



International Alliance for a human-centric approach to Artificial Intelligence

IA-AI

Funded by the European Union and implemented by a consortium led by GFA Consulting Group with CARSA, DFKI and PwC (EuropeAid/140361/DH/SER/MULTI)



INTERNATIONAL ALLIANCE FOR A HUMAN-CENTRIC APPROACH TO ARTIFICIAL INTELLIGENCE

WHAT IS THE INTERNATIONAL ALLIANCE FOR A HUMAN-CENTRIC APPROACH ON ARTIFICIAL INTELLIGENCE?

The European Union expects Artificial Intelligence (AI) to significantly improve the lives of citizens and bring major benefits to society and the economy. The main vision characterizing the EU approach is the creation of 'human-centric AI', while at the same time supporting the EU's technological and industrial capacity and AI uptake across the economy, as well as preparing for socio-economic changes.

To contribute to the ongoing debate at global level about the legal and ethical challenges posed by the use of AI, the European Commission's Service for Foreign Policy Instruments (FPI) and the Directorate General for Communications Networks, Content and Technology (DG CONNECT), in collaboration with the European External Action Services (EEAS), launched the project to promote the establishment of an "**International Alliance for a human-centric approach to Artificial Intelligence**" (in short IA-AI).

The project aims to provide expert advisory services and technical assistance to the European Commission 'To contribute to the setting up of a framework for ethics and trust to enable the growth of AI in accordance with EU and universally recognised values and prepare the ground for global alliance building in this field'.

To achieve this goal, the specific objectives of the project are to support the Commission to:

- ▶ Develop responsible leadership in global discussions around AI
- ▶ Create the conditions for the uptake of policies and good practices / standards that ensure appropriate ethical and legal framework on AI
- ▶ Improve public awareness of the challenges and opportunities associated with AI

WHAT DO WE PLAN?

The IA-AI project's implementation phase started in January 2021 and the formal launch of the project is scheduled to take place alongside the *Digital Assembly* organised under the Portuguese Presidency of the EU Council in Lisbon at the beginning of June.

Meanwhile, the mapping of the AI landscape in selected partner countries, starting with Australia, Canada and Japan, is under development, in view of organising joint initiatives on human-centric AI at bilateral and multilateral level.

The project is also expected to contribute to technical events organised alongside the *G20-Italy* in Autumn 2021 and at the *Expo Dubai* in January 2022.

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