Our key messages for maximising the potential of Artificial Intelligence for European industry and society

Artificial Intelligence (AI) will be a central pillar of Europe's future competitiveness and its ability to address critical societal challenges

To maximise this potential, Orgalime is making
5 key recommendations to EU policy makers:

1. Establish clear definitions

Understandings of the term 'AI' vary greatly – from 'narrow AI' as already successfully deployed in machines for a specific purpose, to 'super AI' that remains science fiction.

➔ Clear definitions of AI should be set at EU level, as an essential first step in designing an effective common EU policy framework based on current and foreseeable realities. For Orgalime, the term AI should be understood as 'narrow AI', reflecting how the technology is used in industry today.

This will help keep the debate grounded in the real-world issues at hand – ensuring any possible future legislation remains measured and proportionate.

2. Promote investment now

The global race for AI leadership has already begun. Europe cannot afford to fall behind – we urgently need to foster investment in this key technology.

➔ Capital and R&D&I investments and education should be prioritised to support Europe's jump into this new era, through funding under Horizon 2020 and the future FP9 and other relevant instruments under the current and future MFF.

By focusing resources within the scope of a common EU approach, investment and funding mechanisms can effectively support a strategy for European global leadership in AI.

3. Calmly analyse the current regulatory framework before considering new or revised legislation

There is a risk that the debate around AI could lead to a rush to regulate unnecessarily – which could stifle innovation and investment in Europe.

→ No hurried decisions should be made on a possible revision of the existing regulatory framework. Today's framework is fit for purpose to address potential risks to workers, businesses and consumers that may reasonably be associated with embedded AI applications.

A prudent approach to regulation can provide the legal and regulatory certainty necessary for industry to invest in, innovate and deploy new AI-related products and services.

4. Create the preconditions for a meaningful debate on the ethical considerations around AI

The debate on AI raises ethical considerations that must be taken seriously: without a shared belief in industry and society that these considerations are reflected, the EU will not be able to take full advantage of the opportunities of AI.

→ EU policymakers should create the preconditions for a meaningful debate on ethical considerations around AI, based on realities and not science fiction.

By facilitating an inclusive societal dialogue, EU policymakers can help build consensus on the way forward.

5. Show the benefits

Available data shows a mixed picture of society's views on AI, with some degree of scepticism regarding the impact on employment.

→ A better dialogue is required around the societal aspects of AI. Practical examples and data should be used to showcase the multiple benefits of embedded AI applications to society and job creation.

The result will be a more informed discussion on AI's impact on employment – but also on the societal benefits of AI in areas such as energy, healthcare, mobility, infrastructures, cybersecurity and the circular economy.