

# Policy on the Use of Artificial Intelligence in Resource Development

## Purpose

Better Planet Education (BPE) is committed to providing high-quality, accurate, and engaging resources for schools, educators, and the wider public. This policy sets out how the charity uses Artificial Intelligence (AI) in the production of factsheets, website content, and social media materials, while ensuring the highest standards of accuracy and integrity.

## Principles

### 1. Responsible Use of AI

- AI tools may be used in the drafting and initial research stages of resource creation.
- AI is regarded as a supportive tool for efficiency and creativity, not as a substitute for professional expertise.

### 2. Human Verification of Facts

- All factual information included in Better Planet Education resources will be checked and verified by a member of staff or subject expert before publication.
- No resource will be published unless its factual accuracy has been confirmed.

### 3. Transparency in Visual Content

- Where Better Planet Education uses AI-generated images, these will be clearly labelled as “AI-generated” so that audiences are fully informed.
- Photographs and artwork not created using AI will remain unlabelled.

### 4. Commitment to Accuracy

- Better Planet Education will always take great care to ensure that its published materials are accurate, balanced, and reliable.
- The organisation will maintain editorial oversight over all AI-assisted work to uphold its educational and charitable purposes.

### 5. Ethical Standards

- AI will never be used to fabricate or distort evidence in environmental education.
- The charity will continually review emerging best practices in the ethical use of AI and adapt this policy accordingly.

## Accountability

- Responsibility for implementation of this policy rests with the Director of Better Planet Education.
- Staff and volunteers producing resources are expected to adhere to this policy at all times.
- Any concerns about the accuracy or provenance of materials will be promptly investigated and, where necessary, corrections made.