Executive Summary of the Guide to Best Practices on Use Cases

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This guide provides a structured and practical framework for the **identification, definition, evaluation, and prioritization of artificial intelligence use cases**, with a strong focus on **environmental sustainability, social impact, and economic value creation**. It is built on a core principle: artificial intelligence should be understood as a **means to achieve clearly defined objectives**, rather than an end in itself, avoiding unnecessary or resource-intensive deployments that lack proportional returns.

The guide defines clear criteria to assess **when the application of AI is appropriate**, prioritizing use cases that generate significant social and environmental impact, contribute to climate action, and follow a focused, scalable, and results-oriented approach. It also highlights the risks of improper implementation, including excessive resource consumption, increased environmental footprint, biased outcomes, data privacy issues, and loss of social legitimacy.

A key contribution of the document is its **end-to-end methodological approach** to use case development. This approach covers opportunity identification through the analysis of internal processes, customer needs, and stakeholders, and progresses to the formalization of use cases by defining objectives, scope, risks, KPIs, and decision criteria. This ensures traceability, strategic coherence, and alignment with ESG principles.

In addition, the guide presents a comprehensive assessment of **environmental, social, and economic impacts**, along with a feasibility evaluation model based on legal, ethical, technological, operational, and cost-benefit criteria. Finally, it introduces a **prioritization and selection methodology** that supports the creation of a balanced portfolio of initiatives, combining quick wins, strategic projects, and experimental cases, thereby enabling the responsible and sustainable adoption of AI across organizations.