



Rutgers Institute for
Corporate Social Innovation

AI for Good: Context, Frameworks, and Strategic Pathways

A Foundational Research Initiative of the Rutgers Institute for Corporate Social
Innovation (RICSI)

Started: January 2026 • Target Budget: \$300,000

Presentation: 5/27/26

Why This, Why Now?

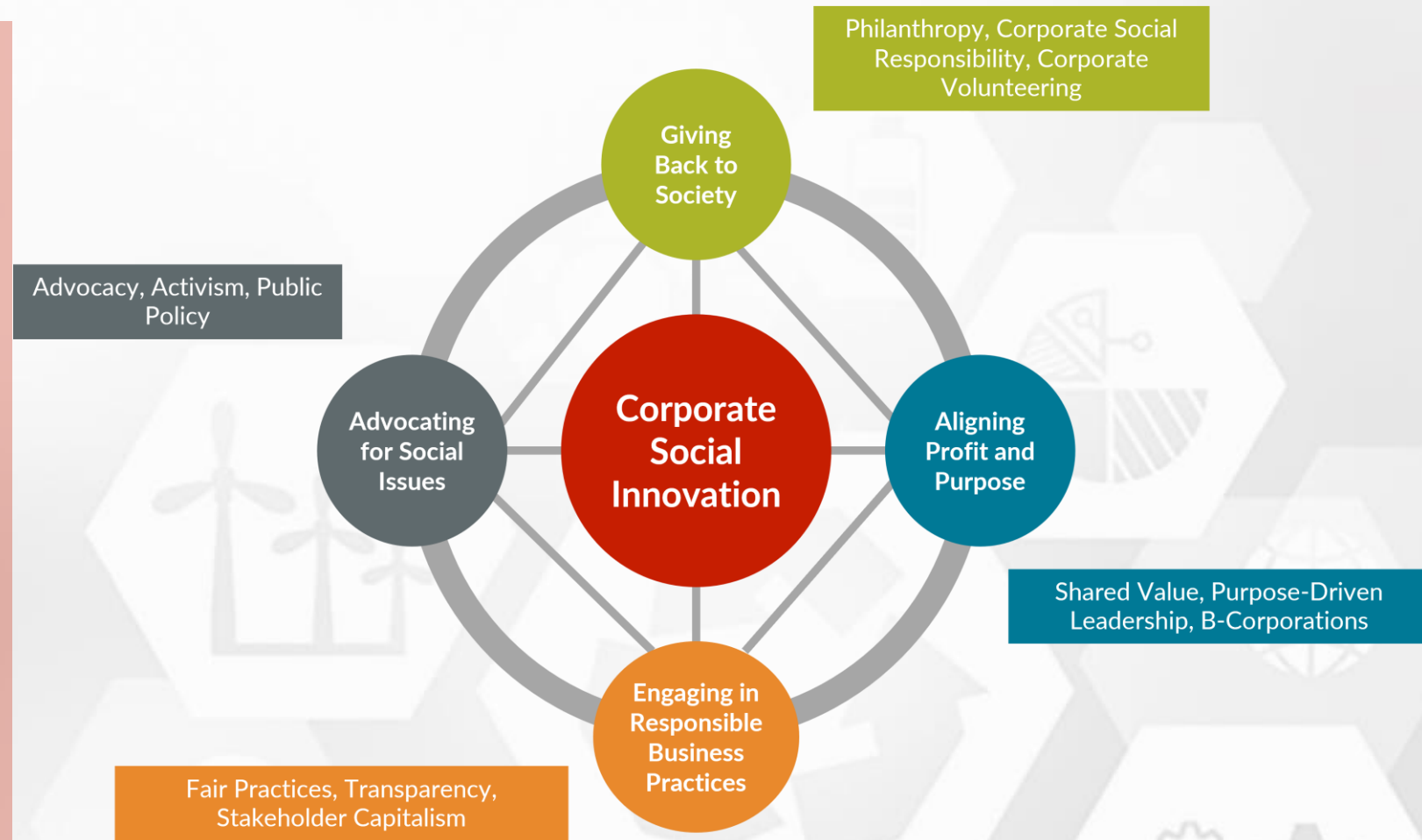
The Moment: AI Is Moving Faster Than Our Understanding

- AI is transforming business, governance, sustainability, and human life
- “AI for Good” narratives are spreading, but impact, risk, and equity are not well understood
- Decisions made in the next few years will shape:
 - Who benefits
 - Who is left behind
 - How we manage environmental, social, and existential risks
- RICS and Rutgers are positioned to convene and lead a credible, cross-sector response



Who We Are

Rutgers Institute for Corporate Social Innovation



- We bring together leaders from private, public, and nonprofit sectors to collaborate with top scholars in advancing Corporate Social Innovation
- We highlight the experiences of organizations that are effectively applying social innovation and incorporate these methods into research as well as coursework



Support and Build Upon Ongoing Rutgers Programs

The Rutgers Artificial
Intelligence and Data
Science (RAD)
Collaboratory
&
YOU!



The Rutgers Artificial Intelligence and
Data Science (RAD) Collaboratory



School of Environmental and
Biological Sciences



- The RAD Collaboratory serves as a hub for data science, artificial intelligence, student programming, and community engagement
- Artificial Intelligence for Society is one of the research areas prioritized by RAD
- Rutgers Initiative Mapping and Stakeholder Interviews is part of our research and informed global stakeholder perspectives

Research Vision

**Establish a Common
Context & Frameworks
to align future
“AI for Good” Initiatives**

- Provide a rigorous, neutral foundation for understanding “AI for Good”
- Clarify who is shaping the space, and how
- Explore the intersection of Sustainability, AI, and Social Innovation to maximize synergy and positive impacts
- Identify where we are today and how we got here to help inform and guide the future of “AI for Good”
- Position RICSI and Rutgers as a trusted convener and thought leader for corporate and societal decision-makers



Project at a Glance

Urgent Opportunity for High Impact Sponsorship

- **Duration:** 12 months (2026)
- **Budget:** \$300,000
- **Lead Institution:** Rutgers / RICSI
- **Project Leaders:** Jeana Wirtenberg, PhD and William G. Russell
- **Core Outputs:**
 - Common framework to assess individual and integrated values, impacts, and risks of Environmental, Social and AI initiatives
 - Current progress landscape & stakeholder maps
 - Future pathways and strategic recommendations for maximizing synergy and impact for Sustainability, AI, and Social Innovation
 - Sponsor briefings and implementation support
- **Primary Outcome:** A foundational report to promote integrated historical and current context, assessment framework, future scenario insights, and courses that can guide next multi-year initiatives



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Research Goals

- Develop a curated, well-grounded understanding of the global “AI for Good” landscape
- Map influential organizations and thought leaders across sustainability, AI, and social innovation
- Analyze values, business models, incentives, and potential biases of leading stakeholders
- Assess the current state of progress in leveraging AI for sustainability and social impact
- Develop 5 plausible future pathways for AI for Good, including preferred and must-avoid futures
- Provide strategic recommendations for RICSI, Rutgers, Corporate Partners and future initiative collaborations



Scope of Work: Overview

Seven Coherent Interlocking Tasks

1. Background literature and knowledge gathering
2. Integrated historical summary: sustainability, AI, social innovation
3. Development of stakeholder evaluation criteria
4. Stakeholder identification and network mapping
5. Structured interviews, current state assessment, and future pathways
6. Timely research preview white papers and implementation support
7. Final report, production, and promotion planning



Task 1: Background Literature & Knowledge Gathering

Developing rigorous
and unbiased, cross-
sector synthesis – not
just amplified opinions

- Systematic review of:
 - Academic, policy, and government sources
 - Corporate and NGO publications
 - United Nations (UN), World Economic Forum (WEF), Institute of Electrical and Electronics Engineers (IEEE), World Business Council for Sustainable Development (WBCSD), World Resources Institute (WRI), Stockholm Resilience Center (SRC), and related frameworks
 - Social innovation/social impact literature
- Large Language Model (LLM)-enabled exploratory research (e.g., leveraging AI tools for synthesis)
- Initial identification of stakeholders and initiatives for priority initial interviews



Task 2: Integrated History: Sustainability, AI, Social Innovation

Context-setter for all
future work,
Onboarding asset, and a
Teaching tool

- One integrated cohesive narrative with three linked sub-histories:
 - **Sustainability:** Includes ecological economics and Corporate Social Responsibility (CSR), Environmental Social Governance (ESG), and planetary boundaries
 - **Artificial Intelligence:** Includes early rule-based systems, machine-learning and generative AI, to deep learning, and applied ethics and governance
 - **Social Innovation/Social Impact** and “AI for Good” movements: Includes social enterprise, impact investing, and systems innovation
- Creates a **common foundation** so stakeholders can start from shared understanding

Task 3: “AI or Good” Criteria Framework

Systems approach aligned
with science-based
Sustainability, Equitable
Social Innovation, and
Responsible Artificial
Intelligence

- Develop a systems-based and globally relevant **criteria framework** to analyze initiatives and identify thought leading organizations and individuals, including:
 - Intended audience and beneficiaries
 - Key focal areas (e.g., leveraging AI for Sector Innovations, Sustainability Risk Assessments, Future of Work, etc.)
 - Acknowledgment of catastrophic business and societal risks
 - Human rights and social justice orientation
 - Environmental commitments
 - Business model and incentive structures (e.g., for profit vs. nonprofit, capital allocation, revenue sources etc.)
 - Geographic and demographic focus (who is prioritized)
 - Equity and distributional impacts (power concentration or commons)
 - Governance, transparency, and accountability practices
- Framework will guide both **network mapping and interview design**

Task 4: Stakeholder Identification & Network Mapping

Visual Insights of
“who’s who” and
“who’s connected to whom”
in “AI for Good” ecosystem

- Identify key stakeholders across:
 - Academia, AI technology developers, corporations, NGOs, standards bodies, government, policy institutes, philanthropy
- Apply the criteria from Task 3 to **classify and compare** them
- Create **visual network maps** showing:
 - Influence clusters and alliances
 - Gaps, blind spots, and missing voices
- Potential leverage points for future RICSI, Corporate Partner and new emergent collaborations



Task 5: Stakeholder Interviews, Current State & Future Pathways

**Going deeper with
Stakeholders to move from
“mapping” to strategic
insight and foresight**

- Conduct **structured interviews** with 45-60+ key thought leaders
- Explore:
 - Their perspectives of “AI for Good”
 - Values, mental models, and theory of change
 - Human rights, sustainability, and equity considerations
 - Approaches to governance and risk
 - Expectations for the next 5–15 years
- Produce:
 - A **Current State assessment** across Sustainability, AI, and Social Innovation
 - **5 future pathways, insights, and recommendations including:**
 - Business-as-usual
 - Must-avoid worst-case
 - A preferred “well-being for all” pathway
 - Incremental and unequal-gains scenarios



Task 6: Sponsor Implementation Support

Concise, clear, sponsor relevant reports and implementation services for immediate AI deployment needs!

Sponsor Briefings and Preliminary Research White Papers

- Urgently needed Briefings and White Papers
 - Highly influential and ongoing publicly debated topics
 - Development breakthroughs
 - Emerging risks and opportunities
- Customized training, workshops, and assessments to apply AI for Good Framework and Practices with Research Sponsors



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Task 7: Synthesis, Flagship Research Report & Promotion Planning

Concise, clear, advisor
vetted reports and
summaries to share
broadly!

- Draft, refine, and finalize a **flagship research report** and executive summary
- Integrate: histories, stakeholder maps, interviews, current state, pathways, and recommendations
- **Bi-weekly “AI for Good” advisor and sponsor briefings** to review and shape progress and emerging insights
- Develop **slide decks and briefing materials** for Sponsors, Corporate Partners and Emergent Collaborators
- Outline post-project webinars, promotional events, conference presentations, courses, roundtables, and next collaborations



Key Deliverables

Widely disseminated
Flagship Report

Topic Briefings and
White Papers

Implementation Support
Services

- **Flagship Report: “AI for Good” Foundations & Future Directions**
 - **Integrated Historical Foundations:** Sustainability, AI, and Social Innovation
 - **AI for Good Deployment Framework:** Systems-based resource flows and impacts relevant for corporate strategies and external collaboration assessments
 - **Stakeholder Network Maps:** Visual with narrative overview of the most influential initiatives and thought leaders shaping AI’s future role
 - **Current State Assessment and Future Pathways** analysis to highlight breakthrough opportunities and resilient policy and deployment guardrails
- **Implementation Support Services:** Customized training, workshops, and assessments to apply AI for Good Framework and Practices with Research Sponsors



Sponsor Briefings and White Papers

Urgently needed briefings
on highly influential and
ongoing publicly debated
topics

Preview presentations for
Research Team, Sponsors,
Corporate Partners, and
Strategic Stakeholders

Formal briefing publications
prepared to complement
Flagship Report

Briefings and White Paper Examples

- Overview of ongoing **AI for Good and AI for Social Innovation initiatives** already underway by other stakeholders
- Overview of the current state of **AI Policies and AI Guardrails** from Global, National, NGO and Corporate perspectives including Voluntary, Software and Hardware cyber security distinctions
- Overview of our **Nested Systems approach** to identifying most influential sustainability, social innovation and artificial intelligence systems, existing frameworks, topic threads and leading organization and individual stakeholders to interview
- **Commons vs. Proprietary and Privately Controlled and Owned Sustainability and AI Innovations**
- Consciously reassess **historical stakeholder biases within AI platforms and Agentic algorithms** affecting women, minorities, income distribution, regional and cultural applications
- **Showcase ongoing case examples** across sustainability, social innovation and AI representing immediate AI-enabling innovations



Implementing “AI for Good”

Readiness Assessment,
Education, and Deployment
Strategy

Implementing “AI for Good”

Customized training, workshops, and assessments to apply AI for Good Framework and Practices with Research Sponsors

- **Future Casting Charettes for AI for Good**
- **Readiness Assessments**
- **Education and Skills Building for AI for Good**
- **The Future of Work**
- **AI Applications for Sustainability Reporting and Integrated Strategy**
- **AI for Good Collaborations**



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Project Timeline

January–
December 2026

Aggressively produce
urgently needed
insights

January and February:

- Launch, team formation and onboarding
- Foundational literature review
- Begin integrated history and criteria development
- Chancellors Seed Grant Application
- Develop sponsor presentation and outreach

March, April and May:

- Initiate café research approach and Round 1 Domain reviews.
- Validate and refine initial frameworks, lenses and topic thread criteria
- Identify priority stakeholders to interview
- Draft initial domain histories
- Continue advisor and sponsor enrollment

June and July:

- Round 2 Café research
- Initial network mapping
- Develop interview guide and initial stakeholder interviews
- Draft topical white papers
- Launch AI for Good LinkedIn Community
- Continue sponsor enrollment and pilot implementation services
- Advisor and sponsor briefings

August and September:

- Round 3 Café research
- Continue stakeholder interviews
- Final draft network maps
- AI for Good Community posts and comment monitoring
- Continue sponsor enrollment and implementation support
- Advisor and sponsor briefings

October:

- Final stakeholder interviews and interview synthesis
- Continue network maps
- Future scenarios charette, and pathway drafting,
- Report drafting
- AI for Good Community posts and comments monitoring
- Continue sponsor enrollment and implementation support
- Advisor and sponsor briefings

November and December:

- Final interview synthesis and stakeholder maps
- Final report formatting and production
- AI for Good Community posts and comments monitoring
- Advisor and Sponsor briefing
- Dissemination planning



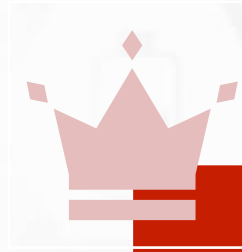
Team & Advisory Board

Subject Experts & Credible Thought Leaders



Core Team

- **William G. Russell:** Lead Researcher & Project Leader
- **Jeana Wirtenberg:** Executive Director, RICS
- **Linda M. Kelley:** History, Systems, & Network Mapping
- **Susan Shultz:** Founder TeamStack.ai, Structured interviews & analytics
- **Ram Venkatraman:** Rutgers Business School Executive in Residence (Former EY)
- **Zarak Khan:** Generative AI Graduate Fellow
- **3 PhD interns:** Pursuing AI, Sustainability/Social Innovation Research
- **6 Student interns:** Data science, business, public administration studies



External Advisors

- **Total of 6 to 9 advisors** who are each **highly regarded and trusted** within their area of expertise
 - **2 to 3 from Sustainability:** Corporate strategy, impact assessment or data analyst experiences
 - **2 to 3 from AI:** Application opportunities, tech futurist or AI risk mitigation experiences
 - **2 to 3 from Social Impact:** Impact investing, business model or systems change experiences
- **RICS Advisory Board** - Additional Input and feedback
- **Rutgers RAD Advisors** - University and NJ State input and feedback



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Budget Overview

Total: \$300,000

\$165,000 – Research Labor
\$110,000 – Rutgers/RICSI
Operating Costs, Research
Support & Overhead

- William G. Russell: Project leadership, sponsor outreach, and research: \$50,000
- Senior domain expert research and task leaders: \$55,000
- Rutgers PhD (3) and intern (6) student researchers: \$60,000
- “AI for Good” Advisory Board honoraria: \$25,000
- RICSI/Rutgers staff time, sponsor outreach, research support, report production, communications and overhead: \$110,000

Funding Opportunities & Early Sponsor Advantage

Recognition as founding sponsor

Early access to insights and draft findings

Opportunities to shape future applied research and roundtables

- **Goal: raise \$300,000 to support full scope**
- **Founding sponsor option:**
 - This critically important project is launched January 5th
 - Initial sponsors enrolled through March will be given “Founding” designation regardless of funding amount
- **The research itself will identify additional aligned sponsors:**
 - \$10,000 Bronze level sponsorships
 - \$20,000 Silver level sponsorships
 - \$30,000 Gold level sponsorships
 - \$50,000+ Platinum level sponsorships
- **As funding is secured:**
 - Project commenced on January 5th as several team members started this urgent and important work as volunteers
 - Proportional adjustments to scope, schedule, scale and compensation as funds are secured
- **Timing is critical:**
 - Schedule delays risk making findings less actionable in a rapidly evolving AI and sustainability landscape
 - Quality research and deliverables will be produced within schedule for immediate sharing and input for future work



Thank You

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