

14 October 2025, 13:30-16:45 followed by reception, TownHall Europe, Brussels



Sustaining original content in the age of generative AI

Concept

It is clear that generative AI is rapidly changing how we access, create, and value information. This poses urgent questions for EU policymakers – most importantly, how can we ensure the sustainability of our information ecosystem?

But this debate is often lost between “AI doomers,” who focus on the technology’s purported existential risks, and “AI boomers,” who, on the contrary, are convinced it will save humanity. Adjacent are those who see only upsides – for productivity, for discovery – and those who dismiss LLMs as plagiarism machines that add nothing of value.

With this event, we want to be more practical. Given the levels of investment in the technology and the popularity of the various models, we expect generative AI to become a major element in content production. At the same time, we think this is likely to have – and already has – major downsides for our information ecosystem that must be discussed and addressed.

Specifically, there is the already materialising risk that commercial AI providers take the collective cultural wealth of humanity and capture the value that previously went to the producers of information. As a result, journalists, researchers, artists, and other information producers will lack incentives to continue creating, which in turn weakens the overall information ecosystem. Beyond that, when a few AI firms become the go-to interfaces to understand and talk about the world, this leads to power concentrations that threaten our democracy.

It might be argued that the commodification of information can be addressed through stronger copyright law, and that the threat of unaccountable power can be managed through existing EU instruments such as the AI Act, the DMA, and competition law. We are not convinced. So far, copyright has not been effective in changing the business practices of model providers, and the same can be said for the EU’s digital acquis in curbing the power of Big Tech. Moreover, it is difficult to see how EU laws alone could achieve a sustainable model of information production in the age of AI.

With this event, we aim to discuss these issues and, in particular, potential solutions – ranging from ways to redistribute value to the workers and institutions that create, vet, and maintain information, to exploring alternatives to the current commercial AI models.

Programme

- 13:30 – 14:10 **Registration and coffee**
- 14:10 – 14:15 **Welcome**
- **Knut Dethlefsen**, Director, FES Future of Work
- 14:15 – 15:00 **Opening round**
- **Alexandra Bensamoun**, Professor of Private Law, University Paris-Saclay
 - **Tiemo Wölken**, Member, European Parliament (S&D)
- 15:00 – 15:15 **Break**
- 15:15 – 16:45 **Panel discussion**
- **Giuseppe Abbamonte**, Director for Media Policy, DG CNECT, European Commission
 - **Ioan Kaes**, General Secretary, AEPO-ARTIS
 - **Renate Schroeder**, Director, European Federation of Journalists
 - **Stefan Kaufmann**, Policy Advisor, Wikimedia Germany
- Moderation:* **Paul Keller**, Director of Policy, Open Future Foundation
- 16:45 – 17:45 **Reception**