



PARTNERSHIP ON AI

The Partnership on AI response to the call for input on the planned EU Apply AI Strategy

June 2025

Background

Partnership on AI (PAI) is a non-profit partnership of academic, civil society, industry, and media organizations creating solutions to ensure that AI advances positive outcomes for people and society. PAI studies and formulates sociotechnical approaches aimed at achieving the responsible development of artificial intelligence (AI) and machine learning (ML) technologies. Today, we connect over 100 partner organizations in 14 countries to be a uniting force for the responsible development and fielding of AI technologies.

PAI develops tools, recommendations, and other resources by inviting multistakeholder voices from across the AI community and beyond to share insights that can be synthesized into actionable guidance. We then work to promote adoption in practice, inform public policy, and advance public understanding. We are not an industry or trade group nor an advocacy organization. We aim to change practice, inform policy, and advance understanding.

The information in this document is provided by PAI and is not intended to reflect the view of any particular Partner organization of PAI. The comments provided herein responded to the EU AI Office's public call for input to identify the most important topics for inclusion in the future EU Apply AI Strategy.

PAI comment on the proposed Apply AI Strategy

Trust is critical to AI adoption. Businesses/the public will only adopt AI that functions as intended, is safe, secure, and subject to appropriate risk mitigations. The Strategy should therefore address:

1. **Job creation:** AI has the potential both to cause major labor force disruptions and create new jobs. The Strategy should ensure AI adoption is accompanied by robust job and economic impact assessments, covering workers across the value chain including data enrichment workers; and include a focus on job quality, which impacts AI model/system quality.
2. **Safety and Security:** Accelerating AI development/adoption must not come at the cost of increased risks. As well as safety/security risks, the Strategy must address other risks including bias, hallucination, misinformation, and risks to fundamental rights. These should be addressed through the pending GPAI Code of Practice and any updates; in any review of other regulations such as the DSA and GDPR; and in funding and procurement frameworks.