



Artificial Intelligence

Artificial intelligence, or AI, refers to technologies programmed to analyse the world around them and take action to achieve specific goals.

We might not realise it, but AI plays a key role in our daily lives, from filtering spam mail, to suggesting a new song for us, to finding us the quickest route to where we're going.

As AI develops, it can offer even more benefits to citizens and businesses across Europe. These include better prevention of diseases, fewer fatalities in traffic accidents, the anticipation of cyber threats and more.

The EU has proposed new rules and actions for AI so we can harness its full potential and the benefits it brings in the Digital Decade.

The [AI Act \(https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai\)](https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai) is the world's first proposal for a legal framework regulating specific uses of AI while the [Coordinated Plan on AI \(https://digital-strategy.ec.europa.eu/en/policies/plan-ai\)](https://digital-strategy.ec.europa.eu/en/policies/plan-ai) brings forward strategic alignment, policy action and acceleration of investment. Together, they outline a [European approach to AI \(https://digital-strategy.ec.europa.eu/en/policies/european-approach-to-ai\)](https://digital-strategy.ec.europa.eu/en/policies/european-approach-to-ai) that puts people first. The new rules will ensure that advancements in Artificial Intelligence will promote trust, safety, and fundamental rights, while fostering excellence in innovation.

The [European AI Office \(https://digital-strategy.ec.europa.eu/en/policies/ai-office\)](https://digital-strategy.ec.europa.eu/en/policies/ai-office) was inaugurated in February 2024 as part of the Commission. It plays a key role on the enforcement and implementation of the AI Act in collaboration with the member states. Its primary objective is to cultivate a landscape where AI technologies uphold human dignity and rights while fostering trustworthiness in AI solutions. The AI Office also fosters collaboration among various stakeholders to share knowledge, spur innovation, and advance research in AI. It also promotes international cooperation and dialogue on AI matters, recognizing the global significance of harmonised approaches to AI governance. By championing these initiatives, the European AI Office propels Europe into a leadership position in the responsible and sustainable development of AI technologies.

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