



# INTERNATIONAL SUMMIT

## On Responsible AI for Executives

First Edition • October 15-16, 2025 • Biarritz

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



*Two days to Turn AI Risk into Performance through  
Compliance, Inclusion, and Ethics*

[www.ai-on-us.com](http://www.ai-on-us.com)



# 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.

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

A multi-stakeholder approach to your toughest AI challenges

# 10 RESPONSIBLE AI TEAMS

AI DATA PRIVACY

ETHICAL AI

AI & WELL BEING

TRUST & SAFETY

RESPONSIBLE AI IN HEALTHCARE

PUBLIC INTEREST AI

AI POLICY

CREATIVE AI & MARKETING

FUTURE OF WORK

AI GOVERNANCE

# 10 RESPONSIBLE AI TEAMS

## 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).

# WHAT YOU'LL WALK AWAY WITH

- **A customized AI playbook:**
  - 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
- **Immersive game results:** insights from your team on the EU's AI Act simulation
- **Innovation Prototypes:** Top 3 responsible-AI solutions from our sprint based on real-world challenges
- **Replay Access & Video capsule:** revise at your pace
- **Arborus Charter commitment:** Your signed pledge to inclusive AI



**Marianne Mazaud**  
General Director at AI ON US

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.



Designed for Business Leaders that innovate with compliance

# DISCOVER THE AGENDA

*Breakfast, Lunch and afterworks on Day 1 & 2 included for all 2 days Passes*

- AI Laws, standards & Impacts (3h)
- The EU AI Act Simulation Game (3h)
- Specialized Talk with Thierry Breton
- AI Consulting Session
- Afterwork & VIP Diner
- Regulatory Gaps & Responsible AI Innovations
- Arborus Charter Signature
- Responsible AI Prototyping Sprint
- Specialized Talk with Lara Sophie bothur
- AI Consulting Session

## 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.

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



**Marianne Mazaud**  
General Director at AI ON US

October 15-16, 2025 • Hôtel du Palais, Biarritz (FR)

# SECURE YOUR LEADERSHIP EDGE

- Two days of executive briefings, immersive workshops & VIP networking
- Strategic Insights you can't squeeze into your daily agenda and operations
- Network with 100 C-level peers and 15+ Industry Partners, Non-Profit and Civil Society
- Anticipate emerging market needs and sharpen your AI strategy

 **Book your 15-min Fit Call** 



**Marianne Mazaud**  
General Director at AI ON US

# OUR AI EXPERTS



**Thierry Breton**  
European Commissioner for the  
Internal Market (2019-2024)



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



**Lara Sophie Bothur**  
#2 Most Influential Voice in AI &  
Tech, Humane Tech Translator



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

# NOS EXPERTS IA

## CONFÉRENCIERS



**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



**Dr. Elise Victor**  
AI Angel Investor & Health Tech  
Leader, PhD in health informatics



**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



**Jakub Kubalski**  
IP & AI Lawyer at SSW,  
World Intellectual  
Property Organisation



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

## CONTRIBUTEURS



**Dr. Ophélie Engasser**  
Data Scientist & Phd in  
Psychology



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



**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

They Support Us



# OUR PARTNERS

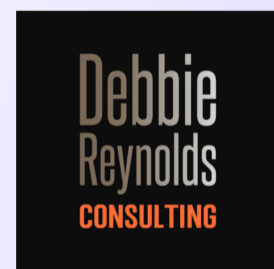
## KNOWLEDGE PARTNERS



## PARTNERS



AI sisters



⚡ Book your 15-min Fit Call ⚡

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

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# 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.

# CHIFFRES CLÉS

- 100 participants
- 25 AI Experts and 20+ public and private partners
- 65% women on the expert committee
- 10 working groups
- 9 countries represented
- An online community of 1,000 Senior Executives and Managers across 40 countries and all continents

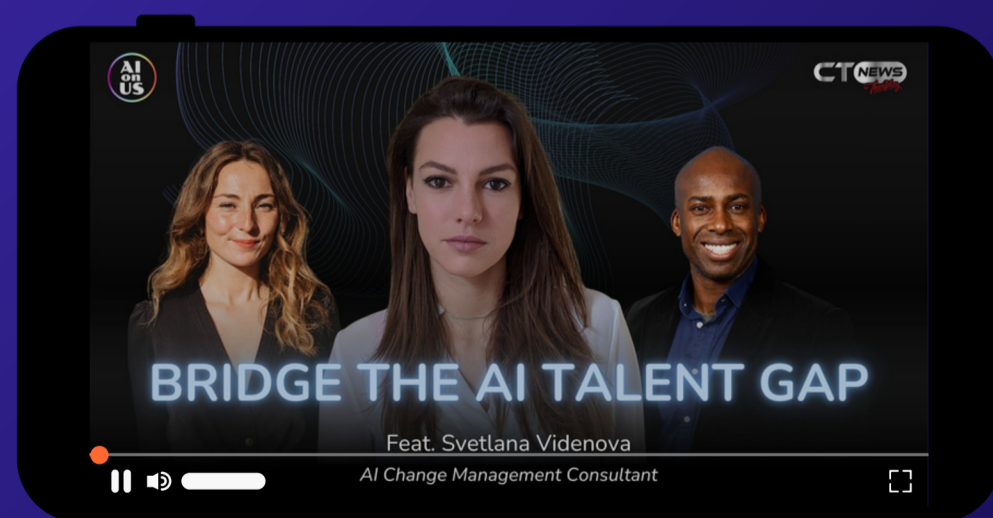
# A WORLD TOUR OF RESPONSIBLE AI STRATEGIES

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.



# CHOOSE YOUR IDEAL PASS



⚡ Book your 15-min Fit Call ⚡

October 15-16, 2025	SILVER PASS 	GOLD PASS 	PLATINUM PASS 
6h morning Strategic Briefing led by our AI Expert Committee.	✓	✓	✓
Gourmet networking sessions at the oceanview Salon Diane—breakfast, lunch, afterworks included.	✓	✓	✓
The Responsible AI Playbook	✓	✓	✓
Two immersive workshops (5h): Decode the EU AI Act + Responsible AI Solution Design.	✓	✓	✓
Formalize your commitment: Sign the Arborus Charter on-site.	✓	✓	✓
Private sessions with Thierry Breton and Lara Sophie Bothur.	✗	✓	✓
One personalized AI Consulting Session for your company challenge.	✗	✓	✓
Full Replay Access to all Morning Strategic Conferences.	✗	✓	✓
Three nights at the 5-star Hôtel du Palais, breakfast included (Oct 14-16)	✗	✗	✓
Private VIP Dinner at La Rotonde with Thierry Breton, Lara Sophie Bothur, and the AI Expert Committee.	✗	✗	✓
Second Private AI Consulting Sessions for tailored strategic guidance.	✗	✗	✓

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⚡ VAT excluded. Prices may increase after this date. Current pricing does not include processing fees charged by Wix at checkout.

# 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
- Contact: [marianne@ai-on-us.com](mailto:marianne@ai-on-us.com) | [www.ai-on-us.com](http://www.ai-on-us.com)



Direct flights to Biarritz operate from London, Paris, Dublin, Geneva, Stockholm, Milan, Lyon, Marseille, and Nice. Direct flights to Irun (30 min away) from Madrid and Barcelona.

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«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, General Director, AI ON US

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