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INGLÉS

European approach to artificial intelligence

The EU's approach to artificial intelligence centers on excellence and trust, aiming to boost research and industrial capacity while ensuring safety and fundamental rights.

The way we approach Artificial Intelligence (AI) will define the world we live in the future. To help build a resilient Europe for the Digital Decade, people and businesses should be able to enjoy the benefits of AI while feeling safe and protected.

The European AI Strategy aims at making the EU a world-class hub for AI and ensuring that AI is human-centric and trustworthy. Such an objective translates into the European approach to excellence and trust through concrete rules and actions.

Strengthening previous initiatives, the April 2025 AI Continent Action Plan aims to make Europe a global leader in AI. The Action Plan focuses on developing trustworthy AI technologies to enhance Europe's competitiveness while safeguarding and advancing our democratic values. It aims to bring the benefits of AI to various sectors such as healthcare, education, industry, and environmental sustainability.

The plan includes actions to build large-scale AI data and computing infrastructures, increase access to high-quality data, foster AI adoption in strategic sectors, strengthen AI skills and talent, and facilitate the implementation of the AI Act. Key components include the establishment of AI Factories and Gigafactories, the InvestAI Facility to stimulate private investment, and the launch of the AI Skills Academy.

Previously, in January 2024, the Commission launched the AI innovation package to support Artificial Intelligence startups and SMEs. The package includes several measures to support European startups and SMEs in the development of trustworthy AI that respects EU values and rules.

One key element of this package is the Communication on boosting startups and innovation in trustworthy artificial intelligence that sets out a strategic investment framework in trustworthy AI for the Union to capitalize on its assets, in particular its world-leading supercomputing infrastructure, and to foster an innovative European AI ecosystem.

The main landmark initiative of the Communication is “GenAI4EU” to stimulate the uptake of generative AI across the Union's key strategic industrial ecosystems and that will encourage the



development of large open innovation ecosystems that will foster collaboration between AI startups and deployers of AI in industry as well as the public sector.

All these initiatives build on the April 2021 AI package which included:

- a Communication on fostering a European approach to AI;
- a review of the Coordinated Plan on Artificial Intelligence (with EU Member States);
- a Regulatory framework proposal on artificial intelligence and relevant Impact assessment.

A European approach to excellence in AI

Fostering excellence in AI will strengthen Europe's potential to compete globally.

The EU will achieve this by:

1. enabling the development and uptake of AI in the EU
2. becoming the place where AI thrives from the lab to the market
3. ensuring that AI works for people and is a force for good in society
4. building strategic leadership in high-impact sectors

The Commission and Member States agreed to boost excellence in AI by joining forces on policy and investments. The 2021 review of the Coordinated Plan on AI outlines a vision to accelerate, act, and align priorities with the current European and global AI landscape and bring AI strategy into action.

Maximizing resources and coordinating investments is a critical component of AI excellence. Both the Horizon Europe and Digital Europe programmes will invest €1 billion per year in AI. The Commission will also mobilize additional investments from the private sector and the Member States in order to reach an annual investment volume of €20 billion over the course of the digital decade.

The Recovery and Resilience Facility makes €134 billion available for digital. This will be a game-changer, allowing Europe to amplify its ambitions and become a global leader in developing cutting-edge, trustworthy AI.

Access to high-quality data is an essential factor in building high-performance, robust AI systems. Initiatives such as the EU Cybersecurity Strategy, the Data Act, and the Data Governance Act provide the right infrastructure for building such systems.