




OVERVIEW

Human Intelligence® now offers a certification for organizations who focus on human creativity and wish to foreground human agency. Your organizations can become officially certified as “Human Powered.” The following criteria apply to a registered nonprofit, a for-profit corporation, or any other type of accredited organization. Each organization is evaluated based on proprietary standards controlled and published by the Human Intelligence® Institute. The Humanright™ mark may only be used in conformance with brand guidelines.

The process to certify a Human Powered organization requires submission of public and corporate information. This outline is suitable for small to medium-sized, U.S.-based businesses that wish to become an  Corporation.

Larger enterprise accounts must meet additional requirements. Please note that certain requirements and clauses may not be applicable to your organization and can be waived at the discretion of the Human Intelligence® team. If you are unsure if this fits your business purposes and goals, please reach out to team@human.global.

REQUIREMENTS

All verified Human Powered teams, whether registered nonprofits, for-profit corporations, or other types of accredited organizations, meet these requirements:

Governance: Organizations affirm precedence of human creators.

- **Leadership:** Majority of principals or directors are “verified Human Creators” under the aegis of the Human Intelligence® Institute or a partner registrar.
- **Governing Bodies:** Official meeting minutes record a commitment by board majority to become a registered Human Powered company. The governing body institutes legally-binding bylaws that include adoption of the term “Human Powered” for their organization and that adopts these stated criteria.
- **Staff:** Majority of personnel (employees, vendors, contractors, and any others) who create content on behalf of the organization are verified as Human Creators – their humanity is proved and they pledge to produce work that is at least 90% human.
- **Legal:** Legally-binding commitment by the company that humans will not be replaced by synthetic algorithms for the production of creative work.



Impact: Organizations emphasize the value of human creators over time.

- **Revenue:** Majority of the company's recorded annual revenue is derived from creating, publishing, producing, selling, or promoting the work of genuine human creators. Product or service composition cannot include more than 10% use of generative or synthetic systems.
 - *(Corporate financial and product information need not be public data.)*
- **Human:** Governing documents legally provide for consideration of the impact on human quality of life if and when new technology systems are brought on board. Human impact will be measured in tandem with cost center or operational improvements.
- **Growth:** Company creates a pathway for nascent creators to begin to learn the skills required of the company's creative team. This can take the form of paid or unpaid internships, apprenticeships, or other methods to train individuals in the creative skillsets needed by your organization.

Publication: Organizations publish publicly about their commitment.

- Commitments made by the governing body are made publicly available by the company, either online or in printed form.
- Company provides clear internally published guidelines for acceptable use of creative and generative tools to all employees, vendors and contractors.
- The organization publishes a clear position statement on generative AI and human creativity, which is ratified and approved by the governing body. This position statement should prioritize human creativity and human skill development and foreground human agency within the organization.
 - *Human Intelligence® can provide templates for position statements.*
- A method by which employees, consumers, or members of the public can report potential violations of the organization's published stance on generative AI is readily available, with clear recourse and trackability.



VERIFICATION AND TRANSPARENCY

The process to become verified as a Human Powered organization follows:

- **Assessment:** Submit the assessment for verification by the Human Intelligence® Institute, which includes review with a human and a request for supporting documentation.
- **Openness:** Clearly state if your organization uses generative AI or synthetic systems in content creation that is published, produced, sold, licensed, or otherwise promulgated by the organization.
- **Transparency:** Certain information about the company's performance against the published statements and private audit will be publicly available.

FEEES AND ELIGIBILITY

- **Verification:** Pay an annual Human Powered verification fee based on the company's annual Human Creator-derived revenue.
- **Consistency:** Be in consistent operation for at least 12 months.
- **Reverification:** Undergo the reverification process every two years to maintain certification.