



# PRESS RELEASE

## First Edition of AI ON US 2025: The International Summit for Responsible AI, Biarritz, October 15–16, 2025 — with the support of the French Ministry for Europe and Foreign Affairs



### Theme: “Turning AI Risk into Performance through Compliance, Inclusion, and Ethics”

Venue: Morning (8:30 AM – 12:00 PM) – Salon Diane, Théâtre du Casino de Biarritz  
Afternoon (1:00 PM – 6:15 PM) – Imperial & Edouard VII Salons, Hôtel du Palais, Biarritz

Biarritz, July 1, 2025 – For its first edition, the international summit AI ON US, with the support of the French Ministry for Europe and Foreign Affairs, will bring together 100 senior decision-makers in Biarritz on October 15 and 16, 2025. Trust issues around AI are real and growing. This is the key finding from the latest global study on AI and public trust, conducted by international consulting firm KPMG. The report, based on responses from over 48,000 individuals across 47 countries, highlights a global gap between the rapid adoption of AI and the maturity of its governance.

#### AI and Trust: A Major Challenge for Businesses

Over 54% of respondents distrust AI, with trust levels significantly lower in advanced economies (39%) compared to emerging markets (57%). While 72% accept the use of AI, 61% lack formal training and half report limited knowledge.

Concerns center on cybersecurity, job loss, misinformation, human disconnection, and algorithmic bias. In light of these concerns, the current legal framework appears inadequate to many: only 43% believe existing laws are sufficient, while 70% consider regulation necessary — especially to combat AI-generated misinformation (87%).

In the workplace, 58% of employees use AI regularly and intentionally. More than half report performance gains linked to AI, but also point to risks such as policy violations and overdependence. Governance and training to support responsible AI use appear to be lagging.

Among students, 83% (mainly in higher education) use AI regularly in their studies, yet only 50% say their institution provides training on its responsible use.

This erosion of trust is not just an AI problem — it's a business risk affecting all sectors. When people stop trusting the technologies behind the services they use, they stop buying.

As highlighted in The ROI of Ethics report (The Digital Economist, June 2025), organizations that integrate ethics early in the design of AI systems see measurable benefits: a 20% increase in productivity, a 35% reduction in data-related litigation, and a 40% decrease in unforeseen compliance costs. Conversely, neglecting these issues leads to significant overruns—particularly in crisis management and brand reputation.

Far from being a constraint, responsible AI is proving to be a driver of sustainable performance and a powerful differentiator in an increasingly competitive market.

#### AI ON US: Turning AI Risk into Executive Opportunity

Designed as a direct response to leadership concerns, AI ON US offers an operational, immersive approach to AI risk — rooted in action. Over two days, participants will experience a unique format combining executive briefings, a simulation of the EU AI Act, the signing of the first international Charter for Inclusive AI, an ethical innovation sprint, and strategic networking — all in a confidential, high-level setting at the Imperial and Edouard VII Salons of the Hôtel du Palais (iconic venue of the 2019 G7), and the Salon Diane and Théâtre at the Casino de Biarritz.

*"AI regulation should not be seen as a hurdle to work around, but as a strategic framework to build upon — essential for market trust and competitiveness. Shortcuts in AI can be costly. A responsible, ethical, and well-structured approach delivers far greater value."*— Marianne Mazaud, CEO, AI ON US



**A Multi-Sector Response Built by 20 International Experts:** The result of six months of rigorous preparation, the summit is structured around the work of 10 thematic teams comprising lawyers, technologists, researchers, psychologists, and ethicists from 9 countries. Together, they developed:

- A cross-cutting AI risk and impact map
- A mapping of regional laws and standards
- Trust-by-design strategies
- An immersive simulation based on the EU AI Act & a responsible innovation workshop
- A Responsible AI Playbook distributed to all participants

#### **October 15, 2025 Program**

**8:30 AM–12:00 PM – Executive Briefing: Risks, Impacts, Laws & Standards:** A two-part session. First, an analysis of AI risks and impacts using a comprehensive taxonomy across 10 key domains of responsible AI. Then, a review of regulations and standards in a fragmented global landscape — with a focus on the EU AI Act as a global benchmark, followed by an overview of U.S. Tier-1 market approaches. The extraterritorial effects of these laws will be explored in detail, particularly their implications for non-European companies active in the EU. Best practices from Asia and Latin America will also be shared.

**1:00 PM–4:00 PM – First Global Simulation of the EU AI Act:** Led by expert Aleksandr Tiulkanov, this immersive session puts participants in the role of executives facing high-stakes compliance decisions under pressure. The objective: avoid sanctions, bans, and reputational fallout. A unique exercise at the intersection of regulation, risk, and real-time strategy.

**4:15 PM–5:15 PM – Keynote by Thierry Breton:** Ex-former European Commissioner for the Internal Market Thierry Breton will share his strategic perspective on the industrial and geopolitical stakes of AI regulation. Moderated by Jérôme Bellion-Jourdan, researcher at the Institute for Global Negotiation and former UN official.

**5:30 PM–6:15 PM – Personalized AI Consulting:** One-on-one sessions with our expert partners to explore concrete solutions tailored to each organization's AI challenges.

#### **October 16, 2025 Program**

**8:30 AM–12:00 PM – Executive Briefing: Grey Zones & Responsible Innovation:** A forward-looking session to anticipate upcoming regulations: existing texts, legal blind spots, and the urgent need for global standards. The second half will spotlight best practices and case studies in ethical AI innovation.

**1:00 PM–1:30 PM – Signing of the Arborus Charter:** Official commitment to inclusive, ethical, and trustworthy AI. The first step toward obtaining the international GEEIS-AI label, led by Dr. Cristina Lunghi.

**1:30 PM–4:00 PM – Creative Sprint: From Ethics to Action:** An intensive workshop where participants design real, actionable AI solutions to challenges around compliance or trust. Guided by expert facilitators, the most promising projects will be showcased after the summit.

**4:15 PM–5:15 PM – Keynote by Lara Sophie Bothur:** A global voice on responsible innovation, Lara Sophie Bothur delivers an engaging and accessible perspective on the major shifts reshaping tech and society.

**5:30 PM–6:15 PM – Personalized AI Consulting:** Tailored advisory sessions with our expert network, designed to turn your organization's AI challenges into strategic levers.

#### **Featured Speakers from Europe and the U.S.**

- Thierry Breton – European Commissioner for the Internal Market (2019–2024)
- Lara Sophie Bothur – #2 Global LinkedIn Voice in AI & Tech
- Dr. Cristina Lunghi – Founder of the Arborus Charter and GEEIS-AI label (Gender Equality & Diversity for European and International Standard)
- Peter Slattery – Head of the MIT AI Risk Repository, MIT FutureTech
- Senior leaders from HP Federal, The Future Society, Institute for Global Negotiation, and other key partners.
- Partnership with EPITECH, the French School of IT Excellence in software engineering, Data, AI, and cybersecurity.

**The 10 Core Thematic Teams — Tackled Through a Business Lens:** Data Privacy: *Debbie Reynolds, Chief Data Officer (Fortune 500); Ethical AI: Laura Miller, CEO & Author (NextGen Ethics), Will Rivera, Expert in Tech-Enabled Violence and Director (My Own Image, Cyan), Victoria Fontaine, Founder (EntreprenHer Tour, Connect'Her) and Customer Care Specialist (Welcome to The Jungle); AI & Wellbeing: Mathilde Depaulis, Psychologist specializing in emotions and cognitive bias, Ophélie Engasser, PhD in Psychology and Data Scientist (Solutions & Territoires); Trust & Safety: Sarah Amos, Product Manager (Humane Intelligence), Renzo Diaz Giunta, AI Advisor & Constitutional Lawyer (ODM Organización Democrática Mundial, Por el Desarrollo Peru, iGlobal.Lawyer), Jakub Kubalski, IP & Entertainment Lawyer (SSW); Responsible AI in Healthcare: Dr. Elise Victor, Computer Science & Health Expert, Business Angel; Public Interest AI: Theodora Skeadas, Head of Tech Policy (Doordash, Humane Intelligence, All Tech is Human), Uma Kalkar, Policy Adviser to the OECD on Global Risks (GovAI); AI Policy: Elena Gurevich, IP Lawyer and Responsible AI Consultant (NYC, EU AI Office), Jakub Szarmach, Lawyer and Risk & Compliance Analyst (Relativity), Renzo Diaz Giunta, AI Advisor & Constitutional Lawyer (ODM Organización Democrática Mundial, Por el Desarrollo Peru, iGlobal.Lawyer); Creative AI & Marketing:*





*Laura Berton, IP Lawyer & AI Ethics Specialist (Kepler Wolf, Oxford), Jakub Kubalski, IP & Entertainment Lawyer (SSW), Barbu Harsan, Senior Multimedia Marketing Artist (ex-T2 Interactive); Future of Work: Dr. Tommy Gardner, Chief Technical Officer (HP Federal), Svetlana Videnova, Consultant in Change Management & AI Strategy; AI Governance: Jérôme Bellion-Jourdan, Senior Fellow (Institute for Global Negotiation), Tereza Zoumpalova, AI Governance Expert (The Future Society).*

A Strategic Event Driven by a French, European, and Global Vision. AI ON US is built on a cross-border approach — aligning French, European, and international priorities to offer standardized best practices in a globally fragmented AI landscape.

Led by a young, gender-balanced, and committed entrepreneurial duo, Thomas Lozopone and Marianne Mazaud combine expertise in global marketing strategy and high-end event design to create a space where Responsible AI becomes reality. Their partnership gives AI ON US strategic clarity and a deep commitment to inclusive, ethical innovation.

### **Practical Information**

- Hôtel du Palais & Casino, Biarritz — October 15 & 16, 2025, Limited to 100 participants
  - Morning (8:30 AM – 12:00 PM): Salon Diane, Théâtre du Casino de Biarritz, 1 avenue Edouard VII, 64200 Biarritz
  - Afternoon (1:00 PM – 6:15 PM): Imperial & Edouard VII Salons, Hôtel du Palais de Biarritz, 1 avenue de l'Impératrice, 64200 Biarritz
- Gold & Platinum Passes – Full access to the executive program
- Press accreditations / interview requests: [marianne@ai-on-us.com](mailto:marianne@ai-on-us.com) | [www.ai-on-us.com](http://www.ai-on-us.com)
- HD visuals available [here](#).

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### **About AI ON US**

AI ON US is an independent SAS and strategic platform dedicated to Responsible AI. It produces an exclusive summit (October 15–16, 2025, in Biarritz), bringing together 100 public and private sector leaders for high-level talks and immersive workshops. Built over six months of collaborative preparation — 10 working groups, 20 international experts (65% women) — the initiative places equality, diversity, and AI education at the heart of its mission. Beyond the event, the platform publishes weekly C-Level insights through video interviews with AI experts from around the world, providing a continuous stream of strategic content and real-world application.

### **Biography: Marianne Mazaud, Co-Founder & CEO of AI ON US**

Marianne Mazaud is Co-Founder and CEO of the international summit AI ON US, which she created as a strategic response to the risks of AI in the creative industries. A dual graduate with a Master's in Digital Marketing (NEOMA Business School) and a Master's in Artificial Intelligence (IA School), Marianne has led global marketing performance for over 25 top-tier brands and public figures across fashion, beauty, wine, and gaming. Confronted with the rise of deepfakes and growing distrust in AI, she decided in 2023 to leave operational roles to understand the technology and rebuild a framework of trust. Her hybrid expertise led to the creation of AI ON US — a summit built on six months of collaboration with a committee of 20 international experts to deliver strategic, clear, and actionable content on Responsible AI.

### **Biography: Thomas Lozopone, President of AI ON US**

Thomas Lozopone is Co-Founder and President of AI ON US, where he oversees all operational and financial infrastructure. Passionate about emerging technologies — from blockchain to Responsible AI — he brings a precise and experience-driven approach to event production. Trained in B2B event management in Canada, he spent five years organizing international trade shows where user experience met logistical excellence. Back in his native Basque Country, he joined forces with Marianne Mazaud to create a summit that breaks away from centralized formats — one designed to last, locally rooted, and focused on enabling deep, strategic dialogue among decision-makers. With AI ON US, he builds a space where technology reclaims its human dimension.

Press Contact: Marie-Laure Laville — MLD Consulting — Tel: +33 (0)6 18 14 85 36 Email: [mllaville@mldconsulting.fr](mailto:mllaville@mldconsulting.fr)