

# Compass for the use of generative artificial intelligence (AI) in a work-related context

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Created by the AI Competence Network  
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Generative AI is a technology that can generate text, images, videos, audio, etc. from a variety of data. It uses and combines machine learning models and existing data as well as data derived from AI tools to produce new results. AI technologies offer enormous potential but also present us with challenges in applying them and dealing with the results.

In the spirit of digital humanism, the goal of making Vienna a **capital of digital innovation** with people at the centre requires a conscious approach to generative AI and the active use of the opportunities it offers. This document is intended to serve as a compass so that we, as employees of the Vienna City Administration, can prepare ourselves for a responsible use of generative AI tools<sup>1</sup>.

For now, we have not yet formulated guidelines with a catalogue of detailed individual requirements because, on the one hand, the development of AI is dynamic and the next few months and years will see further innovation, and, on the other hand, legal regulations in this regard are still pending. The compass for the use of generative AI in a work-related context will be evaluated on an ongoing basis and updated if necessary.

## THE USE OF GENERATIVE AI IN A WORK-RELATED CONTEXT

### The basic principle of personal responsibility, knowledge and experience

The use of generative AI tools, which are available on the internet, is permitted in a work-related context in line with the applicable decrees and guidelines<sup>2</sup> and seems to be inevitable in a modern and efficient city administration.

It is important for us as employees to act responsibly and use our knowledge and common sense when working with these technologies. This should also involve coordination activities and a creative and innovative exchange with colleagues in the team as well as the management level to identify suitable areas of application. At the same time, we need to follow the principles of legality (e.g. data protection, copyright, etc.), efficiency (cost/benefit), and practicality (Does it support or improve my work performance? Does it promote innovation?) as well as legal and ethical standards. In doing so, we can identify an appropriate use of generative AI to effectively support our fields of work.

### What does the basic principle mean if I use AI tools in a work-related context?

- When using AI-generated content, the responsibility rests with us, the users. When using generative AI tools, we should ensure that the results of AI are critically reviewed using our own expertise and checking for content accuracy and ethical aspects (such as equal treatment, anti-discrimination, etc.). This is vital because, first and foremost, text-based AI tools are language models (and not "knowledge libraries") and often make up content. The responsibility for re-used content rests with us, the users.
- Generative AI can support, simplify and speed up work processes in public administration. The quality of the results of generative AI tools depends on the quality of the user's input (so-called prompts) and is

<sup>1</sup> such as e.g. the natural language processing tool ChatGPT or the text-to-image diffusion model Stable Diffusion etc.

<sup>2</sup> see decrees such as e.g. [MD-OS-338293/2019 "Internet und elektronische Kommunikation; offizielle Dienststellen-Postfächer"](#) (Internet and electronic communication, official inboxes of departments) or [MDK – 2008102-2022-1 "Datenschutz im Magistrat der Stadt Wien"](#) (Data protection in the Vienna City Administration) or [MD-OS 51600-2013-1 "Sicherheit in der Informations- und Kommunikationstechnologie"](#) (Security in information and communication technology) Please also refer to [Handbuch "Das Erscheinungsbild der Stadt Wien"](#) (Corporate Identity Manual of the City of Vienna) and ["Leitfaden für geschlechtergerechtes Formulieren und diskriminierungsfreie Bildsprache"](#) (Guidelines for non-discriminatory language and photo material)

usually improved by further question-answer loops between the user and the AI. We recommend to carefully read the instruction manuals of generative AI tools.

- It is vital to adhere to legal regulations and the principle of official secrecy when using sensitive or personal data. If the user enters content into a generative AI tool, they must remember - as is the case with all applications on the internet or social media - that sensitive or personal data (including image data) must be used in accordance with the law and that the user must adhere to the principle of official secrecy and that business and company secrets must be protected.
- It is necessary to clearly disclose the use of AI-generated content to others. The use of AI-generated content must be clearly disclosed in all correspondence, presentations, emails, etc. to others:  
*"The content of this text/image was created with the help of an artificial intelligence tool by the person responsible."*

The disclosure can, for example, be part of a footnote, image caption, or email signature. Disclosing the use of AI does not in any way relieve the person who created or signed the document of their responsibility for the content. You do not have to disclose the use of AI if existing content has only been modified by AI, e.g. spell checkers, translation programmes, text summaries, or if photos have been cropped but nothing has been added.

Please note that employees of the Vienna City Administration have the opportunity to discuss AI applications and any related questions in the framework of an internal platform team (contact: [kitt@ma53.wien.gv.at](mailto:kitt@ma53.wien.gv.at)).

### **What does the basic principle mean if I am confronted with results in a work-related context that have been or could have been generated by AI tools?**

As in the past, when dealing with information from external sources (e.g. social media, internet, etc.), it is critical to carefully examine and check the accuracy of AI-generated content before using it in decision-making processes or when processing files.

In particular, AI-generated deepfakes (i.e. image, audio or video recordings that seem real but have been manipulated using AI) and their rapid dissemination on social media present us with considerable challenges with regard to disinformation and its possible consequences (also with regard to the City Administration's credibility).

We recommend to verify and check sources to find out what is real and what is fake, in particular in connection with fake images potentially generated by AI tools. In addition, a number of criteria<sup>3</sup> can help identify indicators of authenticity, e. g.:

- Is the context of the picture conclusive?
- Are all components of the picture conclusive?
- Are there any obvious mistakes or incongruities, in particular in the depiction of body parts?
- Are there any blurred or merged transitions (in particular between the person depicted and the background)?
- Do you notice any inconclusive reactions of people in the picture or any unusual appearances?

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<sup>3</sup> cf. [apa.at/faktencheck/ki-generierte-bilder-haeufig-geteilt/](https://apa.at/faktencheck/ki-generierte-bilder-haeufig-geteilt/) (German)

