



AI for Good: A Foundational Research Initiative

Artificial Intelligence is rapidly reshaping business strategy, sustainability, governance, and the future of work. While interest in “AI for Good” is accelerating, organizations across sectors face a common challenge: **the lack of a shared, rigorous understanding of who is shaping this field, how value is being defined, and what pathways AI may follow in the years ahead.**

The Rutgers Institute for Corporate Social Innovation (RICSI) is launching a **focused research initiative** to provide foundational clarity at this pivotal moment—before technologies, policies, and business models lock in unintended outcomes.

This research will establish a **credible, neutral foundation** to support responsible AI leadership by:

- Researching the **historical evolution of Sustainability, Artificial Intelligence, and Social Innovation** and developing a concise shared interconnected narrative
- **Network Mapping** the current **AI for Good landscape** across the three domains and their most impactful risks and opportunities
- **Interviewing** influential organizations, thought leaders, and networks shaping the field
- Assessing the **current state of progress** including identifying the **values, incentives, governance models, and assumptions** underlying current influential stakeholder initiatives
- Evaluating implementation of selected opportunity and risk threads to develop **plausible future pathways** including preferred and must-avoid scenarios to inform a shared vision for how AI for Good may evolve

This work is intentionally **foundational**, designed to inform future executive engagement, applied research, education, and multi-company collaboration.

Why Rutgers & RICSI?

RICSI resides within Rutgers Business School, a nationally recognized institution with deep strengths in artificial intelligence, ethics, sustainability, and corporate social innovation. The Institute serves as a **trusted convener, educator, and research hub on AI, business, and social impact** for academic, corporate, and societal leaders seeking evidence-based insights and practical guidance. RICSI is working collaboratively with AI, Sustainability and Social Innovation leaders globally including University resources such as The Rutgers Artificial Intelligence and Data Science (RAD) Collaboratory.

Project Snapshot

Focus: AI, Sustainability, Social Innovation, Governance

Deliverables and Outputs: Final report acknowledging all sponsors and contributors

- Integrated evolution of AI, Sustainability and Social Innovation
- Stakeholder maps, current state assessment and insights
- Future pathways, scenarios and frameworks
- Guidelines for implementing AI for Good
- Ongoing case studies across sustainability, social innovation and AI representing immediate AI-enabling innovations

Audience: Corporate leaders, foundations, policymakers, educators, research collaborators, and AI innovators



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Sponsors of this initiative will gain:

- Early access to **research insights, stakeholder maps, and emerging themes**
- Recognition as supporters of a **high-credibility Rutgers research effort**
- Opportunities for **briefings and dialogue** as findings emerge
- A strategic foundation to inform **AI strategy, sustainability efforts, risk management, and governance**
- Insight into future **RICSI executive roundtables, summits, and applied research initiatives**

Sponsorship Opportunities:

Founding Sponsors:

Early sponsors enrolled during **June** will be recognized as *Founding Sponsors* of this initiative at all funding levels.

Sponsorship Levels:

- Bronze Sponsor: \$10,000
- Silver Sponsor: \$20,000
- Gold Sponsor: \$30,000
- Platinum Sponsor: \$50,000+

Sponsor recognition includes acknowledgment in research materials and public communications, along with opportunities for early briefings and engagement as the research develops.

Simultaneously, RICSI is revamping our annual Partnership Value Model. **Platinum and Founding Sponsors** will qualify for two years of our Partnership Model and **Gold Sponsors** will qualify for 1 year at no additional cost.

Next Step

We invite interested organizations to join a **20–30 minute conversation** to learn more about the research, ask questions, and explore potential involvement.

For additional information or to schedule a briefing, please contact us

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