

# IEEE European Public Policy Webinar 4

## Where to for EU AI policy?

23 September 2019  
3.00 pm CET



*The material contained in this presentation may reflect the opinions of its authors and not necessarily those of IEEE.*

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# Objective and context of the webinar



# Objective and context of the webinar

- The objective of the webinar is to give insight to the IEEE members on the latest developments and future actions of the EU in the realm of AI policy.
- After a quick overview of developments over the past 12-18 months, we will focus on the latest output (policy and investment recommendations).
- The emphasis will be placed on aspects of relevance to IEEE's work.
- Participants will also find out more about IEEE's activities and initiatives on AI.





# Recap: the road so far



# Timeline of activities

**April 2018:** EC publishes AI strategy

**June 2018:** High Level Expert Group on AI

**December 2018:** Draft ethics guidelines

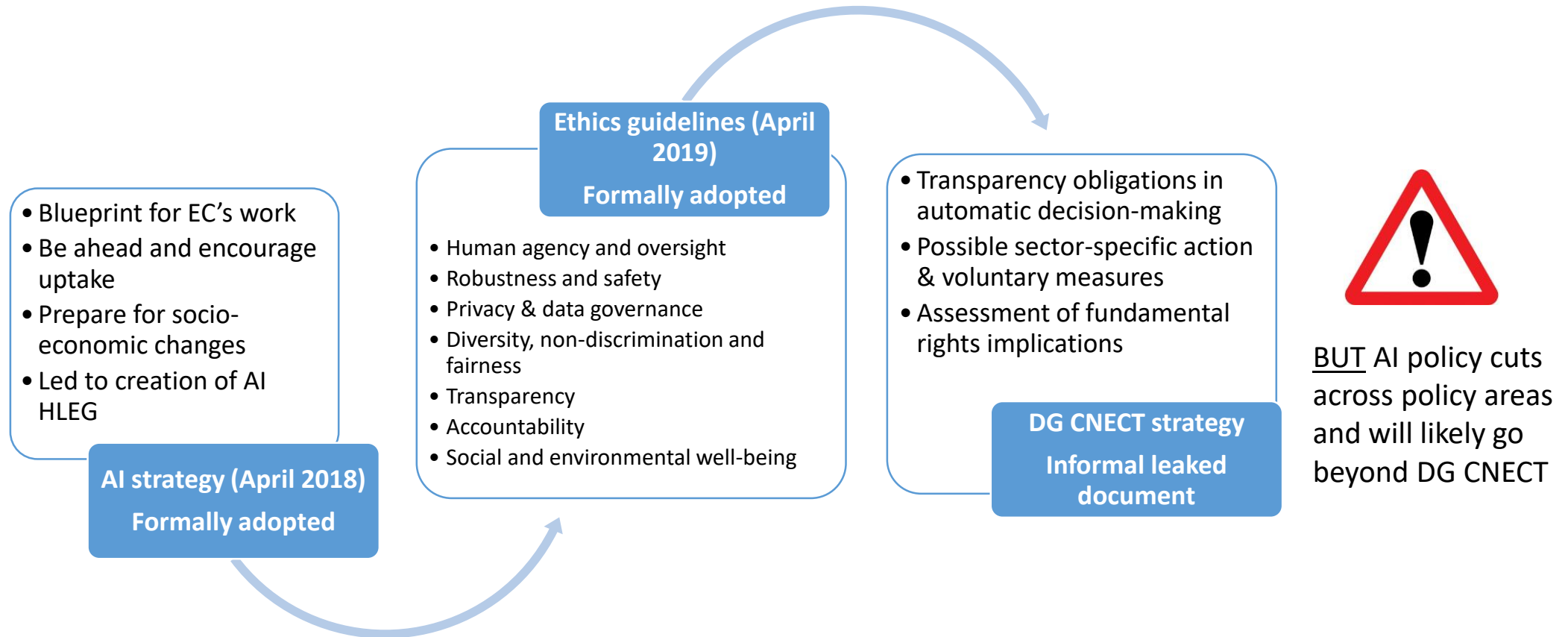
**April 2019:** Final ethics guidelines

**June 2019:** Policy and Investment recommendations

**1 November:** New Commission takes office – likely to be delayed by Parliament

**2020:** possible EU legislation

# Background – previous deliverables



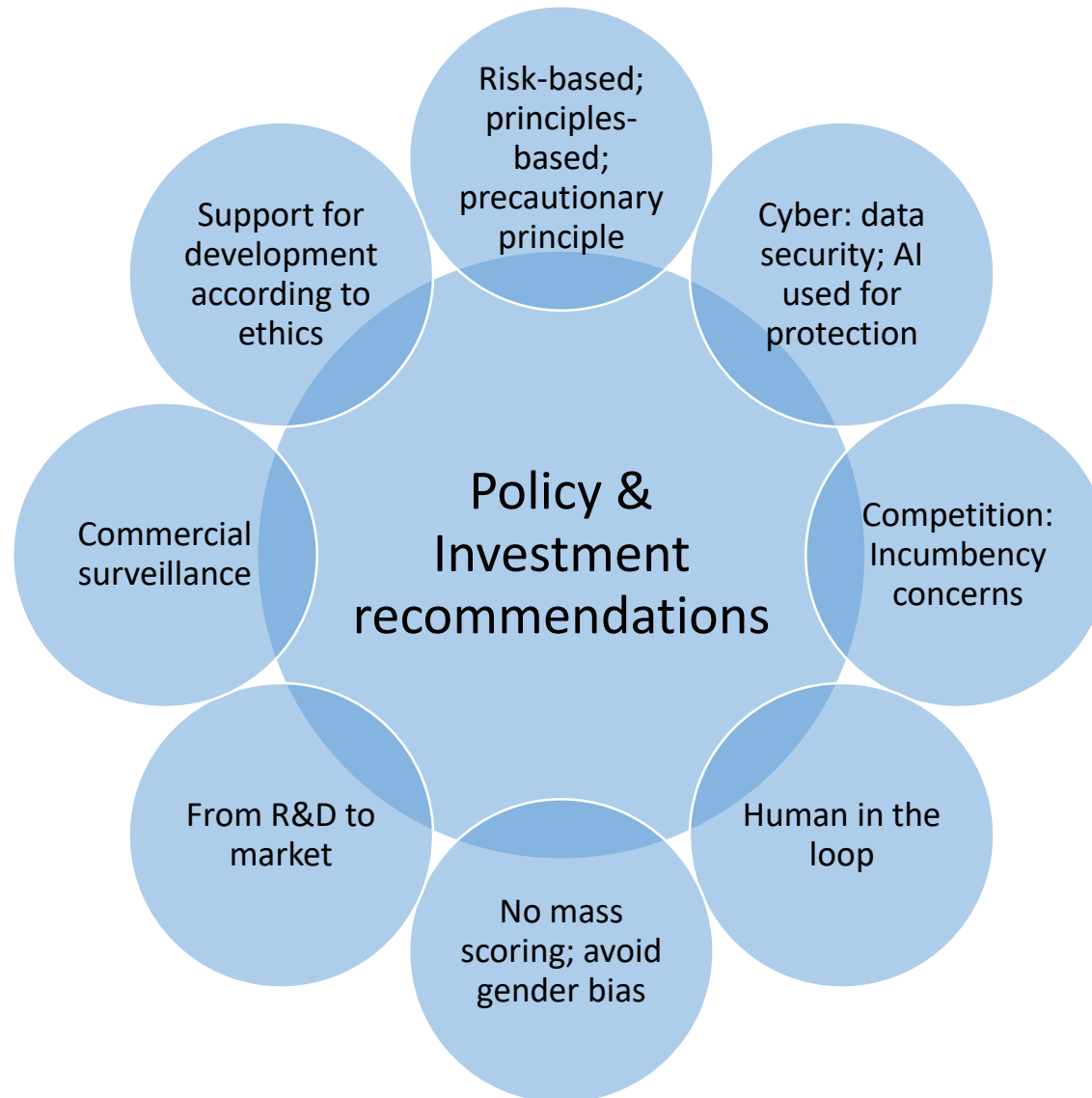


# Policy and investment recommendations





# Policy and Investment Recommendations



Transparency obligations to be set in the first horizontal legislative act



Stated ambition: set the global standard for AI regulation



# The way forward



# European Commission to legislate – but how?



EU seeks to replicate GDPR success – set the global standard

- In-between US capital access and China's data regime
- Find the right mix between principles-based and meaningful
- Ensure no one-size-fits-all

Unclear who will take the lead on AI regulation

- Horizontal regulation – perhaps a dedicated DG / Commissioner?
- Sector specific initiatives split between DGs?
- Who oversees the AI portfolio? Vice-President role?
- Cross-cutting issue: cyber, competition, investment; skills etc.



# IEEE's AI activities



## The IEEE Global Initiative on Ethics of Autonomous and Intelligent Systems

Moving "From Principles to Practice" with standards projects, certification programs, and global consensus building to inspire the *Ethically Aligned Design* of autonomous and intelligent technologies

< Industry Connections

Ethics of Autonomous & Intelligent Systems

Videos & Webinars

News & Events

Ethically Aligned Design, Version 1 and 2, Translations and Reports

The IEEE Global Initiative's mission is, "To ensure every stakeholder involved in the design and development of autonomous and intelligent systems is educated, trained, and empowered to prioritize ethical considerations so that these technologies are advanced for the benefit of humanity."

- [See a list of The Initiative's Executive and other Committees.](#)
- [Learn how to join the IEEE Global Initiative and stay up-to-date on our efforts.](#)

### *Ethically Aligned Design, First Edition*

*Ethically Aligned Design, First Edition* (EAD1e) is a comprehensive body of work that distills the consensus of its vast community of global creators into a set of high-level ethical principles, key issues, and practical recommendations. EAD1e is an in-depth seminal work, a one-of-a-kind treatise, intended not only to inform a broader public but also to inspire its audience and readership of academics, engineers, policy makers, and manufacturers of autonomous and intelligent systems (AI/IS) to



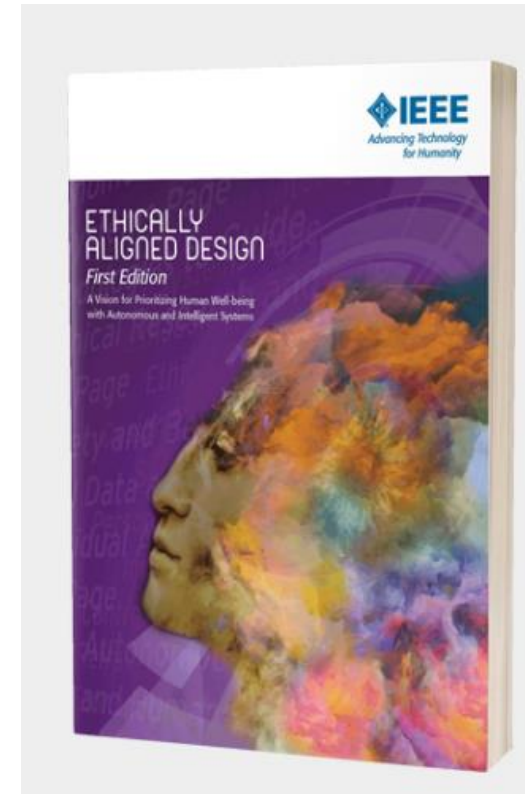
# Ethically Aligned Design

*A Vision for Prioritizing Human Well-being with Autonomous and Intelligent Systems*

More than one hundred pragmatic recommendations for technologists, policy makers and academics

Created by 250+ global cross-disciplinary thought leaders

- [Executive Summary](#)
- [From Principles to Practice](#)
- [General Principles](#)
- [Classical Ethics in A/IS](#)
- [Well-being](#)
- [Affective Computing](#)
- [Personal Data and Individual Agency](#)
- [Methods to Guide Ethical Research and Design](#)
- [A/IS for Sustainable Development](#)
- [Embedding Values into Autonomous and Intelligent Systems](#)
- [Policy](#)
- [Law](#)



# IEEE P70xx Standards Projects

*Standards focused on Ethics for Autonomous and Intelligent*

**IEEE P7000:** Model Process for Addressing Ethical Concerns During System Design

**IEEE P7001:** Transparency of Autonomous Systems

**IEEE P7002:** Data Privacy Process

**IEEE P7003:** Algorithmic Bias Considerations

**IEEE P7004:** Child and Student Data Governance

**IEEE P7005:** Employer Data Governance

**IEEE P7006:** Personal Data AI Agent Working Group

**IEEE P7007:** Ontological Standard for Ethically Driven Robotics and Automation Systems

**IEEE P7008:** Ethically Driven Nudging for Robotic, Intelligent and Autonomous Systems

**IEEE P7009:** Fail-Safe Design of Autonomous and Semi-Autonomous Systems

**IEEE P7010:** Wellbeing Metrics Standard for Ethical AI and Autonomous Systems

**IEEE P7011:** Process of Identifying and Rating the Trustworthiness of News Sources

**IEEE P7012:** Standard for Machines Readable Personal Privacy Terms

**IEEE P7013:** Inclusion and Application Standards for Automated Facial Analysis Technology



# The Ethics Certification Program for Autonomous and Intelligent Systems (ECPAIS)

*Developing metrics and processes towards the implementation of a certification methodology addressing transparency, accountability and algorithmic bias*

Offer a process and define a series of marks by which organizations can seek certifications for the processes around A/IS products, systems, and services.

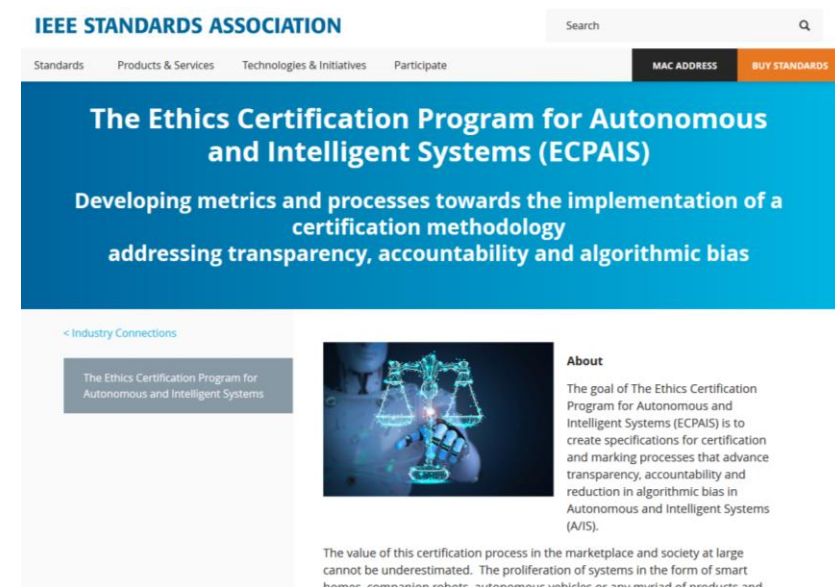
An industry driven and iterative process for developing certifications / marks for A/IS.

Initial outcomes are focusing on:

Criteria and process for a Certification / mark focused on Transparency in A/IS

Criteria and process for a Certification / mark focused on Accountability in A/IS

Criteria and process for a Certification / mark focused on Algorithmic Bias in A/IS



The screenshot shows the IEEE Standards Association website. At the top, there is a navigation bar with links for Standards, Products & Services, Technologies & Initiatives, and Participate. A search bar is located on the right. Below the navigation bar, a blue banner features the title "The Ethics Certification Program for Autonomous and Intelligent Systems (ECPAIS)" and the subtitle "Developing metrics and processes towards the implementation of a certification methodology addressing transparency, accountability and algorithmic bias". Below the banner, there is a section titled "< Industry Connections" with a sub-section for "The Ethics Certification Program for Autonomous and Intelligent Systems". To the right, there is an "About" section with a small image of a person holding a scale of justice. The text in the "About" section states: "The goal of The Ethics Certification Program for Autonomous and Intelligent Systems (ECPAIS) is to create specifications for certification and marking processes that advance transparency, accountability and reduction in algorithmic bias in Autonomous and Intelligent Systems (A/IS). The value of this certification process in the marketplace and society at large cannot be underestimated. The proliferation of systems in the form of smart homes, companion robots, autonomous vehicles or any myriad of products and



# Global reach

## Examples

- Consulting with and contributing to AI Positions of
  - European Commission (member of the HL expert group)
  - European Parliament
  - Council of Europe
  - OECD
- UN (via HLP DC, UNESCO, UNICEF and other UN orgs)
- National Governments
- Cities
- Industry
- Associations
- Standard Developing Organizations

