

HUMAN-CENTRED AI ACCREDITATION

Can you prove that your use of AI is good for your people?

WHERE IS AI CREATING PEOPLE RISK IN YOUR ORGANISATION?

REPUTATION

Could the way you use AI undermine trust in your organisation?

TALENT

Will candidates see AI as empowering or replacing?

CAPABILITY

Is AI strengthening expertise and judgement or eroding them?

EMPLOYEE EXPERIENCE

Is AI improving work or increasing pressure and disengagement?

HOW ACCREDITATION WORKS

Your organisation completes a structured assessment of the human impact of AI, supported by a Chartered Psychologist. Results identify strengths, highlight potential risks and provide practical recommendations for improvement, before an accreditation level is awarded alongside a digital badge to communicate your achievement to stakeholders.

WHAT THE ACCREDITATION ASSESSES

DOMAIN	WHAT IT ASSESSES	WHY IT MATTERS
AI Adoption & Use	How employees are actually using AI, including uptake, resistance and shadow AI use.	Reveals gaps between policy and practice before they become bigger organisational risks.
Capability & Development	Whether employees are building the skills, confidence and expertise needed to work effectively with AI.	Helps prevent dependency and deskilling while strengthening long-term capability.
Job Design & Employee Experience	How AI is changing roles, autonomy, trust, psychological safety and the day-to-day experience of work.	Helps ensure AI improves work rather than undermining engagement, trust or meaningful contribution.
Wellbeing & Sustainable Work	Whether AI supports sustainable performance without creating excessive workload, pace or pressure.	Helps organisations capture productivity gains without increasing burnout or unsustainable expectations.
Recruitment & Selection	Whether AI is being used fairly and effectively while preserving assessment quality and human judgement.	Protects hiring quality, candidate trust and organisational reputation.
AI Governance, Policy & Leadership	Whether AI use is supported by clear policies, accountability, ethical standards and effective leadership.	Provides the structure and oversight needed for responsible, consistent and trusted AI use.

BENEFITS OF ACCREDITATION

Strengthen your employer brand: show current and prospective employees that your organisation is committed to using AI responsibly and in ways that support people.

Build trust with stakeholders: provide a clear, credible signal to employees, candidates, clients and partners that the human impact of AI is being taken seriously.

Stand out in the competition for talent: differentiate your organisation by demonstrating that AI is being used to augment human capability, not simply reduce headcount or deskill roles.

Provide credible evidence of responsible AI practice: move beyond principles and policy statements by independently demonstrating how AI is affecting people, judgement and performance in practice.

WHAT YOU RECEIVE

1

A comprehensive organisational assessment & report

2

Identification of strengths, risks and priority areas

3

Clear, evidence-informed recommendations

4

Visual reporting and organisational heatmaps

5

A psychologist-led feedback session

6

Accreditation where the Human-Centred AI standard is achieved

ACCREDITATION LEVELS

Accreditation is awarded at different levels, with each level accompanied by a digital badge that can be used to demonstrate your organisation's commitment to human-centred AI.



PRICING

CLIENT	TOTAL (EX. VAT)
Small-Medium Organisation (up to 120 employees, single-site)	£3,000
Medium-Large Organisation (up to 400 employees, single/multi-site)	£6,400
Large Organisation (400+ employees)	£10,600