

## The potential of AI as a possible change

### In the EU strategy

#### Abstract

Following the European Union's historical process of re-organization, finally forming into the EU, can teach plenty on the European initial and core ambition, to create a united and vital European economic system, which would make Europe become a united economic force, and, not less important, help the local European countries prosper, as well as to handle global and local crises. One of the most important developments of the economic policy making regarding the economic system, has been created in the Treaty of Lisbon, in the name of the New EU 2020 strategy. A 10-year plan which is designed to push the European organizations as well as the European members, towards the opportunities and also the threat of very near future. In this article, I wish to follow this strategy, by understanding the possible connections and implications of Artificial Intelligence (AI) on the future of the EU economic system. By understanding the meaning of AI to the labor market, or to the use of intellectual capital. In the frame of the fourth industrial revolution, the EU's new strategy can lead to new insights on a possible future for the European (and global) economy, and the EU preparation for the future.

#### Article

Over the last 100 years or so, the European Union (EU), along with its different transfigurations, has been an organization that sought to create an economic system, along with a joint governmental behavior and a united European policy making, which could lead to a long term strategic thinking that would benefit the included European countries (Bradley, 2017). It is possible to comprehend the importance of the economic system, as the initial motivation of the European countries is to join forces together, by following the historic establishment of EU. The treaty of Rome, which could be seen as a starting point, was the agreement that has officially founded the European Economic Community (EEC). An organization that was focused on the creation of a joint market for the limited number of countries who were part of the agreement<sup>1</sup> (Thaler, 2016). The Treaty of Rome has initiated and supported tax reductions, and trade agreements, which has made production and shipping cheaper, bureaucratically faster and more efficient (Ilik & Adamczyk, 2017).

After years in which the EEC has been working parallel to the European Free Trade Association (EFTA), which was led by the UK, together with other European countries who did not join the EC<sup>2</sup>, a turning point in the European policy development has occurred, as the European Community (EC) was established. An organization that has united the European Coal and Steel Community (ECSC) and the European Atomic Energy Community (or Euratom). That re-organization of what will eventually become the EU, is what has led, over time, to the agreement which was created in the Treaty of Maastricht, held in Holland (Devuyst, 2012). The agreement which was finalized only later, has united a much larger number of the European countries, but more importantly,

<sup>1</sup> only Italy, western Germany, France, Belgium, Holland and Luxemburg were part of this initial agreement, (Bradley, 2017).

<sup>2</sup> Austria, Denmark, Norway, Portugal, Sweden and Switzerland were among the founders of EFTA (Devuyst, 2012).

it has created the three pillars strategy of the EU, which shifted the economic sole purpose to a wider image of the interest of Europe as a whole and the European countries themselves. The pillars, along with the economic aspect, at that point were focusing on two important issues, of law, and of security and foreign affairs (Allen, 2012).

The final form of the European Union was finally initiated in Lisbon, as the EC has finally re-organized the EU. The Treaty of Lisbon, in 2009, has created a democratic organization, formed by the 27 European countries who have signed, the European Council and the European Union Council, who were composed of prime ministers and ministers of the local governments (Marlier, 2010). Strategically, one of the dramatic changes that have been decided in the Treaty of Lisbon, was to finalize the strategic view of the three pillars, a structure that was criticized for creating overlapping missions and responsibilities that block progress, slow down decision making, and even damage the image of the EU as a united as consistent organization (Guitton, 2013).

Historically, the EU is struggling to perform as well as the organization itself desires to, as a single but democratic state, which sustains a secure and organized economic regime. Such a declared ambition was and is still considered problematic, as the EU constantly contains a dual interest. One, of the organization itself, that wishes to be able to enforce a clear and united policy within the EU members, but more importantly, in front of governmental and non-governmental global actors. In order to do so it needs a reputation of an influential and powerful actor in the global political and economic spheres (Ivan, 2019). This interest is often found as one that contradicts the interest of the EU members themselves, in the economic and the cultural sense (Novotná, 2017).

That being said, the EU, as part of the Lisbon Treaty, has sharpened its wish to lead also to a 'new' agenda, one that would frame the organization as a force that seeks to support peace and to prevent unnecessary escalations of situations from the political and economic spheres to the violent one. Such an agenda had been followed by two major decision, which would be the focus of this text. The first, the creation of the "Horizontal Social Clause", that determines that each economic decision the EU takes, must take into consideration the raising employment rates throughout Europe, the support of social protection and the prevention of social exclusion, and the promotion of health and education issues across Europe (Marlier, 2010).

The second decision, that would be the focus of this text, is the establishment of the New Europe 2020 strategy, which is aimed on creating a socio-economic strategy after the economic subprime global crisis of 2008. The European Council, in that context, has described the vision of the new strategy as a pursuit towards a competitive economy, which is based on knowledge. By such, the EU has officially joined the global vision of the image of the 'information era', in which the ability and power to collect knowledge and information in massive amounts (big data), is the new currency for agency and dominancy in the political, economic, and even in the martial spheres (Kuruczleki, Pelle, Laczi & Fekete, 2016).

This importance of knowledge, and the large scales in which knowledge is collected, has led over the decades to new technologies, that aim to change the fashion in which society is designed as well as the balance of governmental and non-governmental global organizations as actors (Barrinha & Renard, 2017). One of the largest potentials of such technologies, is the steady development of Artificial Intelligent (AI), a technology that seeks to create two dramatic types of goals, the creation of a digital entity that is able to 'think', or to process knowledge and react like a human being, or the creation of a machine that does not seek to imitate humans, but