
Tracing the Moving Target: Locating Value Propositions on AI Ethics in the European Union (2018–2025)

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Abstract

Anu Bradford (2020) argues that the EU creates a ‘Brussels Effect’ on the digital economy through its data regulations. In this context, understanding the evolution and lifespan of the value propositions of AI Ethics in EU regulations becomes crucial, as it tends to have global implications. The study employs computational tools to systematically analyze the emergence and disappearance of AI-related concepts in the EU legal-policy discourse. Preliminary findings indicate that AI-related policy discourse within the EU is highly dynamic, and many concepts such, as Green AI, Safe AI, Trustworthy AI, etc., are emerging and disappearing from discussions over time. It also indicates that several AI Ethics propositions, such as Fair AI or Explainable AI, have a short-lived presence. At the same time, the presence of Green AI and Sustainable AI has increased in the documents in recent years, indicating a shift in political priorities. The study also provides comparative insights on the weightage of these propositions in legal acts vs preparatory documents within the EU regulatory landscape. Furthermore, through a case study of Green AI the study examines the institutional authorship of these propositions over time to understand how different EU institutions shape regulatory priorities. In this context the paper aims to offer insights on how various concepts on AI Ethics are introduced, discussed, and ultimately fade from the discourse within the EU’s official preparatory documents and regulatory framework.

Keywords: Artificial Intelligence, EU AI Act, Brussels Effect, Green AI, Policy Discourse

1 Background

1.1 The Rise of AI Governance

Artificial intelligence (AI) has been rapidly shifting from a topic that was restricted to the academic field into a more general-purpose technology that has far-fetched societal and economical implications Russell [23]. This has given rise to an urgent global debate on AI governance, one that is driven by a dual recognition of AI’s immense potential as well as the significant risks it poses. Concerns range from algorithmic bias deepening social inequities, O’Neil [22], and the erosion of privacy in an era of ‘surveillance capitalism’, Zuboff [29], to challenges in ensuring the safety, transparency, and accountability of these autonomous systems. In response to these a global discourse on AI ethics has emerged, with public and private actors worldwide publishing numerous frameworks and principles

in an attempt to 'regulate' or 'govern' these systems, Jobin et al. [15]. The aim is to encourage development and create outcomes that are not only innovative but also ethically sound and aligned with human values, a concept often termed as 'beneficial AI' or 'human-centric AI', Floridi et al. [12].

1.2 The EU as a Global Trendsetter

Within this global landscape, the European Union (EU) has strategically positioned itself as a normative leader in AI and Data Governance. Building on its established identity as a 'Normative Power Europe', Manners [18], the EU has has a regulatory approach to the digital economy that is explicitly rooted in fundamental rights, democracy, and the rule of law. This value-based strategy was most powerfully demonstrated by the General Data Protection Regulation (GDPR), which set a global benchmark for data privacy and individual control. This was later reinforced by the Digital Services Act (DSA) and Digital Markets Act (DMA) to regulate major online platforms. For AI, the EU has followed a similar path, rejecting both the state-driven model of China and the market-led approach of the United States. Instead, the focus in the EU is centered on the concept of 'Trustworthy AI,' an ecosystem where citizens can trust that AI systems operate ethically and reliably. This vision was formally articulated by the High-Level Expert Group on AI (AI HLEG), whose work established the foundational pillars for the EU's regulatory ambitions, High-Level Expert Group on AI [13].

1.3 The “Brussels Effect” in the Digital Age

The EU's ability to export its regulatory practices or 'templates' beyond its borders is a phenomenon Anu Bradford has termed the 'Brussels Effect', Bradford [3]. Bradford argues that the EU utilizes its large and influential internal market to unilaterally regulate global commerce. Multinational companies when faced with the high cost of complying with regulations from multiple regimes, often choose EU's stringent standards for their global operations. This helps bring uniformity in administration as well, leading to a 'de facto' global standardization. This effect is particularly seen in the digital realm, where products and services are often indivisible across markets. The GDPR is the best example of the Brussels Effect in action, compelling companies from the Silicon Valley to Shanghai to alter their data practices., Bradford [3], Shanghai BenCham [24] The EU's ambition is to replicate this success with the AI Act, European Commission [9], thereby creating a global gold standard for AI regulation that embodies the European values into the technology's global architecture. In this context, understanding which value propositions whether it is fairness, sustainability, or transparency are institutionalised within EU law is therefore critical, as they are likely to have significant global implications or lead to ripple effects.

1.4 Why the Timeline of the Study Matters?

This study's timeline, from 1st January 2018 to 9th April 2025, is deliberately chosen to capture the critical period of AI policy formation in the EU. The year 2018 marks a crucial moment when the EU published its first comprehensive 'Communication on Artificial Intelligence for Europe,' signaling its intent to develop a coordinated approach, European Commission [6]. These gave rise to a new set of policy initiatives and discussions including the establishment of the AI HLEG, the publication of a 'White Paper on Artificial Intelligence' in 2020 that outlined regulatory options, European Commission [8], and the landmark proposal for the AI Act in April 2021. Finally, the timeline is taken till the EU AI Continent Action Plan that was released on 9th April, 2025. Here it is important to highlight that the policy discourse is not static, it is a dynamic process where concepts are introduced, debated, contested, and sometimes abandoned. By analyzing this specific period, this paper can trace the lifecycle of key ethical value propositions, mapping their journey from initial discussion in preparatory documents to potential inclusion or exclusion in the binding legislation that follows. This temporal analysis is crucial for understanding and gaining insights into the EU's shifting priorities and the internal dynamics that shape its ultimate regulatory output and have extra-territorial effects.

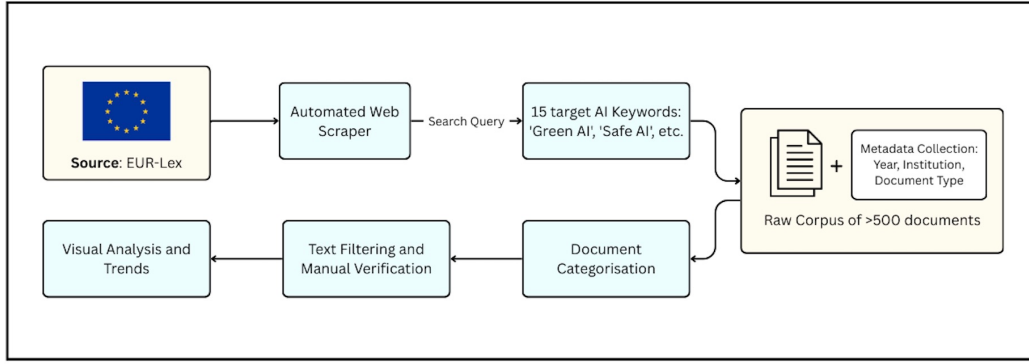


Figure 1: The overall methodology

2 Methodology

To understand the evolving role of value-based propositions like Green AI, Safe AI, Trustworthy AI, and Responsible AI in EU AI governance, this study undertakes a computational text analysis of official EU documents. The methodology involves automated data collection from institutional sources, keyword-based extraction, categorization of documents using document metadata, preprocessing, and visualization to map trends and institutional patterns. Figure 1 shows an overview of our methodology.

2.1 Data Source: EUR-LEX

“EUR-Lex is your online gateway to EU Law. It provides the official and most comprehensive access to EU legal documents.”, European Union [10]. It provides open access to treaties, legislation, preparatory acts, case law, and consolidated texts in all 24 EU languages. Its comprehensive coverage, frequent updates, and formal legal structuring make it the most reliable and authoritative source for tracking regulatory developments in the EU.

This study relies exclusively on EUR-LEX for three reasons: (a) **Legitimacy and completeness** — EUR-LEX hosts all binding and preparatory EU legal acts. (b) **Uniform metadata** — Documents are tagged by type, institution, and publication date, allowing for a structured analysis. (c) **Continuous updation** — New documents and changes are integrated regularly, ensuring temporal accuracy, especially critical for analysing trends over time.

2.2 Automated Web Scraping and Keyword Selection

A web scraper was developed using various Python libraries to automate the extraction of documents from EUR-LEX. The scraper targeted documents that included any of the following AI-related keywords:

Target Keywords: *Trustworthy AI, Explainable AI, Fair AI, Ethical AI, Responsible AI, Sustainable AI, Green AI, Safe AI, Inclusive AI, Energy Efficient AI, AI for Good, Human-centric AI, AI Regulation, AI Legislation, AI Governance.*

A total of over 500 documents falling within the timeline were extracted. The scraper enabled the extraction of the document metadata (e.g., title, type, year, institution). Additionally, a case study on Green AI was explored to understand variations and the progression in their appearance across documents.

2.3 Document Categorization

Once extracted, documents were categorized based on both their type and year of publication both of which were obtained from the analysis of the documents’ metadata. A key component of the analysis was distinguishing between documents that are preparatory and those that are actionable (i.e., legally

Table 1: Document Classification Framework

Document Category	Examples	Nature
Actionable Documents (Legal Acts)	Regulations, Implementing Regulations, Delegated Regulations, Directives, Proposals for Directives, Decisions, Implementing Decisions, Legislative Resolutions	Binding
Preparatory Documents	Communications, White Papers, Reports, Staff Working Documents, Opinions, Exploratory Opinions, Own-Initiative Resolutions, Impact Assessments, Draft Implementing Regulations, Cover Notes, Information Notes	Non-binding

binding). This distinction helps reveal which concepts influence binding legislation and which remain limited to discussions.

In addition to type, documents were also sorted by institutional authorship (e.g., European Commission, European Parliament, Council of the EU, Committee of the Regions), allowing for the mapping of concept ownership and propagation across the EU policy landscape. Table 1 contains a detailed list of each of the categories of the documents.

2.4 Data Structuring and Preprocessing

The raw document corpus underwent multiple layers of preprocessing to prepare it for analysis. These included:

- **Text Cleaning:** Removing special characters, line breaks, and formatting artifacts.
- **Duplicate Removal:** Ensuring a unique set of documents to avoid skewed results.
- **Keyword Validation:** Manual cross-verification of keyword relevance.
- **Metadata Analysis:** Retention and structuring of metadata for enriched analysis.

This structured dataset enabled both temporal and categorical filtering for subsequent visual and statistical analysis.

2.5 Visualization and Analytical Tools

Visual outputs, discussed in later sections, were produced using various Python libraries for analysis. These include:

- **Bubble Timeline Chart:** To map keyword frequency and lifespan.
- **Line Plots:** To show temporal trends.
- **Heat Maps:** To compare keyword frequencies across document types.

These visual tools helped reveal policy shifts and the lifecycle of AI value propositions within EU discourse.

3 Results

3.1 Temporal Patterns of Concept Emergence

The bubble timeline plot in Figure 2 reveals distinct temporal patterns in how AI-related policy concepts have emerged, evolved, and persisted in EU documents between 2018 and April 2025. Here, the bubble size is directly proportional to the number of documents mentioning a concept in a given year.

Trustworthy AI stands out as the most dominant and persistent concept across the timeline. Beginning with a small presence in 2018, it gains significant traction by 2020 and peaks between 2021 and 2023. This suggests a strong and sustained focus on ensuring AI systems are aligned with ethical, reliable, and human-centric principles. Similarly, Responsible AI and Human-centric AI show continuous presence throughout the period, indicating their foundational role in EU AI governance narratives.



Figure 2: Bubble Timeline of AI Concept Frequency (2018-2025)

Keyword	2018	2019	2020	2021	2022	2023	2024	2025	Total
AI for good	0	0	0	9	8	4	4	2	27
AI governance	0	0	3	6	2	1	7	0	19
AI legislation	0	0	2	8	5	1	1	0	17
AI regulation	0	3	2	25	12	12	6	0	60
energy efficient AI	0	0	0	0	1	1	0	0	2
ethical AI	4	14	2	12	3	5	13	0	53
explainable AI	9	10	1	9	4	3	2	1	39
fair AI	0	0	1	3	1	0	0	0	5
green AI	0	0	0	3	1	1	2	0	7
human-centric AI	1	13	7	13	8	8	13	2	65
inclusive AI	5	0	0	2	2	0	0	1	10
responsible AI	5	0	0	5	4	6	5	3	28
safe AI	0	1	0	5	6	4	4	1	21
sustainable AI	0	1	4	9	2	6	7	1	30
trustworthy AI	1	13	22	40	26	17	28	2	149
	2018	2019	2020	2021	2022	2023	2024	2025	Total

Figure 3: Heatmap of AI Concept Frequency by Year

In contrast, concepts like Green AI and Energy Efficient AI have relatively short lifespans. They emerge briefly around 2021 to 2023, likely influenced by broader climate agendas and the increasing recognition of AI's environmental footprint, Strubell et al. [26]. However, their limited continuation in later years may suggest that these ideas are either being folded into broader concepts like Sustainable AI or are yet to gain stronger institutional traction. Safe AI, although present every year from 2019 onward, maintains a small and steady presence, indicating it may be perceived as a baseline requirement rather than a policy innovation focus.

Other concepts show sharp rises and declines. Ethical AI, Explainable AI, and Fair AI see concentrated activity around 2020 to 2022, aligning with the preparatory phase of the EU AI Act and debates around transparency and accountability. Notably, these terms seem to plateau or decline slightly in subsequent years, possibly replaced by more encompassing or politically salient concepts like Trustworthy AI. Similarly, AI Legislation and AI Governance appear more frequently in the early 2020s, which reflects the intense regulatory discussions of that time.

The heatmap in Figure 3 further illustrates how different AI policy keywords appear over the years. Some trends stand out immediately, as also visible in the bubble timeline. 'Trustworthy AI' dominates by a large margin, with 149 documents, and its activity peaks sharply in 2021. This aligns with the proposal of the AI Act. Other big areas include 'Human-centric AI' with sixty-five documents, 'Ethical AI' with fifty-three documents, and 'AI regulation' with sixty documents.

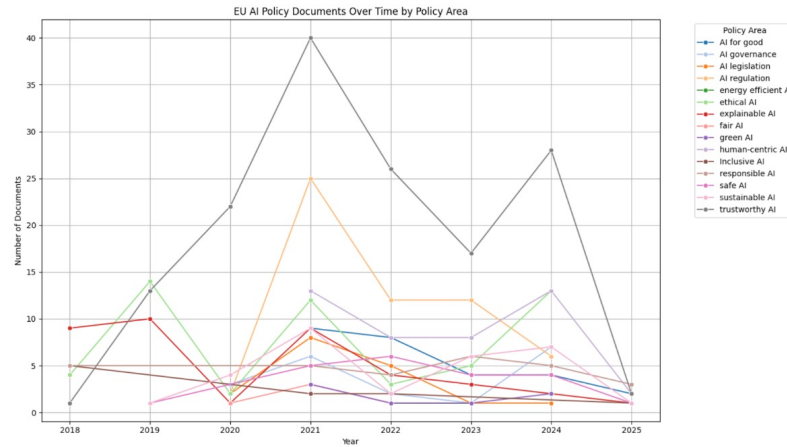


Figure 4: Line plot of Evolution of AI concept

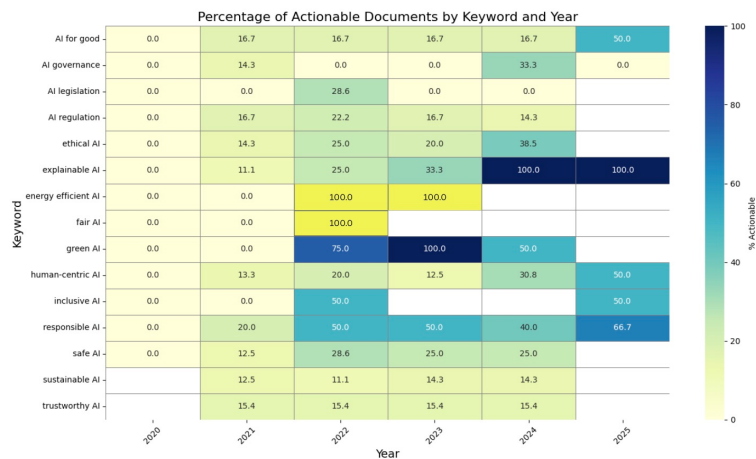


Figure 5: Actionable vs. Preparatory Document Mentions

Meanwhile, topics like 'Green AI' and 'Energy efficient AI' barely feature. Even as the EU pushed for a greener future, their connection to AI policy remains very thin. In fact, 71% of all 'trustworthy AI' documents were published between 2020 and 2024, showing how concentrated the focus has become. Overall, the graph illustrates that while some AI policy concepts such as those of trustworthiness, responsibility, and human-centricity, have become institutionalized over time, others remain more reactive or transitional in nature. The rise of Sustainable AI and AI for good in recent years suggests a shift toward integrating ethical and environmental considerations with social impact, pointing to an expanding and evolving understanding of what it means to govern AI responsibly in the EU.

3.2 Document Type Weightage

The distinction between preparatory and actionable documents offers insight into which AI policy concepts made their way into binding law and which remained within the realm of discussion. As shown in Figure 5, prior to 2020, all documents were preparatory in nature, laying the groundwork for later policy activity. From 2020 onwards, we see some concepts transition into more concrete, actionable policy documents.

Interestingly, newer or less frequent topics, such as 'energy efficient AI' and 'fair AI', show a 100% actionability rate in the years they appear. While this seems impressive, these keywords were mentioned in only a handful of documents, which limits the weight of that statistic. On the other hand,

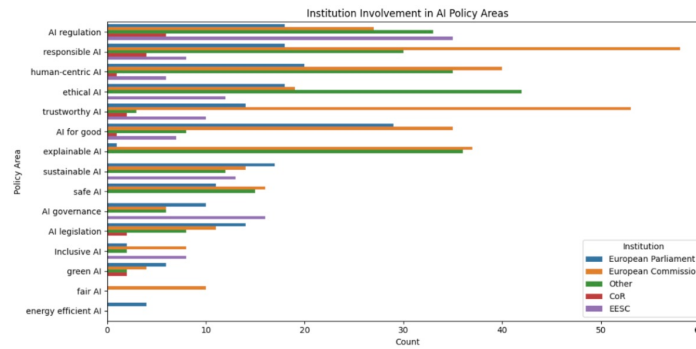


Figure 6: Institutional Mapping of Concepts

the more dominant concepts like 'trustworthy AI' show consistently low actionability percentages (around 15% –20%). This suggests that while such concepts are key to shaping the narrative, they may not easily translate into concrete regulatory mechanisms.

What particularly stands out is the case of 'ethical AI'. Despite being one of the earliest keywords, its appearance in binding documents is quite limited. In contrast, 'green AI' shows a notable rise in actionability from 2022 onward, likely reflecting its alignment with larger policy frameworks like the European Green Deal, European Commission [7], giving it a more direct path into legislative action. This analysis highlights the gap between rhetoric and regulation. Tracking this ratio helps us understand which ideas are gaining real policy traction.

3.3 Institutional Authorship Trends

An analysis of the institutional origins of AI-related concepts reveals distinct roles and priorities within the EU's policy ecosystem, reflecting the formal and informal power dynamics of its institutions, Hix [14]. As suggested by Figure 6, a few key areas dominate the discourse. Concepts like 'Trustworthy AI' and 'AI regulation' feature in the highest number of documents, underscoring the EU's overarching focus on establishing a binding, ethics-based framework. This drive is led primarily by the European Commission, exercising its right of legislative initiative, and the European Parliament, in its role as co-legislator and advocate for fundamental rights, Martin Ebers [19].

In contrast, niche terms such as 'energy efficient AI' show minimal activity. This suggests they have not yet become a high-level institutional priority and may be handled within specific technical bodies like DG ENERGY or DG CONNECT without broader political traction.

Temporal analysis highlights 2021 as a peak year, with a surge in documents on 'AI regulation,' 'trustworthy AI,' and 'ethical AI.' This directly corresponds to the European Commission's release of the draft AI Act, European Commission [9], which prompted a wave of opinions and reports from other bodies like the European Economic and Social Committee (EESC) and the European Data Protection Supervisor (EDPS). Post-2021, the discourse diversified, with the rise of 'sustainable AI' and 'green AI.' This shift aligns with the EU's 'twin transition' agenda, linking the digital transformation with the European Green Deal, European Commission [7] and demonstrating growing cross-institutional focus.

The data also illuminates the division of labour among institutions:

- **The European Commission** acts as the primary policy entrepreneur, initiating discourse through preparatory Communications before solidifying them into actionable Regulations.
- **The European Parliament** leverages its amendatory power to champion rights-based language, evidenced by the increased frequency of 'human-centric AI' in its resolutions and proposed amendments to the AI Act.

- **Advisory Bodies**, such as the EESC and the Committee of the Regions (CoR), function as normative incubators, advancing conceptual terms like 'inclusive AI' and 'AI for good' through non-binding Opinions, which aim to influence the legislative process.

This institutional mapping also reveals gaps, such as the apparent fragmentation of hardware-related policies (e.g., energy efficiency), suggesting a potential disconnect between digital and energy policy silos within the EU's complex administrative structure, Egeberg [5].

4 Discussion

4.1 Shifting Policy Priorities Over Time

The temporal patterns observed in the data above are not random but instead reflect the EU's dynamic response to both internal political agendas and external triggers. The initial focus (2018-2021) on foundational concepts like 'ethical' and 'trustworthy' AI shows that EU has been trying to define a unique, human-centric 'European way' of AI, distinct from that of the US and China, Mueller [21]. The sharp legislative indicator in 2021 with the AI Act proposal can be seen as the opening of a 'policy window,' where years of trying to define the problem and build a subsequent solution culminated in a concrete regulatory product, Kingdon [16]. The subsequent rise of 'Green AI' and 'Sustainable AI' from 2022 onwards illustrates how AI governance is increasingly related with other EU priorities. The European Green Deal created a powerful narrative and political incentive to align the digital transition with climate goals, Floridi [11]. Furthermore, the explosion of powerful generative AI models (e.g., ChatGPT 3/4) in 2022-2023 acted as an external shock. This forced the regulators to reconsider the scope of the AI Act and introducing new urgency around concepts like 'Safe AI,' particularly in the context of foundation models. These shifts demonstrate that the EU AI policy is a moving target that is continuously adapting as the technology evolves and as new political or societal challenges emerge.

4.2 Policy Impact of Emerging Concepts : Case Study of Green AI

The journey of 'Green AI' serves as an illustrative case study of how emerging concepts transition from niche ideas to potential policy instruments. Initially, the term was associated with technical efficiency, focusing on the high energy consumption of deep learning models, Strubell et al. [26]. Within the EU discourse, it appeared in specialized reports from bodies like the Commission's DG CONNECT.

Thus, we see that while it was initially introduced in association with ideas such as frugal AI in 2021 by the Council of the EU and the European Commission's DG CONNECT, with a focus on algorithmic efficiency and sustainable hardware. By 2022, Green AI gained traction in strategic planning documents, with the European Parliament commissioning pilot studies to explore the feasibility of a 'Green AI label' and sustainability indicators to assess carbon footprints. The discourse expanded further in 2023–2024, as the European Parliament and the CoR recommended incentivizing green AI development through research grants and deployment guidelines.

Thus, we see that as the 'twin transition' Tabares [27] gained political momentum, the concept was elevated. It began appearing in higher-level strategic documents, such as Parliament resolutions and pilot study proposals exploring a 'Green AI label.' This signifies the concept's progression from a technical problem to a subject of political and economic regulation. The next stage in its lifecycle is operationalization: inclusion in public procurement criteria, eligibility for research funding under programs like Horizon Europe, or integration into sustainability reporting standards. This pathway demonstrates that while many concepts are discussed, only those that align with powerful supporting political narratives and can be translated into concrete, measurable policy tools are likely to have a lasting impact, Kroll [17].

4.3 The EU's Internal Dynamics in AI Governance

The development of AI governance in the EU is the product of intense inter-institutional negotiations, reflecting a complex system of checks and balances, Hix [14]. The Commission may hold the pen on initial proposals, but its drafts are profoundly reshaped by the other institutions. The Parliament (as the directly elected body) consistently pushed for stronger fundamental rights protections, a broader

scope of prohibited AI practices, and stricter requirements for high-risk systems during the AI Act negotiations.

On the other hand, the Council of the EU (representing the national interests of the twenty-seven member states) often adopted a more cautious stance where it raised concerns about innovation, economic competitiveness, and national security exemptions. This classic tension between a rights-based approach and economic or state interests is a central dynamic in EU policy making, Veale and Zuiderveen Borgesius [28]. Furthermore, it is key to note that the process is also constantly influenced by a vast ecosystem of corporate lobbyists, civil society organizations, and academic experts whose competing narratives shape the understanding and framing of the issues, Metzger and Allmendinger [20]. Thus, the final text of any regulation reflects the deep-rooted compromises and power differences that exist within the EU.

4.4 Theorising the trajectories

It is crucial to note that a quantitative decline in keyword mentions does not necessarily imply the abandonment or rejection of a policy concept. Instead, our analysis suggests that declining frequencies often reflect concept consolidation, a process where specific, granular terms are absorbed into broader, unifying policy frameworks.

For instance, early policy discourse may frequently cite specific attributes such as "Fair AI," "Explainable AI," or "Non-discriminatory AI." As the regulatory landscape matures, these distinct concepts are often subsumed under holistic umbrella terms which the graphs most notably show as "Trustworthy AI" in the European context. In this scenario, the original concepts have not "faded" from relevance; rather, they have been consolidated into a standardized terminology that serves as a shorthand for the underlying principles. Consequently, a decrease in raw keyword counts may signal the stabilization and institutionalization of a concept rather than its disappearance.

5 Future Implications

5.1 Influence on Global AI Governance

The EU's legislative efforts are intended to have extra-territorial impact through the 'Brussels Effect,' compelling global actors to align with European standards to access its single market, Bradford [3]. As the first major jurisdiction to enact an all encompassing law for artificial intelligence, the EU is setting a global example. The goal is for its AI Act to become a blueprint for other democracies that want to manage AI in a way that puts people's rights first., Veale and Zuiderveen Borgesius [28]. Developing countries, in particular, may find it easier to adopt or adapt the EU's ready-made legal framework rather than creating one from scratch., Bradford [3], Data Privacy Brasil Research Association [4]

However, the success of this global adoption is not guaranteed. While numerous global AI governance efforts have evolved including the AI for Good summit (2017), the Global Partnership on AI (2018), the OECD AI principles (2019), the UNESCO recommendations on AI ethics (2021), the G7 Hiroshima Process (2023), the UN high-level advisory body on AI (2023), the Council of Europe's Framework Convention on AI and Human Rights,(2024) and the BRICS Declaration on AI (2025), UN, the geopolitical landscape remains increasingly fragmented. This divergence was more prominently seen in early 2025 at the UN Paris AI Action Summit, where the UK and the US declined to sign the 'Statement on Inclusive and Sustainable AI.' The U.S. cited fears of overregulation and the UK pointed to national security challenges, showing how major tech powers are charting their own courses BBC News [1]. This disagreement highlights how a single EU-standard regulatory approach can not be diffused to the world. The ultimate global influence of the EU's approach will depend on its effective implementation and its ability to foster a competitive yet responsible AI ecosystem that others seek to adopt.

5.2 Risks of Value Reduction

A significant risk in translating high-level ethical principles into binding law is 'value reduction,' where rich concepts become diluted into compliance checklists. Terms like 'trustworthiness' or 'human-centricity,' which carry deep ethical weight, can be operationalised as a set of box-ticking

exercises for legal departments, a phenomenon sometimes described as 'ethics washing', Bietti [2]. If compliance becomes a matter of procedural adherence rather than genuine ethical considerations, the true essence of the goals will be lost.

The AI Act itself has been largely criticized for relying on vague language and delegating the creation of specific technical standards to standardization bodies (e.g., CEN, CENELEC), which are often dominated by industry actors, Smuha [25]. This creates a risk that the implementation of the law will prioritize commercial interests over the protection of fundamental rights. Without continuous oversight and public participation, the normative values celebrated in the political discourse may be significantly reduced in practice.

6 Limitations of the Study

It is important to acknowledge the limitations of this study's methodology. The research relies on a keyword-based search, which provides a strong quantitative overview but cannot capture the full context or nuance of how these terms are used. For example, this method registers the presence of a keyword but does not distinguish between a document that substantively supports a concept and one that briefly critiques it. Furthermore, the analysis is limited to the official documents published on EUR-Lex and does not include the informal discourse in reports, academic papers, or lobbying efforts that also influence EU policy. Therefore, these findings should be understood as a map of the explicit vocabulary in formal EU discourse, providing a foundation for future qualitative research.

While the binary classification is extremely helpful for this quantitative analysis, we need to note that "soft law" also plays an intermediate role that future studies should examine specifically.

7 Conclusion

This paper has traced the dynamic and contested evolution of value propositions on AI ethics within the European Union's AI policy discourse. The findings reveal a landscape where concepts like 'Trustworthy AI' have become institutionalized cornerstones, while newer priorities like 'Green AI' are gaining popularity. This reflects broader political shifts. The analysis thus, looks at the distinct roles played by the EU's core institutions in shaping this discourse, from the Commission's role as an initiator to the Parliament's as a defender of fundamental rights and the advisory bodies' to help shape and develop the guiding principles.

Thus, the journey of these concepts from abstract ideas to legislative text is not merely an internal EU affair, it is the medium through which global EU standards are forged. Through the Brussels Effect, the EU's internal policy debates have profound external implications. However, the translation of these high-level values into meaningful and practical governance is filled with challenges, including the risk of value reduction and the complexities of inter-institutional bargaining. Today, the EU and the world continue to deal with the challenge of governing AI. However, it is this ongoing, messy yet crucial process of defining and embedding human values into law that will ultimately shape our shared digital future.

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