Media Update

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UNESCO

PRESS RELEASE

UNESCO and Jazz Collaborate to Advance Multi-Stakeholder Approach towards Ethical AI Discourse in Pakistan

ISLAMABAD, 24 July 2025 — UNESCO, in collaboration with Jazz, hosted a multi-stakeholder dialogue titled “AI for Humanity: Ethical and Inclusive AI in Pakistan”, bringing together key actors from the private, public sector, civil society, academia, and media to discuss AI Innovation Ecosystem from Pakistan’s draft National Artificial Intelligence (AI) Policy perspective.

The dialogue is part of a broader series of technical engagements facilitated by UNESCO to unpack the six strategic pillars of the draft policy and ensure an inclusive, rights-based approach to AI governance in Pakistan.

In her welcome remarks, Ms. Fatima Akhtar, VP Corporate Communications & ESG, Jazz, stated, “The future of AI in Pakistan must be shaped by a broad coalition of voices—where innovation is balanced with inclusion, and growth goes hand-in-hand with governance. At Jazz, we believe responsible AI development starts with ethical foundations, and we’re proud to support platforms like this that ensure no one is left behind in our digital evolution.”

Dr. Aneel Salman, Policy & Governance Expert, provided critical context around Pakistan’s policy landscape, emphasizing the urgency of embedding ethical frameworks within national strategies. He mentioned that “AI will not transform Pakistan until Pakistanis are ready to shape it. We are sitting on a demographic goldmine. But without AI skills, it's just potential. This pillar is how we turn more than 224 million people into a million digital assets.”

In his remarks, Mr. Hamza Khan Swati, National Professional Officer, Communication and Information Sector, UNESCO Pakistan, highlighted the

relevance of UNESCO's global normative work, including the Recommendation on the Ethics of AI and the Readiness Assessment Methodology for AI, which emphasizes transparency, human rights, and international cooperation.

The discussion focused on institutional preparedness, digital infrastructure, and the need for capacity-building to ensure the safe and ethical deployment of AI. It also drew on the global best practices such as UNESCO's capacity-building Programme on AI and the Rule of Law, and the AI Competency Framework piloted under the UN Broadband Commission.

The event concluded with key policy insights that will feed into the ongoing consultations on Pakistan's National AI Policy and strengthen collaboration between stakeholders to uphold human dignity and ethical standards in the digital era.

About UNESCO

With 194 Member States, the United Nations Educational, Scientific and Cultural Organization contributes to peace and security by leading multilateral cooperation on education, science, culture, communication and information. Headquartered in Paris, UNESCO has offices in 54 countries and employs over 2300 people. UNESCO oversees more than 2000 World Heritage sites, Biosphere Reserves and Global Geoparks; networks of Creative, Learning, Inclusive and Sustainable Cities; and over 13,000 associated schools, university chairs, training and research institutions.

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About Jazz:

Jazz is Pakistan's leading ServiceCo—an integrated digital services company serving over 100 million users through a portfolio spanning fintech (JazzCash), entertainment (Tamasha), digital self-care (SIMOSA), InsurTech (FikrFree), enterprise cloud solutions (Garaj), and gaming (GameNow). This evolution reflects Jazz's strategic shift from connectivity to capability, enabling platforms that improve the lives and livelihoods of Pakistanis through the power of technology.

For more information, visit www.jazz.com.pk