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# European Standardization for AI - Harmonized Standards: A competitive advantage

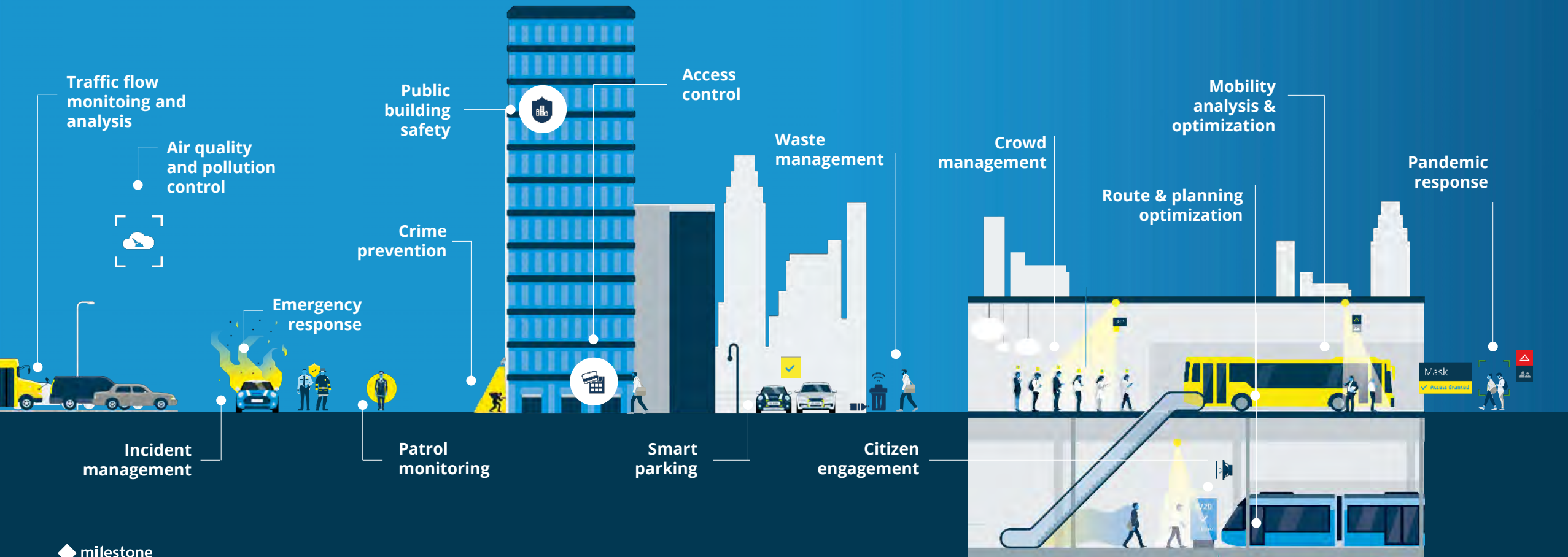
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# We share insights from video that help people, businesses and societies

- ◀◀ learn from the past
- ▶ understand the present
- ▶▶ predict the future





# Responsible Technology Principles as a strategic focus

Our five Responsible Technology Principles underpin a commitment since 2009; to ensure that our technology is developed, sold, and used responsibly:

## Accountability

To ensure our technologies are subject to **human control** and overview.

## Transparency

To explain our technologies and provide **understanding** of their intended use.

## Fairness & Inclusion

To ensure our technologies are free from harmful bias.

## Privacy

To respect the privacy rights of people and communities.

## Security

To protect the confidentiality, integrity, and availability of our technologies.



# The focus on responsible technologies strengthen our position as a trusted company in a wide variety of industries



Retail



Healthcare



Education



Government



Critical  
infrastructure



Manufacturing



Hospitality



Airports

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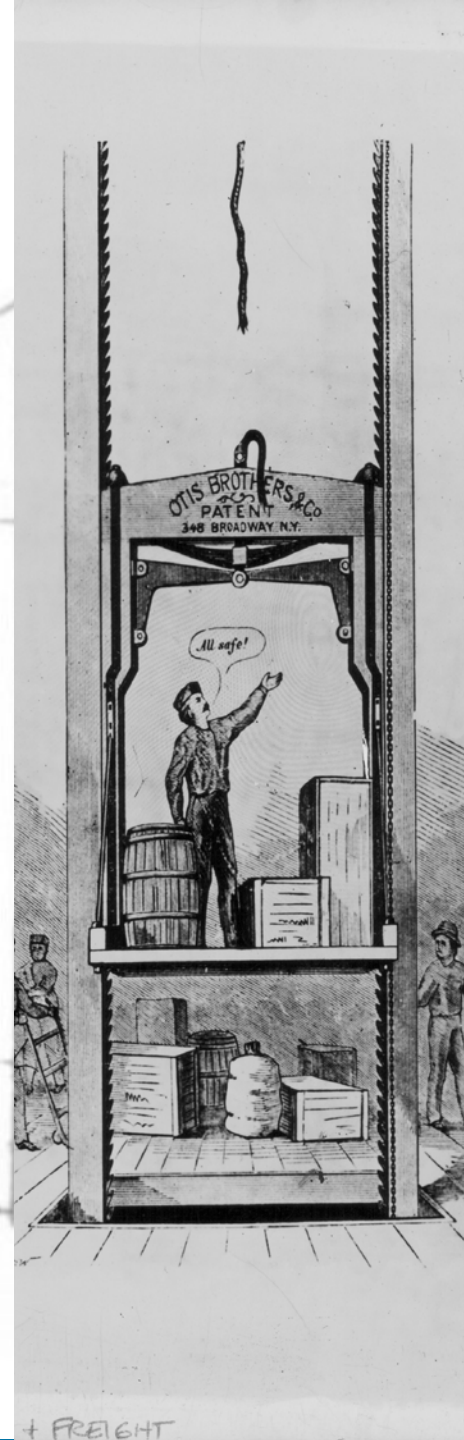
To create and  
maintain trust  
- Technologies  
themselves must  
be trustworthy





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Trustworthy  
technologies  
create competitive  
advantages that  
change the world



◆ milestone



# Technologies can be trusted when they comply with safety regulations

## DIRECTIVE 2014/33/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 26 February 2014

on the harmonisation of the laws of the Member States relating to lifts and safety components for lifts

(recast)

(Text with EEA relevance)

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

common principles and reference provisions intended to apply across sectoral legislation in order to provide a coherent basis for revision or recasts of that legislation. Directive 95/16/EC should be adapted to that Decision.

Having regard to the Treaty on the Functioning of the European Union, and in particular Article 114 thereof,

Having regard to the proposal from the European Commission,

After transmission of the draft legislative act to the national parliaments,

Having regard to the opinion of the European Economic and Social Committee <sup>(1)</sup>,

Acting in accordance with the ordinary legislative procedure <sup>(2)</sup>,

Whereas:

(1) Directive 95/16/EC of the European Parliament and of the Council of 29 June 1995 on the approximation of the laws of the Member States relating to lifts <sup>(3)</sup> has been substantially amended <sup>(4)</sup>. Since further amendments are to be made, that Directive should be recast in the interests of clarity.

(4) The lifts covered by this Directive only come into existence as finished products once they have been permanently installed in buildings or constructions. Consequently, lifts cannot be imported into the Union and are only placed on the market and not subsequently made available; there are no 'importers' or 'distributors' of lifts.

(5) This Directive covers safety components for lifts which are new to the Union market when they are placed on the market; that is to say they are either new safety components made by a manufacturer in the Union or new or second-hand safety components imported from a third country.

(6) On 8 June 1995 the Commission adopted Recommendation 95/216/EC of 8 June 1995 concerning improvement of safety of existing lifts <sup>(5)</sup> to the Member States concerning improvement of safety of existing lifts.

(7) This Directive should apply to all forms of supply, including distance selling.

(2) Regulation (EC) No 765/2008 of the European Parliament and of the Council of 9 July 2008 setting out the requirements for accreditation and market surveillance relating to the marketing of products <sup>(6)</sup> lays down rules on the accreditation of conformity assessment bodies, provides a framework for the market surveillance of products and for controls on products from third countries, and lays down the general principles of the CE marking.

(8) Economic operators should be responsible for the compliance of lifts and safety components for lifts with this Directive, in relation to their respective roles in the supply chain, so as to ensure a high level of protection of health and safety of persons and, where appropriate, the safety of property, and to guarantee fair competition on the Union market.

(3) Decision No 768/2008/EC of the European Parliament and of the Council of 9 July 2008 on a common framework for the marketing of products <sup>(7)</sup> lays down

(9) All economic operators intervening in the supply and distribution chain should take appropriate measures to ensure that they only place on the market lifts and make available on the market safety components for lifts which are in conformity with this Directive. It is necessary to provide for a clear and proportionate distribution of obligations which correspond to the role of each economic operator in the supply and distribution chain.

<sup>(1)</sup> OJ C 181, 21.6.2012, p. 105.

<sup>(2)</sup> Position of the European Parliament of 5 February 2014 (not yet published in the Official Journal) and decision of the Council of 20 February 2014.

<sup>(3)</sup> OJ L 213, 7.9.1995, p. 1.

<sup>(4)</sup> See Annex XIII, Part A.

<sup>(5)</sup> OJ L 218, 13.8.2008, p. 30.

<sup>(6)</sup> OJ L 218, 13.8.2008, p. 82.

<sup>(7)</sup> OJ L 134, 20.6.1995, p. 37.

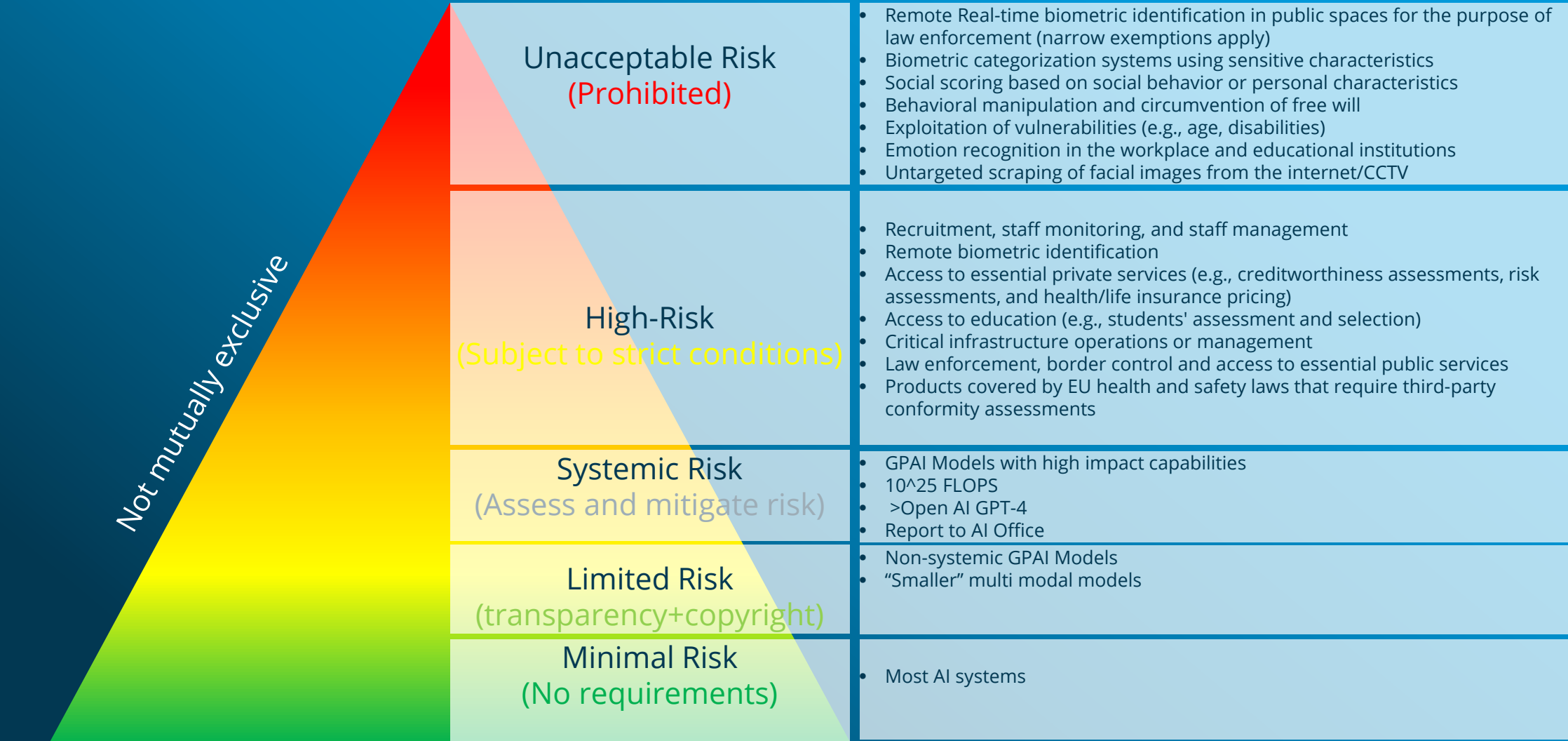
# Standards help relevant stakeholders understand how to comply and to become certified

- ✓ EUROPEAN ELEVATOR SAFETY STANDARDS
  - ✓ EN 81-20 / EN 81-50: ELECTRIC AND HYDRAULIC ELEVATORS STANDARDS
  - ✓ EN81-1: ELECTRIC ELEVATORS STANDARD
  - ✓ EN 81-2: HYDRAULIC ELEVATORS
  - ✓ EN 81-21: SAFETY RULES FOR THE CONSTRUCTION AND INSTALLATION OF ELEVATORS IN EXISTING BUILDINGS
  - ✓ EN81-28: REMOTE ALARMS FOR PASSENGER AND PASSENGER AND GOODS ELEVATORS
  - ✓ EN81-70: ACCESSIBILITY OF ELEVATORS FOR PERSONS INCLUDING PERSONS WITH DISABILITY
  - ✓ EN81-73: BEHAVIOUR OF ELEVATORS IN THE EVENT OF FIRE
  - ✓ EN 81-77: ELEVATORS SUBJECT TO SEISMIC CONDITIONS



# EU AI Act: Safety regulation on AI

Considered high-risk if they pose a significant risk of harm to the **health, safety** or **fundamental rights** of natural persons.



# Safety standards for AI



## **Risk Management System**

identify and mitigate potential risks throughout the AI system's lifecycle.



## **Data and Data Governance**

use high-quality, relevant, representative, and unbiased datasets and data governance.



## **Technical Documentation**

to allow for an assessment of compliance with the AI Act's requirements.



## **Record-Keeping**

keep records of the AI system and its outputs to enable traceability and accountability.



## **Transparency**

ensure the operation is sufficiently transparent to users. This includes providing clear and adequate information to users.



## **Human Oversight**

humans should be able to intervene and override the AI system when necessary.



## **Robustness, Accuracy, and Cybersecurity**

the system is reliable, robust, accurate, and secure, resilient to attacks and unauthorised use.



## **Conformity Assessment**

the system undergo a conformity assessment to ensure it complies with the AI Act's requirements.



## **Post-Market Monitoring**

the system collect and analyse performance data throughout the AI system's lifecycle.

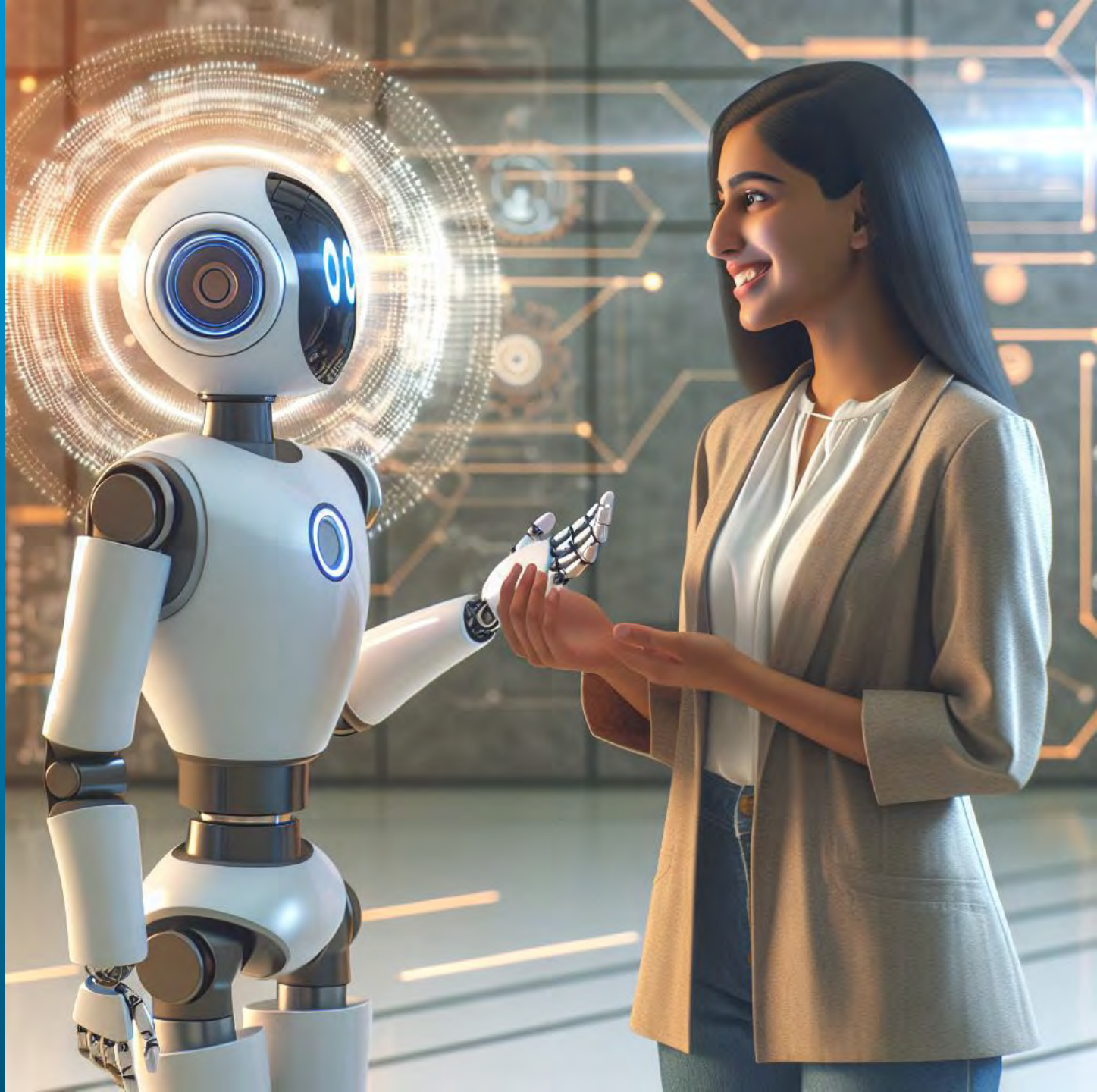


## **Incident Reporting**

report serious incidents or malfunctioning.

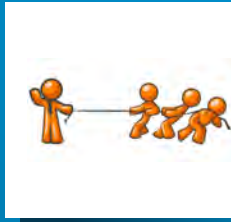


**Milestone create  
trustworthy  
technologies<sup>CE</sup>  
through  
responsible  
development that  
follows the AI Act  
requirements**



# Take-Aways

## Engagement in – and conformity with - Harmonized Standards is a competitive advantage



### Competitive Advantage & Innovative edge

- develop innovative solutions
- both compliant and competitive



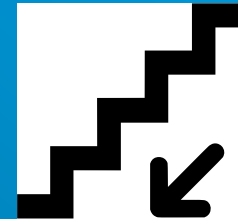
### First Mover Advantage

- Regulatory pioneers.
  - set precedents
  - head start in the global AI market.
- (access to draft standards)



### Shaping Industry Standards

- Early adopters
- Thought leaders
- Influence and understand
- A strategic advantage



### Level Playing Field

- ensures fair competition
- equal opportunity to compete.



### Enhanced Trust and Safety early

- enhance consumer trust and safety.
- meet high standards of security and transparency



### Finding companies easier

- simplifies the search process for compliant AI solutions
- CE-marked solutions meet strict standards set by the AI Act.



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# QUESTIONS