



# Enabling Responsible AI in the Public Service

Noha Rahal, PhD

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# My journey with AI



# Our Journey Together Today...

**01** The Challenge

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**02** The Solution: 3H Model

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**03** The Solution: ETHIC Framework

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**04** 3H and ETHIC in Action

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*“AI is one of the most important things humanity is working on. It is more profound than electricity or fire. But we have to be clear-eyed about what could go wrong.”— Sundar Pichai (CEO of Google)*



# Policy Challenge...

**AI... friend or foe?**

ChatGPT Omni Asked to Recreate the Same  
Image 74 Times — The Result Is Wild



Your turn!

### Three ways to participate:

1) Scan QR Code



2) Click on direct hyperlink: [Slido](#)

3) Go to slido.com & input code

Joining as a participant?

# 0078774



# Why Does Responsible AI Matters to the Public Service?



Protects Public Trust



Reduces risk of harm to individuals and communities



Ensures compliance with laws, mandates, and values



Supports fairness and equity in service delivery



Enables safe innovation and modernization



Upholds the public service's professional and ethical duties



Future-proofs government





# Responsible use of artificial intelligence in government

Artificial intelligence (AI) technologies offer promise for improving how the Government of Canada provides digital services. As we explore the use of AI in government programs and services, we are ensuring it's governed by clear values, ethics and laws.

## Most requested

- [Guide on the Use of Generative AI](#)
- [Directive on Automated Decision-Making](#)
- [Algorithmic Impact Assessment Tool](#)
- Section 4.5, "[Automated decision-making](#)," [Guideline on Service and Digital](#)
- [Consultations on the AI Strategy: What We Heard](#)

## [Guiding principles for the use of AI in government](#)

Values and principles to improve government services in Canada and globally.

## [Progress on AI in government](#)

A timeline of work completed to support the responsible use of AI in the Government of Canada.

## [List of qualified AI suppliers](#)

A current list of qualified businesses looking to provide AI solutions to the Government of Canada.

## [Responsible use of automated decision systems in the federal government](#)

Article explaining the *Directive on Automated Decision-Making*

## [Scope of the Directive on Automated Decision-Making](#)

Learn about the scope of the directive and find out whether it applies to your automation project.

## [Generative AI in your daily work](#)

Concise best practices and do's and don'ts for the use of generative AI in your daily work.

## [Guide to Peer Review of Automated Decision Systems](#)

Supports federal departments in complying with the *Directive on Automated Decision-Making* and experts undertaking a peer review.

## [Microsoft Copilot for Work: Policy Implementation Notice](#)

Information for federal institutions to configure and enable Microsoft Copilot for Work (Web Browser Chat Based Application).

## [AI Strategy for the Federal Public Service 2025-2027](#)

The Strategy outlines how the federal government will use AI to enhance efficiencies, boost research, and improve digital services.

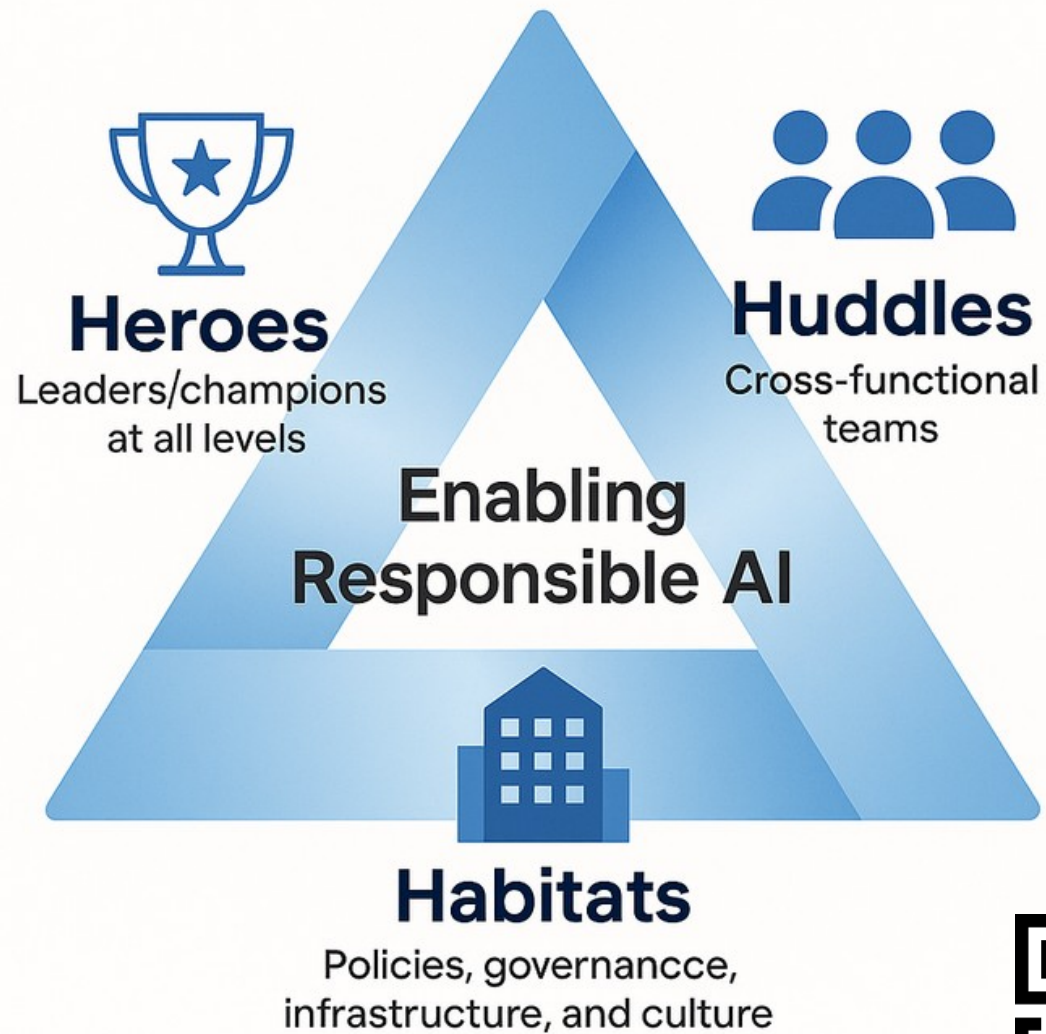




# The Solutions...

**3H & ETHIC**

# The 3H Model



# The ETHIC Framework







# 3H and ETHIC in Action

A Scenario

**Hypothetical  
Scenario:  
Employment and  
Social  
Development  
Canada Launches  
an AI-Powered Job  
Matching Platform**

Employment and Social Development Canada (ESDC) is developing an AI-powered platform to help Canadians find suitable job opportunities based on their skills, experience, and preferences.

The platform aims to improve employment outcomes, reduce barriers for equity-deserving groups, and support workforce development, while maintaining the highest standards of ethics, privacy, and inclusion.

# 3H Model in Action

## 1. Heroes:

- Identify frontline employment counsellors and program managers who understand the challenges faced by job seekers.
- Engage executive leadership to champion responsible AI use, allocate resources, and communicate the platform's benefits.
- Recognize contributions from both groups in internal communications and public updates.

## 2. Huddles

- Form cross-functional teams including data scientists, policy analysts, accessibility experts, and representatives from Indigenous and newcomer communities.
- Hold regular workshops and feedback sessions to ensure the platform meets diverse user needs.
- Pilot the platform with real users, gather feedback, and iterate based on lessons learned.

## 3. Habitats

- Ensure staff have access to up-to-date guidelines, privacy policies, and best practices for AI in employment services.
- Create digital spaces for sharing ideas, reporting issues, and learning from each other.
- Provide ongoing training and update processes regularly to keep pace with technological change.



# ETHIC Framework in Action

## **E – Engagement**

- ESDC organizes virtual town halls and surveys to gather input from job seekers, employers, and advocacy groups.
- Feedback shapes platform features, such as language options and accessibility tools.

## **T – Transparency**

- ESDC publishes clear documentation on how the AI matches candidates to jobs, including limitations and safeguards.
- HC publishes the platform on the [GC AI Register - Open Government Portal](#)
- The privacy policy, data sources, and escalation process to human staff are posted on the ESDC website.

## **H – Human-Centredness**

- The AI recommends jobs but does not make final decisions; employment counsellors review matches for high-impact cases.
- Human oversight is built in, with regular audits and reviews.

## **I – Inclusivity**

- The platform is accessible in both official languages and designed for users with disabilities.
- ESDC consults with equity-deserving groups to ensure the tool is culturally sensitive and avoids bias.

## **C – Continuous Oversight**

- ESDC monitors the platform's performance, user satisfaction, and flagged issues through dashboards and feedback loops.
- Regular updates and audits ensure the platform remains aligned with ethical standards and user needs.

# Key Takeaways: Enabling Responsible AI in the Public Service

- Responsible AI is foundational for public trust, fairness, and safe innovation.
- Bias in AI is real and harmful and must be actively managed.
- Canada's public service has clear guardrails and mandatory guidelines for AI use.
- The 3H Model—Heroes, Huddles, Habitats—shows that success depends on people, collaboration, and enabling environments. It's about *how* we work together to solve problems and drive change.
- The ETHIC Framework (Engagement, Transparency, Human-Centeredness, Inclusivity, Continuous Oversight) guides ethical AI adoption. It's about *what* standards and behaviors we uphold.



Let's discuss!!