A human standard for an AI-enabled world

Progress should make us more human, not less.

AI is changing how organisations make decisions, create value and shape work. Without deliberate choices, greater efficiency can come at the expense of human judgement, care and connection.

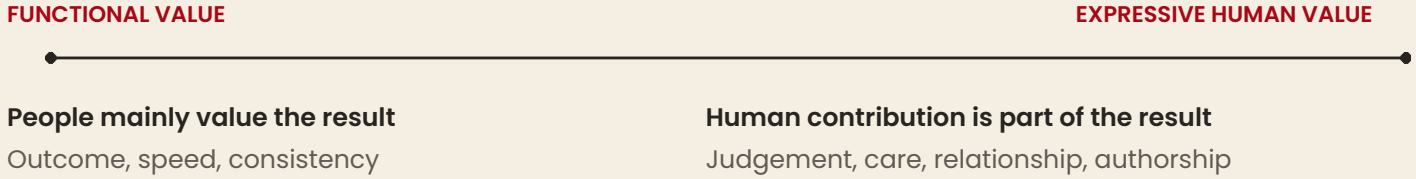
Lúwāra is developing a human standard for organisations that use AI, recognising those that keep meaningful human contribution where it matters most.

Use AI where it adds value.
Protect human contribution where human contribution *is* the value.

The question before the AI question

Most AI governance asks whether technology is safe, lawful, fair and well managed. Lúwāra adds another question: where is human participation part of the value promised, and who retains meaningful authority?

That lens begins with human life: purpose, judgement, community, craft, play and expression. It follows these capacities through organisations and AI-enabled value chains.



Lúwāra is AI-positive: the aim is appropriate use, not maximum human involvement. Functional work may rightly be automated; human contribution matters where it is intrinsic to the value promised. Meaningful human authority must reflect consequences, ambiguity and the human value promised.

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

Three tests for appropriate AI use

A practical framework, designed to be tested against real evidence.

01 Human Experience

How do purpose, values, leadership, communication and change practices compare with people's lived experience of agency, dignity, meaning, belonging and being valued, across the organisation and its AI-enabled value chains?

02 Human Contribution

Where do judgement, care, craft, authorship and relationship create the value, and where does AI legitimately add more?

03 Human Authority

Who defines the question, decides and evaluates outcomes? Can people genuinely challenge, intervene and stop AI-enabled activity?

What Lúwāra is building

The assurance method is still in development. It would examine organisational maturity, processes, controls, evidence and results across all three tests, drawing on organisation-wide and value-chain evidence.

The intended assessment would provide a diagnostic report and practical improvement priorities. Organisations meeting a future defined standard may also earn organisation-level recognition through the Human Matter hand marque.

Help us get the hard parts right

Bring challenge, case studies, relevant expertise, lived experience or critique:

Authority: How do we evidence real human control?

Contribution: Where is human participation itself the value?

Experience: How do we evidence lived experience fairly?

PILOT ORGANISATIONS

Bounded, no-fee method trials. No credential is awarded.

FOUNDING CONTRIBUTORS

Help develop and challenge the framework.

OPEN CONVERSATIONS

Explore where AI capability and human value pull apart.

An emerging framework. The audit scheme and certification process are not yet operational.

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

Contact Ray to explore a method trial or contribute evidence, expertise or critique.

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Lúwāra's method and pilot programme are in development. The Human Matter certification marque is not yet available for award or use as a certification claim.