



European Lighthouse of AI for Sustainability

www.elias-ai.eu



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Theme Development Workshop on Sustainability & AI

Theme Development Workshops (TDWs)

7 March, 2025

Bucharest, Romania

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Power without responsibility – the AI version

Session 1 – Regulatory and Ethics Aspects

Presenter: Prof. Marko Milosavljević
(University of Ljubljana)

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Bucharest, Romania (Hybrid event)

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Key concerns about AI

- Ethical,
 - Legal, and
 - Societal Aspects
- Called also ELSA



By Invitation | Artificial intelligence

Yuval Noah Harari argues that AI has hacked the operating system of human civilisation

Storytelling computers will change the course of human history, says the historian and philosopher

Key concerns about AI implementation

- Jobs / unemployment
- Responsibility and accountability
- Privacy, surveillance, human rights
- Prevention of abuse
- Worst case scenario
- Devil's advocate

Ethics and societal aspects: Norman Wiener

- “The Human use of Human Beings”, as the phrase itself suggests, was written to start a public discussion of the new technology to a higher level of ethical awareness.
- Automated machines, Wiener observed, would takeover not only assembly line routine, but office routine as well.
- Cybernetic machinery “plays no favourites between manual labor and white collar labor.”
- If left wholly in the control of short-sighted, profit-maximizing industrialists, it might well „produce an unemployment situation, in comparison with which ... even the depression of the thirties will seem a pleasant joke.”

Kurt Voneggut

- Two years after Wiener issued that warning, the first cybernetic anti-utopia was written.
- In „Player Piano“, Kurt Vonnegut, Jr., who had been working in the public relations department of General Electric, one of the companies most aggressively interested in automation, imagines a world of intelligent machines where there is "production with almost no manpower."
- Even the barbers have been displaced by haircutting machines.
- The result is a technocratic despotism wholly controlled by information technicians and corporate managers.

- The book raises the issue whether technology should be allowed to do all that it can do, especially when its powers extend to the crafts and skills which give purpose to people's lives.
- The machines are slaves, Vonnegut's rebellious engineer-hero insists.
- True, they make life easier in many ways; but they also compete with people.
- And "anybody that competes with slaves becomes a slave."
- As Vonnegut observes, "Norbert Wiener, a mathematician, said all that way back in the nineteen-forties."



**300mn jobs across major
economies could be
affected by generative AI,
says Goldman Sachs**



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Jobs and rights



Advances in artificial intelligence have allowed software to recreate voices with eerie precision. The technology puts voice actors, often-nameless professionals, in a precarious position.



washingtonpost.com
AI is hijacking these actors' voices. Can you tell the diffe...



Artificial intelligence (AI)
EU accused of leaving 'devastating' copyright loophole in AI Act

Architect of copyright law says EU is 'supporting big tech instead of protecting European creative ideas'




Thousands of potential layoffs *apparently* still isn't efficient enough for Elon Musk. Now, operatives linked to DOGE are reportedly modifying AutoRIF, a Defense Department program that could enable mass firings of federal workers.




wired.com
DOGE Is Working on Software That Automate...

Human rights


The Guardian 3m · 



theguardian.com
Chinese AI chatbot DeepSeek censors itself in realtime, users report

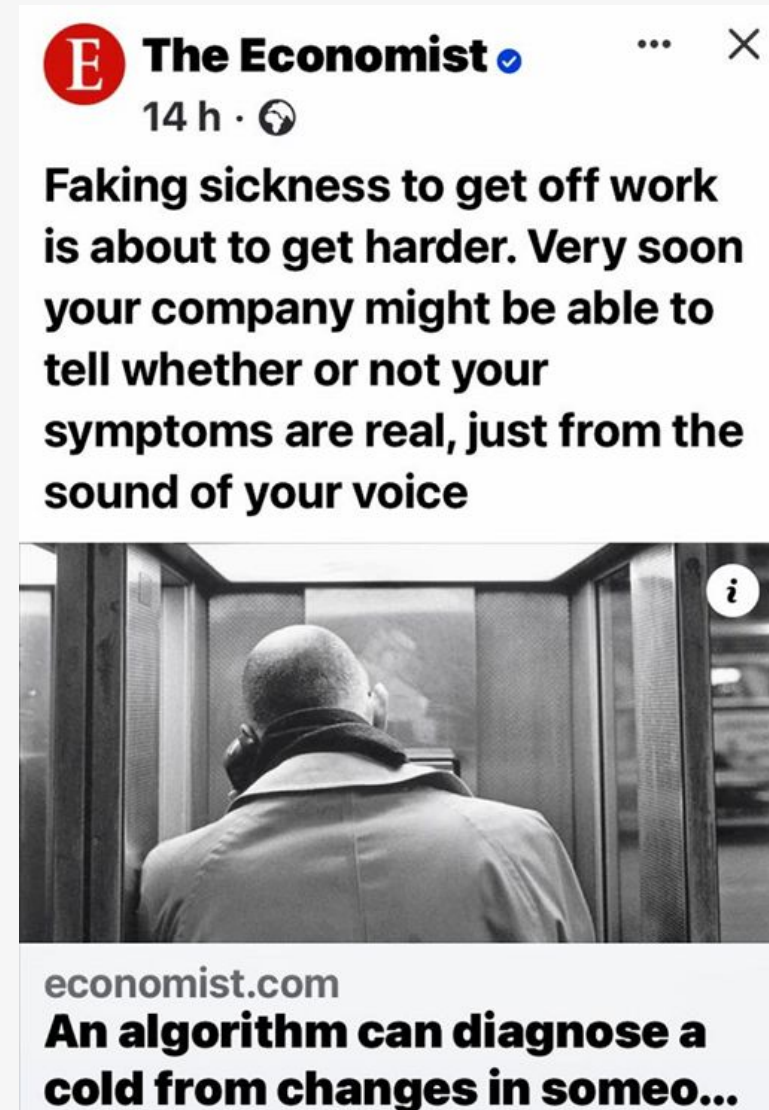
WSJ The Wall Street Journal Just now · 

China's DeepSeek has disrupted the AI world by releasing a top-notch artificial-intelligence model that offers provocative answers—although maybe not to questions about China.

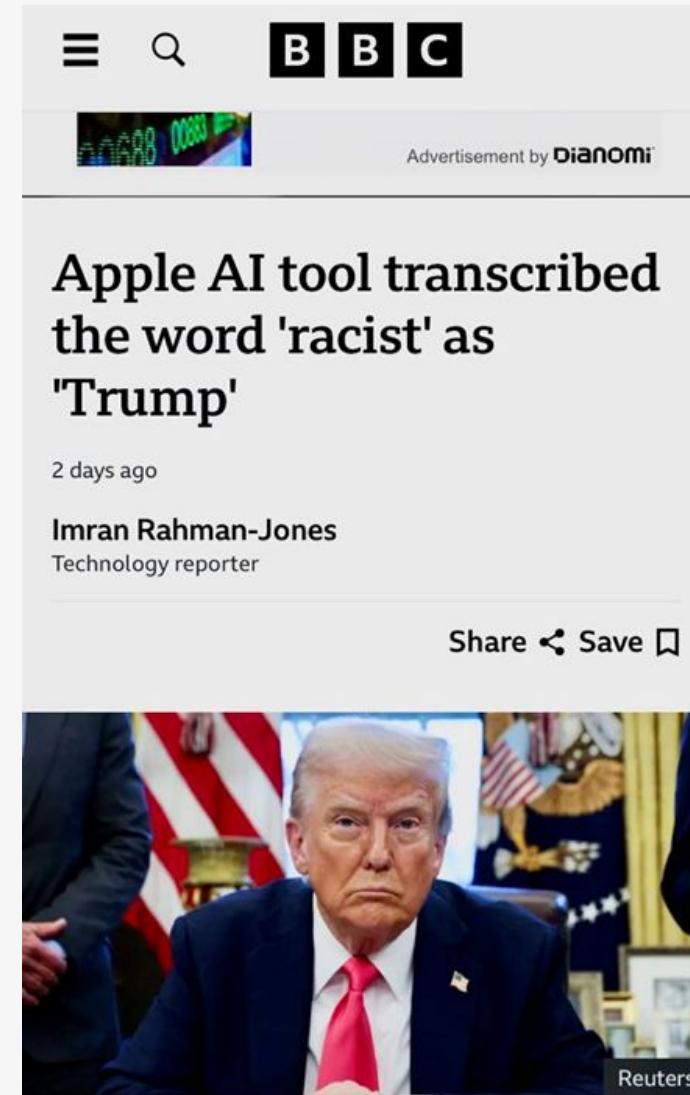


wsj.com
DeepSeek's Chatbot Works Like Its U.S. Rivals—Until You Ask About Tiananmen

Human rights



Accountability, responsibility, transparency



New developments, new potential disruptions

Reuters · Follow
1h · 🌐


Chinese tech giant Tencent on Thursday released a new AI model that it says can answer queries faster than global hit DeepSeek's R1, in the latest sign the startup's domestic and overseas success is putting pressure on its larger competitors in China.



reuters.com
Tencent releases new AI model, says replies faster...

WIRED · 25m · 🌐

Internally called Orion, GPT-4.5 is OpenAI's largest model to date, and it's only available through the company's \$200 monthly ChatGPT subscription.



wired.com
OpenAI Launches GPT-4.5 for ChatGPT—It's Huge a...

UNILAD TECH

From: Elon Musk
To: Sam Altman
Subject: Re: question
Date: Monday, May 13, 2024
Probably worth...

Alarming resurfaced email shows Sam Altman asking Elon Musk about 'Manhattan Project for AI'

Regulatory / legal framework

- Act on AI
- Classification of threats
- Focus on military aspects, terrorism, different types of warfare
- Security issues
- National framework: mostly non-existent, mostly difficulties with following new developments

Council of Europe, EU and national level

- *Committee of experts on media environment and reform (MSI-REF)*
- *In Committee of experts on media resilience and A.I. (MSI-RES)*
- **Guidelines on the responsible implementation of artificial intelligence systems in journalism**
- **Guidance Note on the Prioritisation of Public Interest Content Online**
- **Recommendation CM/Rec (202x)xx of the Committee of Ministers to member States on principles for media and communication governance**
- **Recommendation CM/Rec(20XX)XX of the Committee of Ministers to member States on electoral communication and media coverage of election campaigns**
 - AI Act
 - New draft Mass Media Act in Slovenia

Work in progress: DIACON Project

These issues are addressed also in our new **EU-funded project DIACOMET**

Researching the importance of selfregulation and regulation of new digital reality including artificial intelligence in the society as a whole: within media, social media, political communication, marketing, public relations, education – all the areas that are affected by AI, algorithms, and where there is a lack of transparency, responsibility and accountability by many stakeholders.

DIACOMET Project




Accountability, responsibility

POLITICO SIGN UP TO NEWSLETTERS SIGN IN

FROM POLITICO PRO

EU wants Google, Facebook to start labeling AI-generated content

The European Commission is worried artificial intelligence tools like ChatGPT will result in more online disinformation.



Artificial intelligence tools like ChatGPT and DALL-E have been increasingly spreading online | Leon Neal/Getty Images

The Washington Post Sign in


Tech Help Desk Artificial Intelligence Internet Culture

Google drops pledge not to use AI for weapons or surveillance

In 2018, the company introduced policies that excluded applying AI in ways “likely to cause overall harm.” Now that promise is gone.

Updated February 4, 2025 at 6:57 p.m. EST

5 min 319



WIRED 10m ·

A WIRED investigation reveals that billion-dollar scam compounds in Myanmar—where tens of thousands are enslaved—are using Starlink, the satellite internet service from Elon Musk’s SpaceX, to stay online and keep their operations running.



wired.com

Elon Musk’s Starlink Is Keeping Modern Slavery...

Technology

EU cuts back AI rules to spur investment

BARBARA MOENS AND
HENRY FOY — BRUSSELS

The EU is cutting back tech regulation to spur investments in artificial intelligence, not because of pressure from US Big Tech companies and Donald Trump, the bloc's digital chief has said.

Henna Virkkunen, the European Commission's executive vice-president in charge of digital policy, told the Financial Times the EU wanted to "help and support" companies when applying AI rules, as the bloc sought to boost competitiveness and not miss the boat on this technology.

Brussels needed to ensure "that we are not creating more reporting obligations for our companies", she said.

The US president has threatened to retaliate against the EU for the fines it has imposed on US tech companies. His return to the White House has

emboldened Silicon Valley executives in their claim that the EU's regulatory grip is hurting their companies.

At an AI summit in Paris this week, US vice-president JD Vance lashed out against "onerous international" rules

Digital policy chief
Henna Virkkunen
insists the
deregulatory push
is not dependent
on the US



targeting Big Tech. The commission has since announced the withdrawal of a planned AI liability directive as part of a broader push for deregulation.

Virkkunen also said that an upcoming code of practice on AI, expected in April, would limit reporting requirements to what is included in the existing AI rules.

The EU's recently adopted AI Act classifies the technology into three categories based on the risks they pose to human health and security; for instance if they have any medical application, or if they are being deployed in public transport. The higher the risk category, the bigger the reporting requirements.

Powerful AI models, such as OpenAI's GPT-4 and Google Gemini, face extra obligations, such as having to be more transparent about how models are trained. Google and Meta, the owner of Facebook, have criticised the code.

But Virkkunen insisted the deregulatory push was driven by the EU's ambition to enhance its competitiveness, and was not "dependent on the US".

Big Tech has been largely complying with EU rules, given that the bloc "is one of the biggest markets" for US companies, Virkkunen added.

Additional reporting by Melissa Heikkilä

Paris AI Action summit – AI governance

Key research priorities include:

- Human & Planet Welfare – safeguarding rights, equity and sustainability
- Accountability & Transparency – ensuring explainability, and responsible decision-making
- Inclusive AI Governance – addressing bias and broadening participation
- Proactive & Global Regulation – anticipating AI's and fostering international cooperation


ELIAS Potential Issues


A hand is shown at the bottom, holding a glowing, wireframe globe. The globe is surrounded by various icons in hexagonal frames, including a sun, wind turbines, water droplets, a bar chart, gears, a recycling symbol, and a handshake. The background is a gradient of dark green and yellow.

Thank you!



 ELIAS - European Lighthouse of AI for Sustainability

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***Pioneering Europe's AI Leadership
for Sustainable Innovation and
Economic Growth!***



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