

A human standard for an AI-enabled world

AI is changing how organisations make decisions, create value and shape work. Lúwāra asks a prior question: what human contribution is the organisation promising, and is its use of AI protecting or replacing it?

Use AI where it adds value.

Protect human contribution where human contribution is the value.

The question before the AI question

Most AI governance begins with technology: is it safe, lawful, fair and well managed? These questions matter. Lúwāra adds a different lens: is AI being used in the right place, under meaningful human control, with honest claims about the part people still play?

That lens begins with human life – with capacities such as purpose, judgement, community, craft, play and expression – then follows them through the AI-enabled value chain.

FUNCTIONAL VALUE

People mainly value the result
Outcome, speed, consistency

EXPRESSIVE HUMAN VALUE

Human contribution is part of the result
Judgement, care, relationship, authorship

Lúwāra is AI-positive: the aim is appropriate use, not maximum human involvement. Human contribution rises as it becomes intrinsic to the value promised. High-consequence decisions require meaningful human authority wherever they sit.

Recognising organisations that preserve meaningful human contribution to the value chain.



Three tests for appropriate AI use

The framework turns a philosophical question into an evidence-based, auditable one.

01 Human Experience

How does the AI-enabled system affect agency, dignity, trust, pace, belonging and meaning for the people who use or live with it?

02 Human Contribution

Where do judgement, authorship, care, craft, context, relationship and accountability create the value?

03 Human Assurance

Can people trust the claims made about provenance, human involvement and meaningful human control?

What Lúwāra is building

Lúwāra is developing a standard and independent assessment approach for defined products, services, processes and value-chain stages. It is designed to complement legal, risk and management standards by testing something more specific: whether the human value being claimed is actually present.

A future certification decision would require evidence that AI use is intentional and proportionate; human authority is real where decisions matter; provenance and authorship are truthful; and automation has not hollowed out the human capability on which the value depends.

PILOT ORGANISATIONS

Bounded, no-fee early audits that help test the method against real evidence.

FOUNDING CONTRIBUTORS

People in AI, governance, work, culture, assurance and human rights.

OPEN CONVERSATIONS

Leaders confronting places where AI capability and human value pull apart.

If this is your question too, let's talk.

We are inviting organisations and individuals to help test the hard cases and shape a credible, useful standard.

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