

Transatlantic Approaches on Digital Governance: A New Social Contract in the Age of Artificial Intelligence

Final Report Virtual Policy Lab, 16-18 September, 2020

The [World Leadership Alliance-Club de Madrid \(WLA-CdM\)](#) in partnership with the [Boston Global Forum \(BGF\)](#) organized an in-depth transatlantic, multi-stakeholder virtual dialogue. Framed as a Virtual Policy Lab, the dialogue focused on global challenges, with special emphasis on the need to create a new social contract on digital technologies and Artificial Intelligence (AI) and possible policy solutions toward that end.

The Final Report highlights the key features of each session and the nature of the deliberations. The concluding session called for members of World Leadership Alliance-Club de Madrid and world leaders to support, endorse and work for the implantation of **the Social Contract for the AI Age**. Among the central features of the Social Contract for the AI Age are the following:

First, it defines an international TCP/IP (the platform for communication among internet users), that is, a set of norms, values and standards specifically designed as connections among governments for enabling and supporting international relations - including between governments, between companies, between companies and governments.

Second, it is anchored principles of justice and equity, recognizing that communities must have control over their data, given that data literacy at all levels of society is the basis for an intelligent, thoughtful society.

Third, its goals and global reach call for all governments to promote the **Democratic Alliance for Digital Governance**.

In terms of implementation, the Social Contract for the AI Age involves:

- The promulgation of a Code of Ethics for AI Developers and AI Users.
- The creation of a system to monitor and evaluate governments, companies, and individuals
- The recognition of the Social Contract for the AI Age by the United Nations, OECD, and other international organizations, governments, companies, civil society and the global AI community.
- The creation of the “AIWS City”, a virtual digital city dedicated to the principle of the Social Contract for the AI Age.

Other key measures are noted in the concluding remarks.

1. Overview

By discussing North American and European approaches towards a new social contract considering AI and digital governance, the Policy Lab afforded us an opportunity to gather, in a virtual format, the critical eye and views of former democratic Heads of State or Government, representatives of governments, academic institutions and think tanks, tech companies, and civil society, from both regions, to stimulate new thinking on the issue.

The discussion served to encourage, strengthen and better frame transatlantic cooperation on a new social contract on digital governance in the context of the necessary reform of a multilateral system faced with a complex web of global challenges, now compounded by the very broad consequences of the COVID-19 global health crisis.

The magnitude and relevance of the COVID-19 pandemic, in fact, upended original plans for this initiative, having to change the initial date and format. However, this context evidenced the importance of a multi-stakeholder analysis and discussion on the interaction between artificial intelligence and new technologies and measures/policies by governments, international organizations, companies and society at large.

In preparation for the Policy Lab, WLA-CdM and BGF organized two online roundtables to fuel and enrich deliberations within the Policy Lab. The first roundtable focused on the [deployment of digital technologies in response to COVID-19 pandemic, and their implications on privacy rights](#); and the second one addressed the interaction between [digital technologies, elections and democracy in times of COVID-19](#), analysing the role of digital technologies in protecting democracies and guaranteeing free, fair and transparent elections in times of global emergencies.

2. Objective

The Policy Lab was organised with two main goals in mind. First, to offer a multi-stakeholder platform to stimulate innovative thinking on a new social contract for digital governance in the framework of transatlantic cooperation. Second, to generate action-oriented analysis and policy recommendations to strengthen the role of the multilateral system in shaping a common digital governance, following the call to action of WLA – CdM's 2019 Policy Dialogue on 'Digital Transformation and the Future of Democracy', and the Boston Global Forum's (BGF) work on the AIWS Social Contract 2020 or Social Contract for the AI Age and AIWS Innovation Network ([AIWS.net](#)), AIWS City. Under the umbrella of the new Social Contract in the Age of AI, we distilled the key points that the proposed document must have in order to protect property, common values, collective norms and social well-being for all in a world where global challenges must be met by responsible, collective action.

We examined the importance of global digital cooperation to build a more resilient multilateral system, capable of preventing and/or better mitigating the impact of future global crises and improve global preparedness. Likewise, we took a tour of the initiatives that could boost a new Social Contract on Artificial Intelligence and Digital Governance, analyzing challenges facing transatlantic partnerships in this field, but also exploring how multilateral organizations can serve as a platform to boost transatlantic relations and, thus, offer the simultaneous benefit of revitalizing and renewing the multilateral system.

Finally, we examined the groundwork necessary to build effective multistakeholder coalitions to address this objective and to adapt the multilateral framework for building a digital future based on equity, privacy and people-centered values.

3. Sessions outcomes

The sessions presented the main challenges and opportunities as well as recommendations on Transatlantic digital cooperation in the context of a global pandemic. This pandemic has demonstrated that a Social Contract on digital governance and the renewal of multilateralism and global cooperation mechanisms are necessary to respond in a coordinated and collective way to challenges affecting us all.

The plenaries were guided by a facilitator and allowed the speakers to offer their views on the questions this dialogue was meant to resolve. In some cases, the sessions also included a keynote to frame the discussion.

Wednesday, 16th September

Introduction to the Policy Lab on Transatlantic Approaches on Digital Governance: A New Social Contract in the Age of Artificial Intelligence

- **Danilo Türk**, President of WLA-CdM, President of Slovenia (2007-2012)
- **Manuel Muñiz**, Secretary of State for Global Spain, Ministry of Foreign Affairs, European Union and Cooperation of Spain
- **Mr. Nguyen Van Tuong**, Chairman of Tram Huong Khanh Hoa (video)
- **Governor Michael Dukakis**, Chair of The Boston Global Forum

Milburn Line, *Senior Advisor for Policy and Content of the WLA-CdM Shared Societies Project and Master of Ceremonies* of the Policy Lab, described the overall objectives of the latter, mainly to pool new ideas from representatives from governments, international organizations, academia, think-tanks, tech companies and civil society from both regions, ultimately leading to the creation of a space to strengthen transatlantic cooperation with views to a new social contract. He framed the Policy Lab as a platform to establish a transatlantic alliance for digital governance, and to generate and showcase initiatives valuable for both the public and private sectors.

Danilo Türk, President of WLA-CdM, President of Slovenia (2007-2012)

President Türk appealed to the convening power of former Heads of State and Government who can bring together experts and scholars to consider where multilateralism stands and where it is going. He mentioned the growth and role of digital transformation and artificial intelligence in almost every facet of daily citizens' lives, and how Covid-19 has accelerated the widespread deployment of digital technologies and artificial intelligence, underlining international interdependence and the need to strengthen multilateral cooperation in building a digital future. He noted multilateralism and international cooperation are more necessary than ever and explained that policy recommendations stemming from the Policy Lab contribute to discussions in WLA-CdM Annual Policy Dialogue where digitalization would be one of the key themes of debate.

Manuel Muñiz, Secretary of State for Global Spain, Ministry of Foreign Affairs, European Union and Cooperation of Spain

Secretary of State Muñiz shared the Spanish government's work on drafting a strategy on technology and the global order meant to address the issues we would be discussing in a systematic way and inform Spanish foreign policy. He underlined Spain's enormous transatlantic agenda, describing it as the country's densest relationship relevant to issues ranging from

climate change and the future of Paris Agreement, to the Middle-East peace process, the diverse implications of China's rise, digital taxation, trade and tariffs or multilateralism, the future of WHO and global governance, among many others. As a result, it is essential that the transatlantic relationship is deep and fully functioning, and that fundamental agreements are reached. The state of the social contract within Europe and the US will have an impact on the relationship across the Atlantic and on the policies developed on both sides of the Atlantic.

Nguyen Van Tuong, Chairman of Tram Huong Khanh Hoa

Tuong underlined the need to be connected in order to share a common vision towards the construction of a well-grounded AI World Society in the future, and to guarantee humanitarian values for AI. He then spoke about a Vietnamese initiative to develop the Nha Trang Innovation Village, a hub of knowledge where international experts would gather to ensure a future where AI and humanitarian values are present.

Michael Dukakis, Chair of The Boston Global Forum

Governor Dukakis started by expressing his concern about international rivalries in a delicate moment. This is not the world that most people want for the future and we must find ways of bringing everyone together to tackle crucial issues such as AI. The November elections in the US will be important, and he expects it will result in leadership that understands how necessary a strong commitment to multilateralism and international cooperation is in order to solve problems and issues peacefully and wisely.

Keynote Speech “Transatlantic Relations and the Digital Social Contract”

Manuel Muñiz, Secretary of State for Global Spain, Ministry of Foreign Affairs, European Union and Cooperation of Spain

Secretary of State Muñiz framed the global and national challenges posed by digital transformation and initiatives undertaken by Spain to address them. The context of the COVID-19 pandemic has exacerbated social exclusion in health, which compounds sensitivities around digitalization processes, tendencies to deepen concentration of wealth and social fissures. Trends towards populism threaten our shared Transatlantic values and rights and freedoms. The answer lies in investing in the modernization of the workforce; challenging monopolistic digital practices; taxing tech companies working across borders; containing disinformation and election hacking; and ensuring privacy rights to ensure continued political, economic and social stability on both sides of the Atlantic.

Introductory Session: A New Social Contract in the Age of AI

Keynote: **Thomas Patterson**, Research Director of The Michael Dukakis Institute for Leadership and Innovation, Professor of Government and the Press of Harvard Kennedy School

Panel discussion:

- **Valdis Birkavs**, Member of WLA-CdM, Prime Minister of Latvia (1993-1994)
- **Jerry Jones**, Advisor of WLA-CdM, Executive Vice-President, Ethics and Legal Officer, Live Ramp
- **Nuria Oliver**, IEEE Fellow, ACM Fellow, member of the High-Level Expert Group on B2G data sharing at the European Commission (video)

Facilitator: **Ramu Damodaran**, Editor-in-Chief of the UN Chronicle and Chief of the United Nations Academic Impact

The keynote reviewed both the potential positives and negatives related to digital transformation and established parameters for a new Social Contract for citizens in the digital age. AI may facilitate more responsive governance through greater government investment in and scrutiny of data gathering that may be facilitating authoritarian control of citizens. Tech companies can deploy AI in malicious ways. As such, ***AI presents clear risks to privacy, self-determination and human rights. A new Social Contract is needed to define the social rights and interests of individuals, companies and governments and the parameters and limits needed to secure these rights.*** If governments do not promote transparency and accountability through laws that protect privacy of personal data, the risk of manipulation is high and public trust will continue to decrease.

Nuria Oliver defined key pillars for managing digitalization and AI, highlighting criteria for increased investments; the need for transforming legal and regulatory frameworks; the imperative of defining ethical boundaries for the process; investments necessary to offer broadly inclusive educational opportunities for citizens to keep up with the pace of change; and investments in transforming labor. **Jerry Jones** warned that policy and governments move at a much slower pace than technology, which will continue to be a challenge for managing the process. By not keeping up our democratic frameworks, these risks losing legitimacy and power may devolve to mega-companies setting their own rules. **PM Birkavs** emphasized that ***Transatlantic cooperation is vital*** to regulate digital transformation and AI, or these may better ‘understand people better than people themselves.’

Thursday 17th September

Session I: The AIWS Social Contract for the AI Age and AIWS Innovation Network: A Platform for Transatlantic Cooperation

Panel discussion:

- **Vaira Vike-Freiberga**, Member of WLA-CdM, President of Latvia (1999-2007)
- **Esko Aho**, Member of WLA-CdM, Prime Minister of Finland (1991-1995)
- **Vint Cerf**, Father of the Internet, Chief Internet Evangelist, Google
- **Nguyen Anh Tuan**, CEO of the Boston Global Forum, “Presentation AIWS City, a practicing of The Social Contract 2020, A New Social Contract in the Age of AI”

Facilitator: **Nazli Choucri**, Boston Global Forum Board Member and Professor of Political Science at the Massachusetts Institute of Technology (MIT)

Panelists reiterated their concern that the speed of change is outpacing capacity to regulate its excesses.

Nazli Choucri highlighted key features of **The Social Contract for the AI Age** (also known as the **AIWS Social Contract 2020**). She noted that it is an effort to (a) ensure that governments create mechanisms for the security of citizens in the digital domain, and (b) protect the ability of individuals to hold government accountable for its own AI and digital activities. Central to these processes is the importance of steering societies through the most effective paths of most transition to the AI Age. With greater use AI -- and greater innovations and applications -- we must put mechanisms in place to make sure of that their scientific bases are robust, and that all “hidden” AI features can be understood. In a multilateral context, the time has come for the development of a **United Nations Convention on Artificial Intelligence**.

Vint Cerf, the ‘father of the internet’, emphasized the power of digital platforms and AI to enhance people’s value and allow governments to better serve their citizens. Yet we must find a way to regulate the use of technology and reduce potentially abusive applications.

Nguyen Anh Tuan highlighted that the upside of shared value through digitalization is being demonstrated by the AIWS City Initiative and showed some of the pragmatic and operational challenges. According to Nguyen Anh Tuan, the AIWS City *is an all-digital virtual city based on trusted open data, that applies the standards of the “Social Contract for the AI Age”, “People-Centered Economy”, “Trustworthy Economy”, “Intellectual Society”, and “AI-Government”*.

The AIWS City implies creating a new values system named AIWS Value. It includes the traditional values (products, services, data, innovation, creativities, etc.) and social values (contributions). Hence, recognizes and exchanges traditional and social values. Besides, it has the AIWS Reward as a digital currency created by blockchain which has value, and it is exchangeable.

President Vike-Freiberga noted the potential benefits of increased feedback between governments and citizens but warned that governments must remember their role of delivering basic goods to society and ensure that humans still govern and not machines.

Prime Minister Aho emphasized that technology cannot be stopped but a social model can be designed which will create social trust and ensure equality.

Session II – Global digital cooperation for a world better prepared: Challenges and Responses to Health Security

Panel discussion:

- **Danilo Türk**, President of WLA-CdM, President of Slovenia (2007-2012)
- **Yu Ping Chan**, Senior Program Officer, Office of the Under-Secretary General and Special Advisor on Preparations for the 75th UN Anniversary & the High-Level Panel on Digital Cooperation
- **David Silbersweig**, Chairman, Department of Psychiatry and Co-Director for Institute for the Neurosciences, Brigham and Women's Hospital
- **Effy Vayena**, Professor of Bioethics at the Swiss Institute of Technology (ETHZ) and WHO consultant

Facilitator: **Cristina Manzano**, Board Member of WLA-CdM, Director of Esglobal

As **Yu Ping Chan** highlighted, though the United Nations has arrived late to digital cooperation efforts it is now a UN priority and the UN Secretary General’s Roadmap for Digital Cooperation envisions a multi stakeholder approach to regulate and build digital trust.¹ A key challenge is to integrate almost half the world’s population, 3.6 billion people, who are not yet connected to the internet.

COVID-19 has served as a wake-up call for change on AI and Digital policies and has produced both increases in depression and anxiety but also new methods of intervention, including tele-psychiatry, noted **David Silbersweig**.

Effy Vayena remarked that while data has been critical for understanding the spread of the pandemic, issues of trustworthiness and the use of data have arisen. **President Türk** sustained

¹<https://www.un.org/en/content/digital-cooperation-roadmap/>

that the key to addressing the current and future pandemics was the coordination of national health systems. While the EU experience has been positive, following initial delays, global institutions need to be empowered by capable leaders to take new steps in coordination and cooperation.

Session III: Policy frameworks for AI

Keynote speaker: **Andrew Wyckoff**, Director for Science, Technology, and Innovation, OECD

Panel discussion:

- **Zlatko Lagumdžija**, Member of WLA-CdM, Prime Minister of Bosnia and Herzegovina (2001-2002)
- **Peggy Valcke**, Vice-Chair of the Council of Europe's Committee on Artificial Intelligence (CAHAI)
- **Regine Grienberger**, Director for Cyber Security Policy and Cyber Foreign Policy, Federal Foreign Service Office, Germany
- **Lorraine Kisselburgh**, Chair of New ACM Technology Policy Council
- **Andrew Wyckoff**, Director for Science, Technology, and Innovation, OECD

Facilitator: **Marc Rotenberg**, Director of Center for AI and Digital Policy at Michael Dukakis Institute and the Boston Global Forum

Andrew Wyckoff offered a keynote review of policy parameters regarding Artificial Intelligence. 37 member countries of the **Organization for Economic Cooperation and Development (OECD)** have adopted the **Principles on Artificial Intelligence** built around concepts of inclusive growth, sustainable development, human values and fairness, transparency, security and safety, and accountability.² Proactive efforts are needed to sustain and realize these principles.

Regine Grienberger, pointed out that during its EU Presidency, Germany will pursue a strategy to ensure AI and quantum technology produce fair competition and protect European security and values, in line with the **European Commission White Paper** of February 2020 announcing a **European Initiative on AI**.³ This initiative builds on the work of an **Ad Hoc Committee on Artificial Intelligence (CAHAI)** at the Council of Europe, with representatives of the 47 Member States, Observatory States, International Organizations, the private sector and civil society.⁴ **Peggy Valcke** noted that CAHAI has considered formulating an additional protocol regarding the human rights implications of AI. Other groups have explored developing rights frameworks to ensure universal guidelines on AI, including the **Public Voice Coalition's Universal Guidelines on AI**, built around principles of fairness, accountability and transparency and addressing issues of data accuracy, validity, quality, safety and security, as underlined by **Lorraine Kisselburgh**.⁵ **Prime Minister Lagumdžija** closed the session with a call for continued collaboration between all stakeholders and governments to expand on these foundations at the global level as AI is going to define the coming age and we will need global strategies and solutions for its management that include people as the center of them.

²<https://www.oecd.org/going-digital/ai/principles/>

³https://ec.europa.eu/info/sites/info/files/commission-white-paper-artificial-intelligence-feb2020_en.pdf

⁴<https://www.coe.int/en/web/artificial-intelligence/cahai>

⁵<https://thepublicvoice.org/ai-universal-guidelines/memo/>

Friday, 18th September

Session IV – Transatlantic initiatives towards a new Social Contract on Artificial Intelligence and Digital Governance

Panel discussion:

- **Kim Campbell**, Member of WLA-CdM, Prime Minister of Canada (1993)
- **Alexander Stubb**, Prime Minister of Finland (2014-2015), Professor & Director, School of Transnational Governance, European University Institute, Florence
- **Alex “Sandy” Pentland**, Director, MIT Connection Science and Human Dynamics labs, “Making the New Social Contract Work”
- **Žaneta Ozoliņa**, Chair of the Latvian Transatlantic Organization

Facilitator: **Ted Piccone**, Advisor of WLA-CdM, Nonresident Senior Fellow in Security and Strategy in the Foreign Policy program at Brookings, Chief Engagement Officer at the World Justice Project

Žaneta Ozoliņa started by pointing out that the Baltics have led on digitalizing governance through a vibrant Information and Communications Technologies sector. A Social Contract can help set the rules as to how new realities should function but will require special codes of conduct for the private sector. Europe and the US must engage on how to regulate data and AI as a new means of production requiring norms and regulations. **Sandy Pentland** saw the COVID-19 pandemic as an example of the failure to ensure effective data sharing. **Prime Minister Campbell** reminded us that we are back to the dilemma of philosopher John Rawls regarding the interests of those most affected. For democracy to survive we must develop an international system that protects people from deliberate lies and misinformation, biased algorithms and the digital exclusion. **Prime Minister Stubb** posited that if we are to create digital democracies and not digital dictatorships, we will need to have a human centric approach with trustworthy AI. The US and Europe are on the same side of the argument based on shared values and respect for fundamental rights. We must unite across the Atlantic to ensure adequate regulation available to both, including authority of the EU as a regulatory superpower.

Session V – Multi-stakeholder initiatives and the multilateral system: global cooperation to build a common digital future

Panel discussion:

- **Jan Peter Balkenende**, Member of WLA-CdM, Prime Minister of the Netherlands (2002-2010)
- **Nam Pham**, Assistant Secretary, Government of Massachusetts
- **Rebecca Leeper**, Software Engineer and Director of CGDF, AI Monitoring Project at AIWS.net
- **Jerry Jones**, Advisor of WLA-CdM, Executive Vice-President, Ethics and Legal Officer, Live Ramp
- **Paul Nemitz**, Principal Advisor in the Directorate General for Justice and Consumers at the European Commission, author of “The human imperative: Power, Freedom and Democracy in the Age of Artificial Intelligence”

Facilitator: **Thomas Patterson**, Research Director of The Michael Dukakis Institute for Leadership and Innovation, Professor of Government and the Press of Harvard Kennedy School

Professor Patterson reminded participants that a global perspective is imperative as data transcends national boundaries. For this reason, the Boston Global Forum is creating an **AI Ethics Index** which will track AI policies and practices of countries, according to ethical standards, in the areas of Human Rights, Rule of Law and bureaucratic and democratic governance and be published annually.

Nam Pham pointed out that a Social Contract must be transparent and respect fundamental human rights such as human dignity, rule of law and privacy/protection, and be enforceable for places and people who do not share our values. Regarding AI, Mr Pham remarked the need to come up with more creative mechanism to enforce what is good for people. He considers that if the advancement on AI can create better platforms that people in risk can have a voice on what we do, it will have an impact in enforcement on government policies.

On the other hand, **Rebecca Leeper** mentioned that BGF and AIWS.net is also working to articulate a **Common Good Digital Framework** to regulate the many gaps in our knowledge as both the public and private sectors rapidly adapt to the cloud. When building a consensus of public and private data management and decisioning system, we know that systems work well when there's a foundation of trust that has been objectively earned. Yet trust in big tech companies following the rules has been in decline for it is hard to have trust without rules.

Jerry Jones remarked that boundaries need to be set in order for people to be comfortable with their data being shared and used. When building a consensus of public and private data management and decisioning system, we know that systems work well when there's a foundation of trust that have been earned objectively. On the other hand, Mr Jones highlighted that the fourth estate used to publicize excesses, but the digital world moves so fast that the physical world of journalism failed as a business model and was transferred to the technology companies. To resolve this dilemma multi-stakeholder for a need to support and even lead the institutions of democracy in this field.

Paul Nemitz remarked that the development of laws on technology must gain ground, not as an obstacle to innovation but as a way to better establish what the majority desires. From his point of view, the core question that must be addressed in a multi-stakeholder setting is how to enforce the laws in AI. The hope for global enforcement mechanisms at the level of UN is a noble hope and we need to work for this, but history tells us that these mechanisms are extremely scarcely distributed. According to Nemitz, the business model of big tech companies as Google and Facebook, is collecting anything we read and, by knowing this, they can benefit from adverts. In this context, digital platforms shall also be regulated, but even with a good regulation, the big tech companies can still be very successful.

Prime Minister Balkenende closed the session reminding us that we must develop a multilateral, multi-stakeholder approach based on common goals. A new Social Contract depends on having the right partners involved.

4. Concluding remarks

Of the many challenges to be addressed in the field of digitalization and artificial intelligence, the WLA-CDM is convinced of the need to continue working with the Boston Global Forum to:

- Support the efforts of different stakeholders to find the proper way to regulate the use of technology with the aim of generating greater social trust;
- Strengthen an inclusive, accountable, transparent and ethical system centered around human beings, where Human Rights and a rules-based order are respected, and of fundamental importance;
- Produce outcomes for what we call Shared Societies, built on the inclusion of all peoples, including diverse identity groups, youth and women, that truly leaves no one behind;
- Support efforts to transform the UN Secretary General's Roadmap on Digital Cooperation into a United Nations Convention on Artificial Intelligence to build global consensus and define boundaries on its human-centered, managed use;
- Promote a Transatlantic Alliance for ensuring our multilateral system is capable of managing the global health crisis and other global challenges;
- Build on the common values that unite both sides of the Atlantic, including democracy, the rule of law, social inclusion and trust, equity and fairness, in order to achieve a consensus on governance frameworks for building a humane digital future for all; and
- Support and advance **Social Contract for the AI Age** or the AIWS Social Contract 2020, the AIWS Innovation Network, the AIWS City and the AI Ethics Index, as first steps to boost transatlantic digital cooperation.