



AI literacy

Build awareness &
grow capabilities

Bas Overtoom

Nemko has created Trust since 1933

In our increasingly digital world, trust in digital systems, services, and transactions is paramount. Some of the critical elements of digital trust include Security, Privacy, Reliability, Transparency, Compliance, User Experience, and Ethical Use of Technology.

Nemko Digital offers digital trust solutions, complementing Nemko's existing services, to extend its commitment to its customers and support them into the digital realm.

Physical Trust



Nemko made the physical world a safer place since 1933

VS.

Digital Trust



Nemko augmented its proposition by Providing Trust in a Digital World



What is AI ?

“AI system’ means a machine-based system that is designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment, and that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments.”

- EU AI ACT

What AI Literacy Really Means

Define AI literacy as more than technical knowledge — including awareness of risks, ethics, governance, and practical fluency.

◆ AI (Artificial Intelligence)

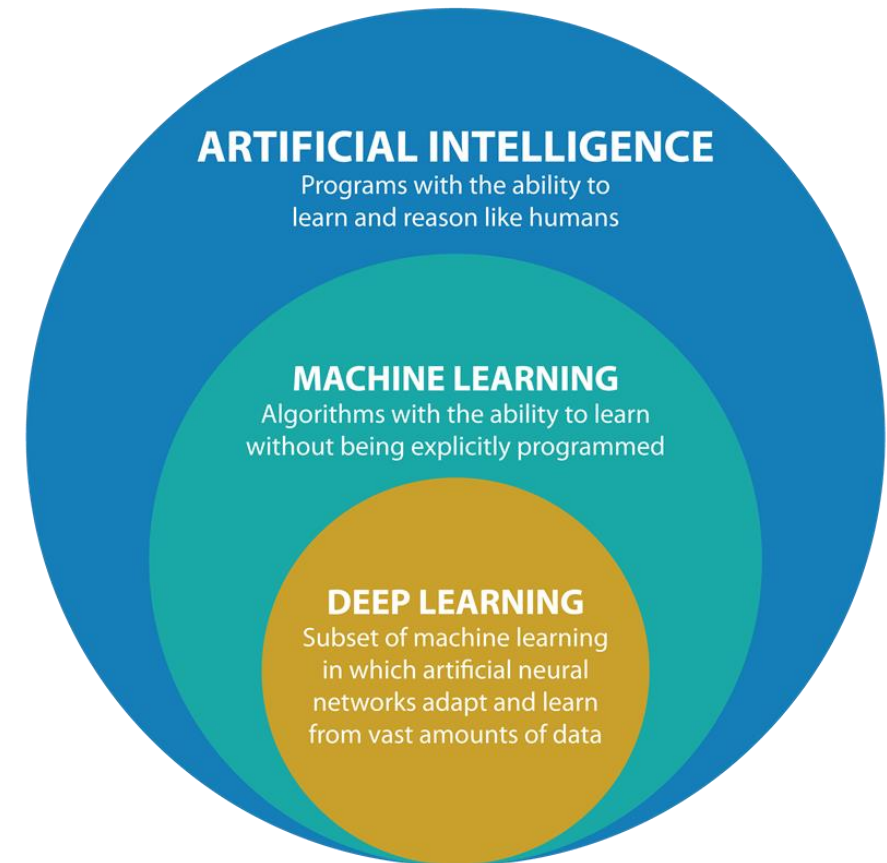
The broad field of making machines smart — able to mimic human thinking and decision-making.

◆ ML (Machine Learning)

A subset of AI where machines learn from data instead of being explicitly programmed.

◆ DL (Deep Learning)

A type of ML that uses multi-layered neural networks to learn from large, complex data like images or speech.



Just some random examples of the dangers of AI

- **"AI chatbot pushed teen to kill himself, lawsuit alleges"**

A Florida mother is suing a tech company over an AI chatbot that she says pushed her 14-year-old son to kill himself.

- **"AI chatbot 'tried to encourage teenager to kill his parents'"**

A lawsuit claims an AI chatbot encouraged a teenager to harm his parents.

- **"Tesla driver using Autopilot kills motorcyclist, prompting another NHTSA investigation"**

A motorcyclist was killed after being rear-ended by a Tesla in Autopilot mode.

- **"AI-generated robocalls mimicking Biden's voice investigated in New Hampshire"**

Authorities are investigating AI-generated robocalls that impersonated President Biden.

- **"Inside the rise of deepfake nudes of teachers"**

Students have used AI to create deepfake nude images of teachers.

- **"McDonald's ends AI experiment after drive-thru ordering blunders"**

McDonald's discontinued its AI-driven ordering system due to numerous errors.

- **"Air Canada Ordered to Pay for AI Chatbot's False Promise"**

Air Canada was held liable after its AI chatbot provided incorrect information.



Value drivers for AI governance, compliance & quality management



Compliance with upcoming regulation



Reputation as leading global company



Control to prevent incidents / harm



Stakeholder demands around use of AI



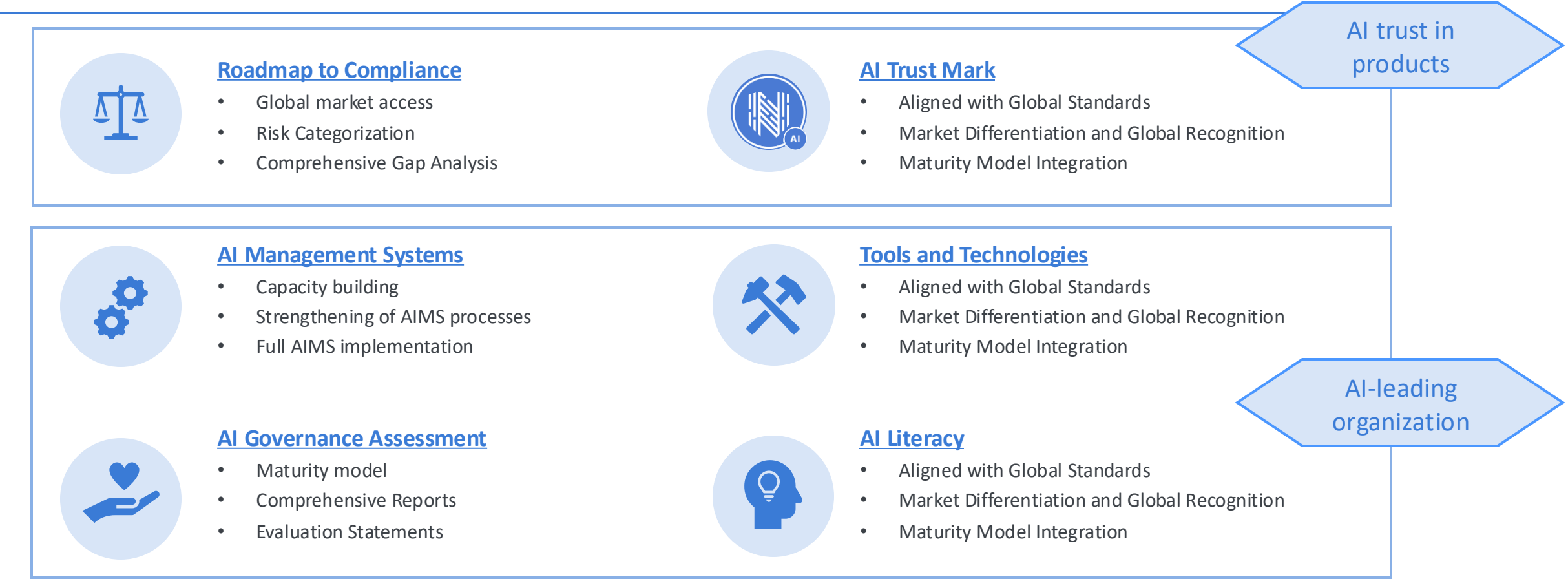
Competitive advantage on the market



Key interests from customers

Nemko Digital leverages over 90 years of compliance expertise to offer end-to-end governance, risk assessment, and assurance services tailored to evolving AI regulations and standards in alignments with product legislation.

Key interests



Why is AI literacy top of mind with business executives



Regulatory drivers

- Deployers of high-risk AI must train users on system use and risks.
- Public sector staff using AI are legally required to be AI literate.
- Developers must ensure compliance, while the public is encouraged (not required) to be AI literate.



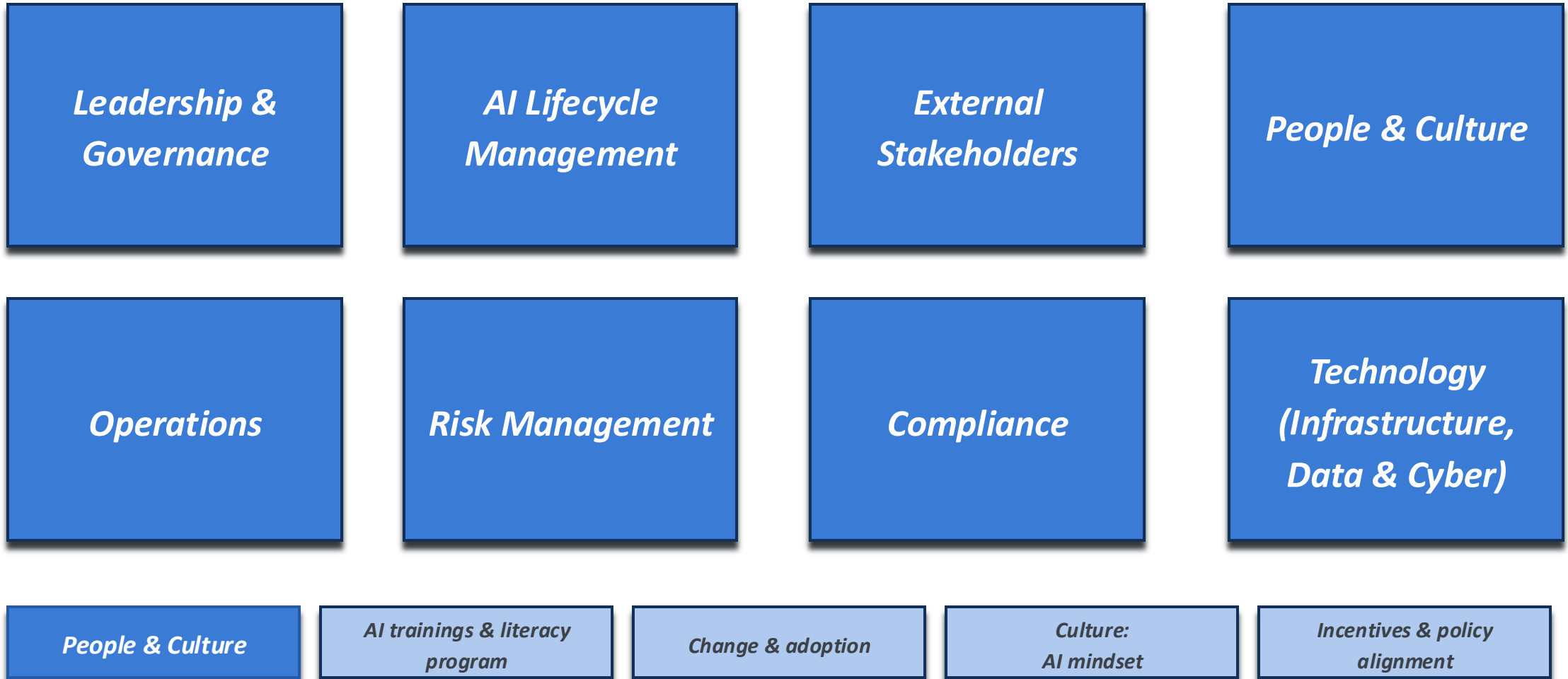
Business drivers

- Empowers people to use AI tools confidently and responsibly.
- Helps users recognize limitations and avoid unintended harm.
- Strengthens trust by enabling meaningful human oversight.

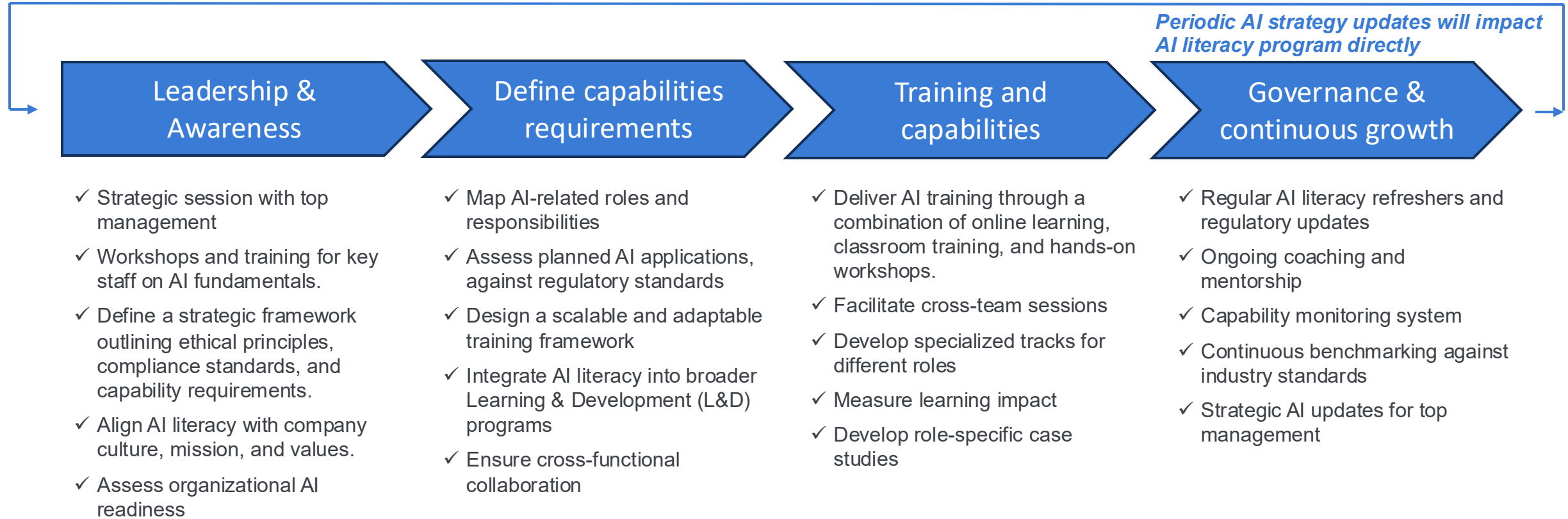


Eight essential building blocks for your AI success

Our AI Governance maturity framework comprises eight clearly defined building blocks, each addressing a critical dimension necessary for successful, responsible, and scalable AI implementation.



Our AI literacy program knows four key phases



AI literacy facilitates compliance, mitigates risk, and enables responsible AI adoption.

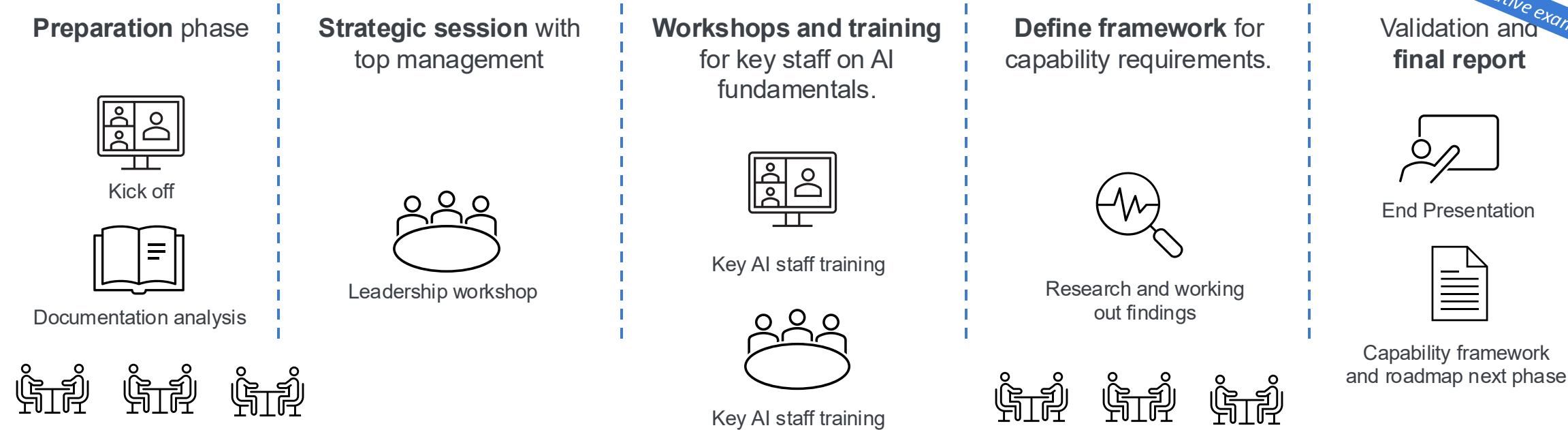


Designing the first phase of your AI literacy [example, to be tailored to your needs]

Leadership & Awareness

Below is an example outline for the **Leadership and Awareness phase**, which serves as the first step in the company's AI literacy program. It is focusing on equipping leaders and key users with foundational knowledge on AI's potential and challenge. Next to training we will assess the current maturity on AI governance and set Strategic framework for capability requirement that serves as base for next phases.

Illustrative example



Assess organizational AI readiness

An additional AI Governance maturity scan can be conducted in parallel to evaluate existing frameworks and identify areas for improvement, and depending on requirements, this can be carried out at a high level or in detail through structured surveys, stakeholder interviews, and analysis of current AI policies and practices



Stakeholder interview



Digital session



Face2face meeting



What is good leadership commitment when it come to AI

AI Strategy & Business Impact

- Define how AI supports your core mission and long-term competitive edge.
- Integrate AI into corporate strategy, not just IT or innovation silos.

Value / Business Case & ROI

- Focus on measurable outcomes, not just experimentation.
- Link AI investments to real business value: efficiency, customer experience, new revenue.

Governance & Organizational Design

- Set clear ownership for AI risk, compliance, and performance.
- Build cross-functional teams and establish internal controls.

Ethics & Principles

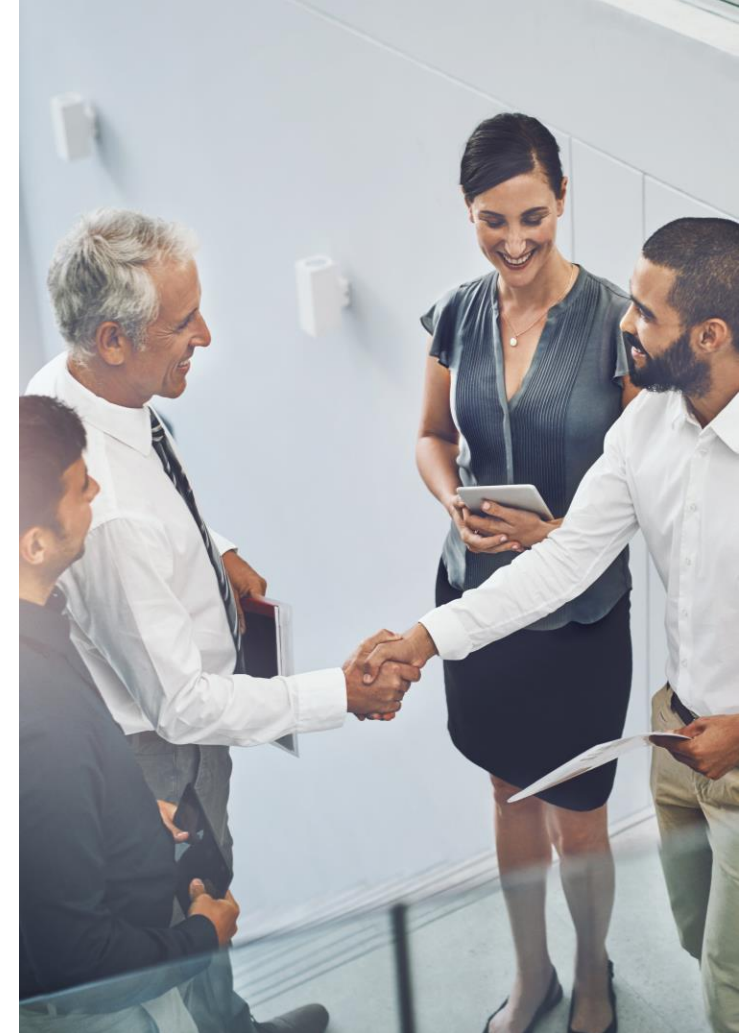
- Operationalize values like fairness, transparency, and accountability.
- Implement tools and frameworks for ethical impact assessments.

Finance & Resources

- Secure dedicated budgets and skilled talent for AI governance, not just development.
- Balance investment in innovation with investment in oversight.

Human Rights & Sustainability

- Ensure AI systems respect privacy, dignity, and non-discrimination.
- Assess and mitigate environmental and societal impacts of AI use.



Strategic Executive session on AI Strategy, Governance and capabilities

This one-day strategic workshop is designed to equip top management with critical insights into AI strategy, governance, and capability development, ensuring responsible and effective AI integration aligned with organizational goals.

Workshop Agenda:

Illustrative example

9:00 AM – 9:30 AM: **Welcome and Introduction**

Overview of workshop objectives, agenda, and participant introductions.

9:30 AM – 10:30 AM: **Understanding AI in the Business Context**

Explore AI technologies, current trends, and their impact on industries.

10:30 AM – 10:45 AM: Break

10:45 AM – 12:00 PM: **Developing an AI Strategy**

Align AI initiatives with business goals using strategic frameworks and real-world case studies.

12:00 PM – 1:00 PM: Lunch Break

1:00 PM – 2:30 PM: **AI Governance and Ethical Considerations**

Establish governance structures while addressing ethical, social, and legal implications of AI.

2:30 PM – 2:45 PM: Break

2:45 PM – 4:00 PM: **Building AI Capabilities**

Assess AI maturity, identify skill gaps, and develop a roadmap for capability building.

4:00 PM – 4:45 PM: **Interactive Session: Crafting Your AI Vision**

Collaborative group activity to define and align the organization's AI vision with strategic goals.

4:45 PM – 5:00 PM: **Conclusion and Next Steps**

Recap key takeaways, outline action items, and provide a roadmap for AI integration.



AI literacy roles

Define capabilities
requirements

These are the primary AI-related roles in an organization and can be used to structure a **robust AI literacy program**, ensuring targeted training, governance, and compliance. This approach equips each role with the **specific knowledge needed** to drive responsible AI adoption.



AI Leader (Top Management)

AI Leaders define and drive the organization's AI strategy, ensuring it aligns with business objectives while managing risks and regulatory compliance. They set ethical and governance frameworks, promote responsible AI adoption, and make strategic investment decisions to foster innovation and competitive advantage.



AI Product Owner (Project Manager)

AI Product Owners lead the development and integration of AI-driven products, services, or internal processes, ensuring they deliver business value while adhering to compliance and ethical guidelines. They coordinate cross-functional teams, manage risks, and ensure AI solutions are designed with fairness, transparency, and accountability.



AI User (Staff Using AI)

AI Users engage with AI tools in their daily work, leveraging automation and insights to improve efficiency and decision-making. They must understand AI's limitations, ethical considerations, and regulatory constraints to ensure responsible and compliant usage.



AI Developer

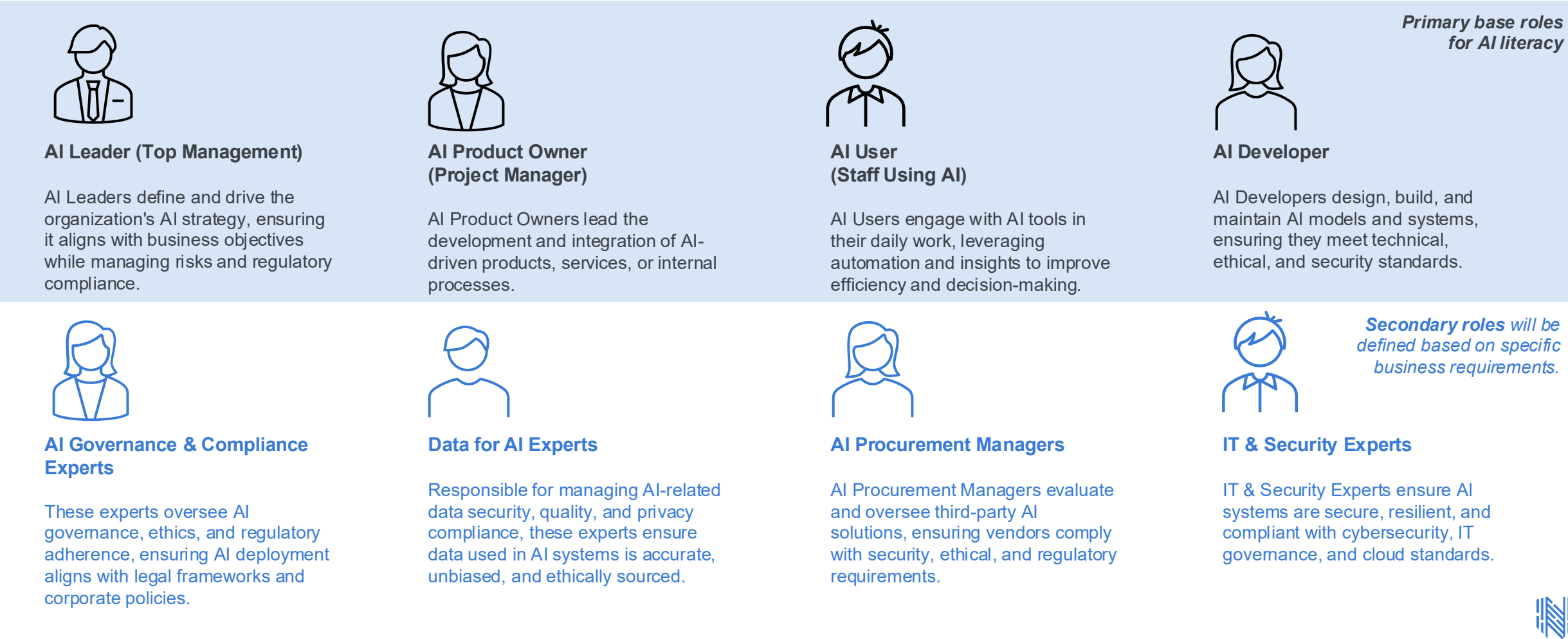
AI Developers design, build, and maintain AI models and systems, ensuring they meet technical, ethical, and security standards. They integrate best practices in bias mitigation, explainability, and regulatory compliance while optimizing AI performance for business applications.



AI literacy roles – complete overview

Define capabilities requirements

These are the primary AI-related roles in an organization and can be used to structure a **robust AI literacy program**, ensuring targeted training, governance, and compliance. This approach equips each role with the **specific knowledge needed** to drive responsible AI adoption.



Examples of capability requirement (selection)

Illustrative example

Define capabilities requirements



AI Leader (Top Management)

AI Awareness & Strategic Alignment

→ Understands how AI can support core business goals.

Regulatory & Risk Oversight

→ Knows the implications of AI regulations (e.g., EU AI Act).

Ethical & Responsible AI Vision

→ Can articulate an AI strategy grounded in fairness, transparency, and societal impact.

Governance Structures & Accountability

→ Sets roles and policies for responsible AI usage.



AI User (Staff Using AI)

Understand the Role of AI Tools

→ Can describe the purpose and limitations of AI systems used in daily work.

Interpret AI Outputs Responsibly

→ Reads AI suggestions with critical thinking.

Follow Ethical Use Guidelines

→ Applies internal rules on fair and safe AI use.

Recognize When to Escalate Issues

→ Flags suspicious or harmful AI behaviour.



AI Product Owner (Project Manager)

Translate Business Needs to AI Use Cases

→ Can define clear, valuable AI applications from business problems.

Manage AI Project Lifecycle

→ Understands data sourcing, development, validation, and deployment steps.

Integrate Risk & Impact Awareness

→ Anticipates and mitigates potential harm or failure points.

Ensure Traceability & Documentation

→ Maintains clear audit trails and project records.



AI Developer

Build Fair and Robust Models

→ Develops models using appropriate algorithms, training data, and evaluation methods.

Ensure Explainability & Auditability

→ Implements techniques to explain outputs and trace model behaviour.

Deploy and Monitor AI Systems

→ Uses MLOps practices to deploy safely and detect drift or performance drops.

Integrate Compliance and Controls

→ Embeds requirements from governance frameworks.



Training and capabilities design

Workshops & Training



Online Trainings

Enables deeper engagement through live instruction, real-time Q&A, and peer discussion—ideal for exploring strategic or ethical dimensions of AI.



Classroom trainings

Enables deeper engagement through live instruction, real-time Q&A, and peer discussion—ideal for exploring strategic or ethical dimensions of AI.



Workshops & cross team

Combine practical experience with collaborative learning, helping teams apply AI concepts to real-world scenarios while fostering alignment and shared understanding.

Outlined Requirements

1. **Aware**
2. **Understand**
3. **Apply**
4. **Evolve**
5. **Lead**

Basic understanding of what AI is and where it shows up (e.g., in daily apps). Often non-technical.

Knowing core concepts like algorithms, bias, and data. Able to hold conversations on AI use.

Can use AI tools responsibly in role, ask critical questions, and recognize risks.

Can assess AI solutions and understand regulatory or ethical implications.

Can shape AI policy, governance frameworks, and lead responsible deployment at scale.

Topic & formats to deliver effectively



Assign developed programs to the key roles in your organization

Illustrative example

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AI Leader
- 

AI Product Owner
- 

AI User
- 

AI Developer
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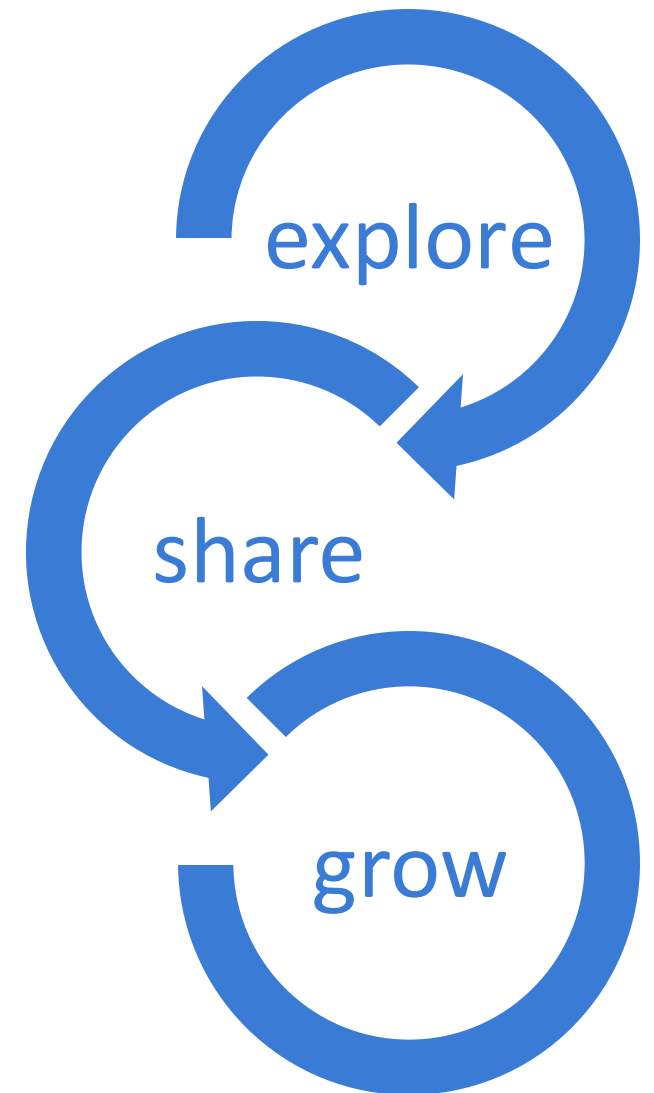
Data for AI Experts

AI Fundamentals for Business	Responsible & Ethical AI usage	AI Governance & Risk Management	AI for Product & Services	AI model development	AI Procurement & Vendor Management
☒	☒	☒			☒
☒	☒	☒	☒		☒
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☒	☒		☒	☒	
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From Self to System: Growing Together Through AI Learning

- **Internal Workshops & Webinars** – Live, interactive sessions for different roles.
- **E-learning Modules** – Scalable, self-paced learning via LMS platforms.
- **Toolkits & Playbooks** – Practical guides for applying AI concepts in day-to-day work.
- **External Expert Sessions** – Invite partners or specialists for fresh perspectives.
- **AI Ambassadors / Champions** – Train internal advocates to support adoption.
- **Knowledge Hubs or Portals**
Centralized internal platform with access to AI guides, glossaries, FAQs, case studies.
- **Office Hours / Ask-Me-Anything (AMA)**
Drop-in sessions with AI experts or internal champions for open Q&A.
- **Industry Events / Roundtables**
Engage ecosystem actors and raise maturity via shared learning opportunities.
- **Certification & Badging Programs**
Offer recognized credentials for external vendors or internal teams completing AI literacy tracks.



We can leverage our catalogue of available trainings for you

In addition to developing tailor-made trainings and workshops where required

We will leverage our catalogue of available trainings to rapidly develop a comprehensive AI literacy program by incorporating relevant modules from our current offerings; in addition, we provide tailored workshops and training customized to your organization's specific needs to finalize the program design.



Fundamentals of AI and AI Policy

This foundational block provides essential principles and practices crucial for understanding the basics of AI, AI governance, ethics, regulations, and standards. How does AI work, and how will it be regulated?



Deep Dive into AI Regulation

This block offers in-depth sessions covering the AI regulatory landscape, with in-depth discovery sessions focusing on the EU AI Act and NIST's Risk Management Framework 1.0. On demand, this block will also cover in depth sessions of other major AI regulations.



Deep Dive into AI Governance

Building on the foundational knowledge, this block offers in-depth sessions covering aspect of AI governance i.e. AI policy design, risk management, data management, roles and responsibilities, third-party management, and transparency.



Deep Dive into AI Standards

This block offers in-depth sessions covering specific international AI standards that ensure the safe, effective, and ethical deployment of AI systems, including ISO/IEC 42001, ISO/IEC 24027 and more.



AI embedded in Products

Explore how evolving regulations like the AI Act and GPSR impact AI embedded in physical products, and how product legislation is changing to accommodate AI development.



AI in the Workplace

Delve into the ethical use of AI through real-world case studies and practical insights. Learn how to navigate challenges and harness generative AI responsibly in the workplace, maximizing opportunities while minimizing risks for responsible implementation.

Leverage material and workshop of your consulting and knowledge partners to accelerate



Landing it into the standing organization

Governance &
continuous growth

Key attention points when landing AI literacy into the standing organization:

- **Provide coaching, mentorship**, and relevant deep dives for interest groups
- **Continuously update and tailor content**, embedding it into existing learning frameworks
- **Ensure strong governance** and maintain regular updates
- **Monitor capabilities and benchmark** progress against industry standards
- **Sustain engagement through leadership** and integrate strategic updates aligned with maturity growth



Example KPIs :

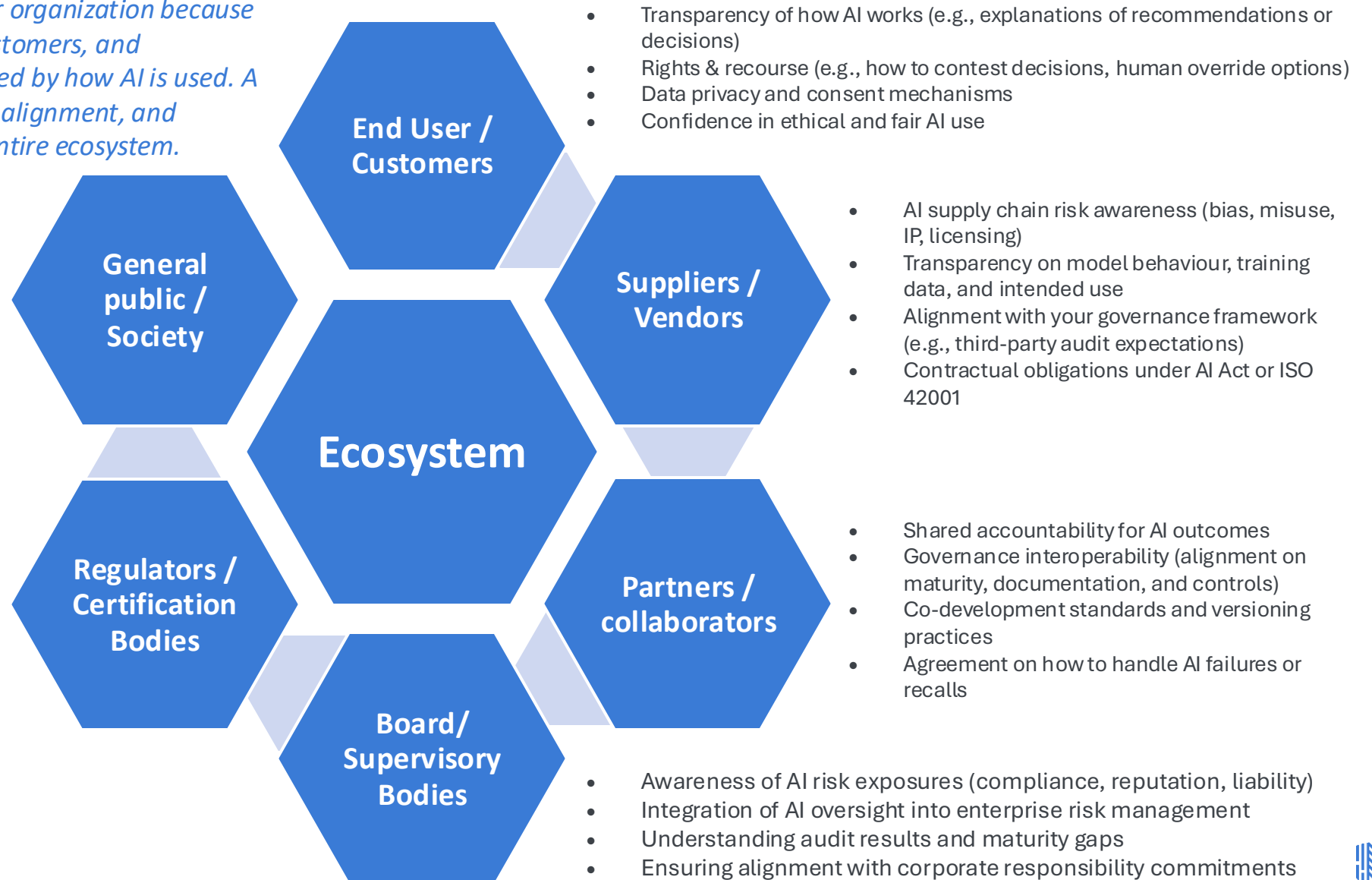
- *Training participation rate*
- *Training completion rate*
- *Role-specific certification rate*
- *Knowledge retention score*
- *AI awareness & confidence index*
- *Engagement in advanced learning tracks*
- *Application rate in daily work*



AI Literacy Beyond Your Organization's Borders: Engaging the Ecosystem

AI literacy must extend beyond your organization because stakeholders—such as partners, customers, and regulators—impact and are impacted by how AI is used. A shared understanding fosters trust, alignment, and responsible innovation across the entire ecosystem.

- Clear public communication on what your AI does and doesn't do
 - Demonstrations of responsible use (impact stories, open sourcing, bias audits)
 - Open channels for feedback or input
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- Transparent reporting and documentation
 - Collaboration on regulatory interpretations (e.g., GPAI use, risk classification)
 - Maturity or impact self-assessments
 - Engagement in voluntary schemes (e.g., AI Trust Mark)



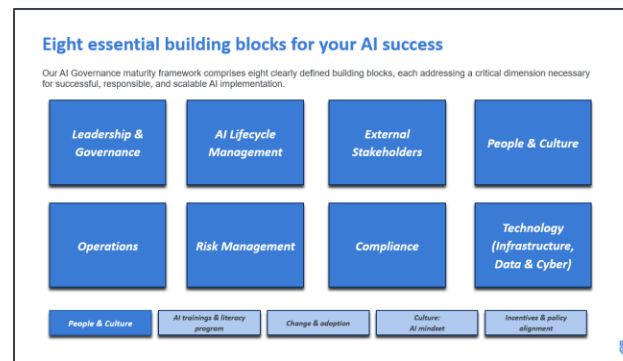
Kick-starting your AI literacy journey effectively

There are three great first steps you can take to kick-start your AI literacy journey—and depending on your current understanding of your organization and the level of leadership commitment, you can choose the one that best fits your context.



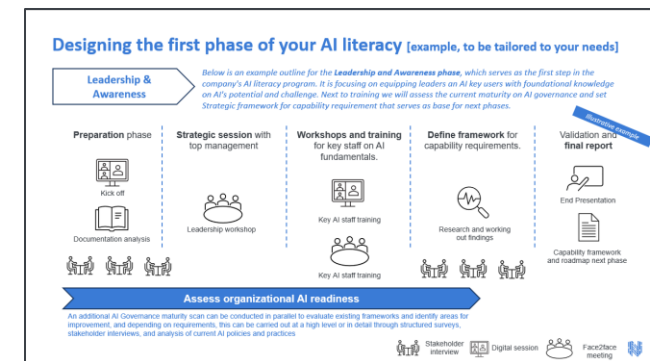
Start with a strategic workshop for key stakeholders

Bring together leadership and decision-makers for a focused session to align on AI opportunities, risks, and priorities tailored to your organization's context. This creates a shared vision and builds initial momentum.



Assess your organization's current AI maturity

Conduct a structured evaluation to understand where your organization stands in terms of AI readiness, capabilities, and culture. This helps identify strengths, gaps, and the most impactful areas for development.



Kick off a full-fledged AI literacy program

Launch a comprehensive, role-based training initiative across the organization to build foundational and applied AI knowledge. This approach embeds AI understanding into everyday work and supports sustainable adoption.



Upcoming 30-min webinars

Stay up to date via our
LinkedIn community



EU AI ACT

Explore the latest developments, compliance strategies, and practical insights on navigating the evolving European regulatory landscape.

Jul 9th



AI Maturity model

Our maturity scan helps clients identify gaps, mitigate risks, and enhance compliance, ensuring responsible and effective AI implementation.

June 24th



AI Trust Mark for products and services assures clients of transparency, reliability, and regulatory alignment, enhancing user confidence and market credibility.



ISO/IEC 42001 Readiness

Receive training, guidance on process improvement, or guidance on how to fully implement ISO/IEC 42001.



Next steps



**15-Minute AI
Consultation: Tailored
Insights for Your
Business**





Nemko
Digital