Technology must advance in contact with the reality of human life.

We must understand not only what our technologies can do, but what they do to us: who benefits, who bears the costs, whose experiences remain unseen and what future we are creating.

OUR CONVICTION

The future of intelligence must be informed by the reality of being human.

OUR COMMITMENTS

01 Understand and measure the impact of technology on human lives.

02 Research lived experience on an ongoing basis, prioritising the 2.2 billion people offline and the languages they speak.

03 Turn participation into scrutinised evidence and collective action.

04 Use that evidence to inform research, measurement and decisions.

05 Bring the world's unheard voices and lived experiences into superintelligence, informing its decisions as it grows more autonomous.

THE PRINCIPLE

Intelligence must understand the lives it has the power to change.

The Future Remembers.