FINLAND/Anna Vuopala

My name is Anna Vuopala and I work as Senior Ministerial Adviser at the Ministry of Education and Culture in Finland. Thank you very much for giving me the floor.

First of all we support the written submissions of the European Union and also the submission made yesterday by EU Commission Amaryllis Verhoeven on IP Action plan and EU Data economy strategy that have been on worked on on the EU level.

From the national point of view the discussions related to AI and IP are very important but we would like to highlight the importance of AI for the benefit of licensing of protected content.

In considering, whether there's a need for more protection for data (we are not in favor of it) we believe that instead more protection works need to be better identified in the digital environment and AI could be useful in that.

We need to encourage better data sharing for the development of a better infrastructure for Copyright System in the digital environment.

It would be important to use different terms for works and for output produced by AI.

It is very important to acknowledge that Copyright has been developed to enable human beings to receive income from the use of works. We have seen that it has been very difficult for a long time to get such income. We should use the term "works" for creative works and "AI output" where the content is produced with human involvement and AI as a tool.

So at this stage We could focus on harnessing the use of AI for the benefit of creators and authors i.e. for the benefit of the human creators.

I'm actually very glad that both IFPI and Carlo Lavizzari raised the same point, the need to be able to identify content produced by AI with metadata (to know what the works used as input has been), because there is the same need for metadata on works too.

We need better standards for metadata on global level. We need a strong Copyright System and We need a strong Data economy.

This takes time but it is great that WIPO has started this work through these conversations and Finland is keen to co-operate in this process in the future too.

Finally, I would like to recall and support the preliminary suggestion of priorisation by the speaker Kathleen o'Malley.

As she said it would be wise to first focus on how to make benefit of the existing System of IP and secondly when needed develop non-binding guidelines relating to AI etc. This way we would be able to prepare for the third phase when works are actually being created automously by AI. Then the System need to be changed more profoundly.

Thank you.

Best regards

Anna