



AI with Value and Responsibility

Within the framework of *AI with value and responsibility*, ITU brings together its AI-related activities across research, education, innovation and lifelong learning. Our point of departure is that AI must create real value—for students, researchers, businesses, public organisations and society at large. ITU believes that this value is created through a responsible approach, with an awareness of the technology's opportunities, limitations and consequences.

This means that we work with AI in a way in which the technology strengthens people's skills, creativity and capacity to act, while maintaining critical reflection, professional judgement and social responsibility.

ITU holds a distinctive position because we connect technological depth with design, organisation, business, regulation, ethics and societal understanding. ITU can both develop AI and understand its consequences. What makes this distinctive is not only the presence of multiple disciplines, but that they are closely integrated and inform one another. The technical development,

organisational application and societal assessment of AI therefore do not take place as separate tracks, but as parts of the same academic environment.

Our research environments develop and explore AI both as a technology and as a societal phenomenon. This knowledge is brought into our educational programmes, where students learn to understand, apply, evaluate and shape AI. It is translated into innovation, where new ideas, solutions and companies are developed with a foundation in academic expertise and responsibility. And it is shared with leaders, specialists and organisations through research-based continuing education.

In this way, AI at ITU is not confined to a single pillar or discipline. AI is a shared strategic field where research, education, innovation and lifelong learning work together. The goal is to develop AI competences, AI solutions and AI practices that enable people, organisations, and society to make informed and responsible decisions in a digital world.



Examples of ITU's AI Activities

ITU's approach to AI is made tangible through a range of ongoing activities, where technological depth, critical reflection and societal relevance are closely interconnected.

AI RESEARCH WITH TECHNICAL DEPTH AND SOCIETAL PERSPECTIVE

ITU conducts research both into the technical foundations of AI—including machine learning, language models, data, algorithms and software—and into the technology's implications for people, organisations, business, regulation, and society. What distinguishes ITU is that these perspectives are not developed in isolation, but within academic environments where technical development and critical analysis inform one another.

AI COMPETENCES FOR STUDENTS

ITU educates students who not only know how to use AI tools, but also understand, evaluate and shape them critically and responsibly. AI is therefore integrated both as a technology, a practical tool and a societal challenge in relevant degree programmes and courses.

When ITU graduates leave the university, they are expected not only to be capable users of AI, but also to collaborate with it, understand its outputs and limitations, assess its consequences and contribute to developing future digital solutions with academic rigour and responsibility.

AI IN CONTINUING AND FURTHER EDUCATION

ITU brings research-based AI knowledge to leaders, specialists, and organisations through programmes covering topics such as AI literacy, AI agents, the AI Act, digital strategy, and responsible implementation. Our continuing education translates research in AI and digitalisation into practical capability for the leaders and specialists who will

drive transformation in Danish companies and public organisations. In this way, ITU strengthens organisations' ability to use AI effectively, with an informed understanding of both opportunities, limitations and responsibilities.

AI AS A TOOL FOR INNOVATION AND VALUE CREATION

ITU works with AI as a tool for idea generation, analysis, concept development, project work and new forms of value creation. At ITU NextGen – Innovation and Startup Hub, students use AI in developing startup cases, concepts, and project ideas. At the same time, new approaches are being explored in which researchers use AI to accelerate innovation projects.

AI IN A DANISH AND EUROPEAN CONTEXT

AI raises questions about competitiveness, technological sovereignty, democracy, civil liberties, regulation, and trust. ITU contributes to Danish and European AI initiatives where technological development, skills development, regulation, and responsible societal application come together. ITU's contribution is particularly strong because technological depth is combined with insights from design, organisation, critical analysis, and the social sciences.

