



Axon's 2024 Responsible Innovation Report

Axon Community Impact Team



About the Report

Axon's 2024 Responsible Innovation Report highlights Axon's commitment to responsible innovation. This report includes key initiatives led by the Community Impact Team in 2024 and outlines plans for continued impact in 2025.

Axon's Community Impact Team

Axon's Community Impact Team is dedicated to aligning Axon's mission with the evolving needs of communities to create a safer and more equitable future. By focusing on responsible innovation and community partnerships, the team embodies Axon's core value of protecting life. This commitment involves investing in responsible product development and building robust relationships with community based organizations to drive collaborative models for the development and deployment of public safety technology.





Bertha Purnell, Founder and CEO of Mothers OnA Mission28, was an unwavering advocate for victims of gun violence and a cherished member of Axon's Ethics and Equity Advisory Council (EEAC)



Remembering Bertha Purnell

Our 2024 report is dedicated to the memory of Bertha Purnell, affectionately known to those at Axon and beyond as “Ms. Bertha.” A nurse by trade, Ms. Bertha’s life and career were forever changed in 2017 when she lost her youngest son to gun violence. Determined to create something meaningful from her personal tragedy, she founded [Mothers OnA Mission28](#), a nonprofit committed to supporting victims of violence.

Ms. Bertha knew that ethics is not about making statements on paper—it is about heeding calls to action. As a member of Axon’s EEAC, she asked the tough questions, and reminded us each day that communities are what give technology purpose.

Ms. Bertha’s legacy is woven into the very fabric of Axon. She was—and will always be—an unstoppable force for good. Her courage, compassion, and unrelenting belief in the power of ethical innovation will continue to guide our work.

Thank you Ms. Bertha.



Contents

01

Ethics and Equity Advisory Council 06

Strategic Engagement with
Product Teams **06**

Focus on Early-Stage Products **06**

Case Study: The EEAC + Draft One **07**

Spotlight: The EEAC + Axon's Responsible
Innovation Framework **08**



02

Ethical Tech Training Program 9

Program Details **09**

Spotlight: Ethical Tech Training
Program Sessions **09**



03

Community Partnerships 11

Philadelphia **11**

Chicago **11**

Core Partners **12**





Contents

04

Special Event Highlights 13

AAMA's 10th-Anniversary Conference 13

Congressional Black Caucus Week 13

Thirty Years of NACOLE 14



05

Legislative Advocacy 15

Community Impact Team 15



06

Looking Ahead 16

Tracking Responsible Innovation Impact 16

Future Efforts 16

Advancing Training 16



01. Ethics and Equity Advisory Council

Established in 2022, Axon's Ethics and Equity Advisory Council (EEAC) brings together U.S. and U.K.-based community leaders in education, prison reform, racial equity, criminal justice, social work, AI, ethics, and responsible innovation to help guide the development of Axon technology solutions. In 2024, the EEAC implemented key changes to increase its impact.

STRATEGIC ENGAGEMENT WITH PRODUCT TEAMS

To maximize the expertise of its members, Axon began aligning EEAC advisors more directly with product teams based on their backgrounds and areas of focus. This tailored approach enabled deeper collaboration and allowed EEAC members to provide targeted insights that meaningfully influenced product development. By embedding experts where their knowledge is most relevant, Axon ensured that community perspectives play a more integral role in shaping responsible innovation.

"Smaller groups reviewing products with product team managers has been a rewarding experience...This has enabled a more focused platform with product managers available to EEAC members to collaborate on these matters of responsible innovation."

— Jeff Taylor, US EEAC

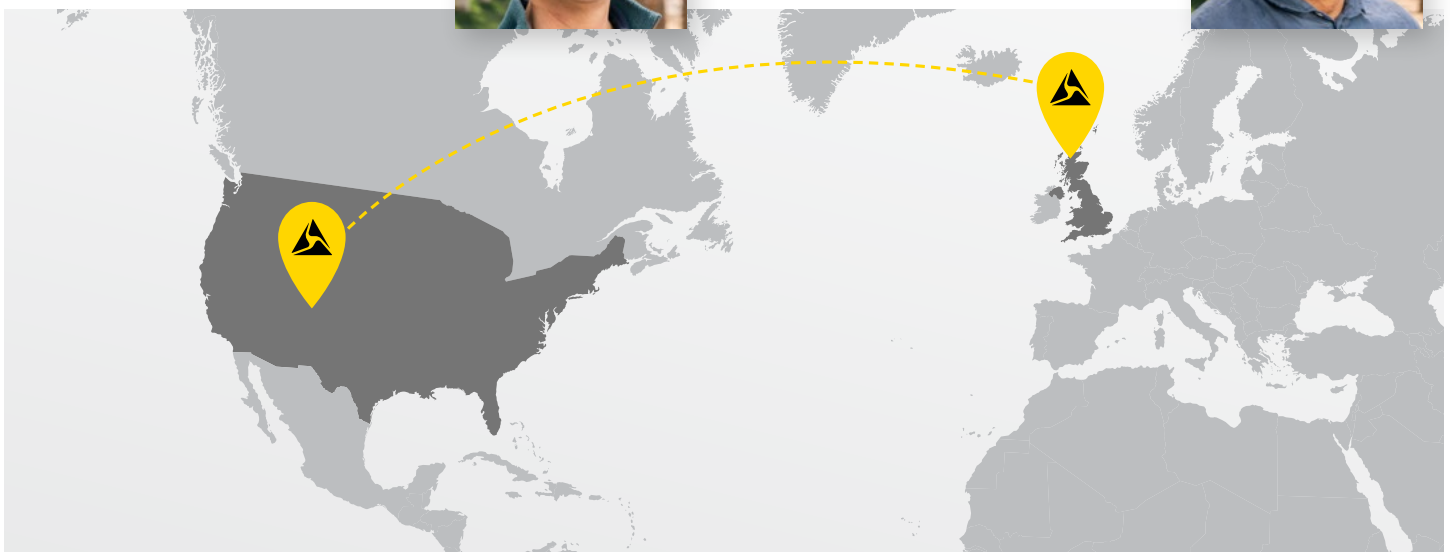


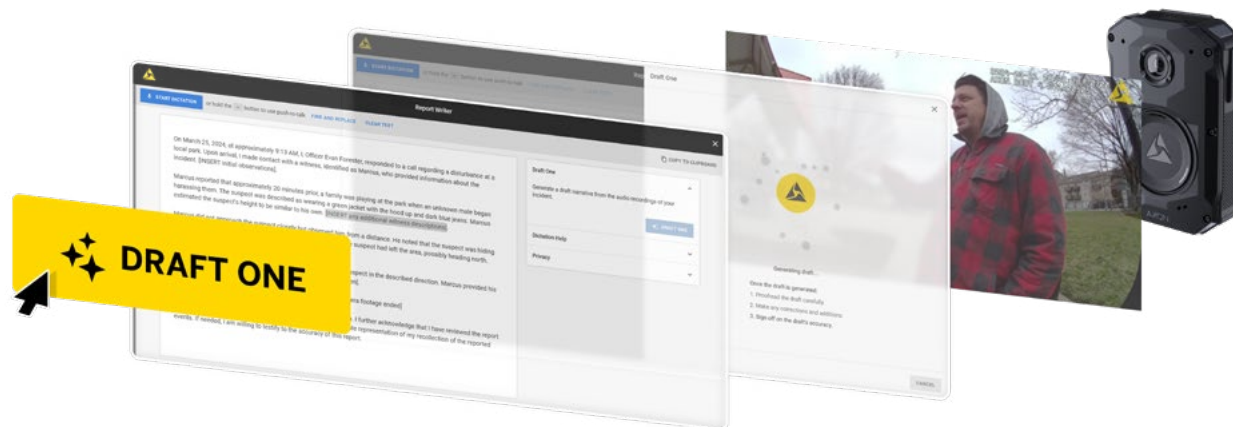
FOCUS ON EARLY-STAGE PRODUCTS

During early-stage product development, Axon product teams conduct voice of customer (VOC) research with customers across industries, including law enforcement, federal and enterprise sectors. In 2024, EEAC members were tapped earlier in the product development process to ensure that community needs were also considered from the outset.

"The product team really showed interest and wanted to get underneath the concerns and points that we raised as a group. The product team was patient in explaining areas and gaps in our EEAC knowledge. It was clear to me that the BWC team [is] as committed to getting it right for communities as we at the EEAC are and this I believe will play out in a positive way when the product comes to market."

— Desmond Brown, UK EEAC





CASE STUDY: THE EEAC + DRAFT ONE

Launched in April 2024, [Draft One](#) is a report-writing tool that leverages body-worn camera audio and AI to generate high-quality report narratives in seconds, saving officers valuable time during their shifts. Draft One has been widely applauded by agencies nationwide for the time savings it provides to officers and the quality of the report narratives it generates.

Draft One served as a successful test case for involving the EEAC in early-stage product development. The EEAC was first engaged in Draft One's development in November 2023, and was instrumental in ensuring early Voice of Community feedback was incorporated into the solution. Their insights ultimately helped shape several key features of Draft One:

Product Name

The initial code name for Draft One was "Report Narrative Assistant." The EEAC believed it was important that the solution's name reinforce the fact that AI-generated report narratives are drafts that require human oversight and review before being finalized. Thus, the name Draft One was born.

Default Settings

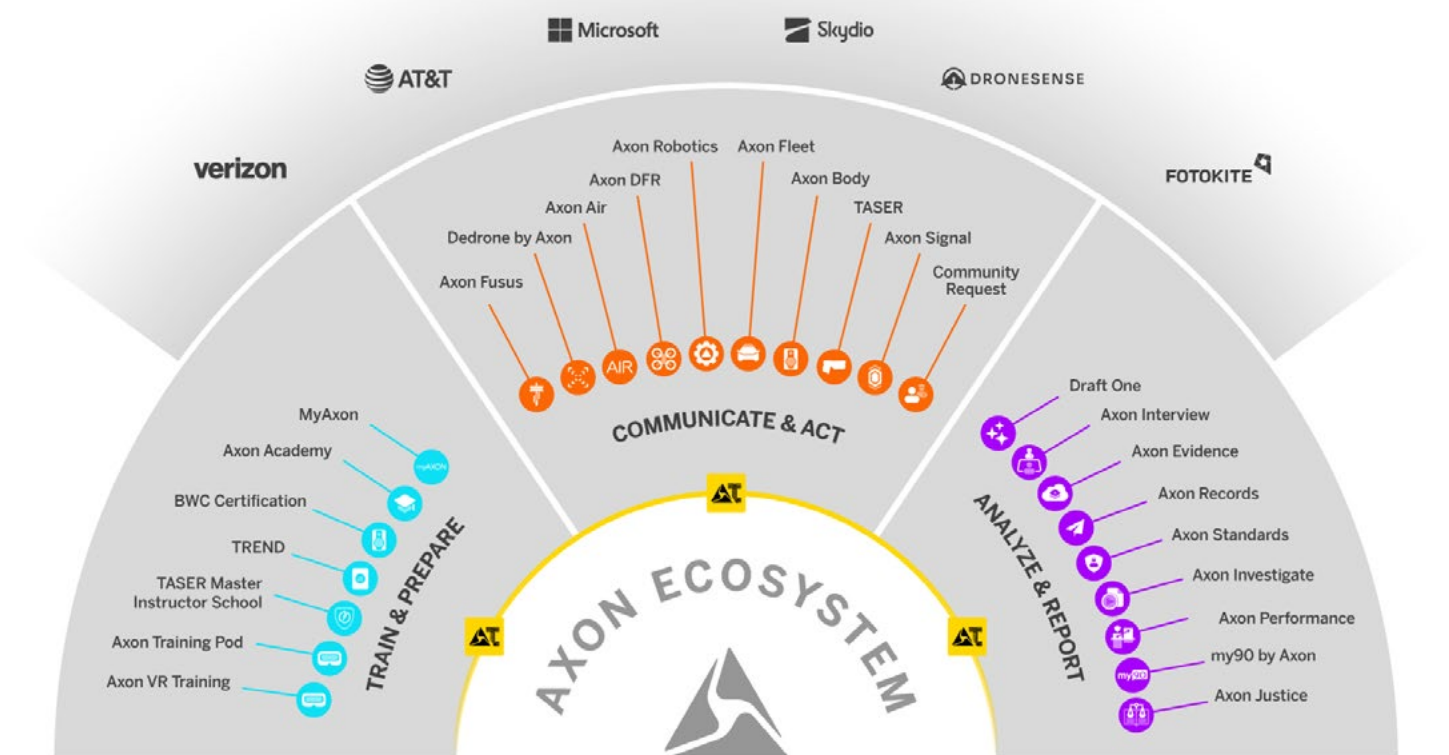
Draft One includes a number of default settings, such as the types of incidents it can be used for (e.g., traffic stops, misdemeanors). The EEAC recommended that the default settings prohibit Draft One's use in cases involving arrests or felonies. This approach allowed agencies to control the rollout of the technology in their jurisdictions, ensuring they were satisfied with its performance on lower-risk incidents before expanding its use to major cases.

Research Design

The EEAC collaborated with the Draft One product team on two studies to assess racial bias and general quality of report narratives generated by Draft One. These studies aimed to ensure that Draft One's outputs were fair and factual:

Racial Bias Study — Researchers tested five different racial descriptors commonly used in police reports and found no statistically significant differences across key measures, such as report consistency, completeness and word choice severity.

Double Blind Study — A study evaluated police report narratives created with and without AI assistance from Draft One. Independent experts assessed report narratives based on quality dimensions like completeness, neutrality and coherence. The findings showed that AI-assisted reports maintained comparable quality while reducing reliance on potentially inflammatory language.



SPOTLIGHT: THE EEAC + AXON’S RESPONSIBLE INNOVATION FRAMEWORK

The EEAC played a pivotal role in shaping Axon’s Responsible Innovation Framework, published in 2024.

This framework guides Axon teams in the ethical, inclusive and sustainable development and deployment of technology. It establishes core principles and best practices for responsible decision-making, stakeholder engagement and continuous assessment throughout the innovation lifecycle.

To explore the full framework, visit axon.com/responsibility/responsible-innovation.

“I thought the candor and feedback from all EEAC advisors was terrific in providing another perspective”

— Axon Product Manager



02. Ethical Tech Training Program

In 2024, the Community Impact team expanded its Ethical Tech Training Program. This program was launched in 2023 to enhance ethics and equity competency within Axon's product, design and engineering teams.

In collaboration with the EEAC, the Community Impact team hosted eight Ethical Tech Training sessions throughout the year. Each session reinforced the pivotal role of product teams in driving responsible innovation and emphasized the importance of intentionally integrating Voice of Community feedback from the outset.

To support ongoing learning, the team introduced a comprehensive catalog of self-service training materials covering key ethics and equity-related concepts. This catalog allows Axon R&D employees to engage in learning at their own pace and on their own schedule.



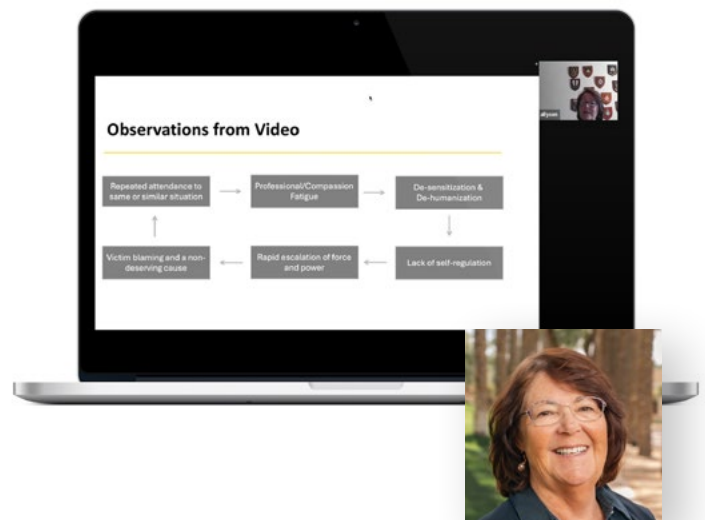
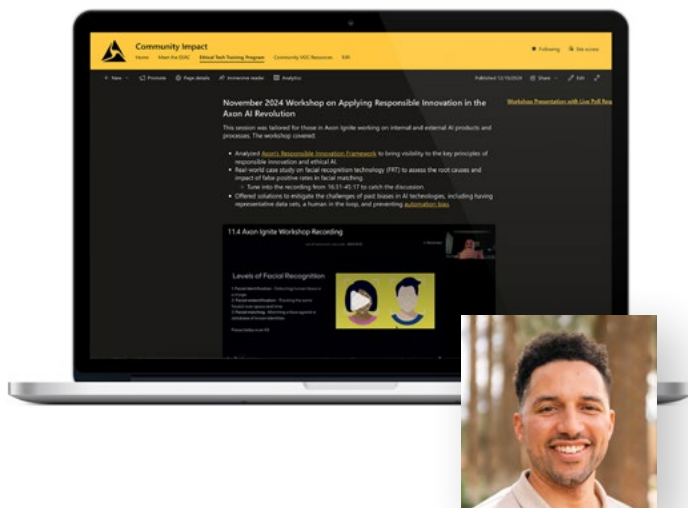
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Total attendees from 2024 trainings

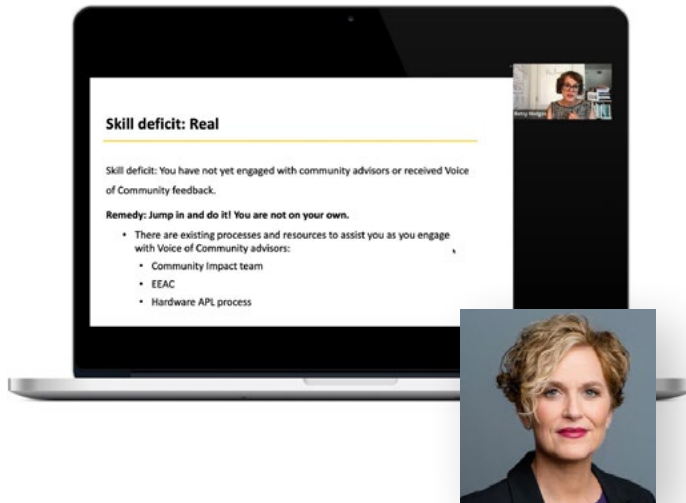
SPOTLIGHT: ETHICAL TECH TRAINING PROGRAM SESSIONS

Professor Allyson Macvean, a member of Axon's EEAC, hosted an Ethical Tech Training session titled "Leveraging Voice of Community to Reduce Misuse of Technology." Participants examined real-world case studies to identify situational factors that impact both officers and the communities they serve.

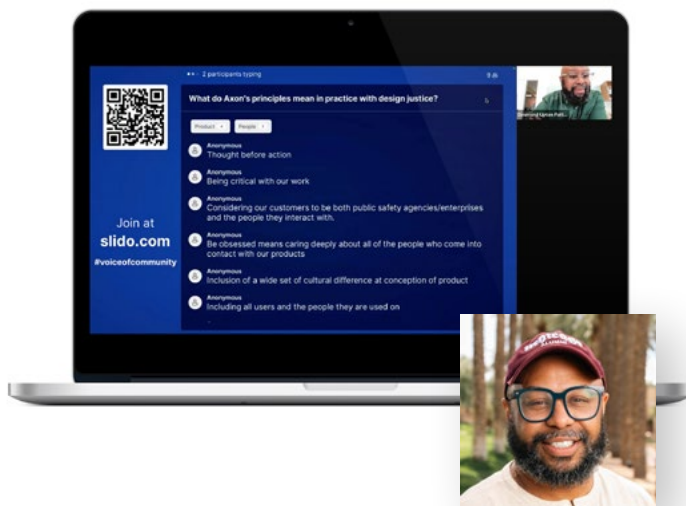
The training encouraged product teams to consider how to mitigate the impact of these situational factors to improve outcomes for both public safety professionals and community members.



In the workshop “Building Confidence in Leveraging Voice of Community,” participants explored real and perceived barriers that hinder engagement with community advisors. The session was led by Betsy Hodges, former Mayor of Minneapolis.



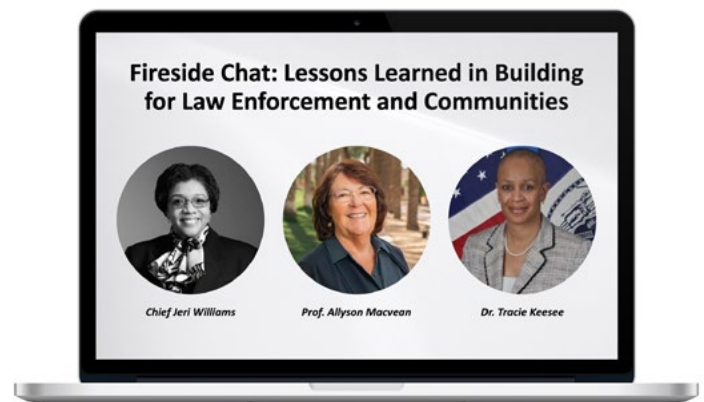
The training “Design Justice for Responsible Innovation” focused on how product teams can foster responsible innovation while effectively incorporating Voice of Community feedback. The training was led by Dr. Desmond Patton, a member of Axon’s EEAC whose insights on creating non-biased and cultural nuanced algorithms help tech companies proactively ensure they are not unintentionally propagating bias.



The team closed out a successful year of trainings with a fireside chat titled “Lessons Learned in Building for Law Enforcement and Communities.” The discussion featured:

- Professor Allyson Macvean
- Jeri Williams, former Phoenix Chief of Police and current Axon Board member
- Dr. Tracie Keese, Co-Founder of the Center for Policing Equity

The conversation reinforced key themes from the year, including the importance of aligning law enforcement and community priorities throughout the product design process.



03. Community Partnerships

In 2024, the Community Impact team strengthened social contributions in key customer cities, including Seattle, Philadelphia and Chicago. In 2025, these efforts will expand to Axon's hub cities and international markets.

PHILADELPHIA

In collaboration with the Philadelphia Police Department, PAL Program, Drexel University, Juvenile Justice Coalition and Central High School, Axon began the launch of a youth FirstRobotics team on Philadelphia's West Side.

This initiative provides youth with access to STEM programming and competitions, enhancing their opportunities for tech careers and professional networks.

In partnership with Techsgiving and the Philadelphia National Urban League, Axon launched a new site for Pivot, Techsgiving's award-winning workforce development program. In its inaugural year, the site graduated 39 attendees with project management certificates.



CHICAGO

Axon strengthened its partnership with the Chicago Police Department through EEAC member Bertha Purnell's organization, Mothers OnA Mission28. In 2025, the team will expand employee volunteer opportunities with Mothers OnA Mission28 and Grow Greater Englewood, a nonprofit rooted in design justice principles that align with Axon's ethics training.

CORE PARTNERS



The African American Mayors Association (AAMA), representing a network of over 600 mayors, empowers local leaders to enhance the well-being of their communities and shape public policies that drive the vitality and sustainability of cities nationwide. Axon is a proud member of AAMA's Business Council, facilitating collaboration between mayors and corporate leaders to exchange best practices, address pressing challenges, share research and policy insights, create jobs, and strengthen communities.



NextGen is a dynamic, membership-based organization of emerging leaders aged 21-45, including young professionals, elected officials, activists, educators, and community influencers. Its members hold key leadership positions within historic civil rights organizations, such as the NAACP and the National Urban League, as well as other civic-minded entities. With an active membership of 300 individuals across 32 states and a broader network of over 600, NextGen is at the forefront of shaping the future of civic leadership and social impact.



The National Association for Civilian Oversight of Law Enforcement (NACOLE) is a non-profit organization that works to create a community of support for independent, civilian oversight entities that seek to make their local law enforcement agencies, jails, and prisons more transparent, accountable, and responsive to the communities they serve.



**National
Urban League**

Axon is a proud member of the **National Urban League's (NUL) Urban Solutions Council**, which fosters collaboration between the NUL and private sector partners. Together, council members identify strategic opportunities to align corporate resources with NUL's mission, driving impactful solutions through targeted policy forums and initiatives. The council's work directly influences the priorities of NUL's 90+ affiliate organizations nationwide and shapes the annual policy agenda that guides their efforts.

04. Special Event Highlights

In addition to strengthening the EEAC and expanding the Ethical Tech Training Program and community partnerships, the Community Impact Team was excited to participate in and sponsor several key events in 2024.

AAMA'S 10TH-ANNIVERSARY CONFERENCE

In April, Axon hosted a panel at the African American Mayor's Association's (AAMA) 10th-Anniversary Conference. Moderated by Regina Holloway, VP of Community at Axon, the panel focused on strategies for building safer cities. The Axon team also set up a product innovation center, where conference attendees participated in product demonstrations of [My90](#), [Axon Body 4](#), [Axon Body Workforce](#) and [Axon VR](#).



CONGRESSIONAL BLACK CAUCUS WEEK

In September, Congressional Black Caucus (CBC) Week took place in Washington, D.C. This event brought together civic leaders and stakeholders from across the United States to address critical issues affecting the African American community.

Axon conducted over 50 product demonstrations with activists, providing insights into how technologies like TASER 10, Axon VR and Draft One are contributing to greater transparency and accountability. Additionally, Axon sponsored receptions for the National Urban League and NAACP's NextGen Alumni Council, two of the Community Impact Team's core partners.



THIRTY YEARS OF NACOLE

Axon also sponsored the 30th Annual National Association for Civilian Oversight of Law Enforcement (NACOLE) Conference in Tucson, Arizona. NACOLE is a nonprofit organization that supports independent civilian oversight entities in their efforts to enhance transparency, accountability and responsiveness within law enforcement agencies, jails and prisons.

Throughout the week, the Axon team showcased technology solutions to 500 domestic and international leaders in law enforcement oversight, demonstrating how these tools enhance accountability and build community trust.



Looking ahead to 2025, NACOLE will play a key role in Axon's product development process. Several Axon product teams working with AI have requested NACOLE reviews to help effectively navigate potential policy challenges.



05. Legislative Advocacy

In 2024, the Community Impact Team was appointed Chair of the African American Mayors Association's (AAMA) Public Safety & Technology Policy Committee. Over the coming year, the team will focus on:

- Expanding awareness of public safety technology funding for small cities.
- Deepening engagement on key legislation, including:
 - Law Enforcement Innovate to De-Escalate Act.
 - Drone Research and Innovation for Law Enforcement Act.

Throughout the year, the Community Impact Team provided a comprehensive debrief of H.R. 3269 to core partners and stakeholders, garnering support for the Law Enforcement Innovate to De-Escalate Act. Several of our key partners maintain strong relationships with members of Congress and the Community Impact Team looks forward to continuing its collaboration with organizations to drive legislative change that benefits communities nationwide.





06. Looking Ahead

The Community Impact Team has already hit the ground running in 2025, continuing efforts to build a future rooted in trust, collaboration, and responsible innovation. Key focus areas for the year include:

- Tracking Responsible Innovation Impact**
 New systems are being developed to measure how Voice of Community feedback influences product decisions, creating a robust framework for accountability. These systems will document post-launch feedback to support continuous improvement.
- Expanding the Voice of Community**
 Partnerships with organizations like the National Urban League and NACOLE will be expanded into our Voice of Community Engagement model. This effort aims to broaden representation and integrate diverse voices into the next generation of Axon products.
- New Technology Adoption Resources for Elected Officials and Community Organizations**
 The team is developing a comprehensive toolkit of educational materials on Axon innovations tailored for elected officials and community leaders. As part of this effort, the Everyone Goes Home Safe Community Education Campaign will curate webinars highlighting Axon technology for human and civil rights organizations.
- Advancing Training Programs**
 The 2025 Ethical Tech Training Program will provide Axon's R&D teams with a structured curriculum focused on responsible innovation. By embedding Voice of Community practices across all teams and levels, the program will increase competency, foster leadership buy-in, and establish a culture of responsible innovation. Training sessions will emphasize practical, applicable strategies for integrating responsible innovation into daily workflows.
- Scaling Partnerships Internationally to Drive Social Value**
 As Axon expands into new markets, a scalable Community Impact model is being developed to drive social value and strengthen global engagement. The domestic partnership framework is also being adapted for international markets, supporting localized social impact initiatives aligned with Axon's mission and global growth strategy.



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