# UK government launches Adapt Sustain Optimise model to fast-track AI adoption across sectors



The UK government has unveiled a new evidence-based model aimed at accelerating the adoption of artificial intelligence (AI) across both the public and private sectors. Titled the Adapt Sustain Optimise (ASO) model, this initiative builds upon the earlier success of Assist, a generative AI tool developed for the Government Communication Service (GCS). This latest effort, according to the Cabinet Office, is expected to unlock AI's full potential in various sectors of the economy.

Since its introduction, the Adapt tool has seen uptake among over 70% of government communications personnel, spanning more than 200 state organisations. The government asserts that users of this tool have reported an impressive time saving of approximately three hours per week, highlighting the practical benefits of AI in streamlining operations.

The ASO model is structured around three crucial phases:

1. **Adopt**: This initial phase focuses on helping individuals and organisations start utilising AI tools by understanding the challenges they encounter and identifying how these technologies can offer solutions.

2. **Sustain**: After adoption, the model emphasises the importance of ongoing support and the establishment of an organisational culture that encourages the consistent integration of AI processes into routine working activities.

3. **Optimise**: This final phase aims to mitigate the risks associated with AI use by establishing methods to identify, monitor, and address any unintended consequences that may arise from its implementation.

Cabinet Office Minister Georgia Gould spoke of the "massive opportunities" presented by AI to enhance public services and stimulate economic growth but acknowledged the hurdles that remain. "There is still a long way to go to open up these tools to every part of the public sector and economy and give people confidence to safely embrace AI opportunities," she stated, underscoring the government's commitment to fostering a culture conducive to innovation.

The launch event, which attracted representatives from industry giants such as Meta and Microsoft as well as academic institutions like Harvard Business School, served as a platform to discuss the future of AI in the UK. Rebecca Stimson, the UK public policy director at Meta, highlighted the critical nature of supporting businesses to adopt AI, asserting that this would be essential for the UK to effectively capitalise on the burgeoning AI revolution. She remarked, "The ASO model is a great contribution to that work," advocating for open-source AI as a means to democratise access to technological advancements and spur competition and innovation.

This initiative aligns with the broader context of the UK's AI Opportunities Action Plan, which aims not only to expedite AI adoption but also to establish the UK as a global leader in AI technology. This plan underscores the government's commitment to nurturing homegrown talent and fostering an environment conducive to innovation while ensuring responsible deployment of AI technologies.

In parallel, the National AI Strategy Action Plan is focused on establishing a governance framework that promotes transparency and accountability, thereby bolstering public trust and investment in AI systems. The strategy highlights the need for practical tools and standards to mitigate risks such as bias and privacy concerns, promoting a robust framework for responsible AI development.

As the UK embarks on this ambitious journey to integrate AI into various sectors, the government's proactive measures not only reflect an awareness of the transformative potential of AI but also a commitment to addressing the socio-economic implications that may arise over time. The cascading effects of AI adoption are already palpable in government communications, and with the ASO model, there is hope for a ripple effect throughout the wider economy.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.uktech.news/ai/uk-government-launches-model-to-accelerate-business-ai-adoption-20250604), [[2]](https://www.gov.uk/government/publications/ai-opportunities-action-plan/ai-opportunities-action-plan)
* Paragraph 2 – [[1]](https://www.uktech.news/ai/uk-government-launches-model-to-accelerate-business-ai-adoption-20250604)
* Paragraph 3 – [[1]](https://www.uktech.news/ai/uk-government-launches-model-to-accelerate-business-ai-adoption-20250604), [[3]](https://www.gov.uk/government/publications/national-ai-strategy-ai-action-plan/national-ai-strategy-ai-action-plan)
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* Paragraph 5 – [[1]](https://www.uktech.news/ai/uk-government-launches-model-to-accelerate-business-ai-adoption-20250604), [[2]](https://www.gov.uk/government/publications/ai-opportunities-action-plan/ai-opportunities-action-plan), [[4]](https://www.gov.uk/government/publications/assuring-a-responsible-future-for-ai/assuring-a-responsible-future-for-ai)
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* Paragraph 7 – [[1]](https://www.uktech.news/ai/uk-government-launches-model-to-accelerate-business-ai-adoption-20250604), [[4]](https://www.gov.uk/government/publications/assuring-a-responsible-future-for-ai/assuring-a-responsible-future-for-ai), [[6]](https://www.gov.uk/government/publications/assuring-a-responsible-future-for-ai/assuring-a-responsible-future-for-ai)

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## Bibliography

1. <https://www.uktech.news/ai/uk-government-launches-model-to-accelerate-business-ai-adoption-20250604> - Please view link - unable to able to access data
2. <https://www.gov.uk/government/publications/ai-opportunities-action-plan/ai-opportunities-action-plan> - The UK government's AI Opportunities Action Plan outlines strategies to accelerate AI adoption across the economy. It focuses on laying the foundations for AI, embracing its potential to transform lives, and securing a future with homegrown AI. The plan aims to position Britain as a global leader in AI by fostering innovation, developing talent, and ensuring responsible AI deployment.
3. <https://www.gov.uk/government/publications/national-ai-strategy-ai-action-plan/national-ai-strategy-ai-action-plan> - The National AI Strategy Action Plan details the UK's approach to AI governance, aiming to make the UK the most trustworthy jurisdiction for AI development and use. It includes establishing an AI governance framework, developing practical tools and standards, and ensuring AI systems are transparent and accountable, thereby increasing public trust and investment in AI technologies.
4. <https://www.gov.uk/government/publications/assuring-a-responsible-future-for-ai/assuring-a-responsible-future-for-ai> - This UK government publication addresses the risks associated with AI, such as bias and privacy concerns, and outlines measures to ensure its safe and responsible development. It emphasizes the importance of AI assurance in demonstrating the safety and trustworthiness of AI systems, aiming to drive future adoption while mitigating potential socio-economic impacts.
5. <https://www.gov.uk/government/publications/assuring-a-responsible-future-for-ai/assuring-a-responsible-future-for-ai> - This UK government publication addresses the risks associated with AI, such as bias and privacy concerns, and outlines measures to ensure its safe and responsible development. It emphasizes the importance of AI assurance in demonstrating the safety and trustworthiness of AI systems, aiming to drive future adoption while mitigating potential socio-economic impacts.
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7. <https://www.gov.uk/government/publications/assuring-a-responsible-future-for-ai/assuring-a-responsible-future-for-ai> - This UK government publication addresses the risks associated with AI, such as bias and privacy concerns, and outlines measures to ensure its safe and responsible development. It emphasizes the importance of AI assurance in demonstrating the safety and trustworthiness of AI systems, aiming to drive future adoption while mitigating potential socio-economic impacts.