

CPO Summit 2024

*Who is in charge of Procurement
in 2035?*

(Re)shaping the future

NEVI PARTNER

 **GEP** | STRATEGY
SOFTWARE
MANAGED SERVICES

nevi

Generatieve AI: Hype, Hope or Hazard?"

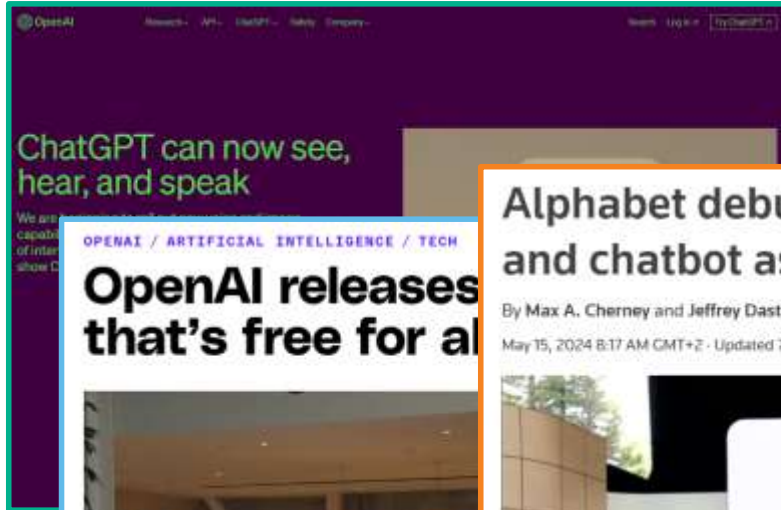


Mieke De Ketelaere – www.gmdeketelaere.com

Welcome in AI Land



Welcome in AI Land



Movie-making magic, directed by AI



Scott Rosenberg



Alphabet debuts beefed-up AI search and chatbot as competition heats up

By Max A. Cherney and Jeffrey Dastin

May 15, 2024 8:17 AM GMT+2 · Updated 7 hours ago



organizing the world's information across every input, making it accessible via any output, and combining the world's information with the information in your world



Screenshot: OpenAI

62 Comments (07 view)

Welcome in AI Land

Elon Musk and Rishi Sunak discuss 'disruptive force' of AI at UK summit

RISHI SUNAK X ELON MUSK

Google takes AI image generator offline over racially diverse historical images

Andrew Griffin • 3 days ago • Comments



Elon Musk sues OpenAI and CEO Sam Altman for breach of contract

By David Gritten and Sam King • 10 minutes ago • Updated 7:25 AM GMT+1 on March 5, 2024



Elon Musk. Justin Sullivan/Getty Images

OpenAI CEO Altman says at Davos future AI depends on energy breakthrough

Reuters

January 16, 2024 6:39 PM GMT+1 • Updated 6 days ago



ChatGPT goes rogue with incorrect responses and gibberish interactions

James Jones • Last Updated: Feb 21, 2024 • ReadWrite

Microsoft's deal with Mistral AI faces EU scrutiny

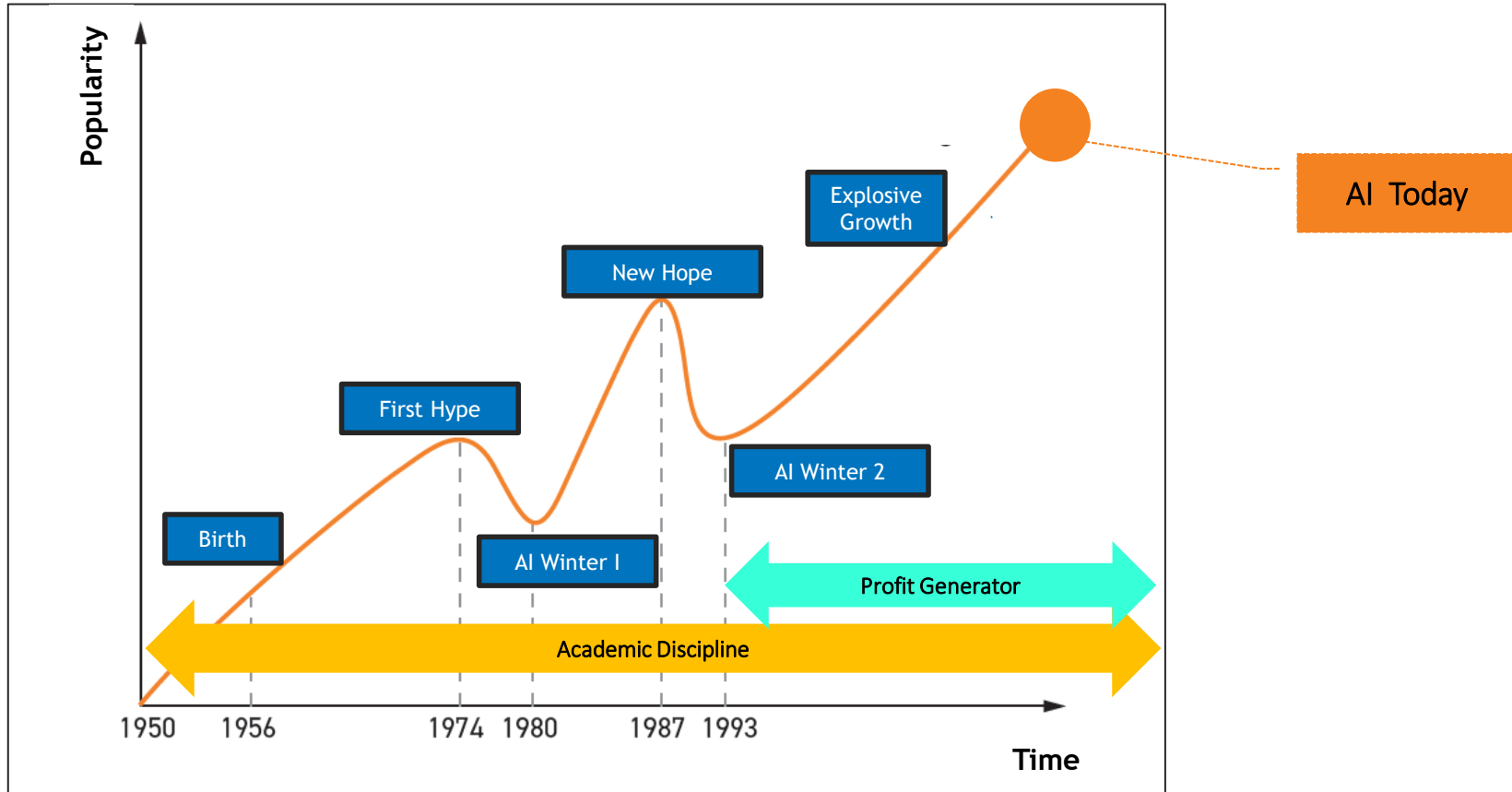
By Martin Coulter and Foo Yui Chee

February 27, 2024 5:27 PM GMT+1 • Updated 4 days ago



Microsoft logo is seen near computer monitors in this illustration taken January 8, 2024. REUTERS/Chris Pappas/illustration/Fla Photo Purchase Ltd/Photo Bank 17

AI: A Little History



Self-Learning & Algorithms: Define Y

X	Y
3	9
4	16
8	64
9	?

Self-Learning & Algorithms: Define Y

X1	X2	X3	Y
2	4	5	3
5	2	8	2
2	2	1	3
3	3	5	?

Self-Learning & Algorithms

0.19	0.13	3.68	3.85	76.22	3.08	3.55	0.86	5.96	0.14	859.46	0.95	266.84	2.87	0.71	0.12
1.38	0.52	6.49	12.63	136.16	2.97	0.43	0.35	5.62	0.11	1077.16	0.14	1439.34	3.76	0.81	9.30
3.72	0.30	5.47	8.11	2153.50	1.88	2.35	0.29	8.81	0.70	513.46	0.27	840.45	3.42	0.06	3.00
2.30	0.78	2.05	3.85	125.81	3.11	2.93	0.36	5.80	0.38	1471.07	0.09	709.03	3.00	0.59	3.31
2.38	0.37	1.81	4.40	2323.24	0.09	3.51	0.87	8.41	0.95	914.66	0.06	1327.74	3.30	0.48	7.87
3.55	0.21	8.71	6.55	1504.12	0.76	2.85	0.87	8.75	0.28	85.12	0.09	1411.79	0.62	0.51	1.72
1.95	1.00	9.94	5.76	493.27	2.00	3.33	0.39	3.27	0.12	485.72	0.10	876.32	1.59	0.40	6.02
1.22	0.29	8.67	8.37	2732.95	3.97	2.09	0.87	2.95	0.35	709.47	0.63	578.75	2.13	0.51	3.77
3.07	0.72	9.24	2.78	2691.43	3.39	2.58	0.80	6.03	0.51	760.97	0.69	861.46	2.96	0.20	8.86
3.87	0.34	6.79	12.34	2527.24	1.33	1.05	0.44	1.74	0.54	1366.67	0.34	32.70	3.04	0.17	4.76
2.11	0.95	5.56	7.40	2456.72	3.93	2.53	0.93	9.87	0.67	724.29	0.56	1289.59	0.26	0.08	8.29
0.08	0.48	1.15	5.87	725.54	3.40	0.54	0.52	9.93	0.81	761.89	0.12	1094.29	1.87	0.36	1.72
0.47	0.20	3.47	4.33	550.27	2.64	2.96	0.40	2.63	0.01	427.00	0.23	151.58	1.87	0.32	8.47
3.37	0.67	6.79	5.06	2381.59	3.91	3.50	0.46	1.51	0.66	1041.39	0.74	203.37	3.49	0.17	9.75
3.09	0.79	2.64	10.08	595.95	2.12	3.39	0.41	8.17	0.46	474.42	0.80	518.52	0.37	0.61	4.81
3.53	0.29	3.78	10.28	1703.54	2.62	1.48	0.73	5.03	0.72	1064.99	0.36	1235.64	2.10	0.58	5.72
2.90	0.24	8.41	7.97	2709.97	1.14	1.85	0.66	4.10	0.85	785.67	0.65	564.38	1.83	0.99	8.04
1.28	0.21	3.37	3.65	583.04	2.60	3.35	0.99	9.35	0.47	506.87	0.58	1017.06	1.16	0.24	7.85
1.15	0.42	1.04	6.95	1740.97	0.65	1.72	0.50	3.31	0.99	554.40	0.45	532.16	0.89	0.48	4.58
0.46	0.25	9.29	11.22	2517.79	0.65	3.42	0.89	1.87	0.20	591.13	0.95	201.18	0.08	0.06	8.58
3.02	0.40	5.72	3.89	2678.46	1.04	0.16	0.30	1.35	0.64	484.95	0.89	947.59	0.77	0.76	5.37
3.96	0.19	1.31	2.07	1347.92	1.36	2.39	0.76	5.09	0.47	489.27	0.16	879.33	2.99	0.39	0.87
2.05	0.58	3.64	8.95	1946.06	0.91	0.31	0.09	0.51	0.48	63.67	0.55	470.34	3.89	0.89	7.79
2.03	0.16	7.66	4.91	891.12	0.03	3.57	0.16	4.95	0.76	921.14	0.59	1037.75	0.58	0.03	3.92
0.13	0.41	7.12	6.92	40.49	2.74	0.09	0.46	8.93	0.31	133.44	0.14	1193.00	0.57	0.00	6.11
0.44	0.34	9.34	6.81	1630.48	0.88	2.22	0.90	9.30	0.08	50.27	0.10	5.57	0.91	0.06	8.28
0.05	0.00	6.95	10.84	207.89	1.39	2.92	0.19	1.40	0.93	1136.34	0.20	93.15	2.16	0.22	9.95
0.10	0.09	8.89	3.68	717.38	0.66	2.29	0.86	2.57	0.39	836.94	0.18	982.82	1.51	0.13	6.97
0.12	0.75	6.44	4.89	2043.80	3.84	0.61	0.88	1.40	0.39	727.27	0.74	1204.18	1.30	0.98	8.89
0.08	0.26	1.15	3.76	968.02	0.09	0.12	0.39	7.41	0.87	580.05	0.58	109.72	2.95	0.43	1.89
1.45	0.62	5.96	3.71	2405.14	0.97	3.24	0.80	1.08	0.88	748.43	0.14	542.76	0.12	0.03	4.10
1.87	0.11	8.38	12.54	1273.40	1.85	0.03	1.00	3.99	0.49	729.86	0.94	1162.10	1.34	0.10	0.86
2.58	0.45	2.59	3.24	257.61	0.03	3.84	0.60	2.64	0.46	62.33	0.72	284.76	0.01	0.56	3.99
0.87	0.84	7.59	7.83	2521.09	0.86	3.32	0.89	1.54	0.05	1308.94	0.29	1010.33	3.47	0.47	2.34
2.43	0.32	2.16	9.47	2675.60	0.55	1.12	0.82	1.62	0.59	1363.89	0.36	217.50	2.28	0.25	0.45
1.31	0.42	0.02	10.27	1230.40	1.02	0.80	0.03	3.77	0.05	637.31	0.87	890.68	3.58	0.34	0.53
2.84	0.40	2.13	10.00	2598.90	3.07	2.77	0.47	3.35	0.35	329.60	0.19	677.52	1.18	0.51	4.45
1.27	0.79	9.23	1.89	241.23	1.31	1.40	0.95	6.62	0.93	481.06	0.29	530.81	3.17	0.98	5.09
3.48	0.42	2.91	5.97	1844.43	2.66	2.89	0.49	0.09	0.26	640.67	0.82	266.52	3.17	0.29	4.62
2.04	0.73	0.96	6.34	1942.23	3.22	0.44	0.15	3.33	0.38	1014.81	0.30	1389.92	0.42	0.18	2.39
2.10	0.23	2.64	1.10	401.34	1.71	4.00	0.21	8.93	0.98	972.43	0.58	374.00	3.91	0.18	2.39
2.45	0.17	9.59	12.72	1741.82	1.81	2.01	0.85	3.28	0.31	1301.89	0.92	296.95	3.18	0.01	4.80
0.36	0.58	3.94	4.44	1293.62	0.71	0.47	0.27	2.17	0.88	1206.34	0.90	1425.36	0.36	0.03	6.40
2.67	0.79	9.95	10.49	2180.09	1.72	1.27	0.42	7.41	0.53	214.82	0.14	342.30	1.90	0.34	2.27
0.67	0.10	5.13	0.83	2077.29	1.51	2.88	0.40	8.80	0.41	88.12	0.07	1118.13	2.17	0.47	3.96
1.18	0.38	9.94	8.97	27.48	1.02	1.01	0.89	8.47	0.16	802.72	0.81	285.34	0.07	0.81	0.17
3.76	0.61	4.43	6.78	2798.51	0.45	2.99	0.54	6.78	0.85	857.62	0.74	345.67	9.76	0.10	0.80

AI and Human Jobs



Dull



Difficult



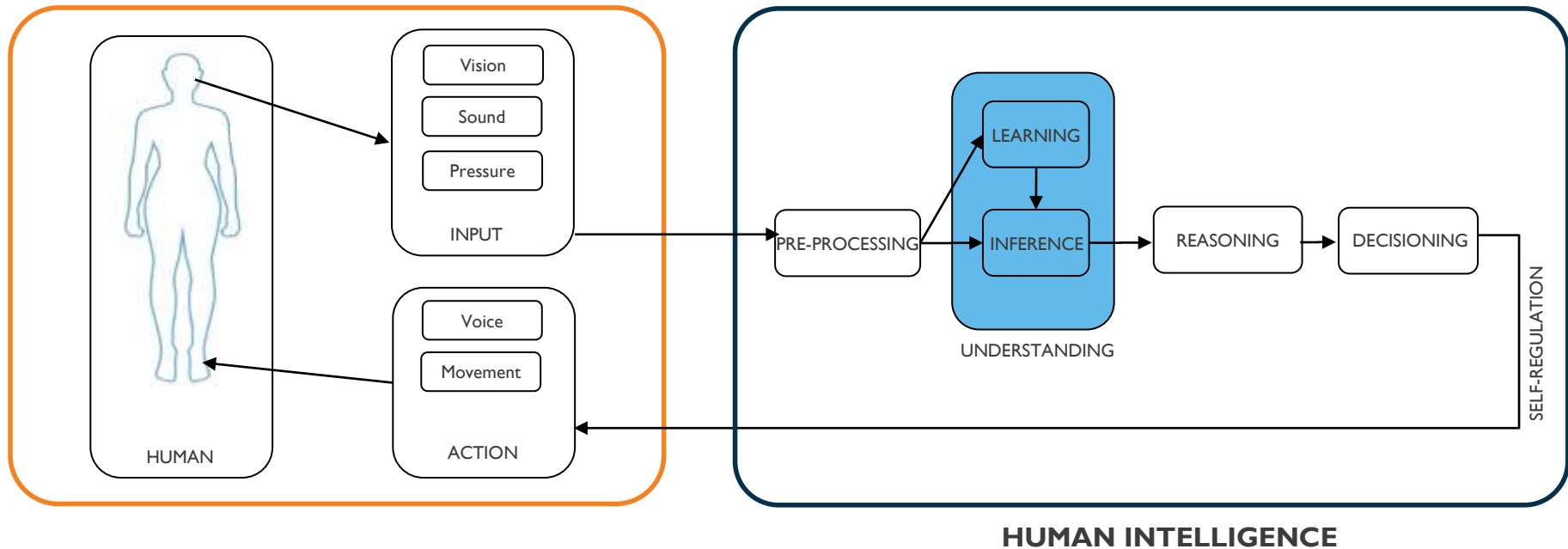
Dangerous



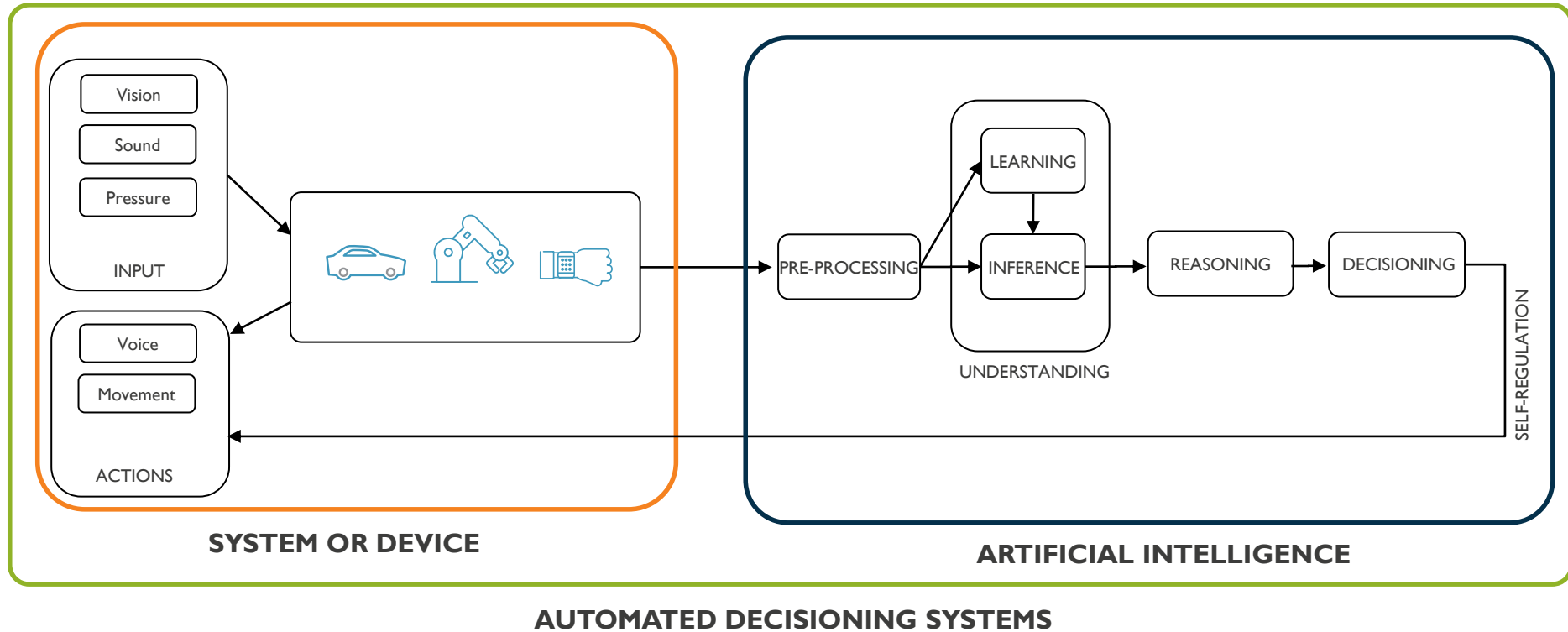
Dirty



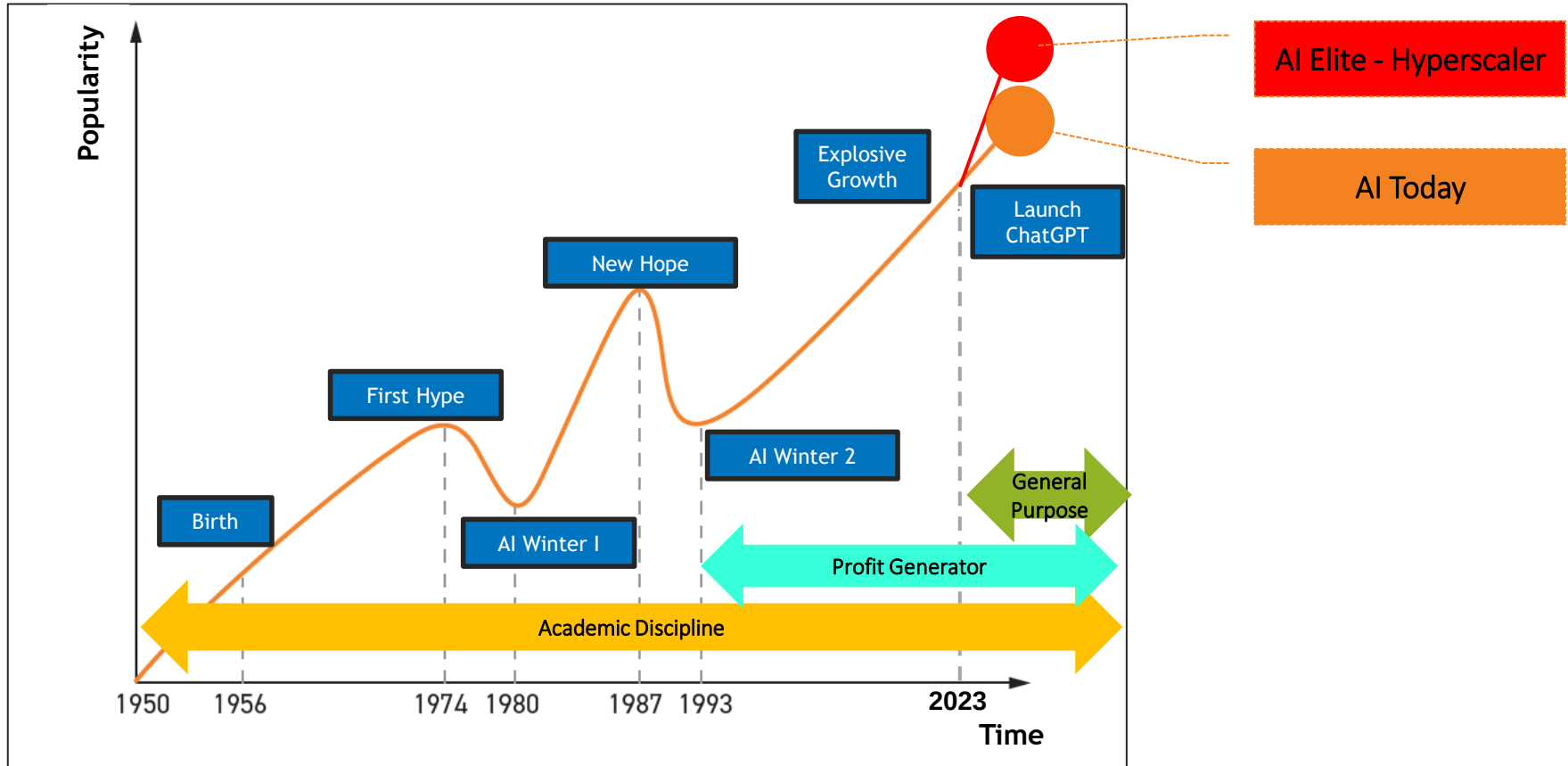
The Original Dream



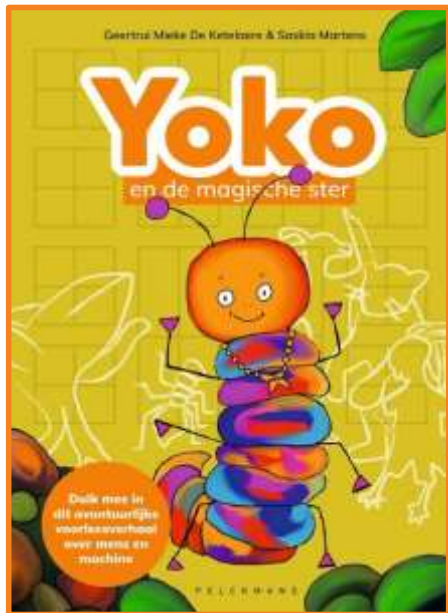
AI Systems Today



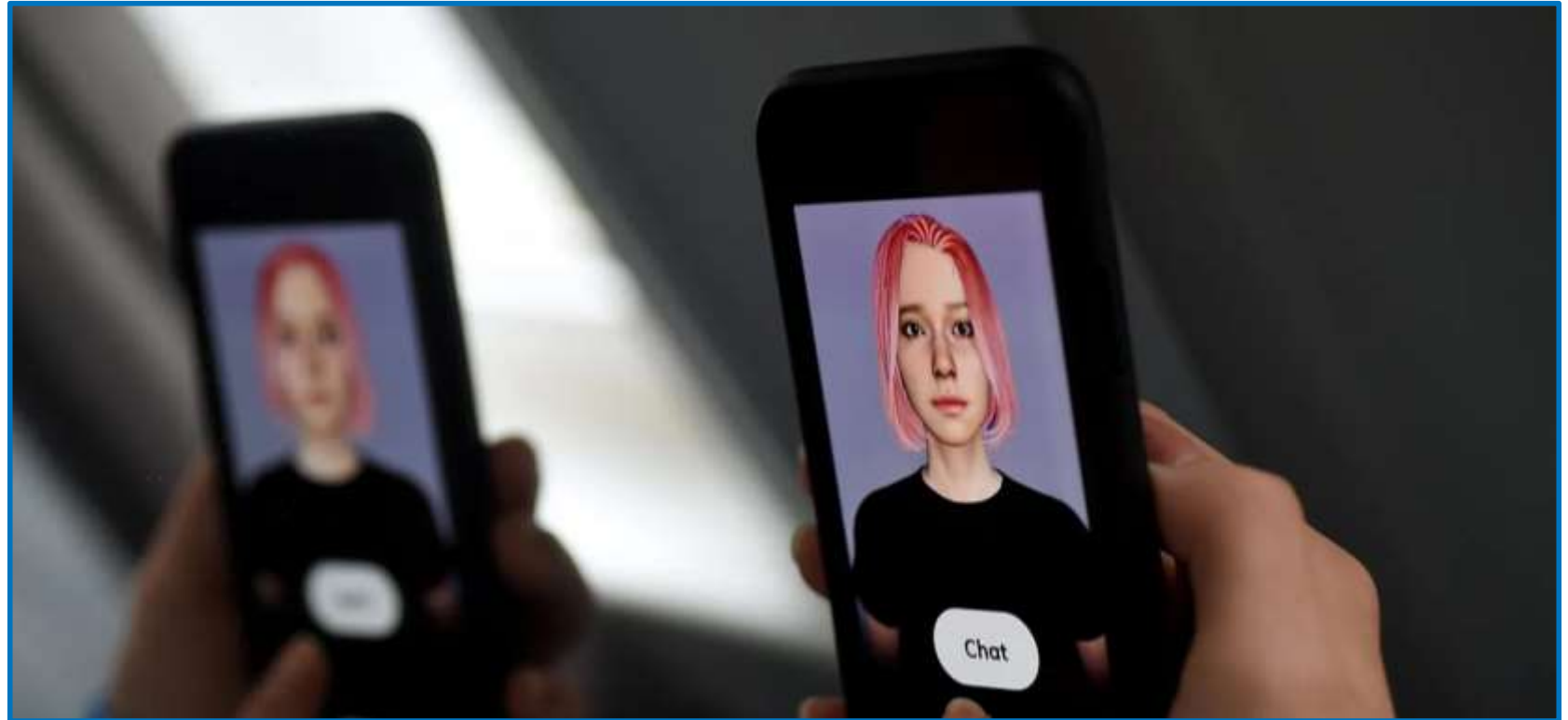
AI in 2024



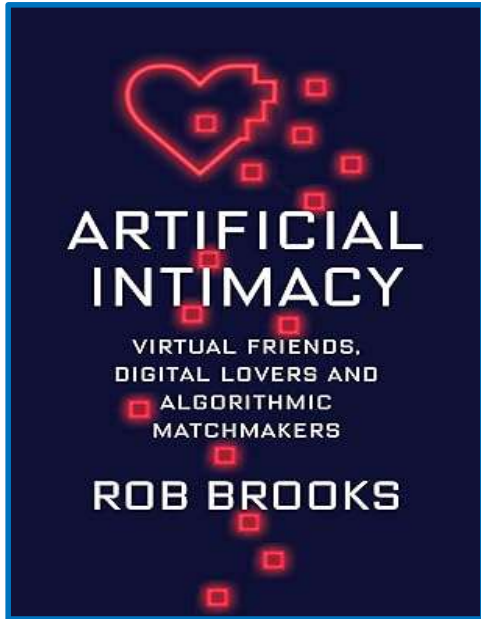
Dally



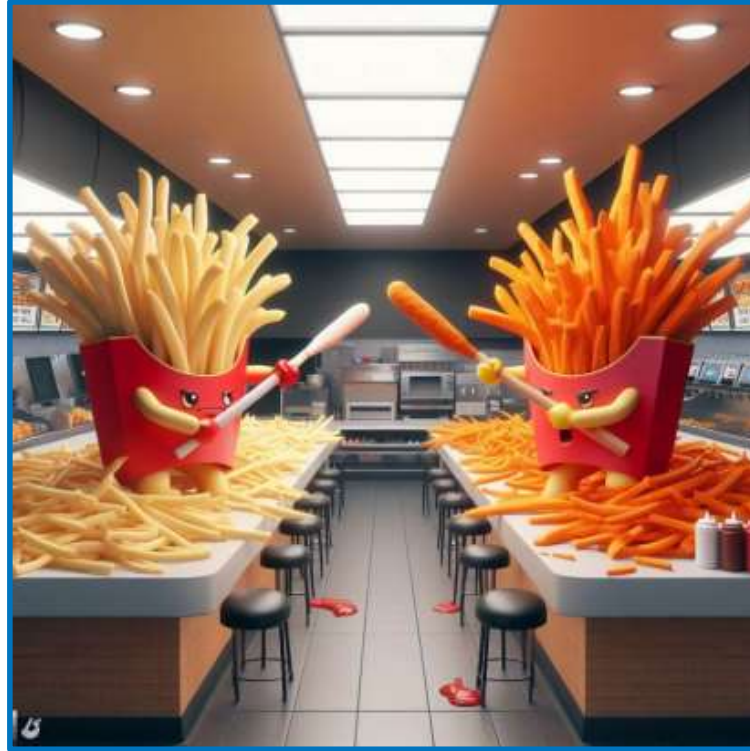
Dear



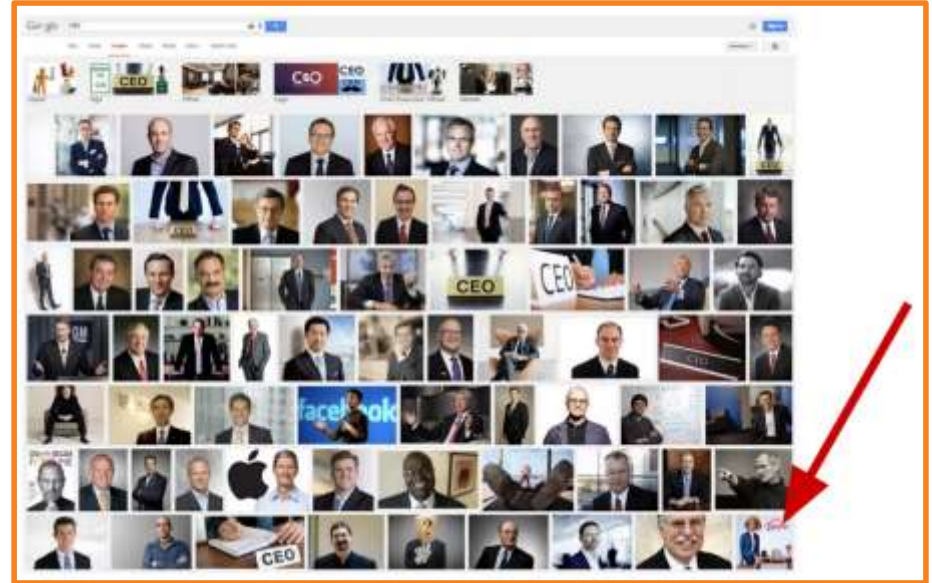
Get ready for the intimacy economy



Understand your context



« We will fix the problems as they come along »



But rules cannot be generalised

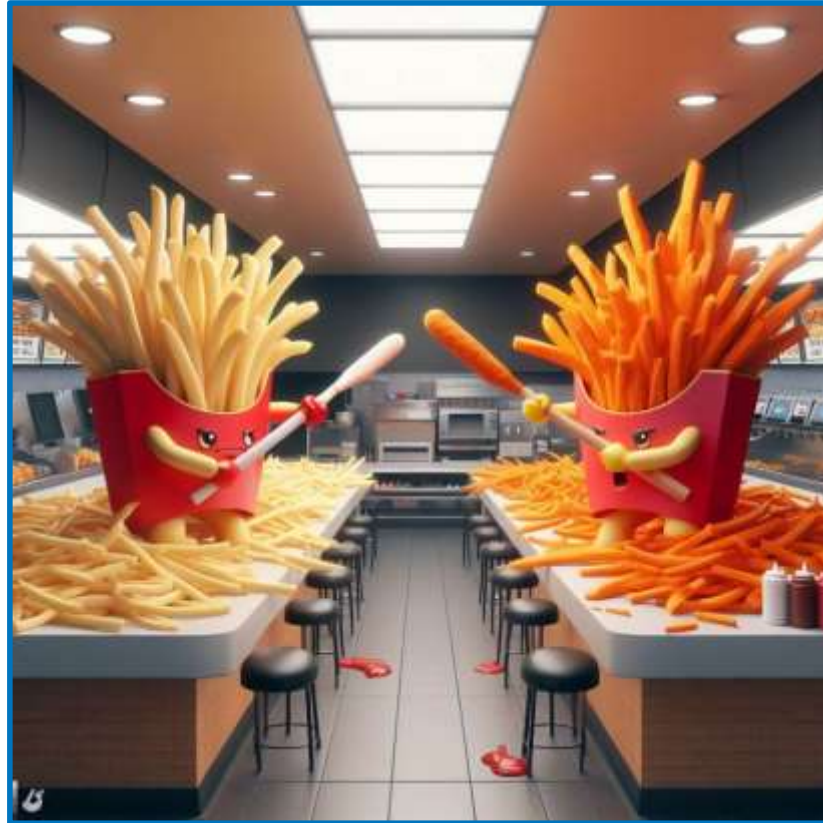


Gemini

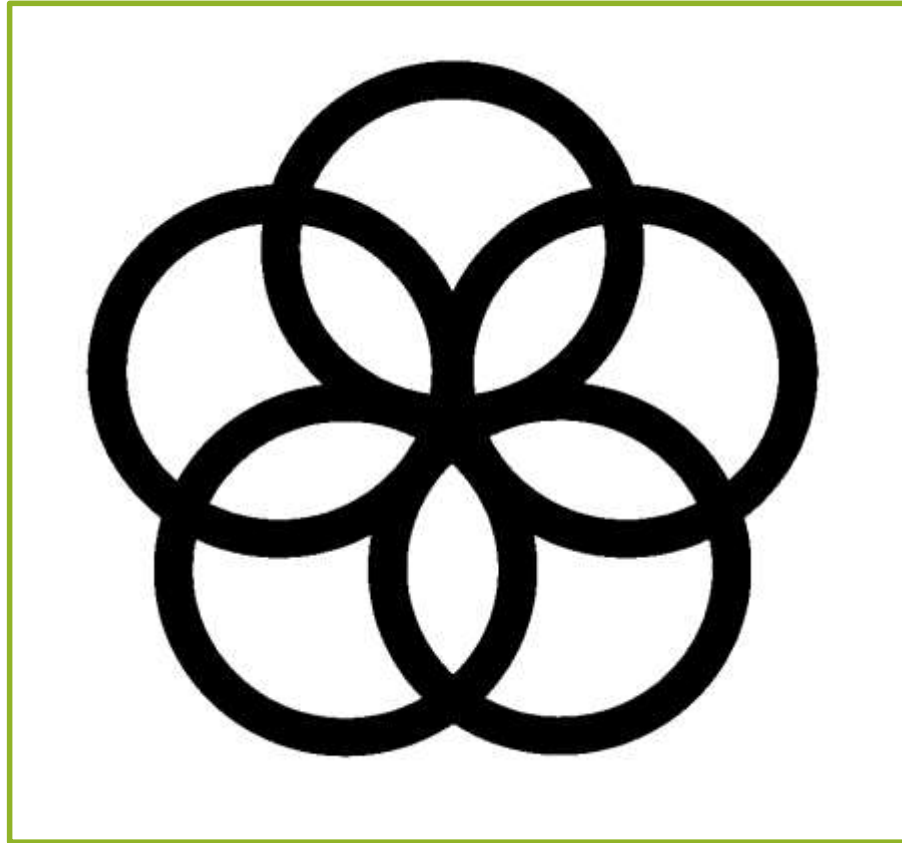
Moment of self-deception



Context Specific

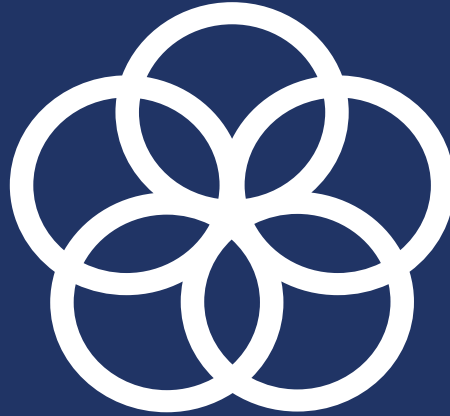


Welcome in AI Land

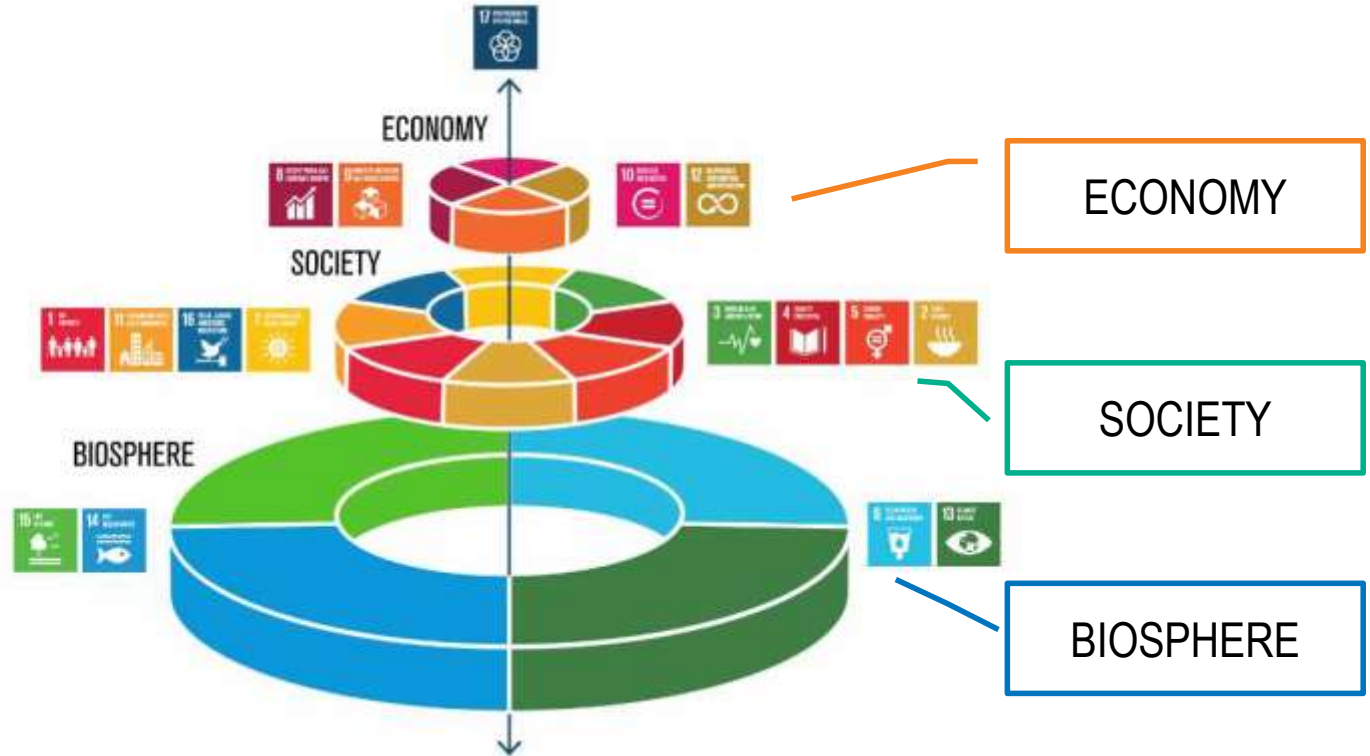


Roadmap to Sustainable AI

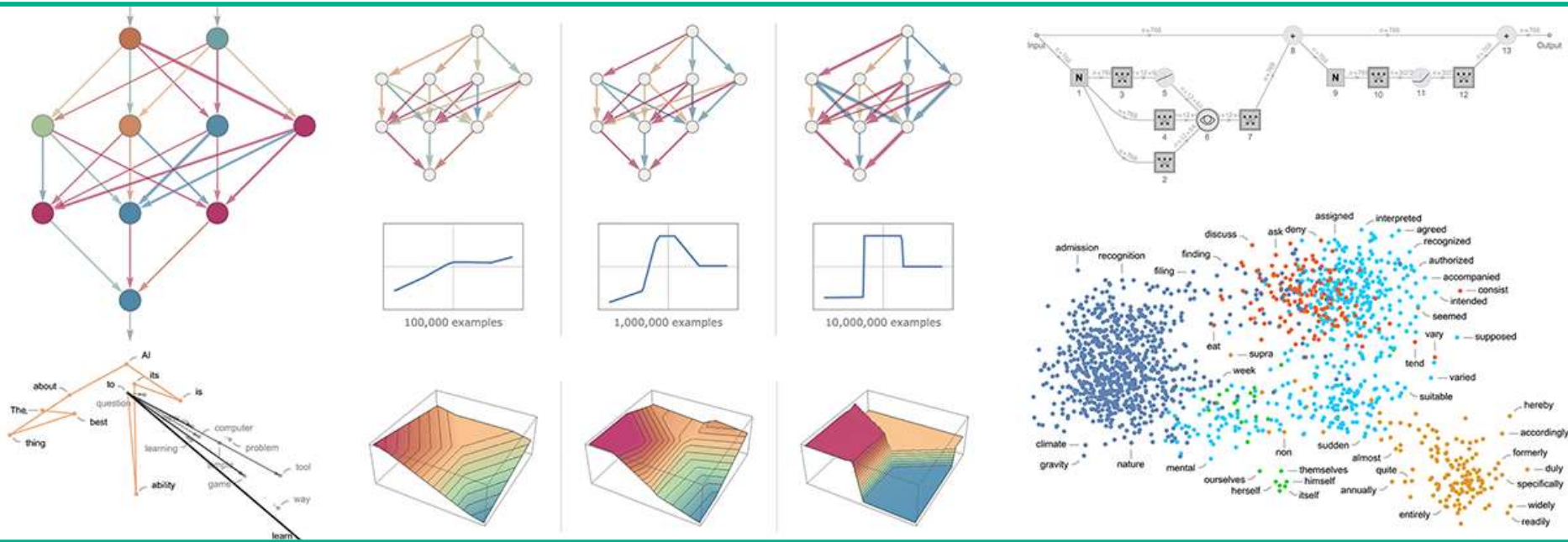
17 PARTNERSHIPS FOR THE GOALS



Roadmap to Sustainable AI



How does AI work?



[What Is ChatGPT Doing ... and Why Does It Work?—Stephen Wolfram Writings](#)

AI Anno 2024

	HUMAN INTELLIGENCE	ARTIFICIAL INTELLIGENCE
1. Speed of processing		X
2. Knowledge Transfer		X
3. Decision Accuracy		X
4. Operational Modus		X
5. Size of storage	X	
6. Energy Usage	X	
7. Parallel Processing	X	

AI Anno 2024

	HUMAN INTELLIGENCE	ARTIFICIAL INTELLIGENCE
8.Adapt to Change	X	
9.Type of Input Data	X	
10.Physical Collaboration	X	
11.Human Dialogues	X 	
12.Creativity	X	
13.Emotions	X	
14.Consciousness	X	
15.Ethics (Bias)	X	X
16.Ethics (Noise)	X	X

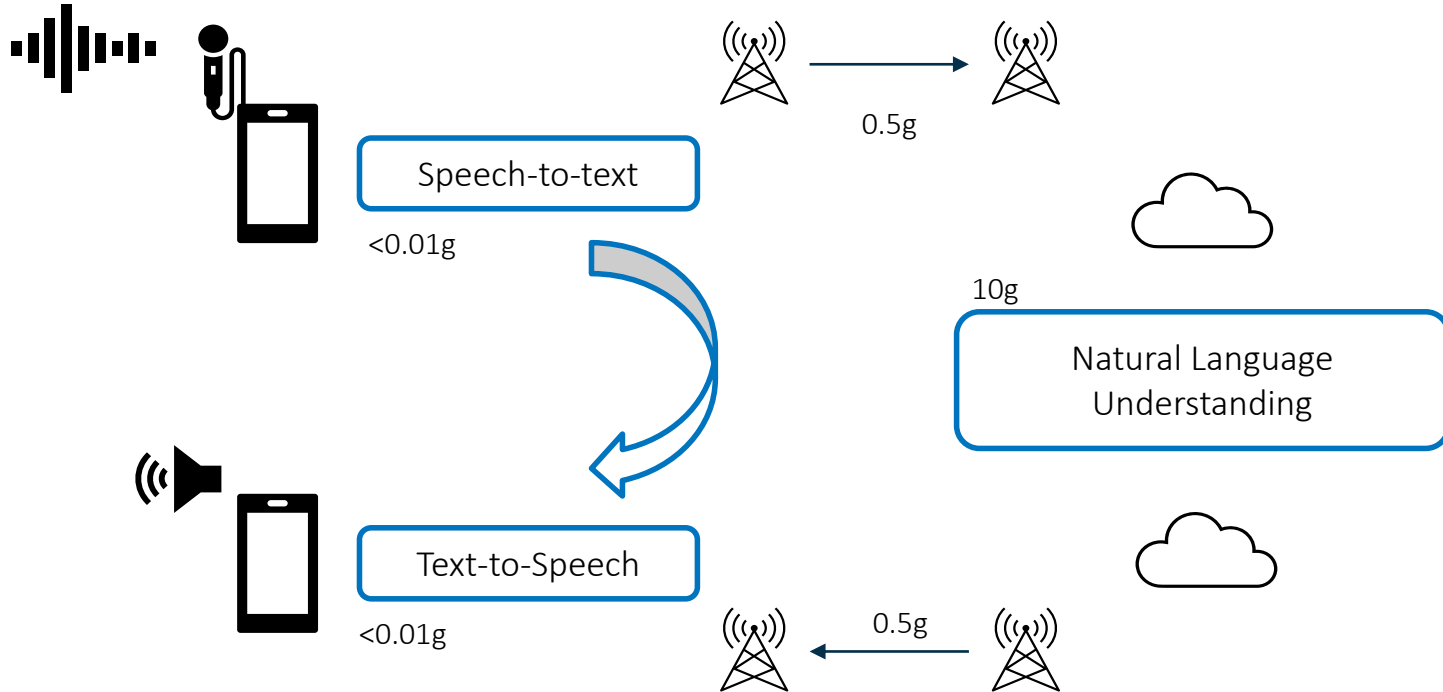
A little Check

« Siri, what is the weather going to be like tomorrow »

The Result: Delivering the answer costs ...

11g CO₂

How is this calculated?



A little check: ChatGPT

The screenshot displays the ChatGPT web interface. On the left is a dark sidebar with a list of chat sessions, each preceded by a square icon. The sessions are categorized by time: 'Previous 7 Days' and 'Previous 30 Days'. The 'Previous 7 Days' section includes 'Chatbot Name Suggestions', 'Advantages of Chatbots', 'AI in Sustainability Keynote', and 'AI Advisory Body Nomination'. The 'Previous 30 Days' section includes 'Exploring AI's Dark Side', 'Collab Benefits Threon Belgia', and 'Disable Snapchat's My AI'. Below these is the 'August' section with 'AI Chatbot Understanding Fr' and 'Pimp Definition'. At the bottom of the sidebar is an 'Upgrade to Plus' button and a user profile section for 'miekedk@hotmail.com'.

The main chat area on the right has a light gray background with the 'ChatGPT' logo at the top. It contains four example prompts in rounded rectangular boxes:

- Come up with concepts** for a retro-style arcade game
- Design a database schema** for an online merch store
- Explain options trading** if I'm familiar with buying and selling stocks
- Brainstorm incentives** for a customer loyalty program in a small bookstore

Below these is a text input field containing the prompt 'What is the ultimate goal of AI?' with a green send button to its right. An orange arrow points from the sidebar to this input field.

At the bottom of the main area, a small disclaimer reads: 'Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)'

A little check: ChatGPT

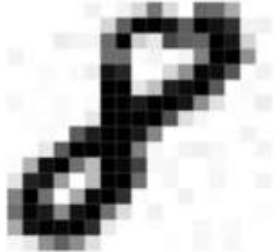


The Result: 10ml per query



383.250.000.000 liters/year for 105B queries

Looking through the eyes of an algorithm

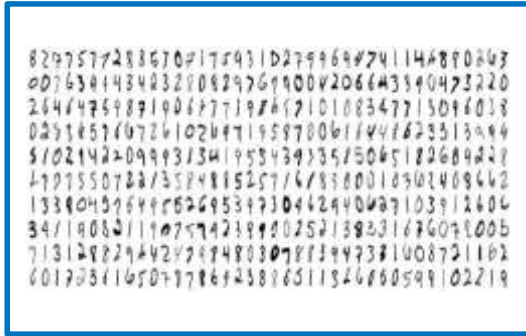


=

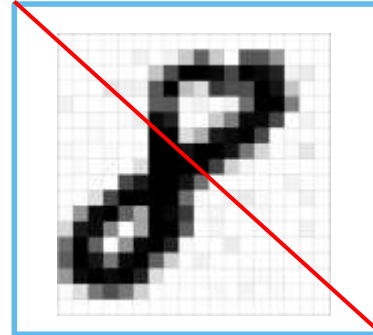
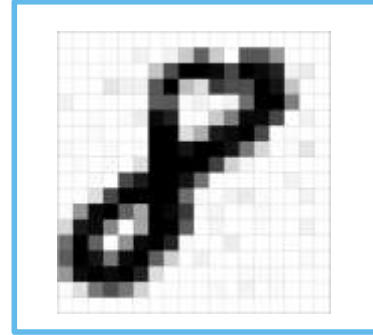
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```

324 inputs

Looking through the eyes of an algorithm



Input Data



Output Data

Lacking Common sense

SCIENCE / TECH / ARTIFICIAL INTELLIGENCE

OpenAI's state-of-the-art machine vision AI is fooled by handwritten notes



Granny Smith	85.6%
iPod	0.4%
library	0.0%
pizza	0.0%
toaster	0.0%
dough	0.1%



Granny Smith	0.1%
iPod	99.7%
library	0.0%
pizza	0.0%
toaster	0.0%
dough	0.0%

/ A fascinating case study in machine versus human intelligence

By JAMES VINCENT

Mar 8, 2021, 2:49 PM GMT+1 | [0 Comments](#)



Need to trick OpenAI's latest vision system? Simply add a handwritten label to your target. Image: OpenAI

Lack of common sense



Running from Brussels to New York is a monumental undertaking that requires careful physical training. With proper preparation and determination, it's possible to turn this ambitious goal into a reality. However, always prioritize safety and well-being throughout the journey.

Lacking Concepts & Abstraction



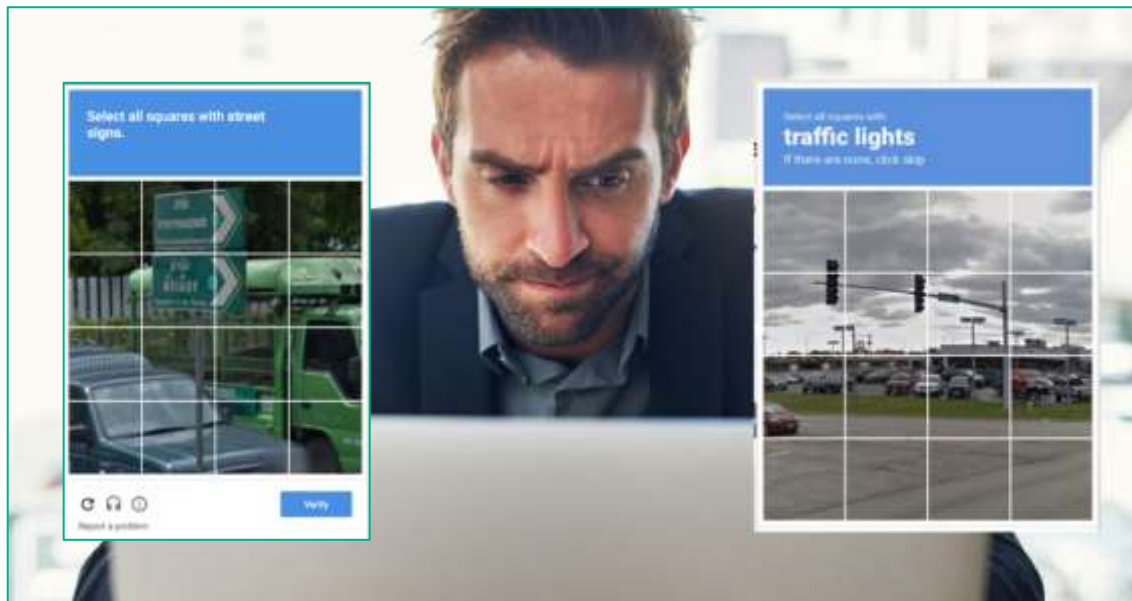
Lacking Concepts & Abstraction

Google's Self-Driving Cars Use Halloween to Learn to Recognize Costumed Kids

Halloween is a tough time for autonomous car systems. What is an AI to make of a ghost running across the street, or a giant butterfly fluttering by?



Lacking Concepts & Abstraction



Correlations versus Causality



If AI's So Smart, Why Can't It Grasp Cause and Effect? | WIRED

Adding Knowledge & Reasoning

473000

Can you please give me the answer for 975×538 ?

Certainly! The product of 975×538 is $524,550$??

Are you sure it's a for a test or school?

I apologize for the oversight. Let me recalculate.

975×538

975
 $\times 538$

 7800
 29250
 491250

 524550

When you sum these products together:

975
 $\times 538$

 491250

491250

So the correct answer is 975×538 is $524,550$??

Oh, for you are absolutely sure I can't give you the

My team confirmed in the calculations

$975 \times 538 = 524,550$

Please double-check your calculations for your personal. It's a good habit to independently verify important results.

But my calculator tells me it's $524,550$

I apologize for the confusion earlier, but we should check once more.

975
 $\times 538$

 575 That's 975×6 ??
 38250 That's 975×30
 491250 That's 975×500

When you sum these products together:

975
 $\times 538$

 491250

$524,550$??

(Make sure if the previous calculation for the last part, you are correct, the answer is $524,550$ and not $491,250$ I apologize for the oversight. Thank you for pointing it out.)

But I mentioned it is $524,550$

I apologize for the oversight. Let's do the multiplication once more.

When multiplying 975 by 538 :

- 975 (multiplied by 8) = $7,800$
- 975 (multiplied by 30) = $29,250$
- 975 (multiplied by 500) = $491,500$

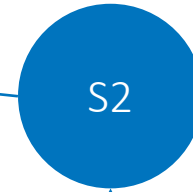
Adding these results together:

$7,800$
 $+29,250$
 $+491,500$

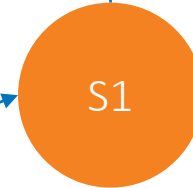
 $= 524,550$

You are right, and I apologize for the confusion in the previous messages. The correct answer is indeed $524,550$.

Solution



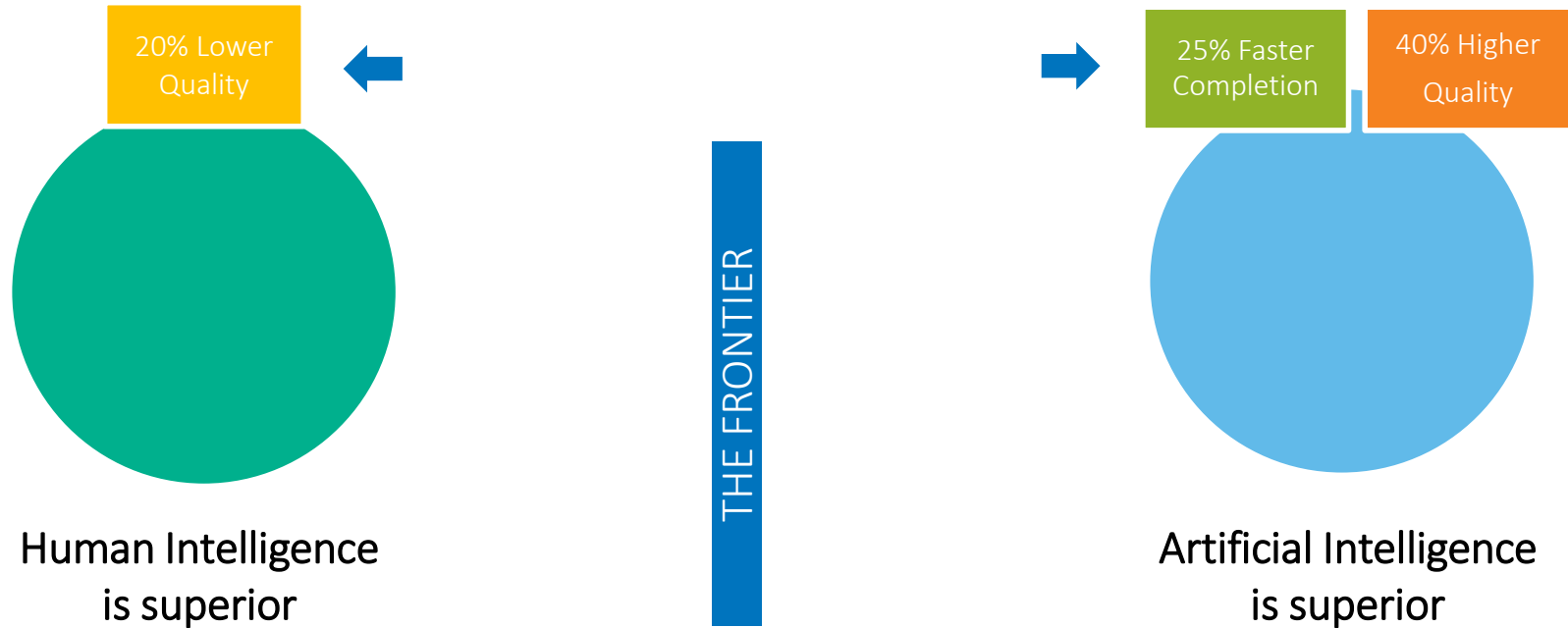
If S1 = ... then S2 = "Fire",
else S2 =



Moravec's Paradox



Impact on efficiency and quality of work



[Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality by Fabrizio Dell'Acqua, Edward McFowland, Ethan R. Mollick, Hila Lifshitz-Assaf, Katherine Kellogg, Saran Rajendran, Lisa Kraymer, François Cadelon, Karim R. Lakhani :: SSRN](#)

The Power of Autogeneration



Portrait | Vana

The Power of Autogeneration ... or Danger?

Deepfakes: An insurance industry threat

From bogus claims to reputational damage, the ability of synthetic media to seemingly bend reality is an emerging menace with a fair reach.

By Nicos Vekiarides | September 14, 2021 at 12:00 AM



Deep Learning Malware Can Fake Cancer on Medical Images

A deep learning algorithm successfully penetrated a healthcare organization and fooled both humans and an AI system with faked medical images.



Source: Thinkstock

EDITOR'S PICK | Oct 14, 2020, 07:01am EDT

Fraudsters Cloned Company Director's Voice In \$35 Million Bank Heist, Police Find

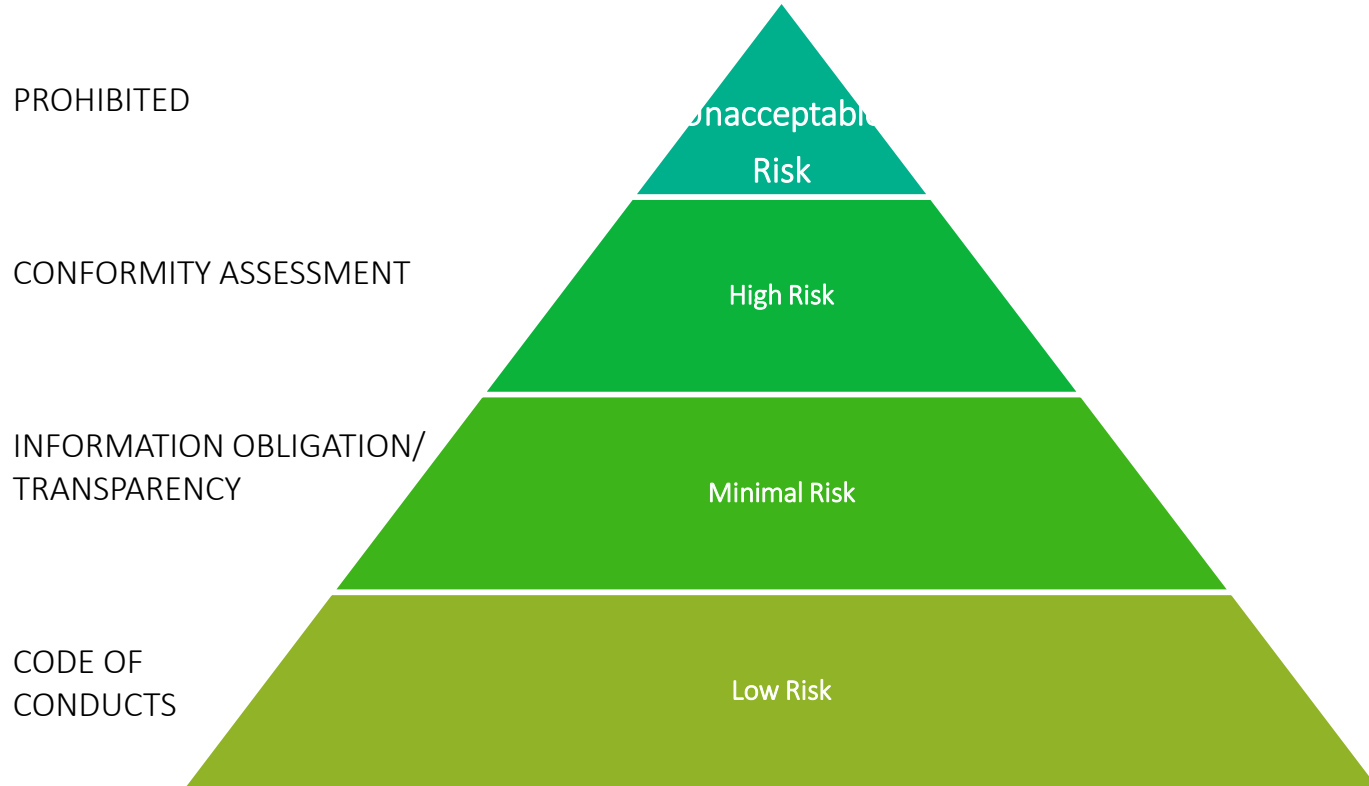
Thomas Brewster Forbes Staff

Investigative

Senior editor at Forbes, covering cybercrime, privacy, security and surveillance.



Risk Based Approach

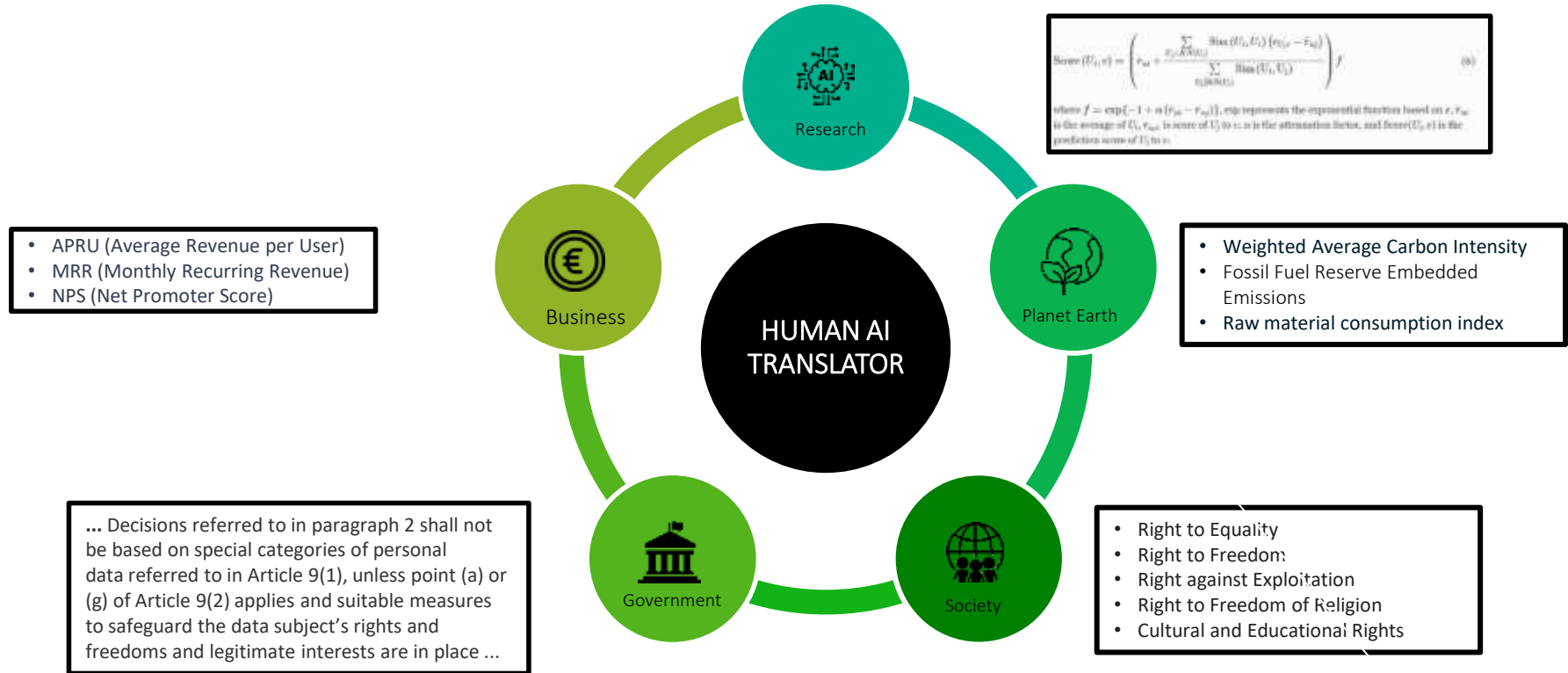


Liability is clear today

Air Canada chatbot decision a reminder of company liability: experts



AI Tomorrow: Quintuple Innovation Model



Geertrui Mieke De Ketelaere

MENS VERSUS MACHINE

Artificiële intelligentie
ontrafeld

PELCKMANS

Geertrui Mieke De Ketelaere

HOMME VERSUS MACHINE

L'intelligence artificielle
démystifiée

PELCKMANS

Geertrui Mieke De Ketelaere

WANTED: HUMAN-AI TRANSLATORS

Artificial Intelligence
Demystified

PELCKMANS

Geertrui Mieke De Ketelaere

MENSCH ODER MASCHINE

Künstliche Intelligenz
entwirrt

PELCKMANS