

BOOK LAUNCH EVENT

# Governance of Artificial Intelligence in the European Union: What Place for Consumer Protection?

## Programme

Friday 29 September 2023

**UCLy**  
**Campus Saint-Paul**  
**Amphi Mérieux**

10 place des Archives  
69002 LYON



**Book Launch – Academic Event**  
**Catholic University of Lyon – UCLY, Friday 29 September 2023**

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**Governance of Artificial Intelligence in the European Union**  
**What Place for Consumer Protection?**

The book tackles the interplay between Artificial Intelligence (AI) governance and consumer protection on the European Union (EU) market. An in-depth analysis of the existing and future EU legal framework is conducted in order to assess its capacity to meet the challenges posed by AI. The effectiveness of consumer rights, and more widely of fundamental rights, in the digital single market calls for a regulatory ecosystem that fosters trust and therefore, upstream, transparency and explainability of AI systems. Hence, the book explores different normative paths – from hard law to standardization – as well as monitoring and supervision tools – from ethics to media literacy – that could progressively lead to an inclusive and comprehensive EU governance structure for AI. Several book's chapters highlight the complexity of balancing conflicting interests such as the protection of consumers against the adverse impacts of AI, supporting AI development and technological innovation and putting AI at the service of empowered consumers. Ultimately, the book offers important insights into thinking about tomorrow's digital consumer in EU law, inviting a rethinking of European policy boundaries and related legal regimes.

## MATINÉE 9h20-12h30

10h00: Dean's Welcome Address  
Prof. **Michel Cannarsa**, Lyon Catholic University

10h10: Book Editors' Introduction  
Ass. Prof. **Cécile Pellegrini**, Lyon Catholic University & Prof. **Marion Ho-Dac**, University of Artois

10h20: Book's Key Findings  
Prof. **Pascal Pichonnaz**, University of Fribourg & President of ELI

### Q&A Coffee Break

## 11H30-12H15 - ROUND TABLE 1 – AI, EU CONSUMER AND EMPOWERMENT

Chair: Ass. Prof. **Cécile PELLEGRINI**, Lyon Catholic University

Ass. Prof. **Mathieu Guillermin**, Lyon Catholic University

Ass. Prof. **Mouna Mouncif Mougache**, St Etienne University

### Lunch Break

## 14H00-14H45 - ROUND TABLE 2 – AI, EU CONSUMER AND EMPOWERMENT

Chair: Prof. **Marion Ho-Dac**, Artois University

Prof. **Gregory Lewkowicz**, Université Libre de Bruxelles (ULB)

Dr. **Bertrand Braunschweig**, Institut de recherche technologique SystemX

## 14H45-15H30 - ROUND TABLE 3 – AI, EU CONSUMER PROTECTION AND ENFORCEMENT

Chair: Prof. **Tobias Lutzi**, Augsburg University

Ass. Prof. **Olivia Tambou**, Paris Dauphine University

Prof. **Gaëlle Marti**, Lyon III University

## 15H30 - KEY NOTE ON THE FUTURE OF AI GOVERNANCE IN THE EU AND CONSUMER PROTECTION

Prof. **Geraint Howells**, University of Galway

## 16H00 - END OF THE EVENT

## Scientific Board

Cécile PELLEGRINI,  
Lyon Catholique University

Marion HO-DAC,  
University of Artois

## Practical information

### Fees

Open to students and academics

For lawyers : eligible to *formation continue* (fees 80€)

### Registration

• Online: <https://www.ucl.fr/l-ucl/agenda/launch-book-academic-event-governance-of-artificial-intelligence-in-the-european-union-what-place-for-consumer-protection/> \*

*\*Possibility to follow the event online*

### Place

Room Amphi Mérieux, Campus  
Saint-Paul - A025  
10 place des Archives, 69002 Lyon

### Contact

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Parternes:

