



## Purpose

The Maturity Charter is a voluntary commitment to approach AI adoption at work in a strategic, responsible and human centric way. It complements and does not replace: legal, ethical, regulatory and technical frameworks.

It is aligned with four corporate dimensions: Strategy, Culture, People and Processes.

Signing or adopting this Charter does not imply technical excellence or advanced AI deployment. It signals a commitment to direction, intent and responsibility. It focuses on how AI influences decisions, roles, workflows, leadership and organizational culture.

## The Maturity Charter commitments on Strategy

We commit to:

- ① Align AI initiatives with clear business, organizational and workforce goals
- ① Treat AI literacy as a leadership responsibility, not a side topic or technical add-on
- ① Balance short-term efficiency gains with long-term trust, resilience and organizational sustainability

This means we see AI as a strategic transformation topic, not only a productivity or cost-reduction lever.

## The Maturity Charter commitments on Culture

We commit to:

- ① Foster a culture of learning, questioning and safe experimentation around AI
- ① Encourage open dialogue about the benefits, limits and risks of AI use at work
- ① Treat mistakes, uncertainty and adjustment as part of responsible learning

This means we actively shape norms and behaviors that support thoughtful and transparent AI adoption.

## The Maturity Charter commitments on People

We commit to:

- ① Invest in AI literacy across roles and levels, not only among specialists or technical teams
- ① Support people in developing confidence, judgment, and practical skills when working with AI
- ① Ensure individuals understand when, how and why AI is used in their work

This means we prioritize empowerment and clarity over automation for its own sake.



## The Maturity Charter commitments on Processes:

We commit to:

- ① Integrate AI into everyday workflows in a transparent and intentional way
- ① Avoid “black box” practices in daily operations whenever possible
- ① Regularly review and adapt processes as AI use evolves

This means AI-enabled processes remain understandable, reviewable and accountable.

## An evolving commitment

The Maturity Charter will evolve through real organizational experience, peer dialogue and practice. There is no final state, only continuous improvement.