



Navigating the EU AI Policy

AI Governance and Standards Summit
Building a Trusted Future for Europe

19 November 2025, Copenhagen

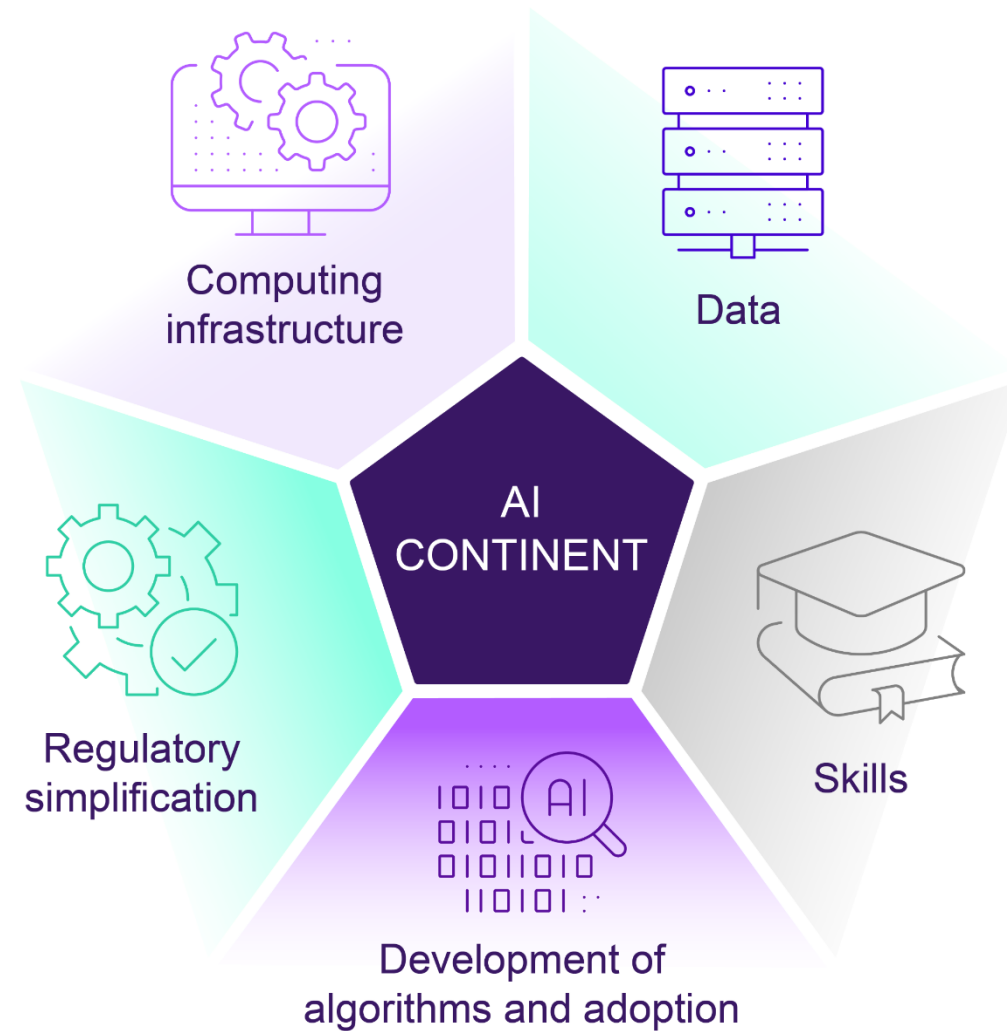
Dr. Tatjana Evas
European AI Office

Excellence

Trust

The AI Continent Vision

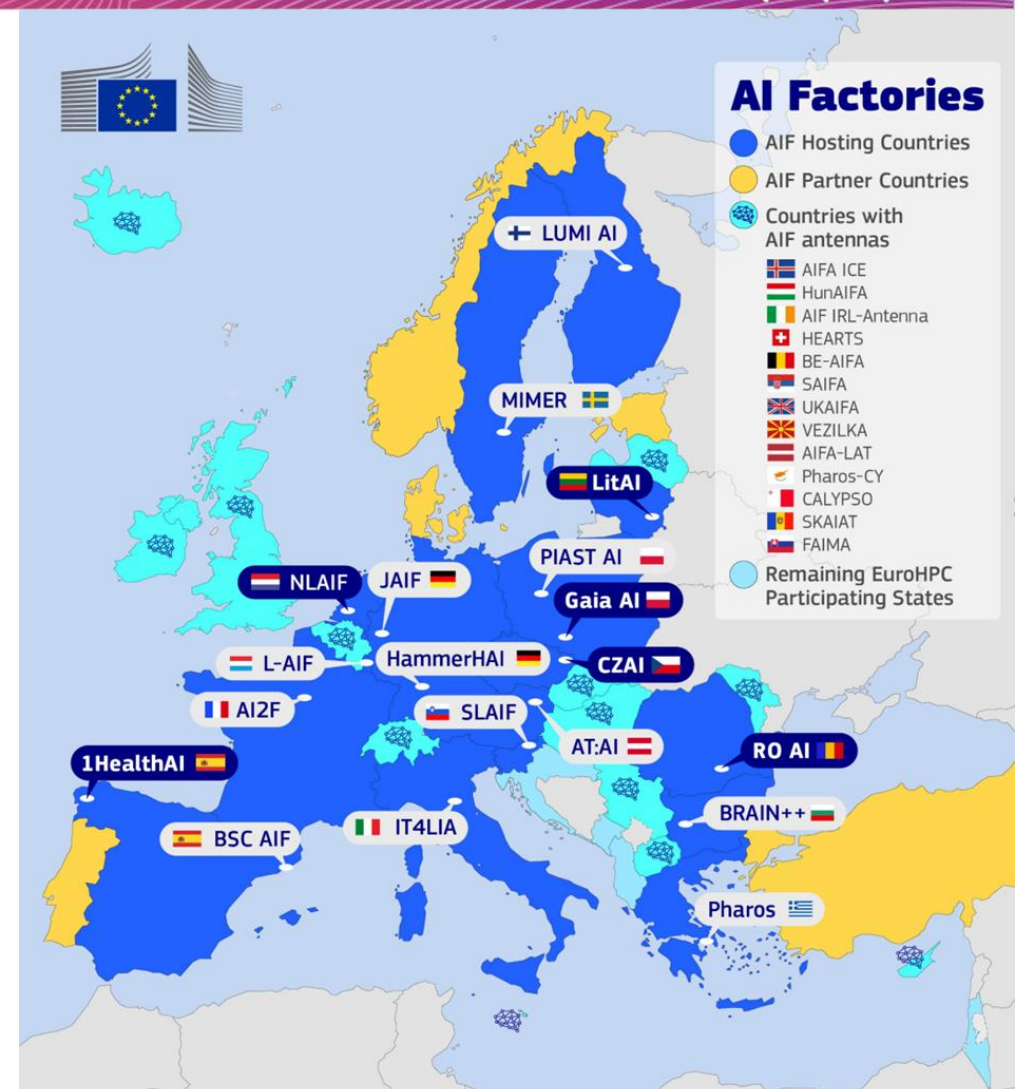
AI Act



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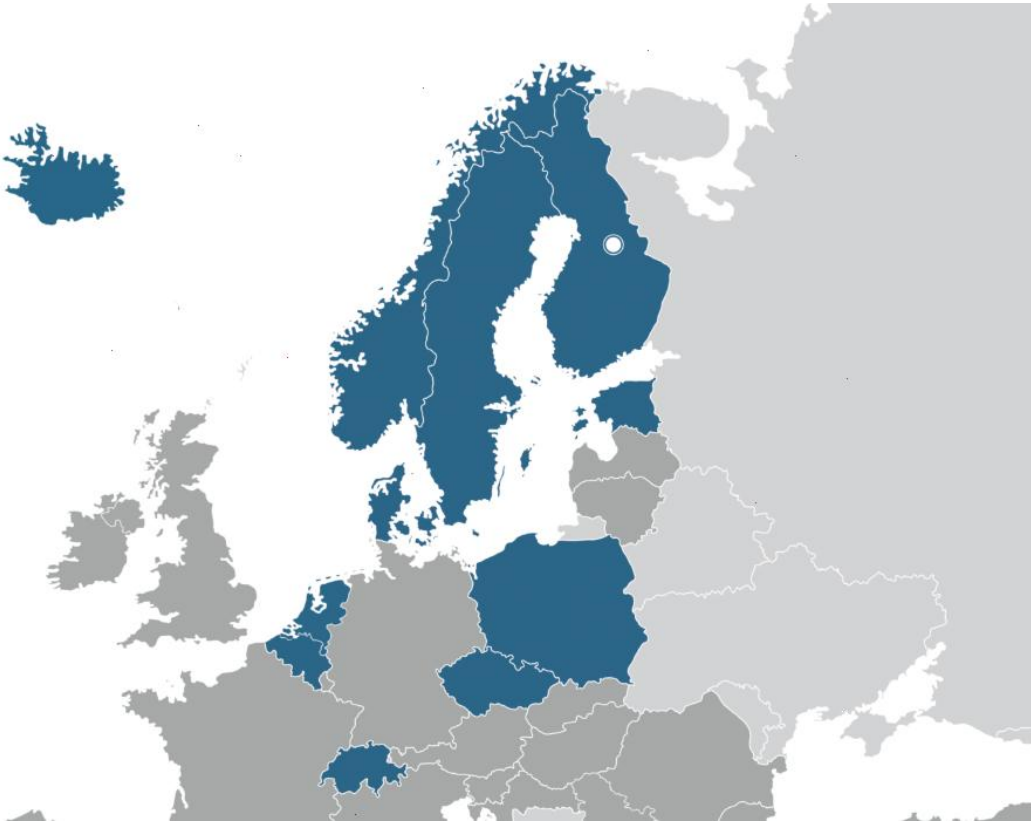
Advancing the AI continent with new AI Factories and AI Factory Antennae

- 13 existing AI Factories + **6 newly selected AI Factories + 13 AI Factory Antennae**, spanning MS, EuroHPC Participating States, and associated countries
- Deployment of a large pan-European infrastructure and service layer
- **15 new AI-optimised supercomputers** plus one major upgrade,
- **AI computing capacity in Europe to increase fivefold,**
- AI Factories and AI Factory Antennae have mobilised €2.6 billion for European AI excellence anchoring a sovereign, world-class AI and HPC ecosystem.
- **Interconnected AI Factories and Antennae** will operate as a federated network ensuring seamless collaboration, efficient resource sharing, and secure cross-border access—advancing **Europe's strategic autonomy in critical digital capabilities**



Switzerland's participation is contingent upon the ratification of its accession to Horizon Europe.
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This designation shall not be construed as recognition of a State of Palestine and is without prejudice to the individual positions of the Member States on this issue.
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8th fastest in the world/ 100% renewable energy



The Apply AI Strategy



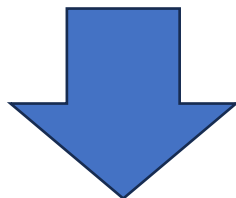
AI First: help businesses to consider AI as a useful solution to tackle their challenges while also considering the risks



Support **adoption and integration of AI in 10 strategic industrial sectors** and the **public sector**

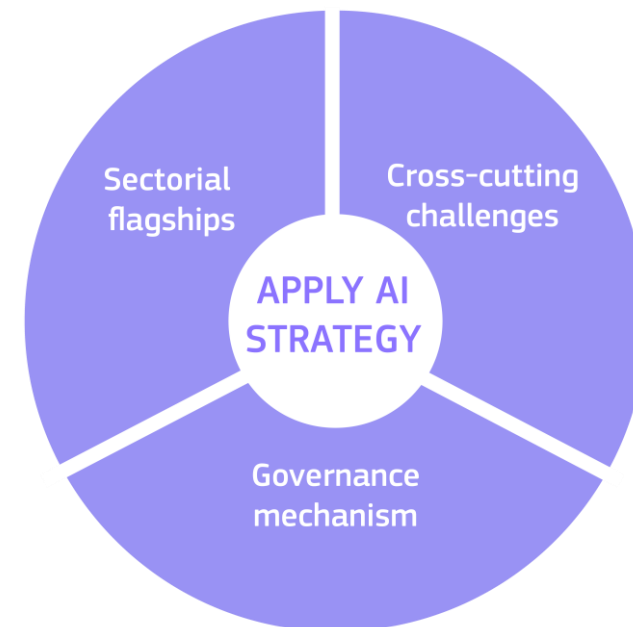


Tailored actions to sector-specific needs to harness the transformative potential of AI



Enhance competitiveness

Further develop EU's technological sovereignty



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Key actions for the strategic sectors



Healthcare and pharma

Establish AI-powered screening centres to improve detection and diagnosis.



Mobility, transport and automotive

Launch an Autonomous Drive Ambition Cities initiative to accelerate the deployment of self-driving vehicles.



Robotics

Establish a Catalyst for the Uptake of European Robotics to boost innovation.



Manufacturing, engineering and construction

Develop advanced models and AI agents for manufacturing.



Climate and environment

Deploy an AI-Earth frontier model to foster better weather forecasts, Earth monitoring, and prediction.



Energy

Support a generative AI-enabled digital backbone to better balance energy generation, load and demand.



Agrifood

Create an Agri-food AI platform to facilitate specialised farming apps to reach the market.



Defence, security and space

Deploy a EU highly secured computing power infrastructure for the development and training of defence AI models.



Electronic communications

Create an AI platform for telecoms operators to build AI elements.



Cultural and creative sectors, and media

Foster the development of micro-studios across the EU, specialising in AI-enhanced virtual production.



Public sector

Build an AI toolbox for public administrations with a repository of practical, open-source and reusable tools and solutions.



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Fundamentals of the EU AI Act

AI Act = EU Competitive Advantage

Trust



**1 set of
legal rules**



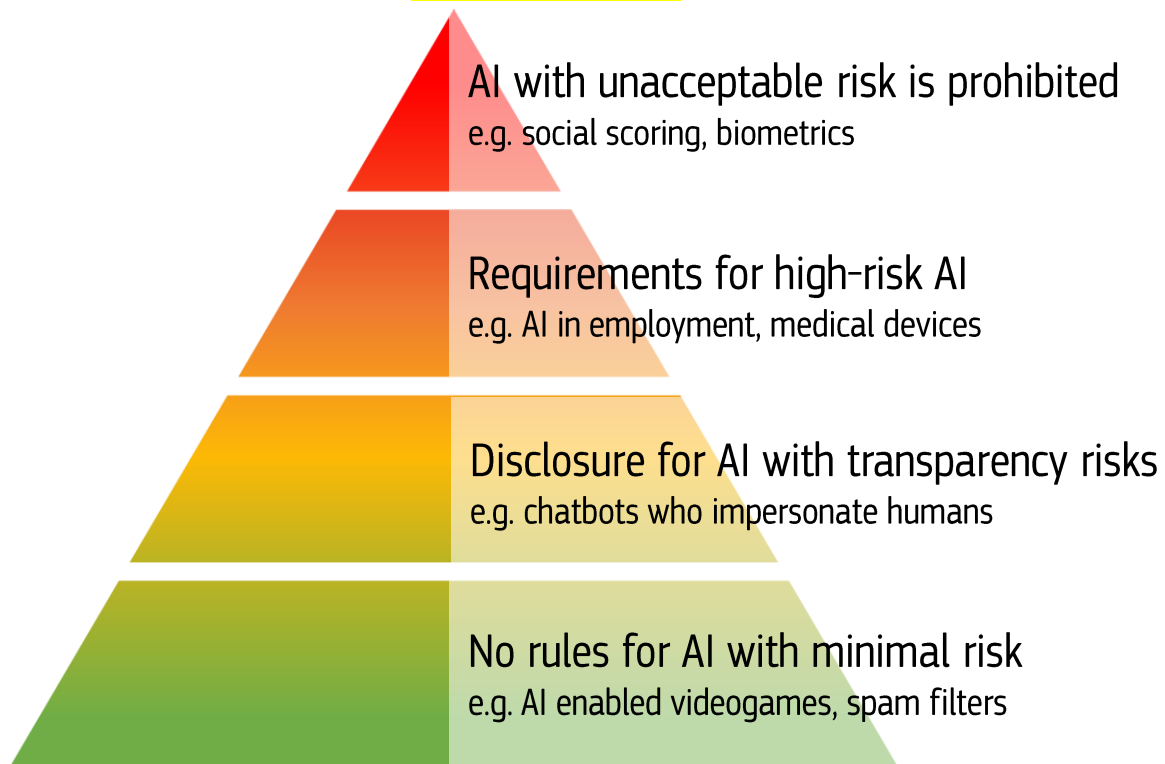
**Technology
neutral**



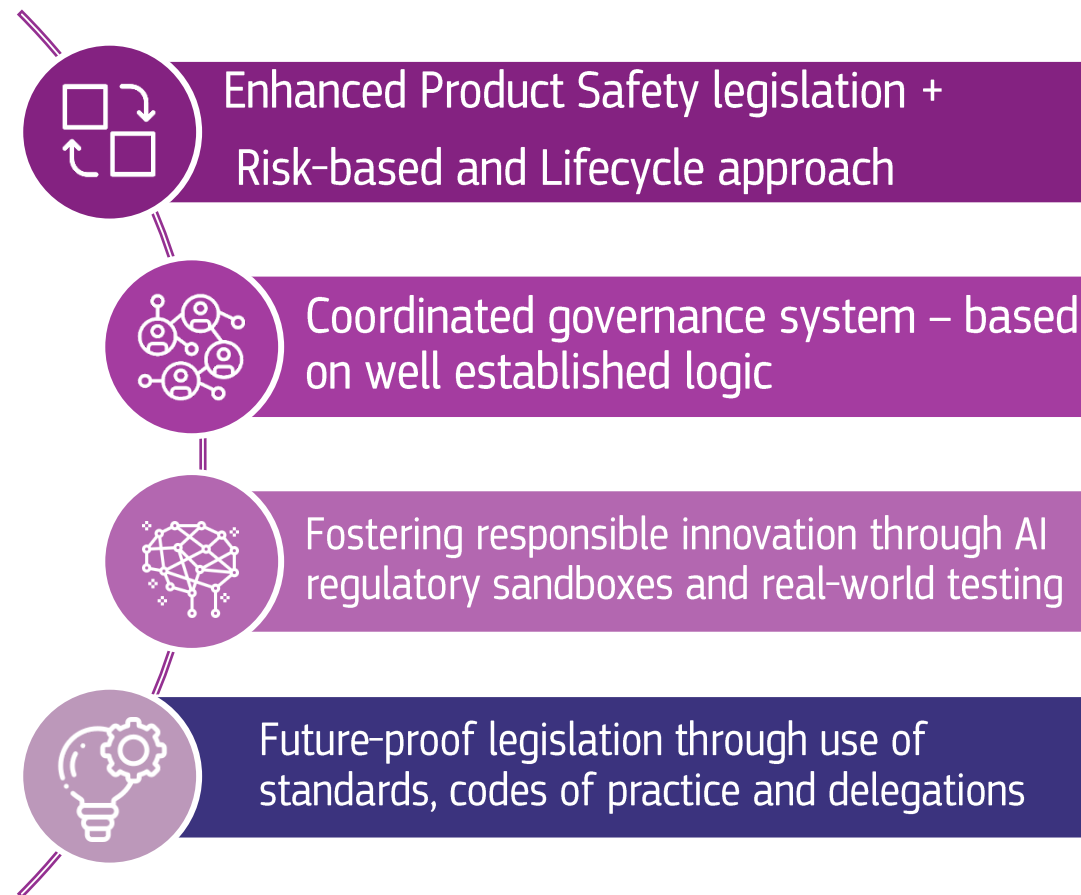
Risk-based

EU AI Act – rules for trustworthy AI in Europe

Risk-based rules for **AI systems**:



Transparency and risk management for powerful **AI models** that can be components of AI systems



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A holistic governance structure

Rules for AI systems

National level:
pre-market and post-market
EU Member States

**Rules for general-
purpose AI models**

EU level:
AI Office within Commission



AI Board

with EU Member States to
coordinate at EU level



Scientific Panel

supports with independent
technical advice



Advisory Forum

supports with stakeholder input



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The EU AI Office

360 degrees vision on AI:



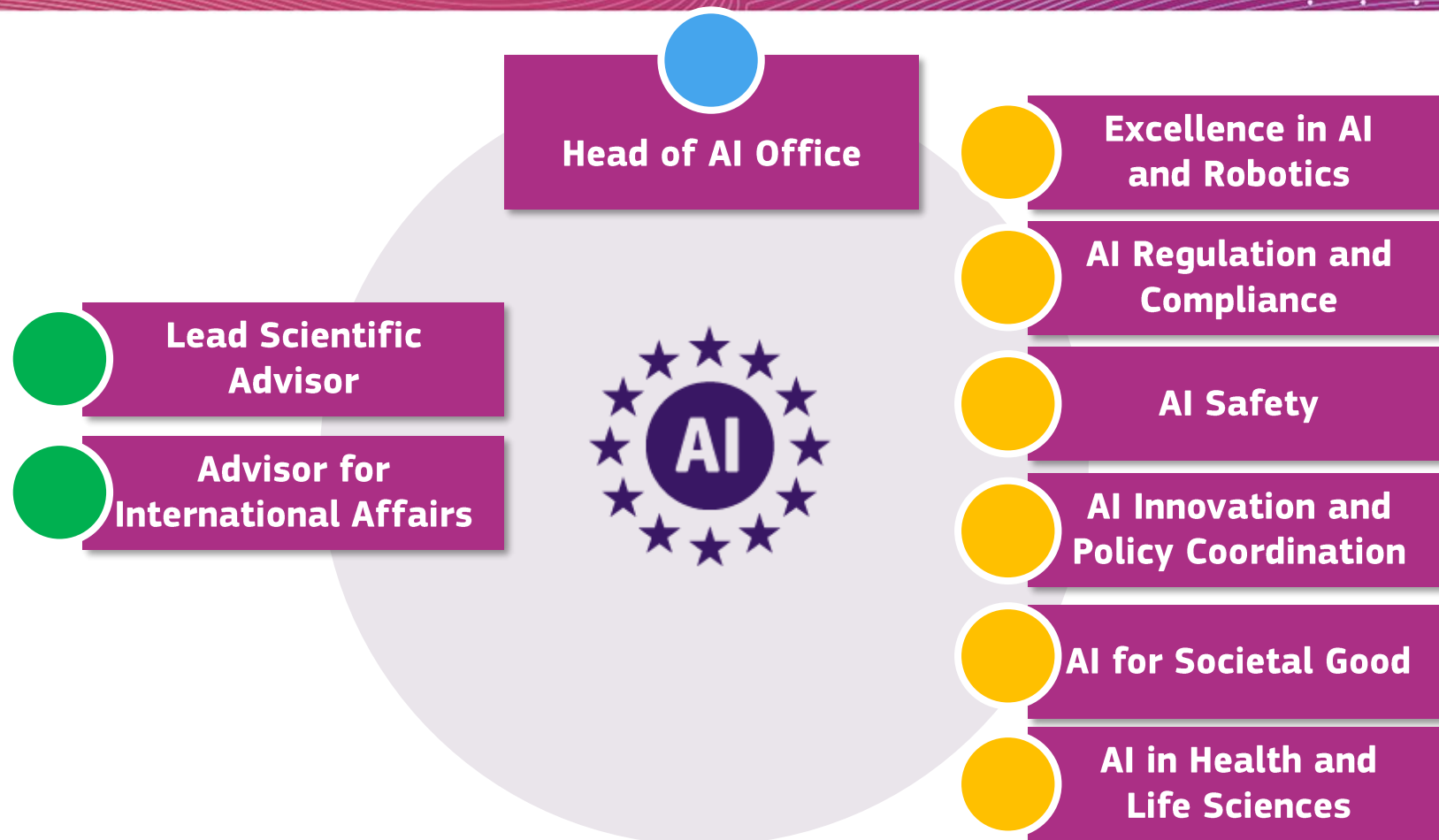
key role in the implementation of the AI Act, especially in relation to general-purpose AI models



fosters research and innovation in trustworthy AI



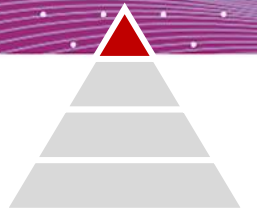
positions the EU as a leader in international discussions and contributor to AI for good



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Deep-dive into the AI Act's rules

Unacceptable AI practices ARE banned



Manipulation or exploitation of vulnerabilities

to manipulate people and thereby cause significant harms

Social Scoring

for public and private purposes

Biometric categorisation

to deduce or infer for example race, political opinions, religious or philosophical beliefs or sexual orientation, exceptions for labelling in the area of law enforcement

Real-time remote biometric identification

for the purpose of law enforcement, with narrow exceptions and with prior authorisation by a judicial or independent administrative authority

Individual crime assessment

assessing or predicting the risks of a natural person to commit a criminal offence based solely on profiling without objective facts

Emotion recognition

in the workplace and education institutions, unless for medical or safety reasons

Untargeted scraping of the internet

or CCTV for facial images to build-up or expand databases



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When is an AI system ‘high-risk’ under the AI Act?



The AI Act classifies AI systems as ‘high-risk’ in two ways:

1 AI system is embedded into a regulated product or is itself a regulated product

Concerns 22 product regulations (Annex I).

Examples: *Machinery Regulation, Radio Equipment Directive, Toy Safety Regulation*

2 AI system is intended to be used in a high-risk use case

8 areas which are sensitive for health, safety and fundamental rights (Annex III) with concrete use cases listed for each area.

AI system classifies as high-risk if it is **intended to be used for one of these use cases**.



„**Filter**“: AI systems can be excluded from the high-risk use cases in four cases, e.g. if they perform only a narrow procedural task.



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Requirements

Mandatory Requirements for high-risk AI system before they can be used on the EU market

Provider is responsible for EU declaration of conformity + CE marking



(Harmonized) Standards:



- **Operational tools to support regulatory compliance with requirements**
- Ongoing work in CEN/CENELC JTC-21. The main principle ‘international first’ i.e. build on IEC/ISO work as much as possible, however, as long as the international standards are aligned with the AIA Objectives and approach and cover same type of risks

Specific obligations for the public sector

Specific obligations for deployers of high-risk AI systems apply only to the public sector:



Bodies governed by public law have to carry out a **fundamental rights impact assessment**



Public authorities, agencies and other bodies have to **register the deployment** of high-risk AI in EU database



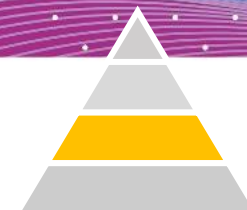
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AI Act high-risk AI systems – practical implementation

 Key principle: **complementarity**

- **Sectoral Product Safety Legislation**
- **General Data Protection Regulation**
- **Digital rule book (DSA + DMA)**

Addressing transparency risks



Trust through disclosure



When interacting with an AI:

- Humans have to be informed if they interact with an AI and this is not obvious
- Deployers have to inform humans if decisions are made about them involving the use of an AI system that is high-risk according to Annex III, e.g. in recruitment

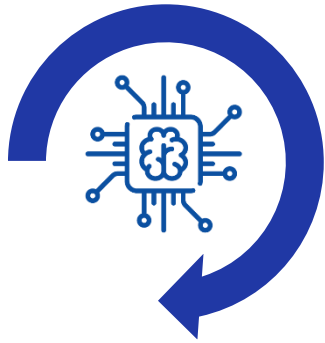
AI-generated content:

- AI systems that generate output need to include machine readable marks
- Labelling of audio and video content that constitutes a deep fake
- Labelling of text that is intended to inform the public on matters of public interest



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Disclosure obligations and risk management for powerful AI models



General-purpose AI models

= highly capable AI models used at the basis of AI systems such as ChatGPT

Transparency for all general-purpose AI models



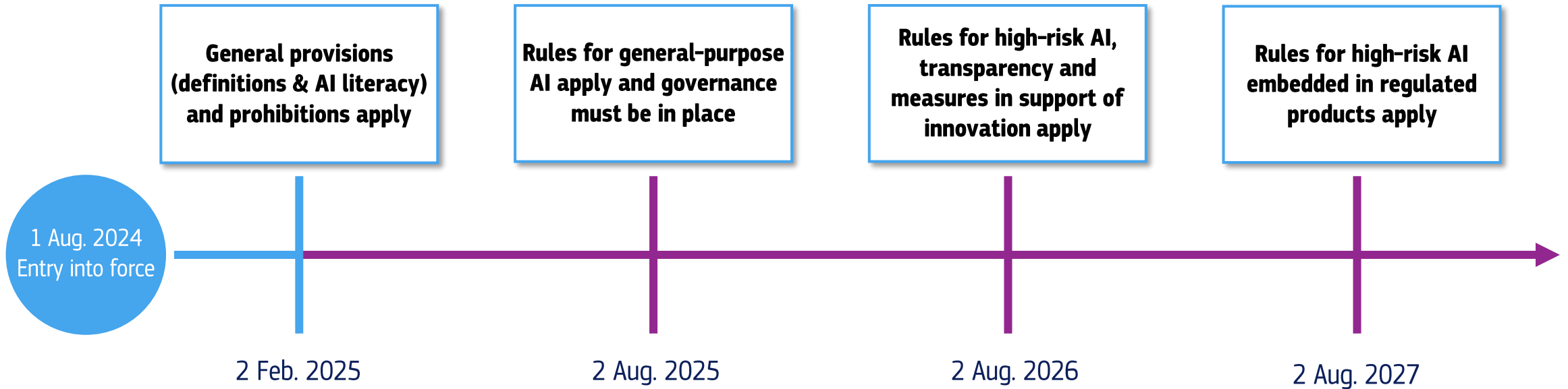
Risk management for those with systemic risk



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Update on the AI Act's implementation

The AI Act timeline



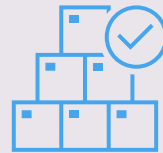
Implementation priorities for the AI Act

Set-up of governance structure



- Growing the **AI Office**
- Collaboration with **Member States** in the AI Board
- Establishing the **Scientific Panel** and **Advisory Forum**

Providing guidance on the practical AI Act application



- Publication of **guidance documents & guidelines**
- Coordinating the development of stakeholder-driven instruments like **standards** and the **code of practice** on general-purpose AI

Stakeholder outreach and support in compliance



- **AI Pact** network with more than 3000 stakeholders
- Actions under **Digital Europe Programme**
- Upcoming **AI Act Service Desk**



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Introducing the AI Act Service Desk

Possibility for stakeholders to **submit queries about the AI Act to the AI Office** and **receive tailored feedback**

- **Multilingual** support
- **Complementary** to other schemes such as the Regulatory sandboxes, EDIHs, and national helpdesks



Integrated into a **Single Information Platform**

(launch in EN only – multilingual support to be available soon)

- **AI Act Explorer**
- **Compliance Checker**
- **FAQs**
- Repository of **Commission's and national resources**



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General-Purpose AI models rules started to apply

What does it mean in practice?

- Transparency rules apply to providers of general-purpose AI models
- Providers of the most powerful models have additional risk management obligations
- Supervision and enforcement of the Commission, entrusted to AI Office

Our guidance package:

▶ **General-purpose AI Code of Practice as tool to demonstrate compliance**

▶ **Guidelines to clearly delineate the scope of the rules**

▶ **Template for training data summary to support copyright enforcement**



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General-purpose AI Code of Practice

13 independent experts
with input by 1000+ stakeholders
had been tasked to find the most practical
way to demonstrate compliance



Industry benefits

Signatories enjoy reduced administrative burden and greater predictability in AI Act compliance

To date, 27 companies have already signed up

Global significance

First time that legal rules for general purpose AI models are turned into more detailed guidance for safe development & deployment of general-purpose AI models

The Code is divided in 3 Chapters:

For all general-purpose
AI model providers

Transparency

Copyright

Only for the few providers of
general purpose AI models with
systemic risks

Safety and Security



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Update on the AI Act's implementation

Ongoing Work

Art. 50: Transparent AI systems



Recap: Transparency obligations (Art. 50)

- Relates to certain AI systems, for instance interactive and generative AI systems, including but not limited to GPAI systems.
 - People **interacting with AI systems shall be informed**
 - **Providers** shall **mark** AI-generated or manipulated content in a **machine-readable and detectable format**
 - **Deployers** shall **disclose artificial origin of deep fake or AI-generated text** on matters of public interest
 - People should be informed when **emotion recognition or biometric categorisation** systems are used



Commission is launching work on Transparent AI Systems and writes guidelines to facilitate compliance

Code of Practice on AI-generated content

- Adherence to the **Code on Transparent AI systems** will be **voluntary** and aims to facilitate the **effective implementation** of transparency obligations for AI generated content (Art. 50(2) and (4))
- Following the call for expression of interest, **over 200 organisations** and individuals expressed interest
- The kick-off in Nov. 2025

Commission is preparing guidelines

- **Guidelines** will cover all Art. 50 obligations and provide **legal clarity** for concepts, scope and exceptions
- This is informed by a **public consultation** which closed on 9 October and received **177 submissions**
- **Results** are currently being analysed to inform guidelines and Code and will be presented at the Code kick-off in Nov.

Other priority deliverables

TO BE ADOPTED by end of 2025:

- Report on review of Annex III and prohibitions
- Guidance on reporting of serious incidents (draft under public consultation)

ONGOING PREPARATION:

- Guidelines on high-risk classification
- Joint guidelines with European Data Protection Board on interplay of AI Act and GDPR interplay
- Implementing act with harmonised rules for the establishment, development, implementation, operation & supervision of AI regulatory sandboxes
- Implementing act setting out a template for the real-world testing plan
- Guidelines on high-risk obligations, substantial modification and AI value chain
- Template for fundamental rights impact assessment
- Set-up of EU database for high-risk AI systems



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Outlook on Digital Omnibus – adopted today 19 Nov.

Data acquis

Cybersecurity incident reporting

AI Act

Digital Identity



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Outlook on AI Act Digital Omnibus

- Targeted changes to clarify the interplay with other laws
- Additional measures to support compliance and extending AI Act's measures in support of innovation
- Changes to reinforce the AI Act's governance system
- Assessment of application timeline
- Extending regulatory privileges for SME to small mid-caps



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Recent activities

Publication of a [repository of good practices for AI literacy](#).

Publication of guidelines on the [AI system definition](#) and [prohibitions](#).

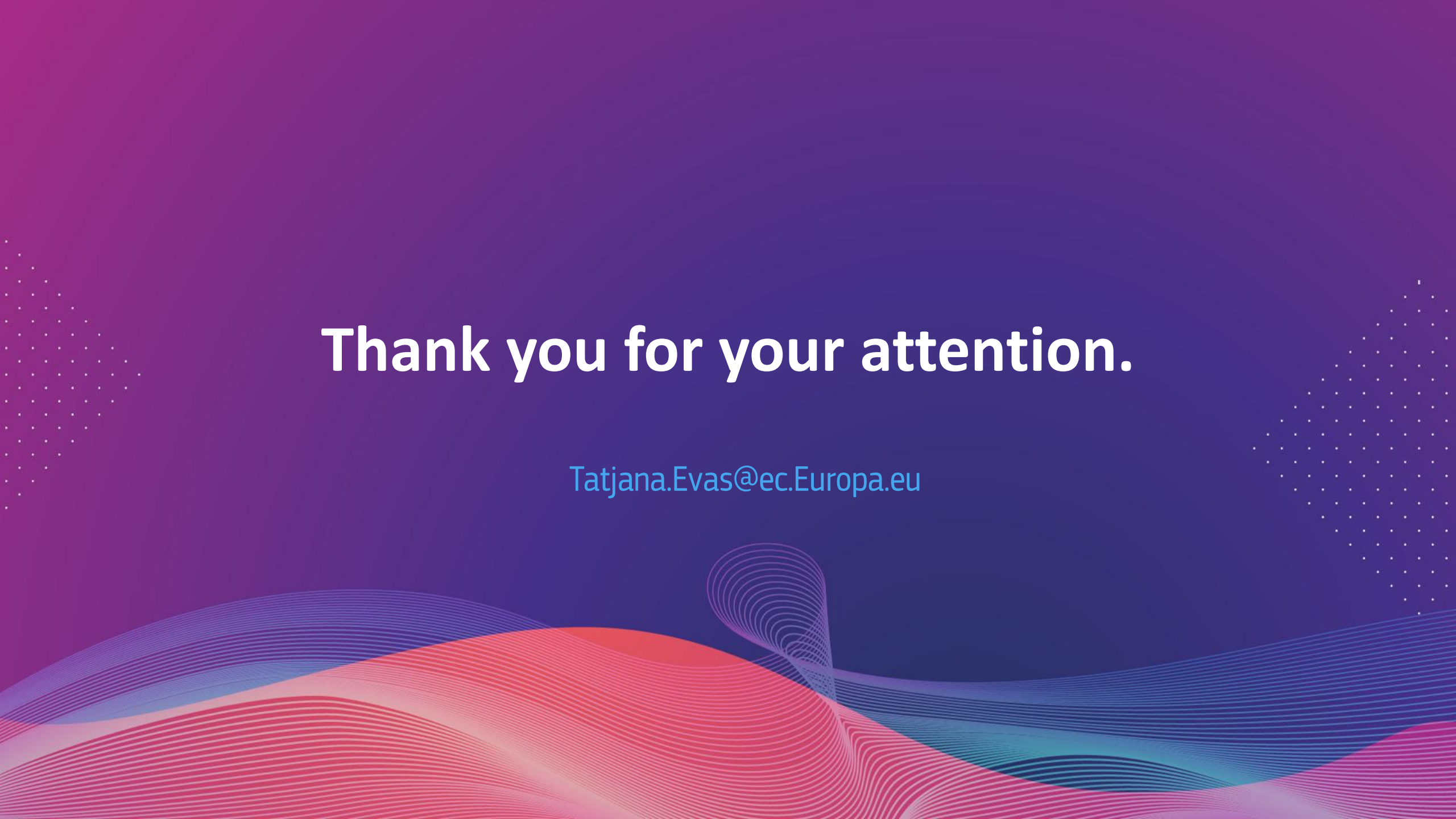
Ongoing iterative drafting of [Code of practice on general-purpose AI](#).

Our [AI Pact webinars](#) for an in-depth look into the AI Act.

Explore all our activities online:



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Thank you for your attention.

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