



Press Release
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Euroconsumers Publishes White Paper on How Artificial Intelligence Can Power Europe's Green and Digital Transition

Paper outlines how consumers can accelerate sustainability through Artificial Intelligence

Brussels - [Euroconsumers](#) today published a new [white paper](#) on how artificial intelligence (AI) can be leveraged by consumers to help accelerate Europe's sustainability agenda in line with Euroconsumers [Approved by Tomorrow initiative](#). The paper explores the interconnection between the increased importance of digital technologies in a post-COVID world and the global imperative to speed up the green and digital transition.

The paper, informed by a research study of 7,250 consumers in Italy, Spain, Portugal and Belgium, argues the need to create consumer-centered AI technologies that serve the green and digital transition, while creating greater trust between consumers and technology companies. This paper and its recommendations will be discussed at an [upcoming webinar](#) in mid-September. Specific recommendations include:

- **AI powering sustainability in key consumer sectors:** AI driven tools and complementary technologies can help power the sustainability transition in different industries including household utilities, food, mobility and retail.
- **AI powering sustainability across the digital ecosystem:** AI-enabled activities can prioritise what people see in real time. There is potential to ensure these algorithmic decisions match consumer values and could be used to embed sustainability goals in their strategies.
- **Delivering trust by understanding the consumer's perspective:** There is currently a significant lack of trust and satisfaction in the consumer AI experience. Companies developing consumer-facing AI services for the green and digital transition have a perfect opportunity to help people achieve their sustainability goals and demonstrate they can deliver on trustworthy AI at the same time.

In order to achieve these goals, the paper calls for two immediate actions, the creation of a trustworthy legal framework that would protect consumers and the need for market players to work with consumer organisations to create technologies that work for consumers and help advance Europe's green and digital agenda.

“Without trust from the consumer, Artificial Intelligence will not be able to achieve its true potential; it would only be detrimental,” said Marco Pierani, Public Affairs & Media Relations Director. “More now than ever, tech companies should maximise their efforts to create AI that would not only improve the lives of consumers, but society as a whole.”

Ultimately, those ready to show leadership here should make sure their organisation understands both the potential and risks of AI and have robust frameworks in place to make sure new technologies can deliver ambitious sustainability goals whilst respecting rights, guaranteeing privacy, consumer protection and strong governance.

About Euroconsumers

Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world’s leading consumer cluster in innovative information, personalised services and defence of consumer’s rights. Our organisations work together and also with BEUC, the European Consumer Organisation, and Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities.

