fit for the Digital Age (2019), aims to assert digital leadership found in the digital policy realm. EU’s digital policy, A Europe A further illustration of the EU’s use of its soft power is to be Soft power in digital policy Artificial Intelligence: the EU’s global approach Box 9.8:

Artificial Intelligence, which is due to be adopted by member states of the Organisation for Economic Co-operation and Development (OECD) in May 2019. The G20 subsequently endorsed these ethical principles in its June 2019 Ministerial Statement on Trade and Digital Economy. At the United Nations, the EU is involved in follow-up to the report of the High-Level Panel on Digital Cooperation, including its recommendation on AI. The EU is also involved in developing the Recommendation on the Ethics of Artificial Intelligence, which is due to be submitted to UNESCO member states for adoption in November 2021. The EU continues to co-operate on AI with like-minded countries and global players, on the basis of EU rules and values, such as support for upward regulatory convergence, open access to key resources like data and generally creating a level playing field. The European Commission monitors policies of third countries that limit data flows and will address undue restrictions that do not respect the Findable, Accessible, Interoperable and Reusable (FAIR) principles for data. The EU is also promoting ethical AI through bilateral trade negotiations and in the context of its interaction with the World Trade Organization.


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