

## Meeting with

### Salesforce:

would like to discuss you about the development and uptake of AI in Europe and how to ensure that Europe can maintain a leading position at the global scene. would also like to exchange with the Commissioner on the issue of bias in AI and the broader topic of ethical use and development of technology.

At Salesforce they have taken steps recently to address these topics and would like to discuss these as well with the Commissioner. Lastly, would be very interested to hear from the Commissioner the initiatives the EU is undertaking in the area of AI and explore how Salesforce can feed in this discussion.

## CV

**Salesforce** is an American cloud-based software company headquartered in San Francisco.. Though the bulk of its revenue comes from a CRM product, Salesforce also sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics and application development.

Salesforce was ranked first in Fortune's best 100 companies to work for in 2018.

Background:

The European approach to Artificial Intelligence based on three pillars:

**1. Being ahead of technological developments and encouraging uptake by the public and private sectors**

The Commission is increasing its annual investments in AI by 70% under Horizon 2020. It will reach EUR 1.5 billion for the period 2018-2020. It will:

- connect and strengthen AI research centres across Europe;
- support the development of an "AI-on-demand platform" that will provide access to relevant AI resources in the EU for all users;
- support the development of AI applications in key sectors.

The HLG on AI (AI HLEG) will put forward policy and investment recommendations on how to strengthen Europe's competitiveness in AI in May 2019. Joining forces at European level, the goal is to reach all together, more than EUR 20 billion per year over the next decade.

**2. Prepare for socio-economic changes brought about by AI**

To support the efforts of the Member States which are responsible for labour and education policies, the Commission will:

- support business-education partnerships to keep more AI talent in Europe;
- support digital skills and competences in science, technology, engineering, mathematics (STEM), entrepreneurship and creativity;
- push for modernisation of education systems in MS

**3. Ensure an appropriate ethical and legal framework**

Some AI applications may raise new ethical and legal questions, related to liability or fairness of decision-making. The GDPR is a major step for building trust and the Commission wants to move a step forward on ensuring legal clarity in AI-based applications. In 2019 the Commission will develop and make available:

- AI ethics guidelines
- Guidance on the interpretation of the Product Liability directive.

The European Group on Ethics in Science and New Technologies, so-called EGE, the independent advisory body of President Juncker, looked into this issue and published last year a Statement on Artificial Intelligence, Robotics and 'Autonomous' Systems, including recommendations. It proposes a set of fundamental ethical principles, based on the values laid down in the EU treaties and the EU Charter of Fundamental Rights that can guide its developments.

## Coordinated EU Plan on Artificial Intelligence 12/2018

The Coordinated EU Plan calls for a wide, open and inclusive discussion on how to use and develop AI both successfully and ethically sound. Europe wants to lead the way in AI based on ethics and shared European values so citizens and businesses can fully trust the technologies they are using. Cooperation between Member States and the Commission is essential to address new challenges brought by AI.

## AI Roadmap

