

## ◆ As it Happened: TIC Summit 2024 Programme



<b>Opening Remarks</b>	<b>Hanane Taidi</b> , Director General, TIC Council	
<b>To AI or not to AI: Screening of "The Best Option" by Serge Goriely, followed by panel discussion</b>	<b>Serge Goriely</b> , Researcher and Filmmaker <b>Risto Uuk</b> , EU Research Lead, Future of Life Institute <b>Frederic Pivetta</b> , Chief Executive Officer, Dalberg Data Insights	<b>Hanane Taidi</b> , Director General, TIC Council <b>Susan Taylor-Martin</b> , CEO, BSI
<b>Keynote: The Myth and Reality of Generative AI</b>	<b>Luc Julia</b> , Chief Scientific Officer, Renault	
<b>Message from Michael Mainelli, Lord Mayor of the City of London</b>	<b>Michael Mainelli</b> , Lord Mayor of the City of London	
<b>Fireside Chat: What collective responsibilities emerge in the era of AI?</b>	<b>Frederico Oliveira da Silva</b> , Senior Legal Officer, BEUC <b>Jeremy Rollison</b> , Head of EU Policy & Senior Director, European Government Affairs, Microsoft <b>Jennifer Baker</b> , Moderator	
<b>Fireside Chat: Can a regulatory framework safeguard AI's positive impact?</b>	<b>Caroline Read</b> , Deputy Ambassador, UK Mission to EU <b>Killian Gross</b> , Head of Unit (Artificial Intelligence Policy Development and Coordination) <b>Jennifer Baker</b> , Moderator	
<b>Fireside Chat: Do we have the right environment for innovation in AI?</b>	<b>William Xu</b> , Deputy Secretary-General, Shanghai Artificial Intelligence Industry Association (SAIA) <b>Alyssa Lefavre Škopac</b> , Head of Global Partnerships and Growth, Responsible AI Institute <b>Jennifer Baker</b> , Moderator	
<b>Panel Discussion: "Is AI Governable, is AI Certifiable?"</b>	<b>Matt Gantley</b> , CEO, UKAS <b>Stan Zurkiewicz</b> , CEO, DEKRA <b>Chantal Guay</b> , CEO, Standards Council of Canada <b>Alexander Hoefmans</b> , Deputy Head of Cabinet for Mathieu	<b>Michel</b> , Belgian State Secretary for Digitalization, Privacy, and Administration Simplification <b>Géraldine Picaud</b> , CEO, SGS <b>Jennifer Baker</b> , Moderator
<b>Closing Remarks</b>	<b>Dr.-Ing. Michael Fübi</b> , Chairman of the Executive Board of Management / President of TIC Council, TÜV Rheinland	



## To AI or not to AI: Screening of "The Best Option" by Serge Goriely, followed by panel discussion

A chilling glimpse into the future kicked off the AI summit. "The Best Option," a film by Serge Goriely, painted a world dominated by AI, sparking a conversation about keeping humans in the driver's seat.

Serge used still images to reflect the cold, calculating nature of AI in contrast to the fluidity of human thought.

Following the film, a panel with Susan Taylor-Martin (BSI CEO) and Risto Uuk (Future of Life Institute) discussed the anxieties and fears the film evoked. Susan emphasized the need for ethical safeguards to ensure AI serves humanity, not the other way around. Risto echoed this concern, highlighting the narrow goals AI can pursue and the potential for misuse.

The key takeaway? Humans are not powerless. AI is a tool we created, and just like any tool, it can be regulated and controlled.



"I wanted to present a world in which more choices by people were guided by AI."  
**Serge Goriely, Researcher and Filmmaker**

"It is crucial to ensure AI has the correct safeguards to be trustworthy before it is too late."  
**Susan Taylor-Martin, CEO, BSI**

"It is important that AI follows a gradual deployment and prohibits some uses to ensure it is secure."  
**Risto Uuk, EU Research Lead, Future of Life Institute**



## Keynote: The Myth and Reality of Generative AI



Renault's AI chief, Luc Julia, took the stage to debunk some myths and offer a hopeful vision for the future. AI, he explained, isn't some groundbreaking invention – it's been around since the 1950s. What's truly revolutionary is the data explosion of the internet age. This data fuels AI, but it's still humans who provide the "prompt" – the instructions that guide the AI.

Think of AI as a hammer, Julia said. It's a powerful tool, but it doesn't act on its own. It follows our commands. This is where the human role becomes crucial. We need to establish "guardrails" to ensure responsible AI development.

Julia acknowledged the growing pains of this rapidly evolving technology: misleading answers, "hallucinations" (AI fabricating information), and copyright concerns. He offered solutions, like digital watermarks to identify AI-generated content.

Looking ahead, Julia sees a future where AI models are more open-source, specialized for specific tasks, and energy-efficient. The key, he emphasized, is ensuring humans remain in control, shaping AI as a tool for good.

"We talk a lot about inexplicability and the black box of AI, but the truth is that there is no inexplicability; everything is explainable. People creating AIs can explain what they are doing, including the data algorithms they are using."

**Luc Julia, CSO, Renault Group**





## Message from Michael Mainelli, Lord Mayor of the City of London



In a video message, Michael Mainelli, the Lord Mayor of the City of London, beamed his support for the TIC Council Summit. His message focused on the double-edged sword of AI – brimming with potential but also harbouring risks.

Lord Mainelli highlighted the crucial role of the testing, inspection and certification sectors (TIC) in navigating this exciting yet complex landscape. He emphasized the importance of international standards, especially for emerging technologies like AI. These TIC sectors, he argued, are the key to ensuring AI is deployed safely, ethically, and transparently – unlocking its potential for good while mitigating potential harms.

“To ensure AI delivers the best for people, it is essential that the testing, certification, and inspection sectors play a role in ensuring a safe, ethical, and transparent deployment of AI.”

**Michael Mainelli, Lord Mayor of the City of London**





## Fireside Chat: What collective responsibilities emerge in the era of AI?



“What consumers need are solutions to their problems, this is why authorities must play an important role in effectively enforcing legislation”

**Frederico Oliveira da Silva, Senior Legal Officer, BEUC**

“Impact assessments by third parties are key to mitigating risks, and they play a huge part in our review process.”

**Jeremy Rollison, Head of EU Policy & Senior Director, European Government Affairs, Microsoft**

A fireside chat brought together experts from Microsoft and the pan-European consumer protection group BEUC to hash out how to achieve collective responsibility in the era of AI.

The key takeaway? Everyone has a role to play. Jeremy Rollison from Microsoft emphasized that AI is fast-moving and competitive, which forces companies to go to market quickly. He acknowledged that this pressure has led to mistakes in the past, and companies like Microsoft recognize that.

Frederico Oliveira da Silva from BEUC focused on the importance of responsible deployment. Before unleashing an AI system on the world, companies need to be certain it's safe. Regulations are important, but Frederico argued that companies shouldn't just follow the bare minimum – they should strive for responsible use beyond what the law dictates.

Independent reviews were another key point. Jeremy highlighted the value of third-party assessments to identify potential risks in AI systems. Microsoft, for example, relies on these evaluations to ensure their AI is up to par.

But it's not just about the tech companies. Frederico pointed out that consumers need clear solutions when things go wrong with AI. Strong enforcement of regulations by authorities is crucial for this.

In essence, achieving safe and trustworthy AI requires a village – a village of tech companies, regulators, and even consumers, all working together to ensure this powerful technology is used for good.





## Fireside Chat: Can a regulatory framework safeguard AI's positive impact?



In this fireside chat, leaders from the European Commission and the UK embassy in the EU shared their approaches to ensuring responsible AI development.

The European Commission, represented by Kilian Gross, championed a risk-based approach. He emphasized the need for "guardrails" – clear regulations and independent assessments – to prevent harm during AI development. This "horizontal legislation" aims to create a unified legal framework for AI within Europe, providing companies with legal certainty while they innovate within these safeguards.

The UK, represented by Caroline Read, presented a contrasting approach. They favor a principles-based approach that focuses on core principles like transparency, safety, and trust. This approach aims to empower existing regulations and adapt them to the evolving nature of AI risks. Caroline highlighted initiatives like the UK's AI Safety Summit as ways to identify and mitigate unforeseen risks through real-world case studies.

Despite their differing approaches, both the EU and UK agree that AI is a powerful tool that can drive economic growth and tackle challenges like climate change. However, they acknowledge the potential risks and acknowledge the importance of international collaboration in navigating the exciting yet complex future of AI. This collaborative effort will ensure that this powerful technology is used for good.



"AI is central for the future of the world, having an impact similar to the one electricity had."

**Caroline Read, Deputy Ambassador, UK Mission to EU**

"Guardrails for AI are necessary to ensure the safe development of AI in Europe."

**Kilian Gross, Head of Unit, European Commission**



## Fireside Chat: Do we have the right environment for innovation in AI?



Experts from the Responsible AI Institute and the Shanghai Artificial Intelligence Industry Association emphasized the need for international cooperation to ensure its safe and responsible development in this fireside chat.

Alyssa Lefavre Škopac, representing the Responsible AI Institute, underscored the challenges posed by the patchwork of regulations across different countries. Clear and consistent AI governance, she argued, is crucial to maximize the benefits of this technology while mitigating potential risks. To achieve this, Škopac emphasized the importance of international collaboration, particularly in areas like standardization and certification. This, she argued, would ensure a level playing field that isn't dominated by large tech companies.

William Xu, representing the Shanghai Artificial Intelligence Industry Association, echoed the need for international cooperation. He stressed a shared global commitment to a "human-centric" approach to AI development, ensuring that AI serves humanity. Xu further emphasized the importance of fostering innovation in the field, not stifling it with overly restrictive regulations.

In essence, the discussion highlighted the need for a global conversation on AI governance. By working together, countries can establish common standards and ensure that this powerful technology is developed and used responsibly for the benefit of all.



"We need to strengthen harmonization, certification, and standards to ensure the AI market is not reserved only for the big tech companies."

**Alyssa Lefavre Škopac, Head of Global Partnerships and Growth, Responsible AI Institute**

"We must foster AI, not stop it."

**William Xu, Deputy Secretary-General, Shanghai Artificial Intelligence Industry Association**



## Panel Discussion: "Is AI Governable, is AI Certifiable?"



In this panel, the often-invisible network of quality infrastructure, including testing, certification, and standardization – was highlighted as a crucial player in the safe deployment of AI.

Experts like Géraldine Picaud (SGS) stressed the need for rigorous testing to keep pace with AI's rapid development. Collaboration and knowledge sharing within the quality infrastructure sector were seen as key to keeping up.

Standardization was another focus. Clear and consistent standards are needed to ensure responsible AI development across borders. Chantal Guay (Standards Council of Canada) emphasized the importance of harmonizing these standards. The discussion also highlighted the need for an upskilled workforce within quality infrastructure. These are the people who will be the guardians of AI safety.

Collaboration was another key theme. Matt Gantley (UKAS) emphasized that all players in the quality infrastructure ecosystem need to work together for smooth and safe AI development.

The panel ended on a positive note. The imminent approval of the EU's AI Act, along with a robust quality infrastructure, promises a future where AI benefits everyone.

"The testing, inspection, and certifiers industry are needed to ensure AI can be safely used in different contexts to protect society and people."

**Géraldine Picaud, CEO, SGS**



"AI has enormous potential to bring positive changes like increasing product safety; however, it can also lead to adverse effects."

**Stan Zurkiewicz, CEO, DEKRA**

"The rapid evolution of AI requires the adoption of international standards."

**Chantal Guay, CEO, Standards Council of Canada**

"The quality infrastructure players have an important role to play in ensuring the trusted deployment of AI"

**Matt Gantley, CEO, UKAS**

"The testing, inspection, and certification industry will be vital to the implementation of the AI Act and ensuring that AI is safe."

**Alexander Hoefmans, Deputy Head of Cabinet for Mathieu Michel**



## ◆ Closing Remarks



In closing remarks, Dr.-Ing. Michael Fübi painted a clear picture of the testing, certification, and inspection sectors as the unsung heroes of safe AI development. These groups, he argued, are essential enablers for new technologies like AI.

But ensuring safe AI isn't a solo act. Dr. Fübi emphasized the need for collaboration – not just within these quality infrastructure sectors, but also with civil society. By working together and understanding how AI impacts everyday lives, we can ensure this powerful technology advances responsibly and ethically. In essence, it's about pooling our expertise to create safe, reliable, and trustworthy AI for everyone.

*“We must pool our collective expertise to facilitate the responsible and ethical advancement of AI, ensuring its safety, reliability, and trustworthiness.”*

**Dr.-Ing. Michael Fübi, Chairman of the Executive Board of Management / President of TIC Council, TÜV Rheinland**



