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Name of Cabinet Member: Fabrice Comptour/Carsten Bermig
Name of the Director who has cleared the briefing: Hubert Gambs
BASIS request ID: 1293

MINI BRIEFING NOTE *(Commission Internal) - DSM*

Scene setter/Context of the meeting/ Objective of the meeting:

The Commission adopted on 25 April 2018 a number of key initiatives announced in the DSM Mid-Term Review (May 2017) in the following areas: data economy, Artificial intelligence (AI), fairness in Platform-to-Business relations, and combatting fake news and online disinformation.

Objective: inform Google about the recently adopted initiatives to complete the DSM and get their views on these initiatives.

KEY messages

Artificial Intelligence (AI)

- The Commission adopted yesterday the EU strategy on AI and Robotics, which aims to: (i) boost the EU's technology and industry capacity in AI; (ii) prepare for the socioeconomic changes bought by AI; and (iii) ensure an appropriate ethical and legal framework.
- This is our coordinated approach to make out the most of the opportunities offered by AI and to address the new challenges it brings.
- AI is a game changer technology with far-reaching consequences for citizens and businesses. AI is already offering innovative solutions for the well-being of citizens, like in healthcare, transport, or environment management. It is also shifting industrial value chains, transforming production and opening massive business opportunities.
- Artificial intelligence will not kill our jobs. But we have to be very clear that it will require a massive reskilling of our workforce to prepare for the new technologies.
- We have to look into ethical issues. While in reality they will be occurring very rarely, they are very important for social acceptance of new technologies. New questions regarding product safety and liability may also occur.
- The Commission has already invested more than 1 billion in AI-related areas under the Horizon 2020 Framework Programme, with more investment to follow to support the strategy.
- An AI Alliance, steered by a High-Level Expert Group on AI, will support its implementation, engage with stakeholders and advise the European Commission.
- Moreover, on 10th April, 25 European countries signed a Declaration of Cooperation on Artificial Intelligence to express their commitment to join forces and support the European approach to AI.

Data economy

- We want to ensure that the right policy and legal framework is in place to help EU companies make the most of the opportunities big data offers. The proposal on free flow of data (September 2017) prohibits any data localisation requirements, unless justified on grounds of public security.

- The Commission has presented yesterday a proposal of legal and policy measures to increase the availability of data, revising the Directive on the reuse of public sector information (PSI), a key building block of the European data economy. The Commission also presented policy measures to increase availability and reuse of research and private sector data
- The review of the PSI directive aims to increase the availability of data by bringing new types of public and publicly funded data into the scope of the Directive e.g. data held by public undertakings in the utilities and transport sectors. The review also facilitates the reusability of open research data resulting from public funding, and obliges the Member States to develop open access policies. Finally, the revision requires – where applicable – technical solutions like Application Programming Interfaces (APIs) to provide real-time access to data.
- The Commission intends to set up a high-level round-table to discuss private sector data sharing in the business-to-governmentscontext during the second half of 2018 and the first half of 2019.

Platform-to-businesses

- The Commission has identified certain unfair trading practices as well as a lack of effective redress mechanisms in the EU as regards online platforms-to-business relationships (P2B).
- While the Commission supports and encourages innovation in online commerce, certain unfair business practices (such as sudden change of terms and conditions or delisting of business users' websites without warning) must be stopped or prevented to support the European SMEs that depend on platforms to access the market and to allow them to fully exploit the potential of the online platform economy.
- The Commission adopted yesterday a proposal for a Regulation to address such unfair practices. The proposal also covers online general search engines (*such as Google search*) as regards the ranking transparency of ordinary (organic) search services and access to collective redress in the form of injunctive relief in respect of this obligation.
- In parallel, the Commission will set up a Platform Observatory supported by a group of experts to further explore and advise on issues not yet covered in the legal initiative.

Fake news

- Disinformation online has taken unprecedented dimension as evidenced by recent events in relation with the abuse of user data on social media. The spread of disinformation undermines trust in online information, institutions and puts a serious risk to our democratic processes. It requires a firm response.
- In our interconnected world this is a complex phenomenon where no silver bullet exists – it needs to be tackled from various angles: duty of care for platforms, enhancing media literacy and supporting quality journalism are just a few of them. The Commission's Communication sets out a comprehensive approach in this area.
- In this approach proportionality is key: We do not want to hamper the freedom of expression and plurality of views, nor put a too tight straightjacket on new and innovative services in the online economy.

Entrepreneurship & digital education

- Entrepreneurship should be embedded as a key competence in all levels of education. In order to maximize the potential of using new business models and new technologies, entrepreneurship should be combined with digital education.

Questions to the interlocutor?

- *What is so far the impact in Europe of the "Google for Entrepreneurs" programme? And which are the main lessons learnt from its implementation? What could be done in your view at European level to further boost the start-up scene?*

Defensives / Q&A

***Question:* What is the Commission doing to foster entrepreneurship education?**

Answer: We work in cooperation with national authorities and other relevant actors, encouraging the sharing of knowledge and experience and funding key European projects. The Commission published two competence frameworks on entrepreneurship and digital skills.

Background

Google & machine learning

Google services – such as its image search and translation tools – use machine learning. Google has also developed many more specialised applications bringing together the potential of cloud computing, geo-mapping and machine learning.

Google & satellite data/Earth observation

Copernicus does not have direct contact with Google. Google is ingesting daily Copernicus Sentinel data in its cloud. Sentinel data can then be analysed using the software tools available in the Google Earth Engine program. Google allows scientists to develop their algorithms in Google Earth Engine and to apply it to Sentinel data.

Google no longer owns Earth observation satellites. On June 10, 2014 Google acquired Skybox Imaging, a US company launching and exploiting Earth observation satellites, and renamed it "Terra Bella". In 2017 Google sold Terra Bella to a US company named Planet with a multi-year agreement that Google would purchase SkySat imaging data. Planet is a new space company launching micro Earth observation satellites by hundred in space and exploiting their data using advanced analytics in cloud computer environment.

Through its different services, Copernicus is operationalising the modelisation of the physical parameters of the earth using both Satellite and in situ data. The development of Artificial Intelligence in the area Earth observation satellite data is key to automate the recognition of earth patterns. It is very useful to automate the detection of features such as the presence of water in Earth observation data in order to calculate for example the surfaces of inland water areas. In view of the data deluge we start to be faced with, the more features a programme can detect automatically the more information we will be able to extract from them, the more we will be able to take informed political or business decisions.

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