e-Governance Conference 2025

AI: driving economic growth, testing democratic governance

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About Me – Top 100 Influential Person 2025 [Awards Intelligence]

15+ years – Technology / 10+ years – Artificial Intelligence

Advisor – UKRI Innovate UK BridgeAI and vrt FUTURE MEDIA HUBS

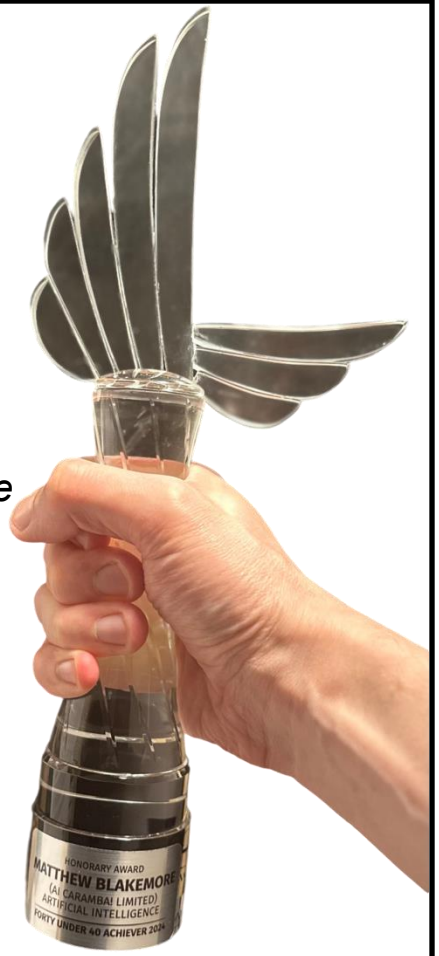
AI Standards (BSI & ISO) – ISO/IEC 8183 (AI Data Lifecycle Standard)

EU AI Office Working Group Member - *General-Purpose AI Code of Practice*

Inventor – Patented AI multi-territory video age rating solution

Multimodal AI - Ideated and Managed for Content Moderation

AI Films – Won 20+ IMDb Certified Film Festival Awards



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Why is e-governance important to me?

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2018 – Data from 87 million FB users

Data + AI to form Psychographics

Objective to target people to manipulate with political adverts

Cambridge Analytica Data

Psychographics - Personality Model

Openness - 37%

Conscientiousness – **80%**

Extraversion – 44%

Agreeableness – 53%

Neuroticism – **78%**

High Conscientiousness & Neuroticism Scores = **Easy to Manipulate**

Let’s start with the good news…

Estonian Forest Mushrooms

Valuable resources everywhere, but you need knowledge and skill to identify the good ones from the poisonous ones

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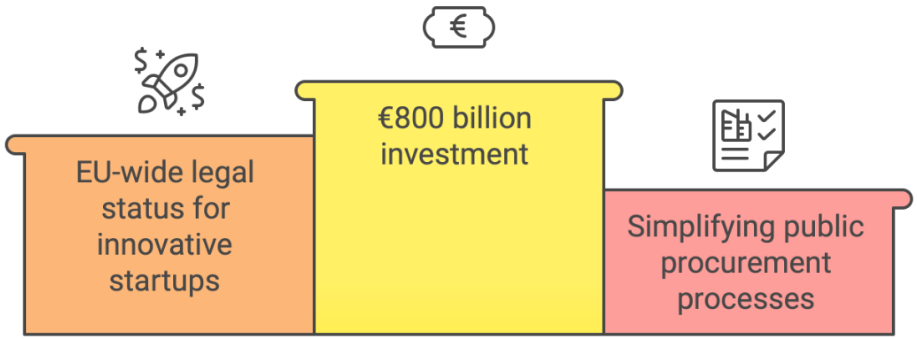
AI Positive Developments

AI Sovereignty

Key Recommendations from the Draghi Report



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AI Positive Developments

AI Sovereignty

Europe’s own AI—like Mistral—keeps the intelligence and values that shape our future truly homegrown

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Positive AI Updates

Enhanced Productivity

Source: Harvard Business School

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Positive AI Updates

Workflow Efficiency

Partnerships & Collaboration

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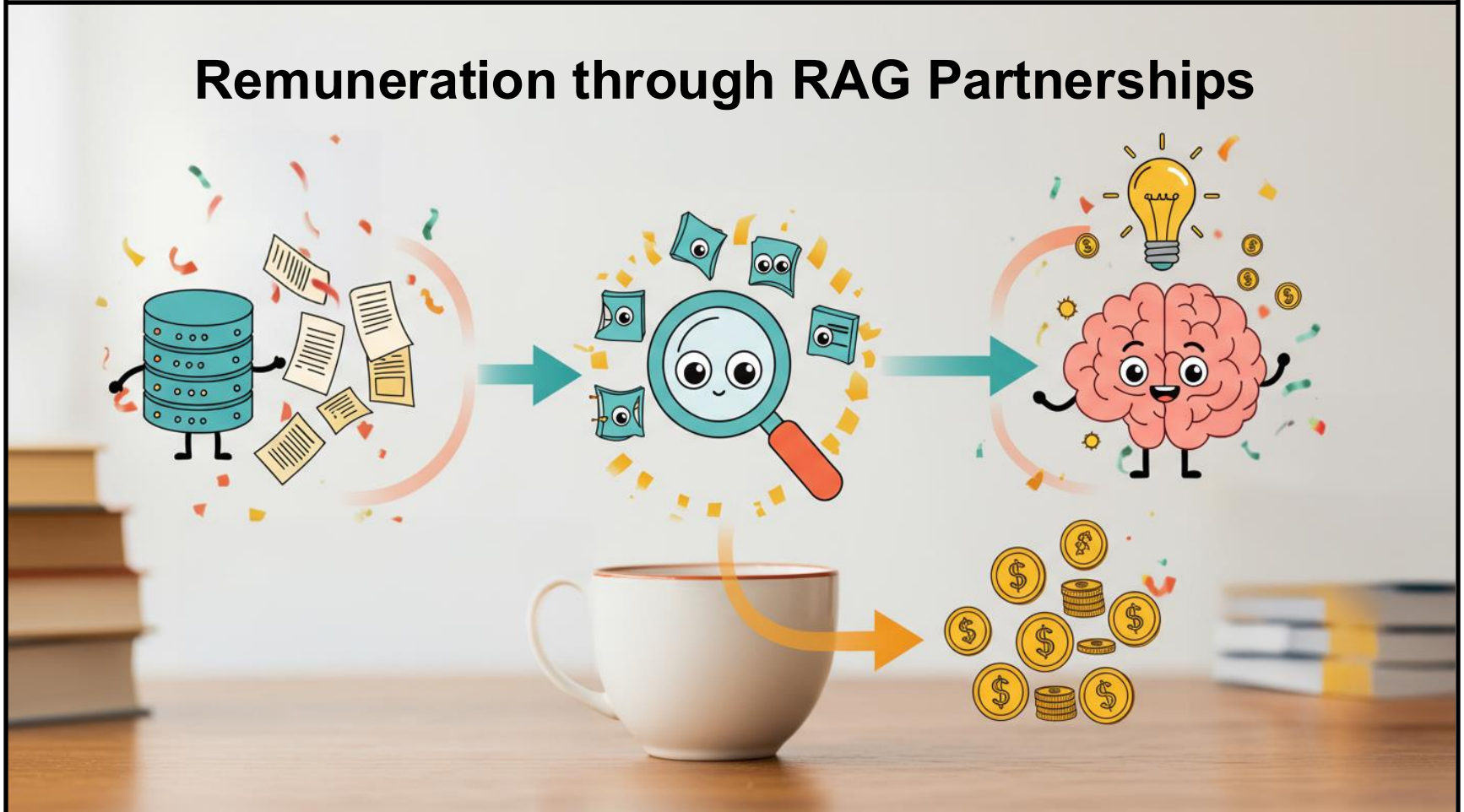

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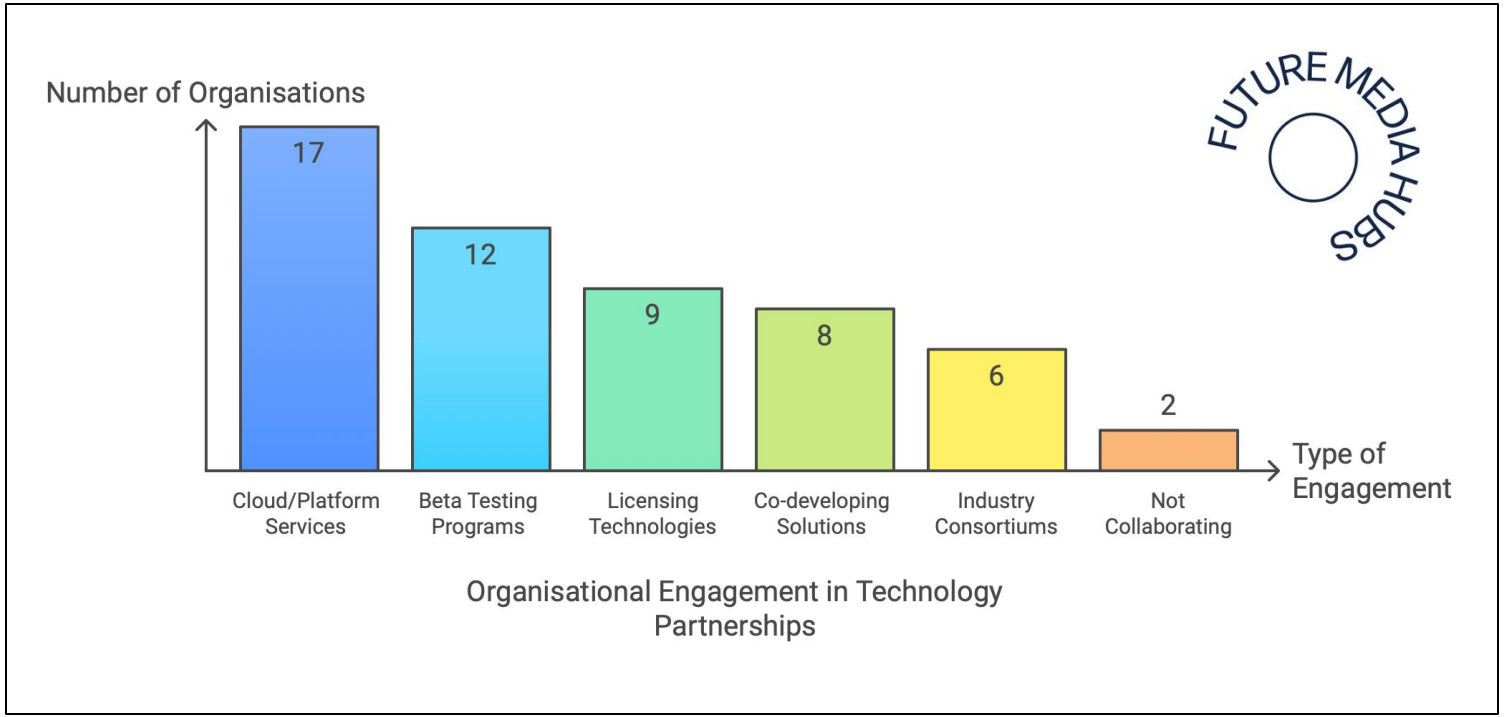
Development Partnerships & Collaborations



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AI Positive Developments

AI Agents

Market size projected to expand from $5.1 billion in 2024 to a remarkable $47.1 billion by 2030

Markets and Markets, 2024

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Challenge: Pace of Change – Video Generation

Month	Innovation	Breakthrough
Dec	Replit Agent	First AI system capable of building and deploying complete web applications without human intervention
Jan	OpenAI Operator	AI agent that interacts with live websites, fills forms, and completes transactions with human-level precision
Feb	OpenAI Deep Research	Agent that synthesizes hundreds of online sources into comprehensive reports in 5-30 minutes
Mar	Google Agentspace	Enterprise-scale agent hub with A2A protocol enabling secure agent communication across 50+ partner platforms
Apr	Anthropic Claude Opus	First agent to achieve human-level performance on the MMLU benchmark (95.4%) with advanced reasoning capabilities
May	Microsoft AutoDev	Multi-agent system that autonomously plans, codes, tests, and deploys enterprise software with minimal human oversight

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AI Positive Developments

Multimodal Systems

CAGR of 31.1%

The multimodal AI market will grow from $1.66 billion in 2024 to $2.18 billion in 2025

The Business Research Company

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But there are challenges...

Estonian Sauna Culture

Beneficial when done right, but requires careful temperature control, timing, and respect for the process. Get it wrong and it hurts!

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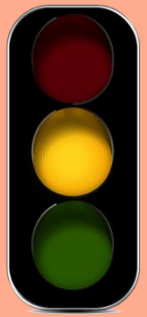
AI Challenges



Balancing regulation with innovation

“No company should be forced to replace 100 engineers with 100 lawyers just to be able to handle a mountain of new legislation”

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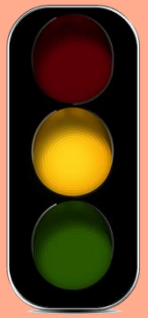
AI Challenges



Public Sentiment Bias

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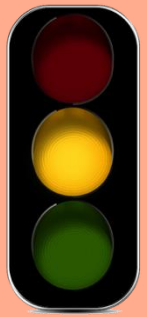
Challenge: Pace of Change



Pace Of Change

x2 every 6 months

Microsoft CEO Satya Nadella – AI capabilities are doubling every 6 months

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Challenge: Pace of Change – Video Generation

Month	Innovation	Breakthrough
Dec	OpenAI Sora	New benchmark in video quality
Dec	Google Veo 2	4K resolution milestone
Jan	Kling Elements	Multi-reference consistency solver
Jan	Luma AI Ray2	Ultra-fast video generation (under 120 seconds) with new multi-modal architecture
Mar	Runway Gen-4	Multi-Motion Brush and Camera Control for precise adjustments
May	CausVid (MIT)	Hybrid AI model combining full-sequence diffusion with autoregressive system for seconds-fast generation

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Challenge: Pace of Change – LLM

Month	Innovation	Breakthrough
Jan	DeepSeek R1	671B parameter model with sparse activation (only 37B active parameters per token)
Feb	GPT-4.5	Unsupervised learning reducing training data needs by 40% with multimodal processing
Mar	Gemini 2.5 Pro	Advanced video content processing with seamless transformation of footage into actionable reports
Mar	Inception Labs Mercury	First diffusion-based language model generating text at 1000+ tokens per minute (5x faster than previous models)
Apr	GPT-o3	New reasoning architecture with significantly improved problem-solving capabilities
Apr	Qwen 3	235B parameter model with enhanced multilingual capabilities and improved context handling

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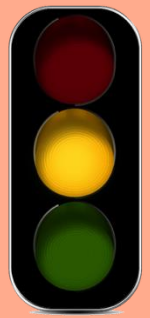
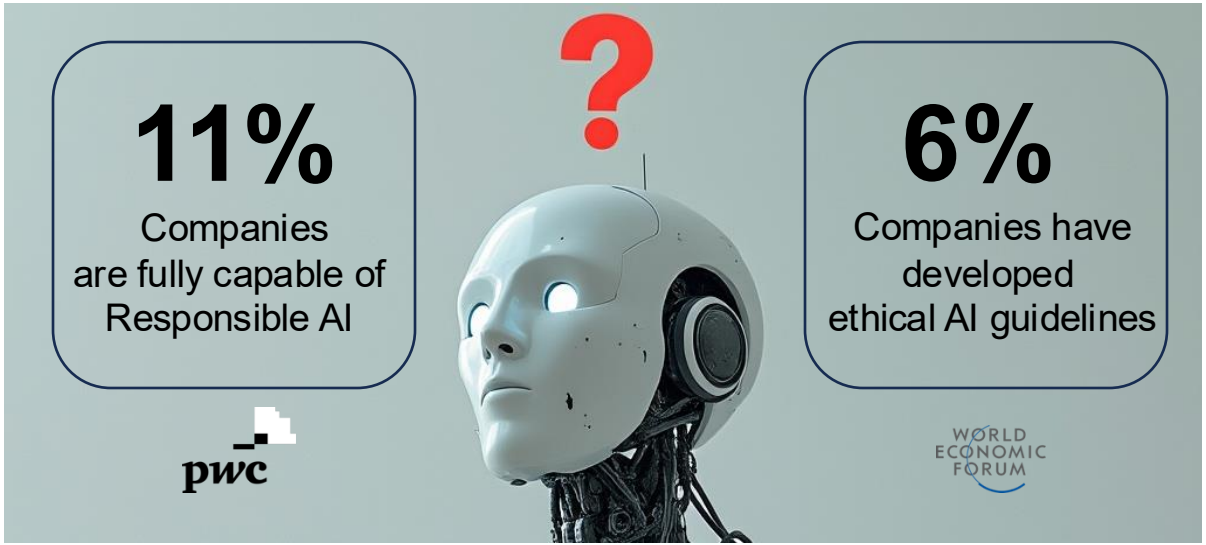
AI Challenges



Responsible AI



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And there are some even more serious issues…

Estonian Wolf Pack

Powerful alone, but when deployed at scale without oversight, they can be very disruptive

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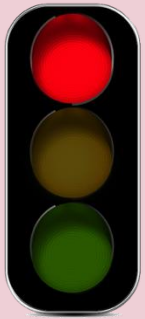
AI Significant Problems



Upskilling

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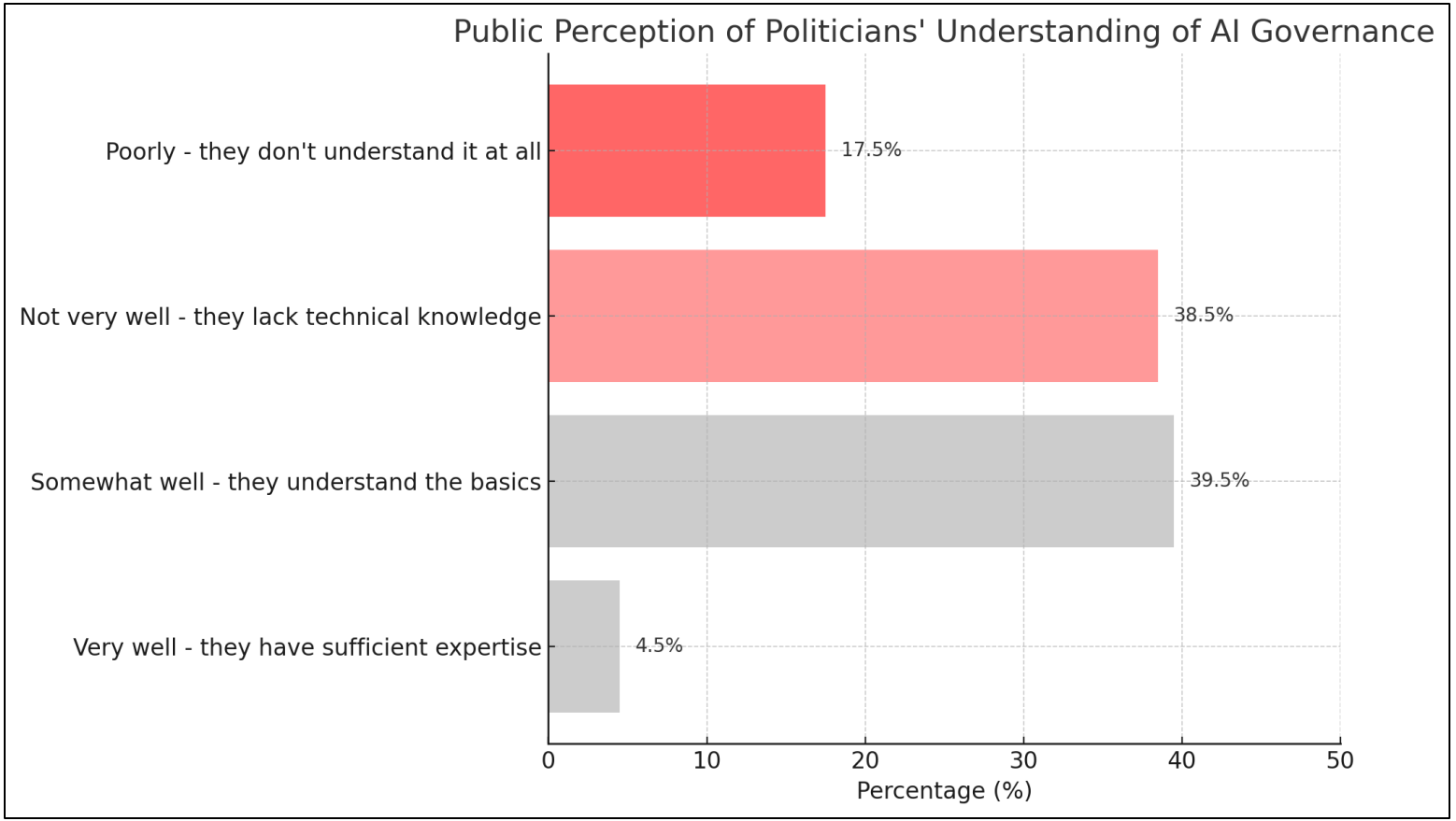
AI Significant Problems



Independent survey of 200 people in the UK

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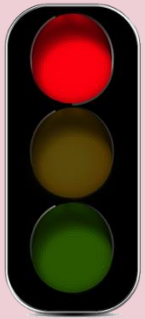
AI Significant Problems



Managing Lobbying

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Case Study – MAKE IT FAIR

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EXCLUSIVE **Don't let Big Tech steal UK's creative genius: Music, TV, film and publishing bosses back major Mail campaign to stop Labour letting US AI giants plunder their work for free**

- **Click the button below to write to your local MP, calling on them to safeguard creative rights in AI**

WRITE TO YOUR MP BY CLICKING HERE

By ANDY JEHRING and PAUL REVOIR
PUBLISHED: 23:00 BST, 20 February 2025 | **UPDATED:** 16:35 BST, 22 February 2025

Elton John brands government 'losers' over AI copyright plans

18 May 2025

Share Save

Laura Kuenssberg
Presenter, Sunday with Laura Kuenssberg • @bbclaurak

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Case Study – MAKE IT FAIR

71%

Are not aware

UK copyright law only applies within the UK. Were you aware of this?

Independent survey of 200 people in the UK

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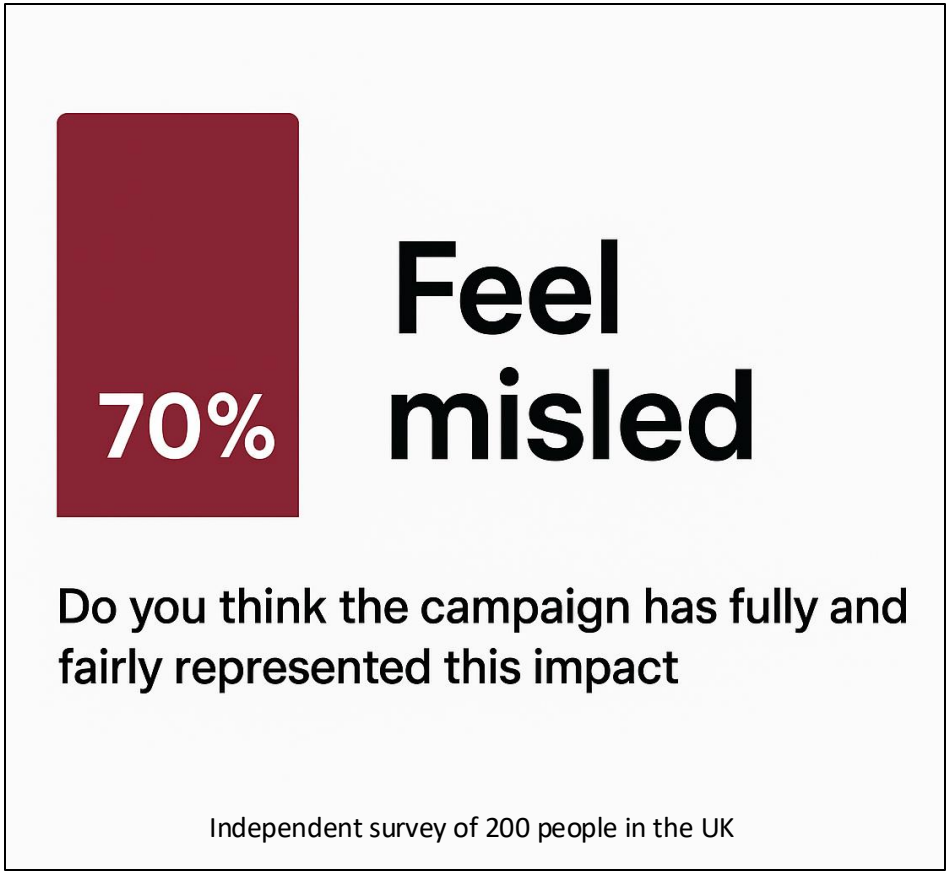
Case Study – MAKE IT FAIR



“Opt-in licensing for AI training, promoted by major publishers, is likely to mostly benefit big rights holders—leaving small and independent creators with little or no financial gain"

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Case Study – MAKE IT FAIR

When the public are given the facts, they come up with more informed decisions on their e-governance preferences

51% think using names in prompts is a fairer approach

Only 20% felt upfront licensing is fair

Independent survey of 200 people in the UK

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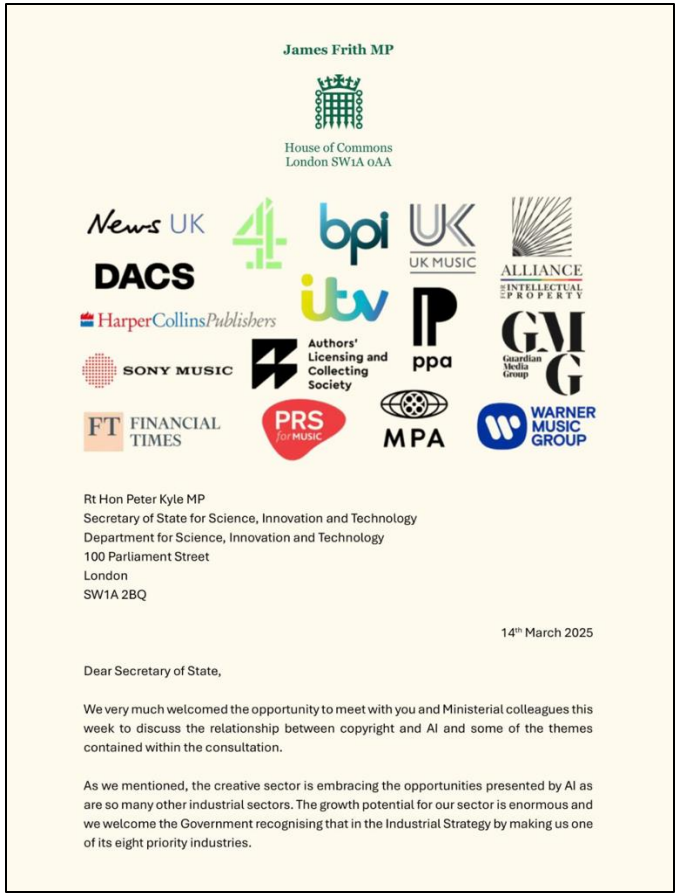
Case Study – MAKE IT FAIR



James Frith MP

House of Commons
London SW1A 0AA

Rt Hon Peter Kyle MP
Secretary of State for Science, Innovation and Technology
Department for Science, Innovation and Technology
100 Parliament Street
London
SW1A 2BQ

14th March 2025

Dear Secretary of State,

We very much welcomed the opportunity to meet with you and Ministerial colleagues this week to discuss the relationship between copyright and AI and some of the themes contained within the consultation.

As we mentioned, the creative sector is embracing the opportunities presented by AI as are so many other industrial sectors. The growth potential for our sector is enormous and we welcome the Government recognising that in the Industrial Strategy by making us one of its eight priority industries.

78%

of respondents want strict limits on foreign lobbying in UK AI governance

Independent survey of 200 people in the UK

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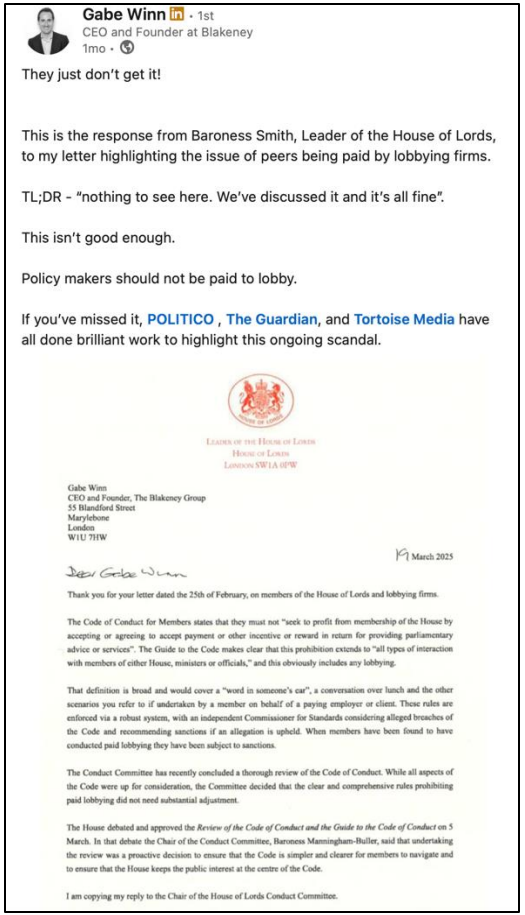
Case Study – MAKE IT FAIR



Gabe Winn • 1st
CEO and Founder at Blakeney
1mo •

They just don't get it!

This is the response from Baroness Smith, Leader of the House of Lords, to my letter highlighting the issue of peers being paid by lobbying firms.

TL;DR - "nothing to see here. We've discussed it and it's all fine".

This isn't good enough.

Policy makers should not be paid to lobby.

If you've missed it, POLITICO , The Guardian, and Tortoise Media have all done brilliant work to highlight this ongoing scandal.

Leader of the House of Lords
House of Lords
London SW1A 0PW

Gabe Winn
CEO and Founder, The Blakeney Group
55 Blandford Street
Marylebone
London
W1U 7HW

March 2025

Dear Gabe Winn

Thank you for your letter dated the 25th of February, on members of the House of Lords and lobbying firms.

The Code of Conduct for Members states that they must not "seek to profit from membership of the House by accepting or agreeing to accept payment or other incentive or reward in return for providing parliamentary advice or services". The Guide to the Code makes clear that this prohibition extends to "all types of interaction with members of either House, ministers or officials," and this obviously includes any lobbying.

That definition is broad and would cover a "word in someone's ear", a conversation over lunch and the other scenarios you refer to if undertaken by a member on behalf of a paying employer or client. These rules are enforced via a robust system, with an independent Commissioner for Standards considering alleged breaches of the Code and recommending sanctions if an allegation is upheld. When members have been found to have conducted paid lobbying they have been subject to sanctions.

The Conduct Committee has recently concluded a thorough review of the Code of Conduct. While all aspects of the Code were up for consideration, the Committee decided that the clear and comprehensive rules prohibiting paid lobbying did not need substantial adjustment.

The House debated and approved the *Review of the Code of Conduct and the Guide to the Code of Conduct* on 5 March. In that debate the Chair of the Conduct Committee, Baroness Manningham-Buller, said that undertaking the review was a proactive decision to ensure that the Code is simpler and clearer for members to navigate and to ensure that the House keeps the public interest at the centre of the Code.

I am copying my reply to the Chair of the House of Lords Conduct Committee.

Independent survey of 200 people in the UK

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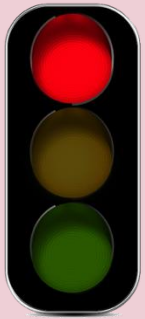
AI Significant Problems



Surface level thinking

Judge in Meta case warns AI could 'obliterate' market for original works

By **Blake Brittain**

May 1, 2025 11:02 PM GMT+1 · Updated a month ago

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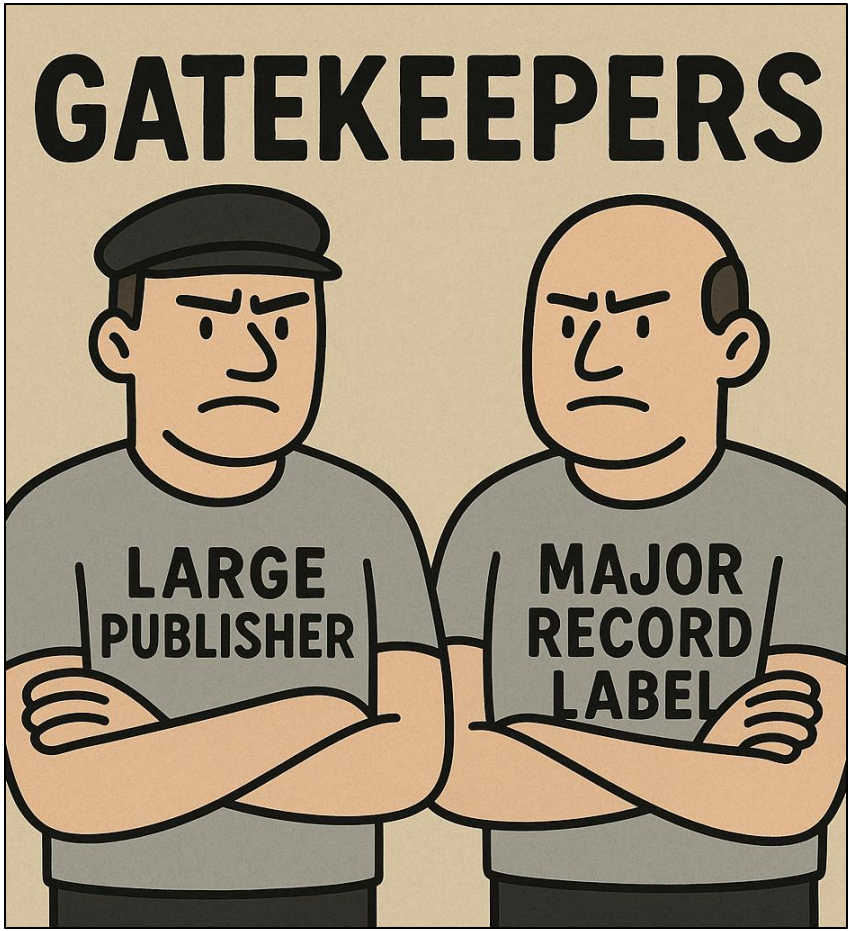
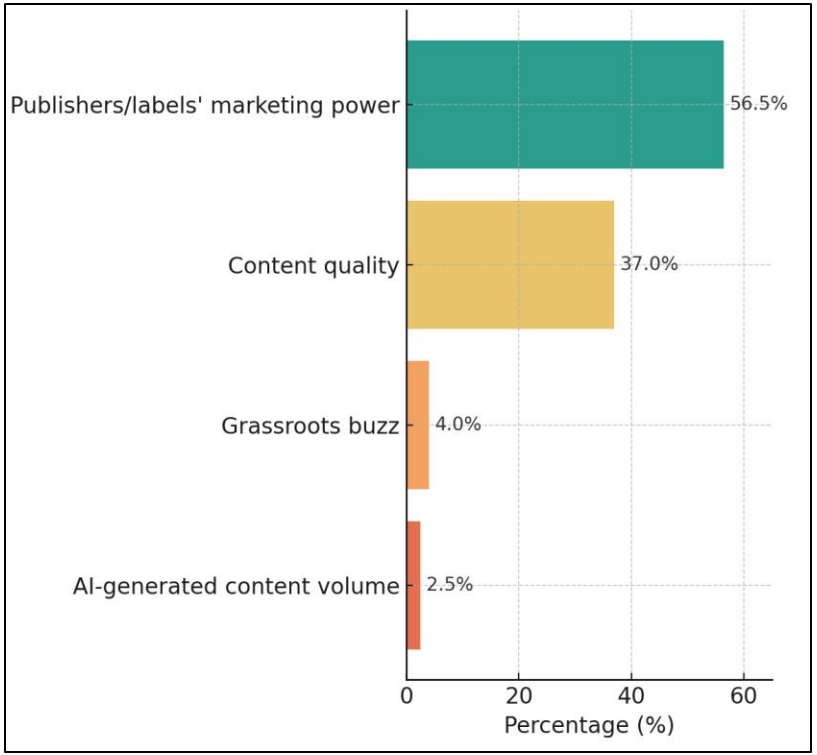
AI Significant Problems





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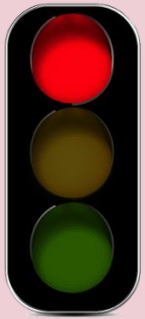

Protecting Children

Mother says son killed himself because of Daenerys Targaryen AI chatbot in new lawsuit

14-year-old Sewell Setzer III became obsessed with the chatbot that "abused and preyed" on the boy, according to his mother who is suing the company behind the tech.

By Mickey Carroll, science and technology reporter

Friday 25 October 2024 08:55, UK

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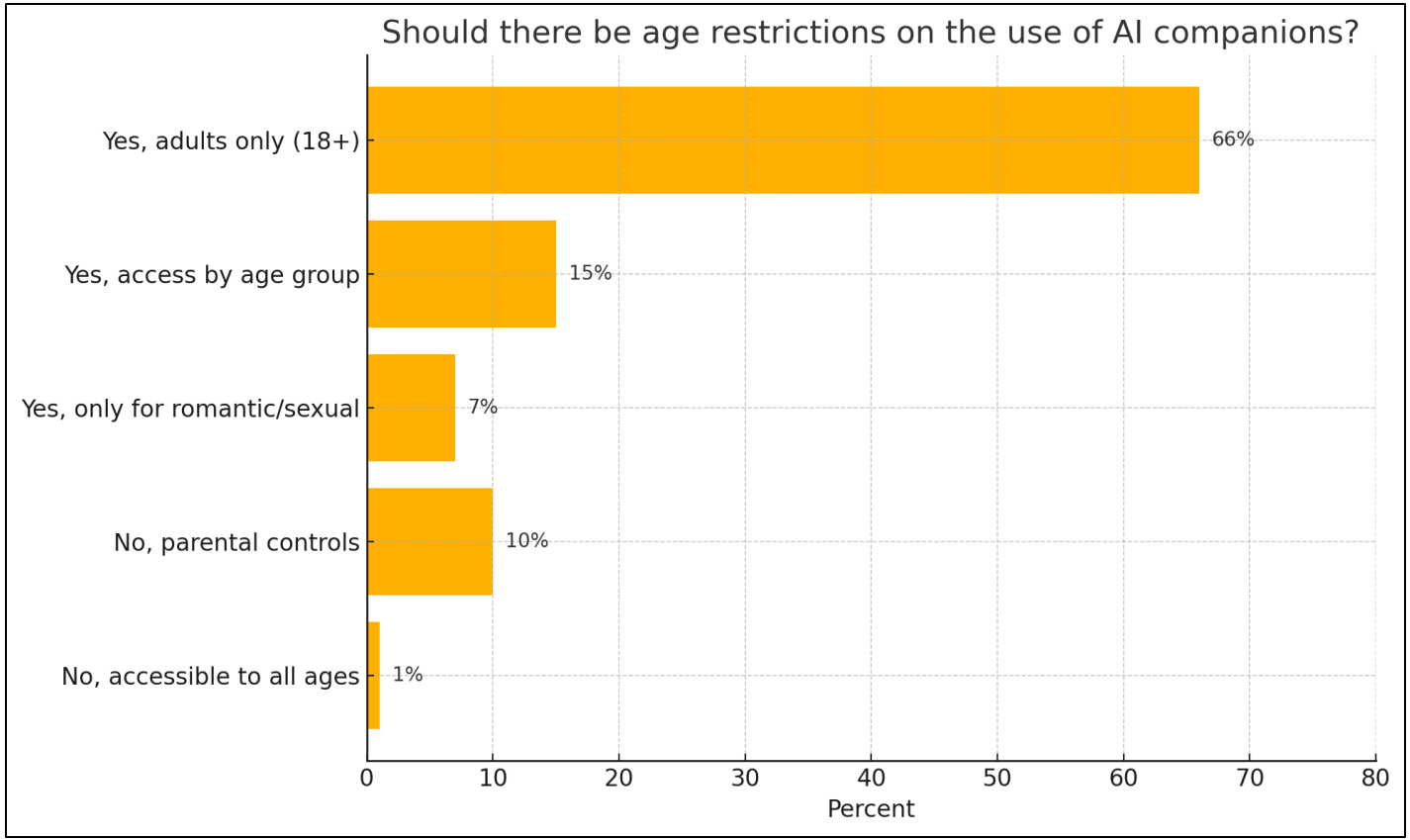
AI Companions



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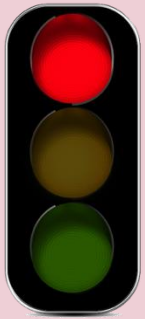
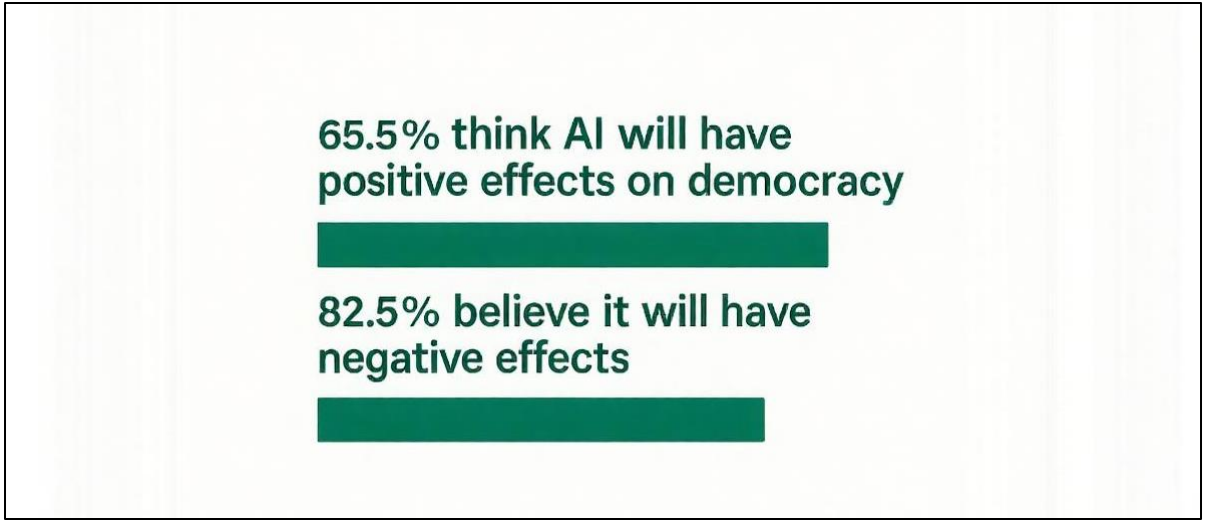
AI Significant Problems



Protecting Democracy



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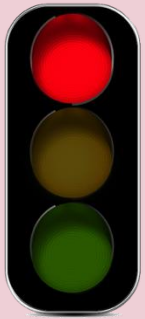
AI Significant Problems



Defence

“Speed up compliance to a few weeks rather than 1.5 years”

“Balancing ethics and defense based on threat”

Sofie Berns – Head of Data Lab, Ministerie van Defensie
World Summit AI 2025

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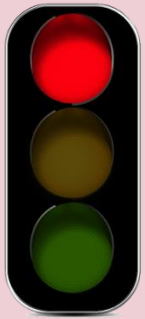
AI Significant Problems



Energy & Sustainability

2027-

AI =
0.5% Electricity

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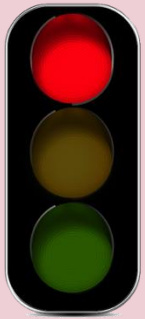
AI Significant Problems



Fraud & Impersonation Risks

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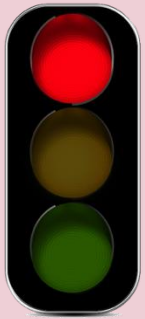
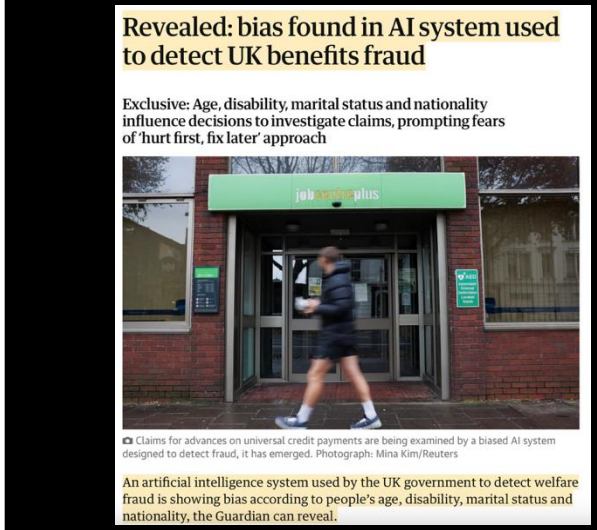
AI Significant Problems



AI Bias



Revealed: bias found in AI system used to detect UK benefits fraud

Exclusive: Age, disability, marital status and nationality influence decisions to investigate claims, prompting fears of 'hurt first, fix later' approach

Claims for advances on universal credit payments are being examined by a biased AI system designed to detect fraud, it has emerged. Photograph: Mina Kim/Reuters

An artificial intelligence system used by the UK government to detect welfare fraud is showing bias according to people's age, disability, marital status and nationality, the Guardian can reveal.

AI bias may worsen COVID-19 health disparities for people of color

A new article in the Journal of the American Medical Informatics Association points to the dissemination of "under-developed and potentially biased models" in response to the novel coronavirus.

By Kat Jercich | August 18, 2020 | 02:17 PM

Developers and data scientists have long said that biased data often leads to biased models when it comes to machine learning and artificial intelligence.

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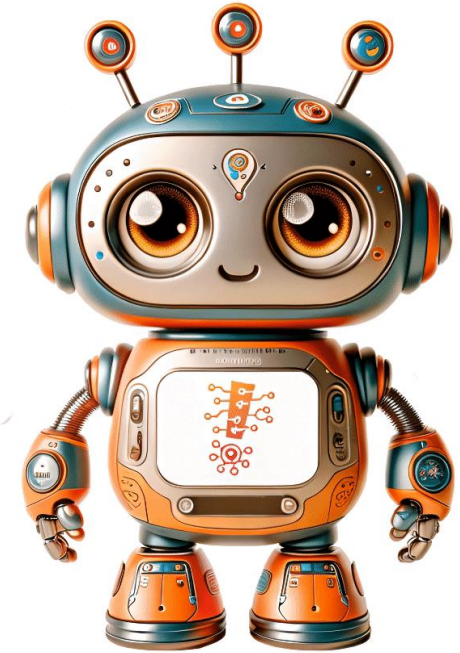
Thank You For Joining Me!

matt@aicaramba.co.uk

AI Caramba



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