

# AI Ethics guidelines: DIGITALEUROPE welcomes the vision for agile process and real-life policy sandboxing

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The European Commission High-Level Expert Group on Artificial Intelligence has today presented its Ethics Guidelines for Trustworthy AI. Cecilia Bonefeld-Dahl, Director-General of DIGITALEUROPE and co-rapporteur for the assessment list, released the following statement:

*“The result of the HLEG is a breakthrough in the sense that it is the outcome of a very diverse multi-stakeholder group with members from all types of backgrounds. I am a strong believer of this diversity and of a piloting approach to policy making.*

*Further, the group took a decision to reach out, listen and learn so that the next step is to drive an agile policy sandboxing exercise enabling public institutions, private companies, SMEs and citizens to try the Trustworthy AI Assessment list and governance structure in real life.*

*This means that the HLEG will receive detailed practical feedback before finalising the document. Only through an agile process and real-life sandboxing of the proposal can we learn and avoid unforeseen consequences of policy making.*

*Looking at how to apply AI in particular, there are extensive benefits to be realised in society. We need to get it right in order to drive European innovation and welfare and to avoid the risks of misuse of AI. We outline the common European values and principles that AI should respect.*

*In the Guidelines, we’ve worked hard to find consensus and reflect the key European principles and values that AI technology and usage should respect. As co-rapporteur on this section, it’s clear that companies and governments using AI need concrete and pragmatic guidance.*

*Cross-country cooperation will be essential to realise these benefits: the majority of investment in AI is still happening outside Europe, and our societies need to have modern thinking on how to tackle challenges around education, healthcare, environment and the labour market.*

*At DIGITALEUROPE, we will continue the discussion with our member company experts and national trade associations, to build knowledge and turn these Trustworthy AI Guidelines into a success story.”*

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## ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE's members include in total over 35,000 ICT Companies in Europe represented by 66 Corporate Members and 40 National Trade Associations from across Europe. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

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