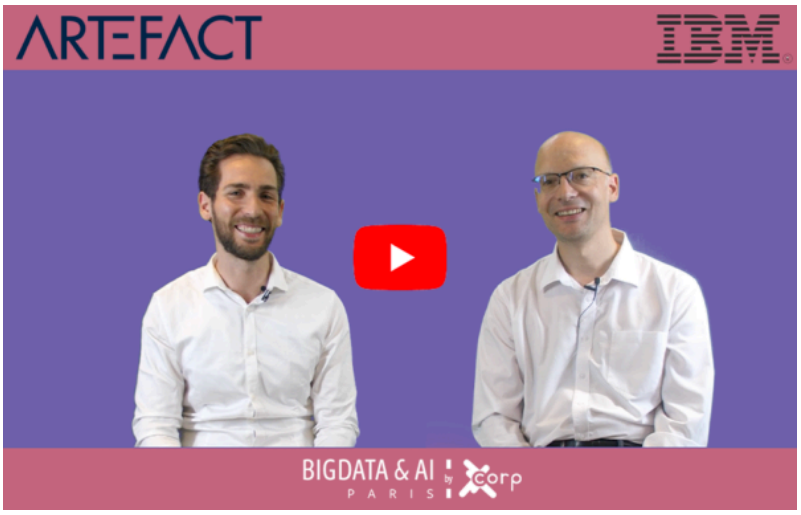
DATA FOR IMPACT How data can help for sustainable and ethical strategic decisions and solutions for enterprises

For this newsletter, we are focusing on Artefact's Sustainability Offer and the role of data in environmental ambitions, a case study on how the Carrefour Group uses data & AI to accelerate sustainable business transformation, and a new white paper in collaboration with IBM on how to deploy ethical and trustworthy data-driven projects.

Additionally, we share exciting company updates such as the opening of our new office in Lebanon and the recent acquisition of Startup Inside.

How your data is a key asset to reduce your carbon footprint and be sustainable

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Following the calculation of our carbon footprint within the framework of the Artefact Greenfact initiative, we realized that 98% of our GHG (Greenhouse Gas Emissions) are directly linked to those of our customers.
Read our **Medium article** on the Artefact's carbon footprint exercise.

Medium article

Data for Sustainability by Artefact

At Artefact, we've developed a "Sustainable data" expertise that offers a methodology, processes, and tools to minimize the carbon footprint of data projects. It is based on two key pillars:

Measuring an exhaustive and reliable vision of the current CO2 impact & equipping with automated and long-lasting reporting tools.

Act by building realistic scenarios and trajectories, making informed decisions on the environmental footprint reduction actions to be undertaken.

How Carrefour Group uses data & AI to accelerate sustainable business transformation

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ARTEFACT × startupinside

Artefact worked with Carrefour Group on their sustainability goals to measure greenhouse gas emissions generated by e-commerce orders in 2021.
The Group's aim is to become the world leader in food system transformation for all by committing to four major objectives, including achieving carbon neutrality by 2030 for its e-commerce activities.

Carrefour now has a way to pilot its e-commerce carbon emissions reduction strategy. The group can now encourage its customers to review their consumption patterns in order to be more responsible, encourage its service providers to reduce their emissions, and also propose several actions:

Act on the choice of delivery slots in order to optimize truck loading, routes and schedules.

Increase the number of clean vehicles (biogas, electric or hydrogen) by 2030.

Reduce the amount of packaging use.

Conference with Artefact and Carrefour Group: use case on carbon neutrality of its e-commerce activity

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English subtiles, click the "CC" icon and then click on "Settings". After, choose the "Subtiles" option and then "Auto-translate" to English or the language of your choice.

AI & Ethics: ethical challenges and data-driven solutions for trustworthy AI in organizations

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Written in collaboration with IBM, this white paper explains what challenges companies face in ensuring that their AI projects are designed to restrict cultural and cognitive bias. It also outlines the strategy and roadmap for ensuring ethical data processing and analysis in enterprises:

What legal compliance to follow today and tomorrow

Which AI technical design and tools to implement

How to develop a corporate culture that is ethical "*by design*"

The authors of this whitepaper, Hanan Ouazan, VP Data Science at Artefact, and Vincent Perrin, Partner Ecosystem Technical Leader at IBM, share their expertise on AI & Ethics.

Women@Artefact Meetup: Understanding AI biases and the concept of eXplainable AI?

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The eXplainable AI is an essential element in the implementation of trustworthy and responsible artificial intelligence. It allows humans to understand how models make their decision and to establish more transparency, therefore trust, between users and AI.

Our collective Women@Artefact invited Virginie Mathivet, Modern Data Manager at TeamWork Corporate, IA PhD, named "IA Expert" of the year 2022 by Women in Tech to present her vision on the biases of the 'IA. Key highlights of the conference include:

A model is biased if it systematically makes more errors on a subset of the population.

Biases originate from the datasets, and data science teams must be as diverse as possible to be able to spot them all.

To prevent bias, every step is important (dataset analysis, data preparation, model training).

Act like an investigator: keep asking questions, perform statistical analysis, and trace every decision you're making.

eXplainable AI algorithms reduce the need to compromise between model accuracy and explicability.

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The acquisition of Startup Inside represents a new milestone, as it expands Artefact's range of services and strengthens its role as an influential player at the forefront of the data ecosystem through:

International conferences: *AI for the Planet*, created in collaboration with UNESCO and the United Nations Environment Program, *AI for Finance* and *AI for Health* with 200 members working in open innovation (startups, laboratories, institutions, manufacturers, etc.)

The '**Startup experience**' approach that fosters innovation with more than 400 internal hackathons already organized in large enterprises!

The '**Startup experience**' is particularly useful for developing new product and service concepts, while promoting a company culture of data-based use cases; it is perfectly complementary to our '**Artefact Data Factory**' operating model, which ensures that use cases are transformed into concrete AI projects and efficiently industrialized," says Vincent Luciani, CEO of Artefact

Artefact MENA continues expansion with a new office in Lebanon, also leveraged as a talent hub for the Group

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“Artefact’s expansion in Lebanon is very important to sustain our global growth ambitions. Given its strategic location in relation to our key European and MENA markets from a time zone perspective, and the depth and diversity of talent pools available in Lebanon, the Artefact Lebanon office will be key to our development in the region and globally. We are committed to making significant investments in hiring, training and retaining the top talent in data consulting and AI in our Lebanon office,” explains Rahul Arya, Managing Partner of
Artefact MENA

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