



VIRTUAL SUMMIT

With the support of the French Ministry for Europe and Foreign Affairs

*Turn AI Risk into Performance through
Compliance, Inclusion, and Ethics.*

**BORN IN BIARRITZ. OCT 14-17, 2025. ONLINE. RESPONSIBLE AI.
REGISTER NOW : WWW.AI-ON-US.COM**



AGENDA

- Why join & Context.....3-5
- AI Experts, Contributors and External Advisors.....6-7
- Agenda.....8-11
- Partners: Academics, NGOs and Companies supporting us.....12
- Our AI Consultants: book a 1:1 session on-site.....13
- 9 Responsible AI teams.....14-15
- Deliverables: AI Playbook, Game results, Responsible Prototypes, Arborus Charter and Replay.....16-20
- Six months of work & preparation.....21-22
- Participants & key figures.....23
- Book your 15 min call.....24
- Discover our Single Virtual Offer with Full Access.....25
- Media Coverage & podcast: Forbes, Le Figaro and more.....26-27



**MINISTÈRE
DE L'EUROPE
ET DES AFFAIRES
ÉTRANGÈRES**

*Liberté
Égalité
Fraternité*



WHY JOIN THE SUMMIT ON RESPONSIBLE AI

80%

OF AI PROJECT FAILS

Due to poor compliance and lack of governance. Learn how to build AI that actually works and lasts.

+20%

PRODUCTIVITY GAIN

For companies implementing Responsible AI. Get the AI Playbook to scale ethically and effectively.

-40%

COMPLIANCE COSTS

Avoid costly surprises and operationalize AI compliance with our expert-designed frameworks

83%

PRIORITIZE DATA PRIVACY

Lack of Consumers trust means no data. Without data, AI can't deliver. Learn to build AI people believe in.

Join 100 C-Level participants. Get your AI Playbook — a strategic roadmap designed over 6 months by 25+ AI experts, 9 working groups, and advisors from MIT Future Tech, The Future Society & more. Turn Responsible Artificial Intelligence into a competitive advantage.

LET'S TALK

<https://calendly.com/marianne-ai-on-us/15min>

What keeps CEOs awake at night

INNOVATE WITH COMPLIANCE

- AI's rapid rise + fragmented regulation = fines, bans & reputational risks.
- Lack of clear guidance is now a barrier to competitiveness and trust
- Responsible AI provides tools to anticipate risk, apply the EU AI Act and embed compliance.
- Snapshot: built on six months of in-depth expert research

CONTEXT

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 EXPERTS FROM TOP INSTITUTIONS

Contributing to the AI Playbook



Dr. Cristina Lunghi
Founder & Architect of Arborus
Charter, GEEIS AI Label



Dr. Peter Slattery
MIT AI Risk Repository Lead at
MIT Future Tech



Nicole Manger
Global AI Governance, German
Federal Foreign Office



Himanshu Joshi
AI Strategy, Innovation Leader,
MIT, Vector Institute



Alissa Chmiel
Fellow & Founder Digital Peace,
Democratic Resilience Center



Alice Pavaloiu
Founder & Vice-President Open
Ethics



Laura Hassan
General Director Epitech

10 Countries   • Multisector • Intergenerational

NOS EXPERTS IA

SPEAKERS



Aleksandr Tiulkanov
EU AI Act Simulation
Game Creator



Debbie Reynolds
Chief Data Officer
Fortune 500 Advisor



Tommy Garnder
Chief Technical Officer
HP Federal



Tereza Zoumpalova
Associate at The Future
Society



Jakkub Szarmach
AI Risk & Compliance
Analyst at Relativity



Mathilde Depaulis
Psychologist & Cognitive
Bias Specialist



Laura Miller
CEO NextGen Ethics
Recognized by NASA



Elena Gurevich
NYC IP Lawyer, &
Responsible AI



Jérôme-Bellion Jourdan
Senior Fellow- Institute for
Global Negotiation



Sarah Amos
Product Manager at
Humane Intelligence



Will Rivera
Tech-Facilitated
Violence Expert



Renzo Diaz Giunta
AI Policy Advisor &
Constitutional Lawyer-
ODM iGlobal Lawyer



Svetlana Videnova
Change Management &
AI Consultant,
Ex-TPX Impact, Ex-BBC



Theodora Skeadas
Tech & AI Policy Advisor
Doordash, All Tech Is
Humane



Laura Berton
IP (Intellectual Property) Lawyer &
Digital Ethics, Kepler Wolf



Uma Kalkar
Policy Adviser to the OECD
on Global Risks (GovAI)

CONTRIBUTORS



Dr. Ophélie Engasser
Data Scientist & Phd in
Psychology



Barbu Harsan
Senior Multimedia Marketing Artist,
Ex-T2 Interactive, Ex-Outplay
Entertainment



Victoria Fontaine
Founder (EntreprenHer Tour,
Connect'Her) et Customer Care
Specialist (Welcome to The Jungle)



John James Abadom
General Manager IT Labs, Founder of CTO
News Thursday, Co-host of AI ON US x CTO
News Thursday Podcast

Designed for Business Leaders that innovate with compliance

DISCOVER THE AGENDA

AGENDA VIRTUAL SUMMIT TUE. 14 - FRI. 17 OCTOBER 2025

TUE.14


RESEARCH
AI RISKS & AI LAWS
2:00 - 6:00 PM CEST

WED.15


ACADEMY
TOP INSTITUTIONS
Wed. Oct 15th, 2025 • 10:00 AM - 12:00 PM CEST


ACTIVITY
EU AI ACT WORKSHOP
Wed. Oct 15th, 2025 • 2:00 - 4:00 PM CEST


CONSULTING
1:1 Session with AI Experts
Wed. Oct 15th, 2025 • 5:00 - 6:00 PM CEST

THU.16


RESEARCH
STANDARDS & BEST PRACTICES
2:00 - 6:00 PM CEST

FRI.17


PLAYBOOK


ACTIVITY
ARBORUS CHARTER
Fri. Oct 17th, 2025 • 2:00 - 2:30 PM CEST


ACTIVITY
PROTOTYPING WORKSHOP
Fri. Oct 17th, 2025 • 2:45 - 5:45 PM CEST

Designed for Business Leaders that innovate with compliance

DISCOVER THE AGENDA



RESEARCH

AI RISKS & AI LAWS

Tue. Oct 14, 2025 2:00 - 6:00 PM CEST / 8:00 AM - 12:00 PM EDT

Since March 2025, the nine working groups have been conducting research, building on the AI Risk Taxonomy developed by MIT Future Tech. This first part of the Executive Briefing will provide a structured overview of the key risks and regulatory frameworks shaping the future of AI, with contributions from experts across governance, policy, ethics, and industry practice.

[Learn More](#)

ACADEMY

EDUCATION, RESILIENCE, AND RESPONSIBLE AI

Wed. Oct 15, 2025 10:00 AM - 12:00 PM CEST

This session explores how AI impacts education, democracy, governance, transparency, robustness, and adoption building a narrative from the voice of the next generation to global strategies for responsible AI.

[Learn More](#)

ACTIVITY

EU AI ACT WORKSHOP

Wed. Oct 15, 2025 2:00 - 4:00 PM CEST / 8:00 - 10:00 AM EDT

Welcome to the first worldwide gamified simulation of the EU AI Act led by the EU AI Act Trainer 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.

[Learn More](#)

Designed for Business Leaders that innovate with compliance

DISCOVER THE AGENDA



1:1 SESSION WITH AI EXPERTS

Wed. Oct 15, 2025 5:00 - 6:00 PM CEST / 11:00 AM - 12:00 PM EDT

Book a 1:1 session with Experts in AI Ethics, Policy and Innovation.

[Learn More](#)

REGULATORY STANDARDS & BEST PRACTICES ON RESPONSIBLE AI

Thu. Oct 16, 2025 2:00 - 6:00 PM CEST / 8:00 AM - 12:00 PM EDT

Welcome to AI ON US Research - The second part of the Executive Briefing. Since March 2025, the nine working groups have been conducting research and formulating best practices in response to the cross-cutting AI Risk Taxonomy, building on MIT Future Tech's work and ongoing standardization efforts.

[Learn More](#)

ARBORUS CHARTER SIGNATURE

Fri. Oct 17, 2025 2:00 - 2:30 PM CEST / 8:00 - 8:30 AM EDT

Stand with 150 Signatories and join the global movement for inclusive, bias-free AI by signing the Arborus Charter on-site covered by the Media. The Arborus Charter is the first worldwide Ethical AI Charter, supported by Président Macron during the AI Action Summit in Paris and presented as one of the two flagship.

[Learn More](#)

Designed for Business Leaders that innovate with compliance

DISCOVER THE AGENDA



ACTIVITY

RESPONSIBLE AI PROTOTYPING WORKSHOP

Fri. Oct 17, 2025 2:45 - 5:45 PM CEST / 8:45 - 11:45 AM EDT

Limited capacity: 50 participants. 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. The AI Playbook will be delivered during the briefing part developed by our 10 working groups and experts. External tools such as ResAI will be put at disposal to the participants.

[Learn More](#)



PLAYBOOK

THE AI PLAYBOOK BY AI ON US

Fri. Oct 17, 2025 Distributed at 3:00 PM CEST over email

It is a comprehensive, structured resource that brings together the full body of work from our expert groups. It complements the keynotes by offering business leaders an additional layer of value: actionable tools, frameworks, and insights that can be revisited post-summit and shared internally across teams.

[Learn More](#)

They Support Us



OUR PARTNERS



Massachusetts
Institute of
Technology

FutureTech
THE ECONOMIC AND TECHNICAL FOUNDATIONS
OF PROGRESS IN COMPUTING



THE
FUTURE
SOCIETY

MINISTÈRE
DE L'EUROPE
ET DES AFFAIRES
ÉTRANGÈRES
*Liberté
Égalité
Fraternité*



AI sisters

NEXTGEN ETHICS

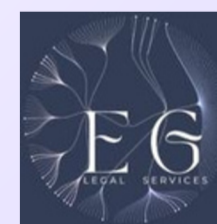
PAYS BASQUE DIGITAL
Cluster Numérique Pays Basque & Pays de l'Adour



Debbie
Reynolds
CONSULTING



pumali's



WOMACCELERATOR
Pour une performance durable et collective

The support of the above partners and the Ministry for Europe and Foreign Affairs is symbolic in nature and does not include any financial contribution.

OUR AI CONSULTANTS

Book 1:1 Sessions with Experts in AI, Ethics, Policy, and Innovation

The logo for AI sisters, featuring the text "AI sisters" in a bold, sans-serif font. The "AI" is in a dark grey color, and "sisters" is in a light grey color. The logo is set against a solid pink background.

AI sisters

The logo for Debbie Reynolds Consulting, featuring the text "Debbie Reynolds" in a large, bold, sans-serif font, with "CONSULTING" in a smaller, bold, sans-serif font below it. The text is white and set against a solid black background.

Debbie
Reynolds
CONSULTING

The logo for lightmeup, featuring the text "lightmeup" in a bold, sans-serif font. The "light" is in a dark grey color, and "meup" is in a light grey color. The logo is set against a solid black background.

lightmeup
innovation studio

The logo for itLabs, featuring a stylized line drawing of a dolphin's head above the text "itLabs". The "it" is in a green color, and "Labs" is in a dark grey color. The logo is set against a solid light yellow background.

itLabs

Discover all of our consultants on our website: <https://www.ai-on-us.com/the-ai-consultants>

A multi-stakeholder approach to your toughest AI challenges

9 RESPONSIBLE AI TEAMS

AI DATA PRIVACY

ETHICAL AI

AI & WELL BEING

TRUST & SAFETY

PUBLIC INTEREST AI

AI POLICY

CREATIVE AI & MARKETING

FUTURE OF WORK

AI GOVERNANCE

9 RESPONSIBLE AI TEAMS

Data Privacy: [How to safeguard personal and organizational data in the age of AI.](#) Led by Debbie Reynolds, Chief Data Officer (Fortune 500);

Ethical AI: [Designing AI that reflects society and protects it from bias.](#) Led by 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: [Understand the impact of AI assistant on the workforce and critical thinking, improving red-teaming capabilities and ensuring to choose the right assistant. Delivering a methodology to design your own internal guideline on the responsible use of AI assistant within your organization.](#) Led by Mathilde Depaulis, Psychologist specializing in emotions and cognitive bias, Ophélie Engasser, PhD in Psychology and Data Scientist (Solutions & Territoires);

Trust & Safety: [Building systems that users and brands can rely on - from algorithmic transparency to real-world protection.](#) Led by Sarah Amos, Product Manager (Humane Intelligence), Renzo Diaz Giunta, AI Advisor & Constitutional Lawyer ([ODM Organización Democrática Mundial](#), [Por el Desarrollo Peru](#), [iGlobal.Lawyer](#));

Public Interest AI: [Leveraging AI for social good, civic engagement and collective progress.](#) 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: [Understanding the international and regional regulatory landscape focusing on Tier1 market and Europe.](#) Led by 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: [How AI is reshaping creative industries, cultural norms and organizational mindsets.](#) Led by Laura Berton, IP Lawyer & AI Ethics Specialist (Kepler Wolf, Oxford), Barbu Harsan, Senior Multimedia Marketing Artist (ex-T2 Interactive);

Future of Work: [Adapting leadership and workforce strategies in the era of AI and Quantum.](#) Led by Dr. Tommy Gardner, Chief Technical Officer (HP Federal), Svetlana Videnova, Consultant in Change Management & AI Strategy;

AI Governance: [Navigating global cooperation and policy alignment for responsible AI development and deployment.](#) Led by Jérôme Bellion-Jourdan, Senior Fellow (Institute for Global Negotiation), Tereza Zoumpalova, AI Governance Expert (The Future Society).

Concrete deliverables from Day 1 & 2

WHAT YOU'LL WALK AWAY WITH

- **AI playbook by AI ON US:**
 - a detailed mapping of AI Risks and impacts
 - Essential & upcoming laws and standards to follow
 - Responsible AI best practices across technical, marketing and operational teams, drawn from proven use-cases
 - External Tools & Open Resources
- **Immersive game results:** insights from your team on the EU's AI Act simulation
- **Prototypes from the Summit:**
 - The 3 most impactful prototypes from the Responsible AI Sprint will be selected post-event by our expert committee (MIT, EPITECH, etc.), and shared for replication in your own organization.
- **Replay Access for 30 days:** revise at your pace
- **Arborus Charter commitment:** Your signed pledge to inclusive AI, the first step towards Geis-AI



Marianne Mazaud
General Director at AI ON US

Concrete deliverables from Day 1 & 2



PLAYBOOK

A Strategic Guide for Responsible, Compliant, and Competitive AI:

After six months of intensive work by 10 cross-sector working groups comprising lawyers, technologists, psychologists, policymakers, and ethicists from over 10 countries—we faced a clear reality: even with 7 hours of high-level strategic briefings during the summit, it would be impossible to fully reflect the depth, granularity, and operational scope of what these teams have developed.

That's why we created the AI ON US Playbook: a comprehensive, structured resource that brings together the full body of work from our expert groups. It complements the keynotes by offering business leaders an additional layer of value: actionable tools, frameworks, and insights that can be revisited post-summit and shared internally across teams.

Rather than a summary or a set of static takeaways, the Playbook serves as a practical extension of the summit's content grounded in international standards, legal frameworks, and field-tested strategies for deploying AI responsibly.



PLAYBOOK

When & How Will You Receive It?

All participants will receive the AI Playbook in PDF format at the start of the Responsible AI Prototyping Sprint. It is designed to serve as both a reference guide and a practical toolkit, enabling you to revisit the material, brief your team internally, and apply insights long after the summit.

What's Inside the Playbook?

- A comprehensive mapping of AI risks, based on the MIT FutureTech AI Risk Taxonomy
- Region-by-region legal and regulatory landscape (EU AI Act, GDPR, DSA, DMA, etc.)
- Trust-by-design strategies and real-world use cases
- A simulation based on the EU AI Act and a Responsible Innovation workshop
- Contributions from 25 international experts and advisors
- Recommended tools, frameworks, and must-read reports



PLAYBOOK

Who is it for?

The AI ON US Playbook is designed for decision-makers across functions and sectors who are responsible for shaping, deploying, or governing AI in their organizations. Whether you're a CEO, CMO, CTO setting the tech roadmap, a compliance officer navigating evolving regulations, a product lead focused on user trust, or an HR executive preparing your workforce for AI transformation—this Playbook is for you.

It will help you:

- Design AI products that are high-performing, regulation-ready, and aligned with human-centric values
- Navigate complex global regulatory frameworks (EU AI Act, GDPR, DSA, DMA...) with confidence, in Europe and worldwide
- Evaluate and manage third-party AI vendors with a clear understanding of risks and responsibilities
- Operationalize trust through transparent design, ethical data use, and inclusive user experiences
- Align AI development with your company's strategic goals while mitigating legal, reputational, and social risks
- Lead your organization through AI transformation with clarity, accountability, and foresight

Who contributed?

The Playbook includes input from external advisors from leading institutions such as MIT Future Tech, the Vector Institute, the German Federal Foreign Office, Arborus, Epitech, The Future Society, Institute for Global Negotiation, HP Federal and more. These contributors offered critical reviews, shared cutting-edge tools, and helped validate our risk frameworks—ensuring that every section of the Playbook reflects both rigor and real-world applicability.

How We Built the AI ON US Playbook

The AI ON US 2025 Playbook is the product of a coordinated, six-month effort across 10 expert working groups, each focused on a core theme of Responsible AI. Together, these teams—comprising technologists, policymakers, ethicists, researchers, and legal experts—worked under a shared methodology to deliver a unified, operational resource for AI governance.

Our Process

- **Transversal structure:** All teams followed a common workflow—identifying pain points, mapping risks, proposing best practices, and developing use cases.
- **Iterative workflow:** Monthly checkpoints ensured alignment, while a centralized knowledge hub (AI ON US Library) supported collaboration and consistency.

The final deliverables—including a risk taxonomy, legal mapping, best practices, red teaming tools, and cross-sector use cases—will be published in the AI ON US Playbook, distributed to all participants on October 16, during the Responsible AI Prototyping Workshop.

Final Review

An external expert committee from institutions such as MIT, NUMALIS, and EPITECH, The German Federal Office and more will review all content on September 23 to ensure consistency, rigor, and international relevance.

LET'S TALK

<https://calendly.com/marianne-ai-on-us/15min>

BOOK YOUR PASS

<https://www.ai-on-us.com/event-details/on-site-ai-on-us-2025-international-summit-1>

How we build the AI ON US Summit that solves your challenges?

SIX MONTHS OF DEEP WORK

- **25 AI experts** across 10 thematic teams, decoding AI corporate briefs since April
- Risk & Impact mapping, legal simulation, trust-by-design strategies
- Executive simulations & innovation sprints turn into advantage
- Informed by the expertise of institutions like EPITECH, the French School of IT Excellence in software engineering, Data, AI, and cybersecurity



Marianne Mazaud
General Director, AI ON US

SUMMIT PREPARATION



Morning Strategic Keynotes & The AI Playbook

A co-designed program tailored to AI challenges. Six months of exchanges for six hours of decisive briefings.

Each AI ON US working group met for over six months to collaboratively build the executive briefing content for October 15 and 16, along with the IA Playbook. On the agenda: strategic monitoring, report analysis, field feedback, and debates. Each team tackled a key issue: how to reduce cognitive bias in the use of AI assistants and promote critical thinking? What lens should be applied to global regulation and the extraterritorial effect of the AI Act? What best practices help manage AI suppliers within a shared accountability framework? On the marketing side, the Creative Lab questions the limits of generative content when meaning is lost or public trust eroded. A demanding process, led by expertise and grounded insights, delivering a program that truly supports strategic decisions.

Our work is informed by the expertise of institutions like EPITECH, the French School of IT Excellence in software engineering, Data, AI, and cybersecurity; drawing on insights from their innovative educational approaches—from deconstructed learning to dropout prediction systems and AI-powered coaching. A quantitative survey is also being developed with their 6,000 students.

A strategic event driven by a French, European, and international perspective, delivering standardized best practices in fragmented global markets.

AI ON US aligns with the ambitions of France 2030, the European AI Act, GDPR, DSA, and DMA, and complements the UN AI for Action Summit. Its goal: to become the annual international and European landmark for responsible AI, bridging regulation, inclusion, innovation, and competitiveness.

5h+ Immersive Workshops

From simulation to action: real-world AI conditions. Two workshops to turn regulatory constraints into strategic assets.

After months of preparation, these immersive formats place participants at the heart of AI dilemmas. With the EU AI Act Decoded, designed by Aleksandr Tiulkanov and tested by students and companies, decision-makers face intense simulations: compliance, sanctions, reputation, strategic choices. The Creative Sprint then gathers signatories of the Arborus Charter—the first global charter for ethical, inclusive, and trustworthy AI—to develop concrete AI solutions in 2.5 hours, responding to real market challenges, using the previous day's workshop as a springboard. The IA Playbook is unveiled during the Responsible AI Innovation Lab.



PARTICIPANTS

Senior Executives and Managers from Tech companies developing Artificial Intelligence products.

Senior Executives and Managers from non-Tech companies and organizations integrating or aiming to integrate AI into their operations and products.

KEY FIGURES

- 100+ participants
- 30+ AI Experts and 20+ public and private partners
- 65% women on the expert committee
- 10 working groups
- 10 countries represented
- Join a community of 1,200 Senior Executives and Managers across 40 countries and all continents



Is AI ON US Summit right for you ?

BOOK YOUR 15-MIN CALL

- **Meet our CEO** to explore your priorities
- **Confirm** the summit delivers exactly what you need
- **Co-design** your experience around your unique AI challenges and requirements
- **Ensure** every sessions speaks directly to your goals

LET'S TALK

<https://calendly.com/marianne-ai-on-us/15min>



BOOK YOUR PASS

LET'S TALK

<https://calendly.com/marianne-ai-on-us/15min>

BOOK YOUR PASS

<https://www.ai-on-us.com/event-details/on-site-ai-on-us-2025-international-summit-1>

OCT 14-17, 2025. ONLINE



2025 VIRTUAL PASS

299€

**excl. VAT for Companies only & excl. ticketing fees*

We would love to welcome you at the AI ON US Virtual Summit! By purchasing your Virtual Pass now, you can access to all AI ON US Sessions available.

**RESEARCH**
AI RISKS & AI LAWS
Tue. Oct 14th, 2025 • 2:00 - 6:00 PM CEST

**ACADEMY**
TOP INSTITUTIONS
Wed. Oct 15th, 2025 • 10:00 AM - 12:00 PM CEST

**ACTIVITY**
EU AI ACT WORKSHOP
Wed. Oct 15th, 2025 • 2:00 - 4:00 PM CEST

**CONSULTING**
1:1 Session with AI Experts
Wed. Oct 15th, 2025 • 5:00 - 6:00 PM CEST

Max capacity: 30 participants

**RESEARCH**
STANDARDS & BEST PRACTICES
Thur. Oct 16th, 2025 • 2:00 - 6:00 PM CEST

**ACTIVITY**
ARBORUS CHARTER
Fri. Oct 17th, 2025 • 2:00 - 2:30 PM CEST

**PLAYBOOK**

**ACTIVITY**
PROTOTYPING WORKSHOP
Fri. Oct 17th, 2025 • 2:45 - 5:45 PM CEST

Max capacity: 50 participants

VAT excluded. Taxes might apply on certain passes. Current pricing does not include processing fees charged by Wix at checkout. For Virtual pass, ensure to choose the B2C or B2B offer accordingly.

LE FIGARO

Read the full article here: <https://www.lefigaro.fr/economie/ai-on-us-transformer-la-confiance-en-performance-20250711>

Forbes

Read the full article here: <https://www.lefigaro.fr/economie/ai-on-us-transformer-la-confiance-en-performance-20250711>

Forbes


ClassementsBrandvoiceMagazine ForbesBibliothèqueJe m'abonne

Rechercher

BusinessTechnologieEntrepreneursManagementFinanceEnvironnementLifestyleLuxeFemmes@Forbes

Société, Technologie

L'intelligence artificielle : L'heure de la responsabilité







L'intelligence Artificielle : L'heure de la responsabilité

Forbes

Contribution

Les idées et opinions exprimées par nos contributeurs leur appartiennent

05 août 2025



À mesure que l'intelligence artificielle s'infiltré dans tous les pans de notre quotidien, une certitude émerge : l'IA responsable n'est plus une option, mais une nécessité stratégique. Elle conditionne non seulement la durabilité des modèles économiques, mais aussi la confiance des citoyens et la compétitivité à long terme des entreprises. Derrière cette exigence, une question cruciale s'impose : Comment concilier l'accélération fulgurante de l'innovation avec l'impératif d'une IA éthique, inclusive et digne de confiance ?

Une contribution de Marianne Mazaud, cofondatrice et Directrice Générale du Sommet international AI ON US

Une analyse en six axes :

1. Confiance : le socle à rebâtir

La défiance envers l'IA est profonde. Selon le rapport KPMG (2025), 54 % des personnes interrogées à l'échelle mondiale ne font pas confiance à l'IA. Ce taux descend à 39 % dans les économies avancées, mais grimpe à 57 % dans les économies émergentes.

La cybersécurité, la désinformation, les pertes d'emploi, les biais algorithmiques ou encore la déconnexion humaine nourrissent ces craintes. Plus inquiétant encore : seulement 43 % des citoyens estiment que les lois actuelles encadrant l'IA sont suffisantes, tandis que 70 % appellent à une réglementation renforcée, notamment pour contrer la désinformation générée par l'IA (87 %).

Dans le monde professionnel, 58 % des employés utilisent déjà l'IA régulièrement, souvent sans cadre structurant. Si les gains de performance sont réels, les risques le sont tout autant : violations de politiques internes, dépendance excessive, ou encore dérives non anticipées.

Chez les étudiants, l'usage de l'IA est massif : 83 % y ont recours dans leurs études, mais seuls 50 % bénéficient d'une formation à son usage responsable.

Or cette perte de confiance ne concerne pas seulement l'IA : elle devient un risque commercial systémique. Quand les technologies qui soutiennent les services perdent en crédibilité, c'est la fidélité des clients qui vacille. À l'inverse, les organisations qui intègrent l'éthique en amont en retirent de réels bénéfices : +20 % de productivité, -35 % de litiges liés à la donnée, -40 % de dépenses de conformité imprévues (source : The ROI of Ethics, The Digital Economist, 2025).

2. De la conformité à la stratégie : changer de posture

Trop longtemps perçue comme une contrainte réglementaire, l'IA responsable doit aujourd'hui être pensée comme un levier de compétitivité, d'attractivité et de résilience.

Il ne s'agit plus simplement d'être en règle, mais de s'aligner stratégiquement avec les nouveaux standards de confiance, de transparence et de durabilité. Toutes les fonctions de l'entreprise sont concernées : systèmes d'information, ressources humaines, juridique, marketing, data science et éthique.

Certaines organisations pionnières nomment déjà un "AI Responsible Officer" ou créent des comités d'impact IA interdisciplinaires. Ces dispositifs, encore rares, préfigurent les gouvernances de demain.

3. Une réglementation mondiale en pleine transformation 25

A WORLD TOUR OF RESPONSIBLE AI STRATEGIES

Artificial intelligence from the field, through the eyes of those shaping it.

Every month, a series of free-access video interviews spotlights leading AI experts active in the technological, legal, or organizational spheres.

From Chicago, Debbie Reynolds unpacks data protection strategies in the age of generative AI. In Lima, constitutional AI lawyer Renzo raises the alarm on spyware threats enhanced by AI. In New York, Elena compares U.S. and European approaches to regulation. In Biarritz, Svetlana analyzes the HR challenges of AI transformation.

In just ten minutes, each interview delivers a decisive point of view to inform strategic choices. This format is designed to spark reflection, clarify dilemmas, and help decision-makers navigate an evolving technological and regulatory landscape.





VIRTUAL SUMMIT

**BORN IN BIARRITZ. OCT 14-17, 2025. ONLINE. RESPONSIBLE AI.
REGISTER NOW : WWW.AI-ON-US.COM**