



# ARTIFICIAL INTELLIGENCE

IMPLICATIONS FOR GOVERNANCE & PUBLIC POLICY



Public Affairs Council



#AIBRAINSTORM

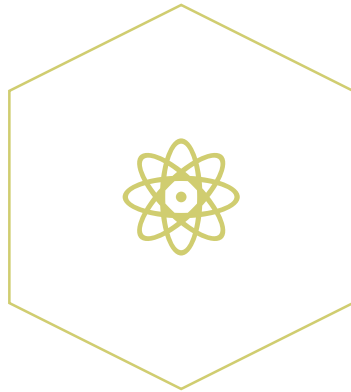
AI is not science fiction.  
It is science fact. And it is  
here already.



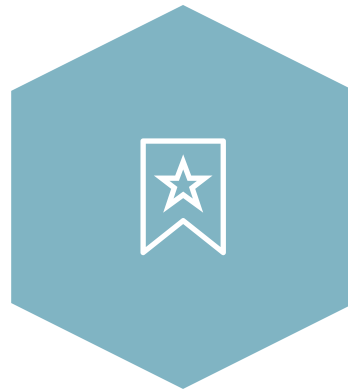
# **JOHN HIGGINS CBE**

DIGITAL GLOBAL FOUNDATION, CHAIRMAN  
BURSON-MARSTELLER, SENIOR ADVISOR

# WHAT'S SHAPED MY VIEWS



**MATHS & PHYSICS  
DEGREE**



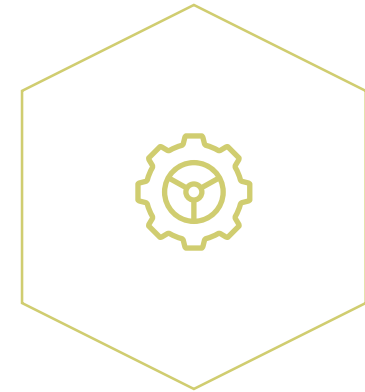
**POST GRAD  
ACCOUNTING  
QUALIFICATION**



**20 YEARS IN IT SECTOR  
INC CALIFORNIA START-  
UP**



**15 YRS DG OF  
TECH  
INDUSTRY  
ASSNS UK &  
BRUSSELS**



**LED EU PROJECT ON  
DIGITAL  
TRANSFORMATION**

# WHAT PA PROFS NEED TO KNOW ABOUT AI

FORGET THE  
MOVIES

MACHINE LEARNING  
& DEEP LEARNING  
KEY DEVELOPMENTS

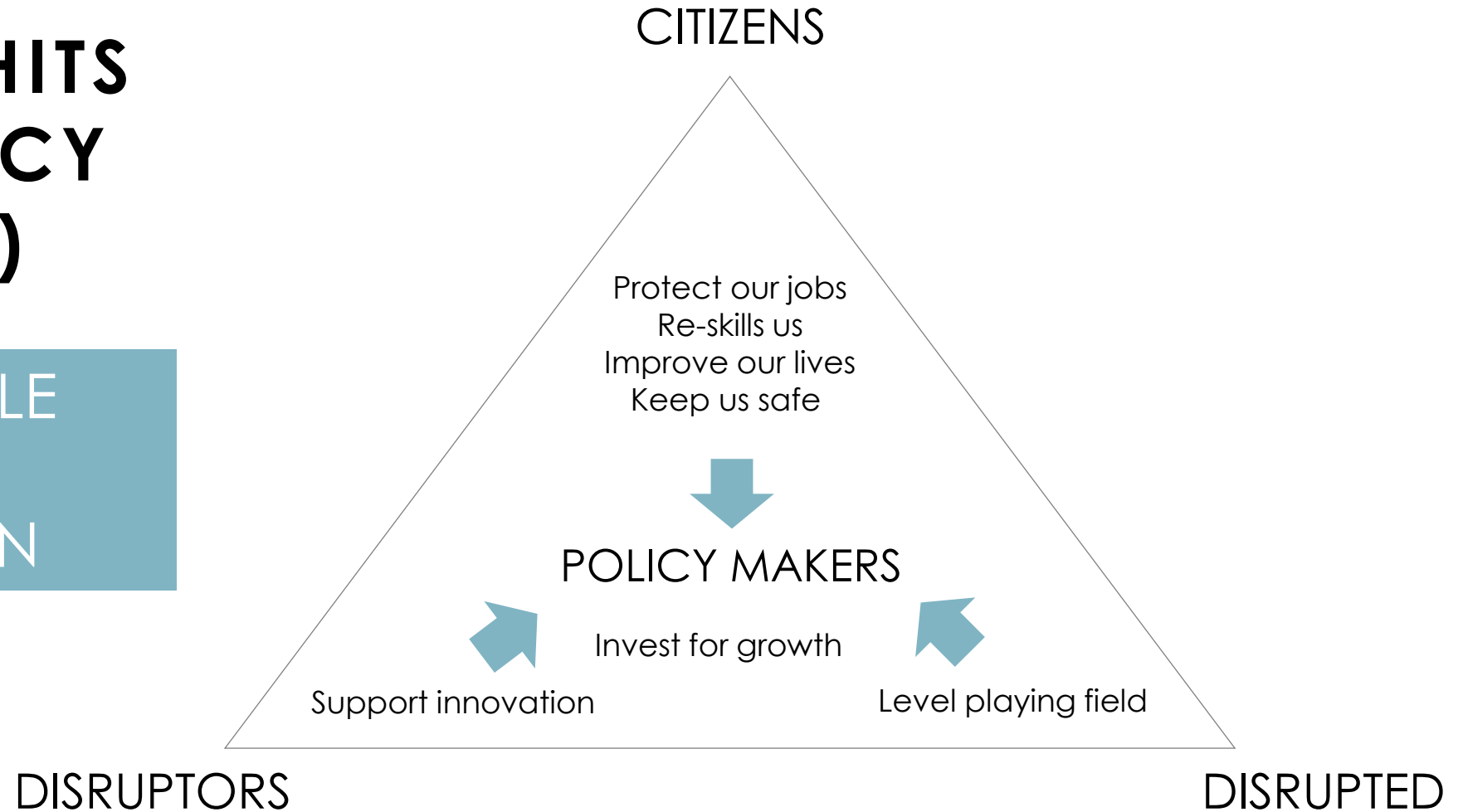
IT'S LIKE  
PROGRAMMING  
(WITH WEIGHTINGS)

IT'S POSSIBLE  
BECAUSE:

- Cheaper, faster computers (1 million-fold improvements still to come)
- Explosion of availability of big data sets
- ML tools widely available

# WHEN AI RUBBER HITS THE POLICY ROAD (1)

## TRIANGLE OF TENSION



# WHEN AI RUBBER HITS THE POLICY ROAD (2)

- ⑤ DIGITAL (AI POWERED) TRANSFORMATION  
PERHAPS NO 1 ISSUE OF NEXT COMMISSION
- ⑤ POLICY MAKERS ASPIRE TO SET GLOBAL NORMS  
BASED ON EU VALUES
- ⑤ TOP 3 ISSUES
  - Ethics (that embody EU values) (esp health)
  - Workforce
  - Safety and Liability (R&D funding for some)

**“With such a Watson  
around there’s not  
much need for  
Sherlocks.”**

- Yuval Noah Harari, Homo Deus





# **TOM KORMAN**

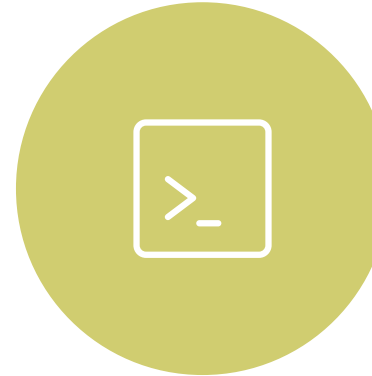
BURSON-MARSTELLER, MANAGER  
PHD CANDIDATE IN AI AND LAW, VU AMSTERDAM

# TWO THINGS THAT GO TOGETHER



THE EUROPEAN  
ARTIFICIAL  
INTELLIGENCE  
LANDSCAPE

GDPR was just the beginning



THE BEST WAY TO  
PREPARE FOR AND  
WITH AI IN PUBLIC  
AFFAIRS

Unlock your tools, open your  
doors

# EMERGING TECHNOLOGIES, NEW CHALLENGES

As national and European institutions push for AI uptake in the EU economy, there is a proliferation of institutional initiatives in the AI space.



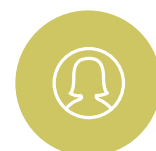
**COMMISSION'S AI  
STRATEGY**



**COMMISSION'S LIABILITY  
FOR EMERGING DIGITAL  
TECHNOLOGIES DOCUMENT**



**EU+ STATES SIGN UP TO  
COOPERATE ON AI**



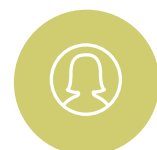
**EXPERT GROUP ON LIABILITY  
AND NEW TECHNOLOGIES**



**THE EUROPEAN AI  
ALLIANCE**



**ALGORITHMIC AWARENESS  
BUILDING**



**HIGH-LEVEL EXPERT GROUP  
ON AI**



**REPORT ON CIVIL LAW RULES  
ON ROBOTICS**



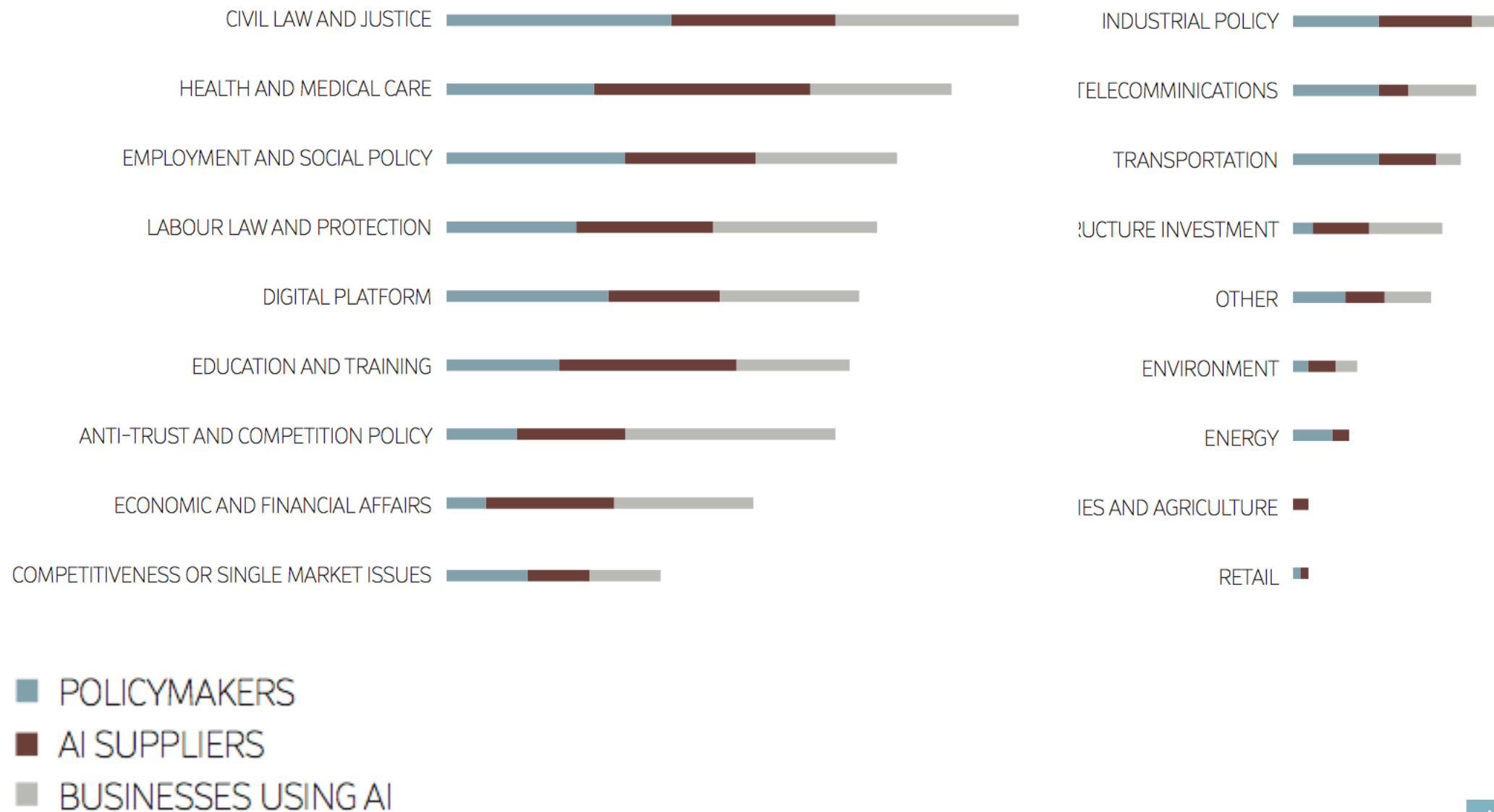
**THE EUROPEAN AI-ON-  
DEMAND-PLATFORM**



**BUSINESSES AND POLICYMAKERS AGREE THAT AI BRINGS BENEFITS (85%)- BUT SOME ARE MORE CONVINCED THAN OTHERS**

They think that AI would help businesses and society (benefits averaged 7.7 out of 10). AI suppliers have the fewest reservations.

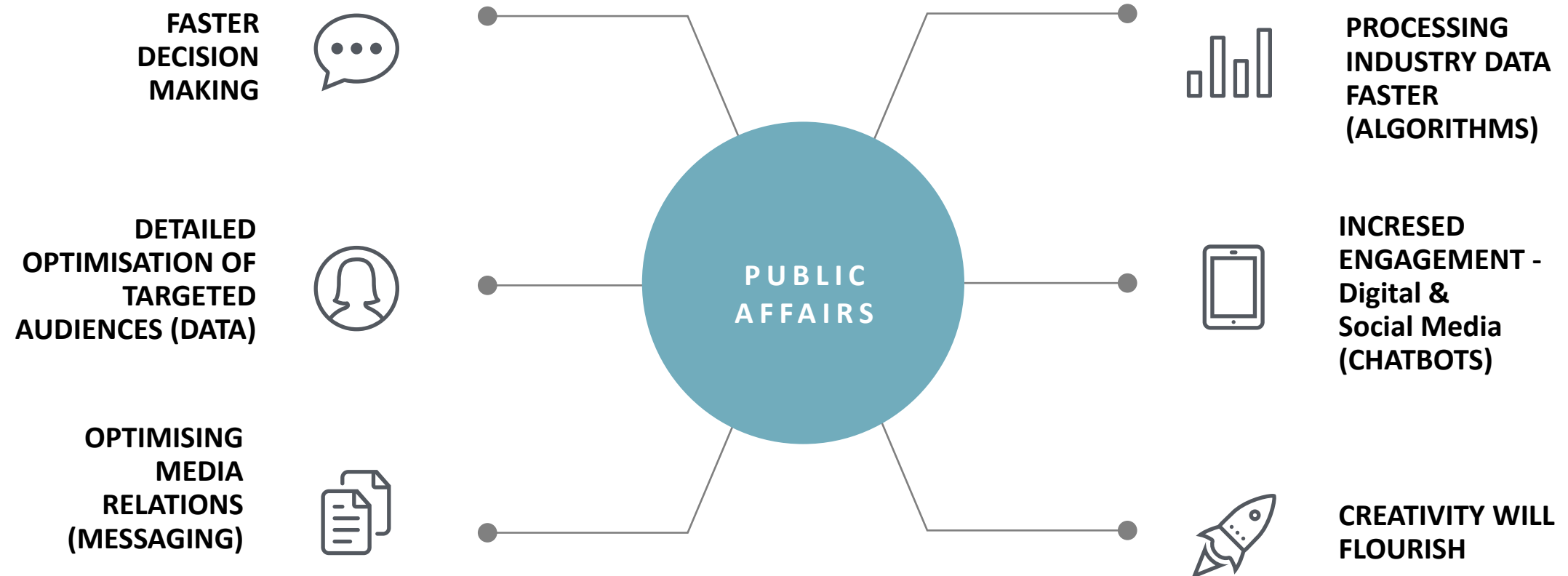
**CIVIL LAW AND JUSTICE IS A  
COMMON POLICY PRIORITY,  
FOLLOWED BY HEALTH AND  
MEDICAL CARE, AND  
EMPLOYMENT & SOCIAL POLICY.**



# IMPROVING AI POLICY AND STRATEGY

- ✓ POLICYMAKERS TO ENCOURAGE A CONSISTENT AND INFORMED DIALOGUE WITH ALL RELEVANT STAKEHOLDERS.
- ✓ LEARNING BY MONITORING, TEACHING BY EXAMPLE.
- ✓ POLICYMAKERS TO CREATE A FAVORABLE EU REGULATORY FRAMEWORK.
- ✓ BUSINESSES SHOULD ACTIVELY ENGAGE IN THE POLICY PROCESS AND PLAY A PART IN RAISING AWARENESS ABOUT AI.
- ✓ LABOUR MARKETS SHOULD PREPARE FOR AI.
- ✓ BUILD INNOVATION HUBS.
- ✓ SHARE DATA.
- ✓ SUPPORT SMEs.

# AI POWERED PUBLIC AFFAIRS





**How will you work a  
few years from now?**



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IMPLICATIONS FOR GOVERNANCE & PUBLIC POLICY