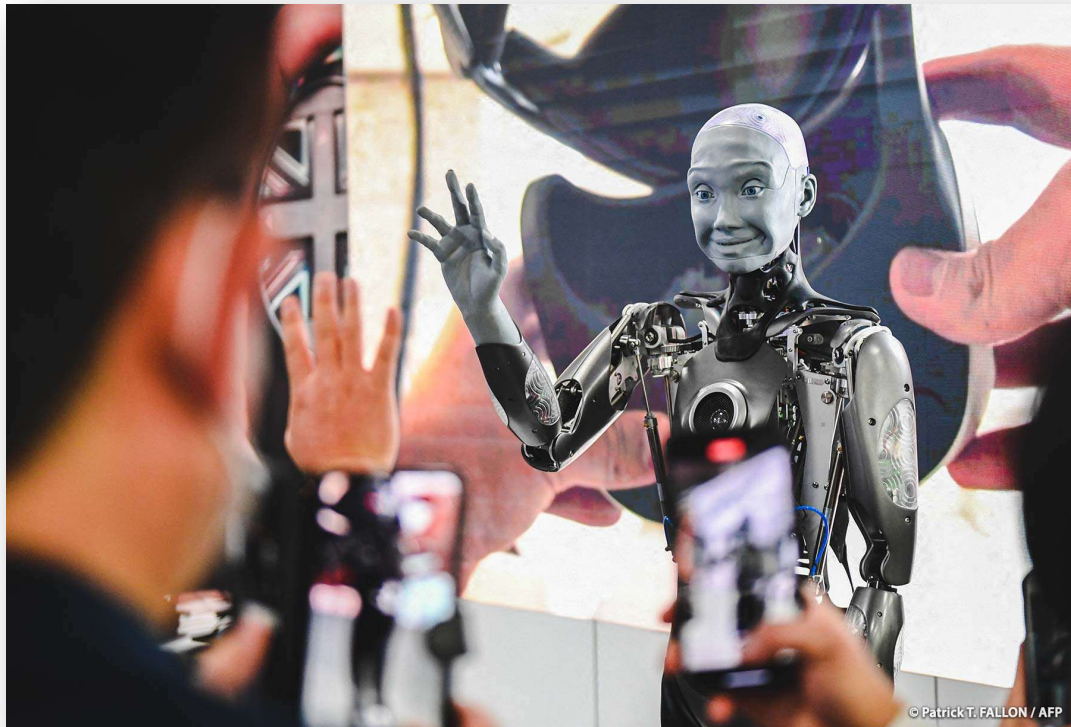


Artificial intelligence: what happened after implementing the AI act?

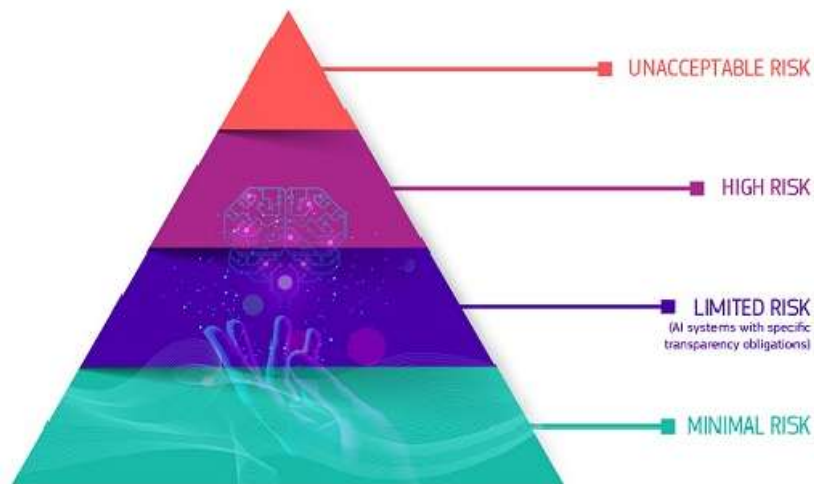


Introduction:

On **1 August 2024**, the **European Union** took a groundbreaking step by bringing into force the **AI Act**, the world's first comprehensive legal framework regulating artificial intelligence. The regulation was designed to ensure that **AI systems** developed and deployed within the **EU** are safe, transparent, and respectful to fundamental rights.

Background:

Proposed by the commission in **April 2021** and agreed by the **European parliament** and the **council** in **December 2023**, the **AI Act** addresses potential risks to citizens' health, safety and fundamental rights. It provides developers and deployers with clear requirements and obligations regarding specific uses of AI while reducing administrative and financial burdens for businesses. The AI act introduced a uniform framework across all EU states, based on a forward-looking definition of AI and a risk-based approach. for instance, the AI act defines 4 risk levels for AI systems:



Minimal risk: the AI that does not introduce rules for AI is deemed to pose minimal or no risk. There are some AI systems that fall into this category.

Limited risk: these risks highlight the importance of transparency in the use of AI. The act introduces specific disclosure requirements to ensure that people are properly informed, which is essential for maintaining trust. For example, when interacting with AI systems like chatbots, users must be clearly informed that they are communicating with a machine, allowing them to make informed choices.

High risk: high risk AI based medical software or AI systems used for recruitment must comply with strict requirements including risk-mitigation systems, high quality of data sets, clear information, human oversight...

Unacceptable risk: all AI systems deemed to pose a clear threat to human safety, livelihoods, and rights are prohibited. For example, AI systems that allow "social scoring" by governments or companies are considered a clear threat to people's fundamental rights and are therefore banned.

The **EU commission** aimed to be a global leader in safe **AI**. By developing a strong regulatory framework based on human rights and fundamental values, the **EU** can develop an **AI ecosystem** that benefits everyone. That includes transparency and copyright rules. For models that may pose systemic risks, providers should assess and mitigate those risks. This means **better healthcare, safer and cleaner transport, and improved public service** for citizens.

The commission has launched a **consolation on a code of practice** for providers of general-purpose **artificial intelligence (GPAI¹)** models. This code, foreseen by the **AI act**, will address critical areas such as **transparency, copyright-related rules, and risk management**. **GPAI** providers with operations in the EU, **businesses, civil society representatives, rights**

¹ code of practice for general purpose AI.

holders and academic experts are invited to submit their views and findings, which will feed into the commission's upcoming draft of the code of practice on **GPAI models**.

The provisions on **GPAI** were set to enter into application in **12 months**. The Commission is expected to finalise the Code of Practice by **April 2025**. However, the code was not finalized by the expected time, so multiple delays occurred.

The first rules of the Artificial intelligence act are now applicable:

As of July 2025, several core provisions of the AI Act have already come into force. In **February 2025**, the regulation's most urgent and strict prohibitions began to apply. These target AI systems are deemed to pose an **“unacceptable risk”** to citizens' rights and freedoms. Among those banned are AI tools that manipulate human behavior such as voice-activated toys encouraging dangerous actions in children as well as systems enabling **social scoring, emotion recognition in workplaces, and real-time biometric surveillance** in public spaces, except in very specific circumstances.

In addition to outright bans, the Act enforces **transparency obligations** for a range of lower-risk applications. **Chatbots** and generative AI systems, for example, must now clearly inform users that they are interacting with an AI, and synthetic content such as deepfakes must be visibly labeled and detectable. These rules reflect a broader aim of the regulation: to give people more **awareness and control** over their interactions with AI technologies.

What's Coming Next?

While important goals have been reached, many of the Act's core rules are still awaiting implementation. Most notably, **from 2 August 2025**, the regulation will begin applying to **General-Purpose AI (GPAI) models** the powerful, multifunctional systems that underlie a wide range of applications, including content generation, chat interfaces, and complex data analysis. These models will be subject to **transparency, risk mitigation, and governance requirements**, especially if they present “systemic” risks due to their wide capabilities and deployment across multiple sectors.

Another major phase begins **in August 2026**, when the full suite of rules for **high-risk AI systems** will be enforced. These include AI tools used in hiring processes, credit scoring, autonomous robots, and other critical domains. These systems will be subject to strict obligations, including human oversight, detailed documentation, robust cybersecurity measures, and the use of high-quality, non-biased datasets.

Obstacles and Delays:

Despite its pioneering nature, the AI Act is facing increasing pressure and criticism from multiple fronts. A major challenge lies in the **lack of finalized technical standards** and

implementation tools. European standardization bodies (such as **CEN**² and **CENELEC**³) have not yet published guidelines for companies that need to build compliant systems. Similarly, the **Code of Practice** for general-purpose AI, originally expected by May 2025, has not yet been finalized, further complicating compliance planning for developers and providers.

At the same time, **industry stakeholders**, including large technology companies and small and medium enterprises (**SMEs**), have raised concerns about the **complexity and cost** of implementing the rules. Some EU Member States most notably Poland, which currently holds the EU Council presidency have called for a **temporary pause or delay** in the application of certain provisions, especially for **SMEs**, until technical standards and clear guidance are available.

Governance and Enforcement Structure:

To oversee the Act's implementation, the **European AI Office**⁴ was officially launched in 2024. It plays a central role in monitoring the development and use of **GPAI models** and supports coordination across Member States. National governments are required to designate their own enforcement bodies by **August 2025**, which will be responsible for market surveillance and local implementation.

Three key advisory structures support the enforcement system:

- The **European AI Board**⁵ ensures harmonized application across all Member States,
- A **scientific expert group** provides independent advice on technical risks and developments,
- A **consultative forum** brings together representatives from civil society, academia, and industry to contribute diverse perspectives.

Conclusion:

The **AI act** marks a bold and necessary initiative by the **European Union** to steer the responsible development of artificial intelligence. One year after coming into force, key principles like **transparency** and the **protection of human rights** are already being implemented setting a global benchmark.

Still, the act remains a **work in progress**. Many essential parts of its regulatory framework are not yet fully up and running. Whether the EU can strike the right balance between innovation and regulation and whether it can implement the act effectively and coherently remains uncertain.

² comite european de normalisation

³ comite european de normalisation electrotechnique

⁴ The **European AI Office** is the centre of AI expertise across the EU. It plays a key role in implementing the AI Act - especially for general-purpose AI - fostering the development and use of trustworthy AI, and international cooperation.

⁵ The AI Board includes representatives from each EU Member State and is supported by the AI Office within the European Commission, which serves as the Board's Secretariat.

The coming months will be critical. In particular, the enforcement of rules for general purpose AI (**GPAI**) in August 2025 will serve as a key test of whether the act can live up to its ambitions or will need to be modified considering practical and political challenges.

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