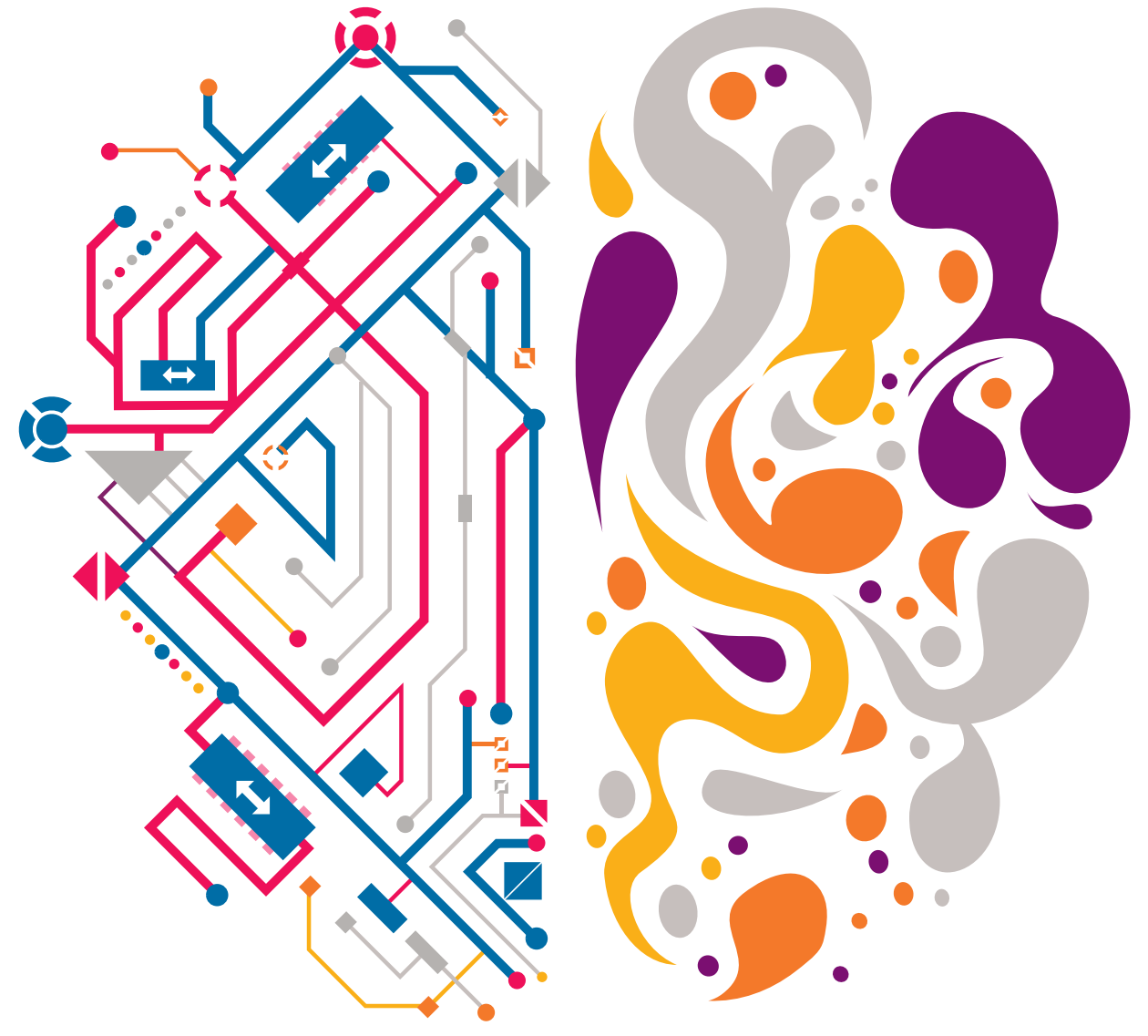


POLICY AREA #1

AI and its interplay with CCIs



01 BACKGROUND

Artificial Intelligence is not a single technology, but rather a collection of various technologies in different forms. It is more accurately described as an **AI system**. As a scientific discipline, AI includes several techniques, such as **machine learning** (deep learning, reinforcement learning), **machine reasoning** (including knowledge representation, search and optimisation), and **robotics** (which includes sensors and integration into cyber-physical systems). It encompasses a range of techniques such as **computer vision**, **natural language generation**, natural language processing, speech recognition and image recognition, among others.



Artificial intelligence as systems that display intelligent behaviour by analysing their environment and taking actions – with some degree of autonomy – to achieve specific goals. AI-based systems can be purely software-based, acting in the virtual world (e.g. voice assistants, image analysis software, search engines, speech and face recognition systems) or AI can be embedded in hardware devices (e.g. advanced robots, autonomous cars, drones or Internet-of-Things applications).

(European Commission, 2018)¹



02 CHALLENGES

- **Need for Collaboration and Networks:** Overcoming challenges require collaboration, networks, and knowledge sharing among small CCIs, emphasizing the importance of fostering partnerships and cooperation.
- **Skilled Workforce Gap:** Bridging the gap between traditional creative talents and AI expertise remains challenging, necessitating efforts to attract, retain, and train skilled personnel.
- **Lack of Resource Access:** Equal access to data, computing power, and technology infrastructure for AI applications is crucial but limited, hindering the development of inclusive AI solutions.

03 OPPORTUNITIES

- **CCIs can contribute to AI Development:** CCIs can actively participate in the design process of AI systems, contributing to the development of AI with higher societal value.
- **AI boosts efficiency and creates content development:** AI adds value across CCI value chains, optimizing content creation, production and distribution.
- **AI enhances decision-making:** AI analysis enhances decision-making in CCI, recognizing trends and generating valuable insights.

Why is AI relevant for the future of CCIs?

The relation between cultural and creative industries and AI systems is two-way:



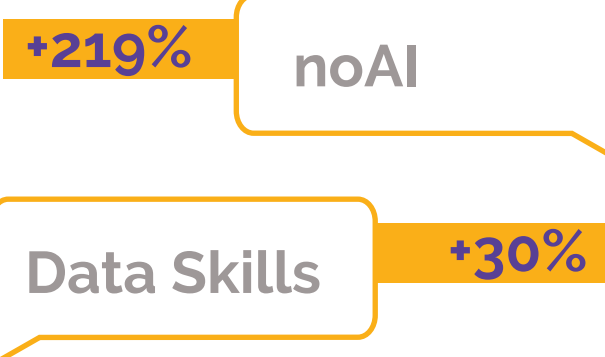
04 EMERGING CONVERSATIONS AMONG PRACTITIONERS

Creatives are embracing AI as a new tool to improve their work, but they worry about omologation.

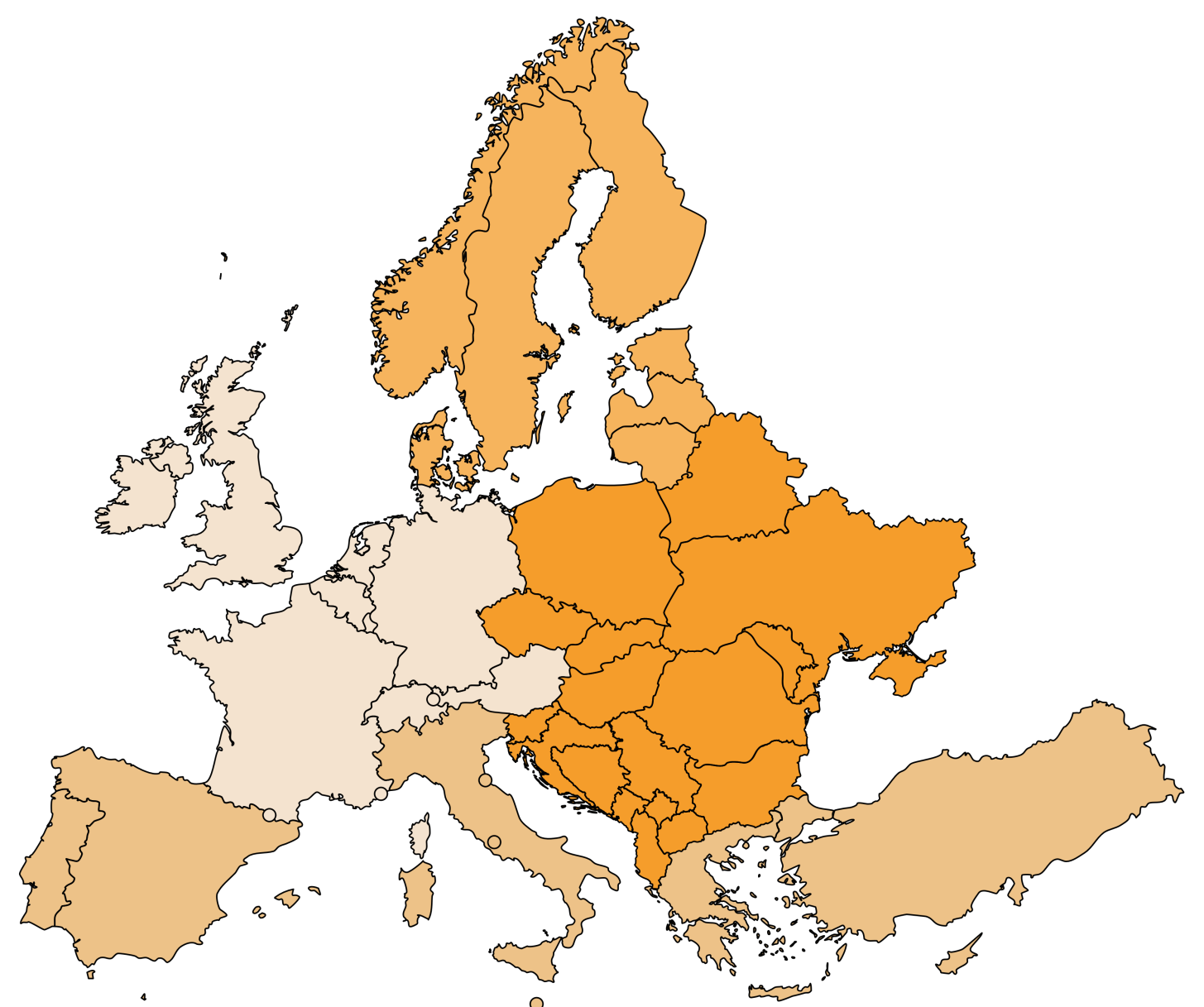
Most Affected CCIs

- **IT and Software**
- **Visual Arts**
- **Advertising & Marketing**

Rising Conversations in the Last 6 Months



In Which Countries Are Creatives Mostly Talking about AI?



Data regarding the analysed *ekip* community over the past six months.



AI has become a very controversial topic, but accept it or not, it has already been integrated into our lives. It's up to us to decide how we will live with it, but what if we told you about the concept of co-creation? Instead of resistance, you can adapt AI tools to improve your workflow. In simple words: work together to achieve better results [...]

(Branding Agency, Central and Eastern Europe)



I share your desire to see more varied and new expressions of generative art. I do worry that the popularity of gen-art [...] might morally bankrupt the scene by providing easy rewards.

(Artist and Design Technologist, Northern Europe)

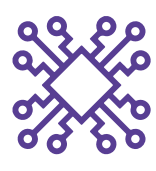


05 EXISTING POLICY RECOMMENDATIONS



Communication on Fostering a European Approach to AI | European Commission²

Develop a regulatory framework for AI that ensures trust in AI systems, promotes EU's value-based approach to AI globally, and facilitates sustainable development and dissemination of AI based on EU's protected values, principles and rights.



Communication on boosting startups and innovation in trustworthy AI | European Commission³

The EU supports projects such as AI Factories and GenAI4EU to create open ecosystems around European supercomputers. These initiatives aim to develop generative AI models and encourage their adoption across strategic industrial sectors outlined in the EU Industrial Strategy.



Recommendation of the Council on Artificial Intelligence | OECD⁴

The OECD Recommendation on AI complements existing standards and focuses on specific AI policy issues. It includes five high-level principles and recommendations for national policies and international cooperation. The principles cover inclusive growth, respect for human rights, transparency, robustness and accountability. The recommendations advise on investing in AI research, fostering inclusive ecosystems, shaping governance, building human capacity and promoting international cooperation.

06 ONGOING RELEVANT PROJECTS



AI Builders Club | Amsterdam & Rotterdam⁵

A bottom-up initiative that already hosted multiple meetups and AI workshops in Amsterdam and Utrecht over the course of 2023. The growing community encourages effective collaboration between different actors in the evolving world of AI.



Responsible AI Challenge | USA⁶

A one day in-person event organised by Mozilla Builders to inspire and support the tech community of builders working on innovative AI products and solutions.



De Effenaar | Eindhoven⁷

An experimentation location for music creatives, providing room for innovative and high tech experiments employing tools such as virtual and augmented reality, full body scans, 3D printing and big data.

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- ¹ European Commission (2018). Retrieved 11 June 2024, from <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2018%3A237%3AFIN>
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EUROPEAN CULTURAL AND CREATIVE INDUSTRIES INNOVATION POLICY PLATFORM