

Nemko Digital Webinar Report - AI Trust Mark: Providing a Global Framework to Assess Trust in AI Products

Nemko Digital's second webinar on the AI Trust Mark introduced a certification scheme that supports compliance with emerging AI regulations and fosters trust in AI systems. The session offered clear insights into the certification process, its alignment with global standards, and practical implementation strategies.

Webinar Details

Title: AI Trust Mark Webinar (Second Edition)

AI Trust Mark: Providing a Global Framework to Assess Trust in AI Products

Speakers:

- **Bas Overtoom** - Digital Trust and AI Governance Lead, Nemko Digital
- **Monica Fernandez** - Head of AI Assurance, Nemko Digital
- **Stuart Beck** - Director of Nemko Group Certification

Duration: Approximately 45 minutes

Main Theme and Objectives

The webinar focused on introducing Nemko Digital's AI Trust Mark—a certification scheme that validates AI systems against established global frameworks. The primary objectives were to:

- Explain the business drivers behind AI governance and compliance
- Introduce the AI Trust Mark certification process and criteria
- Demonstrate how the certification aligns with major regulatory frameworks
- Showcase flexible service models for different organizational needs
- Provide guidance on upcoming regulatory changes and future webinar series

Speaker Backgrounds and Company Context

Bas Overtoom

Bas Overtoom leads global efforts to promote responsible AI adoption at Nemko Digital, working with organizations to operationalize trust, transparency, and compliance in their AI systems. With a strong background in business-IT transformation and AI governance, he brings a pragmatic approach to building AI readiness across sectors.

Monica Fernandez

Monica brings extensive experience in AI's societal impact, having worked on projects spanning education, policy, and research. Her previous work focused on identifying and mitigating AI bias from social, ethical, and legal perspectives. She possesses deep familiarity with current AI legal frameworks, particularly the EU AI Act, and now guides organizations through the evolving regulatory landscape at Nemko Digital.

Stuart Beck

Stuart brings over 32 years of experience in conformity assessment, specializing in communication products, electrical safety, radio, and energy efficiency. As Director of Nemko Group Certification, he oversees all of Nemko's product certification bodies and provides expertise in third-party conformity assessment processes.

Nemko's Legacy

Nemko has operated for 90 years, building a reputation for making the world safer through testing, inspection, and certification of electrical products and systems. Nemko Digital extends this legacy into the digital realm, focusing on security, privacy, reliability, transparency, and other aspects that make AI trustworthy.

Key Business Drivers for AI Governance

The speakers identified five critical drivers pushing companies toward AI governance and compliance:

1. Regulatory Compliance

- The EU AI Act and other emerging frameworks create legal obligations
- Companies seek to stay ahead of the curve and avoid potential fines
- Proactive compliance provides competitive advantages

2. Reputation Management

- Being recognized as a responsible and ethical AI company enhances brand value
- Global reputation becomes increasingly important in international markets
- Trustworthy AI principles are particularly valued in Europe

3. Risk Control

- Good governance reduces the risk of AI causing unexpected or harmful outcomes
- Companies want to avoid negative headlines and public relations disasters
- Proper oversight mechanisms prevent reputational damage

4. Stakeholder Pressure

- Customers, employees, investors, and users demand responsible AI use
- Transparency in AI decision-making becomes a business requirement
- Stakeholder trust directly impacts business success

5. Competitive Advantage

- Early adopters of good AI governance can move faster to market
- Trust-building capabilities differentiate companies from competitors
- Mature AI governance becomes a selling point in procurement processes

Customer Demands and Service Portfolio

Based on over a year of client interactions across various industries, Nemko Digital identified six recurring themes in customer demands:

Compliance Guidance

- Clear, structured roadmaps to regulatory compliance
- Access strategies for global markets
- Understanding of risk categories under frameworks like the AI Act

AI Trust Mark Certification

- Third-party validation of AI system trustworthiness
- Visual representation of compliance for marketing purposes

AI Management Systems

- Capacity building and process improvement support
- Full implementation guidance for ISO 42001 standards
- Recognition that ISO 42001 is the most recognizable AI standard currently available

Governance Tools and Technologies

- Assistance in selecting appropriate AI governance tools
- Integration support that considers existing governance frameworks
- Technology solutions tailored to organizational needs

AI Governance Assessment

- Maturity model assessments for organizational processes
- Benchmarking against industry standards for AI-leading organizations
- Expert guidance for continuous improvement over time

AI Literacy Training

- Compliance with AI Act Article 4 requirements
- Team capability development for AI interaction, use, and sales
- Awareness training for responsible AI practices

AI Trust Mark: Detailed Overview

Certification Foundation

The AI Trust Mark is built on three globally recognized frameworks:

- **EU AI Act** - European regulatory requirements
- **ISO 42001** - International AI management systems standard
- **NIST AI Risk Management Framework** - US-based risk management approach

Process-Focused Approach

Unlike technical testing methodologies, the Trust Mark evaluates:

- Development processes and methodologies
- Risk management system implementation
- Post-market monitoring capabilities
- Documentation completeness and quality
- Governance framework effectiveness

Key Evaluation Criteria

The certification assesses eight critical areas:

1. **Risk Management Systems**
 - Comprehensive risk identification and mitigation processes
 - Alignment with intended use cases and identified risks
 - Ongoing risk monitoring and management capabilities
2. **Data Management Systems**
 - Data quality, integrity, and governance processes
 - Privacy protection and data handling procedures
 - Documentation of data sources and processing methods
3. **Technical Documentation**
 - Complete documentation packages for AI system providers
 - Information necessary for deployers to use systems safely
 - Transparency in system capabilities and limitations
4. **AI System Transparency**
 - Clear communication about AI system functionality
 - User understanding of AI involvement in decision-making
 - Appropriate disclosure of AI system use
5. **Human Oversight**
 - Processes ensuring meaningful human control

- Oversight mechanisms aligned with system risks
- Human intervention capabilities where required
- 6. **Accuracy, Robustness, and Cybersecurity**
 - System performance validation and monitoring
 - Resilience against various operational conditions
 - Security measures protecting against cyber threats
- 7. **Quality Management Systems**
 - ISO 42001 alignment and implementation
 - Continuous improvement processes
 - Quality assurance throughout the AI lifecycle
- 8. **Post-Market Monitoring**
 - Ongoing system performance tracking
 - Detection and response to misuse or unexpected behaviors
 - Feedback loops for system improvement

Risk-Based Notation System

The Trust Mark employs a sophisticated notation system that:

- Categorizes AI systems by risk level (minimal, limited, high risk)
 - Adjusts certification requirements based on risk assessment
 - Provides transparency about validated aspects and criteria met
 - Enables appropriate documentation for procurement processes
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Certification Process and Timeline

Initial Risk Categorization

Before beginning the Trust Mark process, organizations undergo risk categorization to determine:

- Appropriate certification criteria based on system risk level
- Required documentation and assessment depth
- Relevant regulatory requirements and standards

Trust Mark Assessment Process

1. **Application and Initial Review**
2. **Documentation Assessment**
3. **Process Evaluation**
4. **Validation and Verification**
5. **Mark Issuance with Final Report**

Ongoing Compliance Management

- **Year 1:** Spot assessment to verify continued compliance
- **Year 2:** Comprehensive reassessment incorporating regulatory updates
- **Continuous:** Integration of evolving regulatory requirements

The two-year reassessment cycle acknowledges the dynamic nature of AI regulation and ensures certifications remain current with evolving standards.

Alternative Service Models

Compliance as a Service

For organizations not ready for full certification, Nemko Digital offers a flexible service model including:

- **Expert Consultation Sessions**
 - Regular meetings with AI governance specialists
 - Customized guidance based on organizational needs
 - Gradual implementation support
 - **Process Development Support**
 - Step-by-step assistance in building governance capabilities
 - Self-improvement frameworks with expert feedback
 - Flexible pacing aligned with organizational readiness
 - **Organizational Maturity Enhancement**
 - Beyond product-level compliance to organizational capability
 - Process improvement at the enterprise level
 - Long-term AI governance strategy development
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Certification Trust and Quality Assurance

Nemko's approach to building trust in their certification process includes:

Standardized Criteria and Processes

- Clear, documented requirements available to all participants
- Consistent evaluation methodologies across all assessments
- No mid-process rule changes that could disadvantage applicants

Confidentiality and Information Security

- Strict confidentiality rules protecting proprietary information
- Clear policies on information disclosure and sharing
- Secure systems protecting all certification-related data

Transparency and Public Recognition

- Online directories listing successful Trust Mark recipients
- Public recognition of certification achievements
- Clear separation between public recognition and confidential details

Customer Support and Collaboration

- Collaborative approach to addressing concerns during assessment
 - Clear policies and procedures for dispute resolution
 - Ongoing support throughout the certification lifecycle
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Poll Results and Market Insights

During the webinar, attendees participated in a poll asking about their primary motivation for seeking AI Trust Mark certification. The results revealed:

- **93% - Regulatory Alignment:** Ensuring compliance with the EU AI Act
- **7% - Market Positioning:** Enhancing market position and building customer trust

These results align with Nemko Digital's observations about current market priorities, particularly given:

- The prominence of the EU AI Act in current regulatory discussions
- Ongoing regulatory changes creating uncertainty
- Organizations' desire for peace of mind regarding compliance
- The need for third-party validation of regulatory alignment

Future Webinar Series: Summer Edition

Nemko Digital announced four additional webinars in their summer series:

July 9: AI Maturity Assessment

- Deep dive into Nemko's AI maturity model
- Benchmarking organizational readiness
- AI inventory management strategies
- Implementing oversight measures throughout AI system lifecycles

August 2: EU AI Act Updates

- Analysis of changes effective August 4
- New rules for general-purpose AI applications
- Impact assessment for providers and deployers
- Guidance for different organizational roles

August 20: AI Developers Playbook

- Step-by-step guide for engineering and product teams
- Safe AI system development practices
- Regulatory alignment during development
- Practical implementation strategies

September: AI Governance Tooling and Technologies

- Evaluation criteria for AI governance tools
- Selection strategies for organizational needs
- Integration approaches and best practices
- Technology solution recommendations

Key Takeaways and Next Steps

For Organizations Considering AI Trust Mark Certification:

1. **Start with Risk Assessment:** Understanding your AI system's risk category is crucial for determining appropriate certification requirements
2. **Focus on Processes:** The Trust Mark evaluates governance processes rather than technical algorithms, making it accessible for organizations with strong procedural frameworks
3. **Consider Timing:** Early certification provides competitive advantages and demonstrates proactive compliance leadership
4. **Leverage Flexibility:** Multiple service models accommodate different organizational readiness levels and strategic objectives

For AI Governance Professionals:

1. **Regulatory Alignment:** The Trust Mark provides a structured path to EU AI Act compliance while maintaining relevance for global markets
2. **Stakeholder Communication:** Certification offers a clear way to demonstrate responsible AI practices to customers, investors, and regulators
3. **Continuous Improvement:** The certification process includes ongoing support for maintaining and enhancing AI governance capabilities

For Business Leaders:

1. **Strategic Advantage:** Early investment in AI governance creates competitive differentiation and market positioning benefits
2. **Risk Mitigation:** Structured approaches to AI governance reduce regulatory, reputational, and operational risks
3. **Market Access:** Certification may become a requirement for certain markets, procurement processes, or business partnerships

Contact Information and Resources

Immediate Next Steps:

- **15-minute consultation:** Available via QR code for specific product or use case discussions
- **LinkedIn community:** Regular updates on AI regulation and compliance developments
- **Extended consultations:** Available for in-depth use case analysis and implementation planning

Ongoing Engagement:

- Follow Nemko Digital on LinkedIn for regulatory updates
 - Participate in upcoming webinar series for deeper expertise
 - Contact speakers directly for specific questions or guidance
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Overall Value

The AI Trust Mark webinar successfully positioned Nemko Digital as a thought leader in AI governance and compliance, offering practical solutions for organizations navigating the complex regulatory landscape. The session provided valuable insights into both the technical requirements and business benefits of AI certification while demonstrating Nemko's expertise and commitment to supporting responsible AI development.

The high level of attendee interest in regulatory compliance (93% poll response) validates the market need for structured approaches to AI governance. Nemko Digital's comprehensive service portfolio, from full certification to flexible consulting models, addresses various organizational needs and readiness levels.

For attendees, the webinar offered clear next steps for engaging with AI governance requirements, whether through immediate certification pursuit or gradual capability building. The announced webinar series provides ongoing educational opportunities, while direct consultation options enable personalized guidance for specific organizational challenges.

The Trust Mark represents a significant development in AI governance, providing organizations with a credible, third-party validated approach to demonstrating AI trustworthiness in an increasingly regulated environment.