



Swiss Academy  
for Leadership  
and Sustainability

IIIS | EUROPEAN INSTITUTE  
OF INTERNATIONAL STUDIES



Brussels Institute  
for Diplomacy, Geopolitics  
and Peace Studies

# EU DIGITAL DIPLOMACY

**EU Digital Diplomacy: The AI Act and GDPR in Global  
Technology Governance**



The world needs digital rules.  
Will you help shape their global influence?

# Who Commands the Digital High Ground: Can National Sovereignty Survive the Era of Disruptive Technology?

## Description

As the digital era redefines the boundaries of power, the European Union has emerged not merely as a market, but as a "Regulatory Superpower." This course provides a high-level strategic analysis of the EU's role as a global normative actor, examining how its pioneering frameworks—the EU AI Act and the General Data Protection Regulation (GDPR)—are transcending borders to become the gold standard for global technological governance. In a world caught between competing technological models, the EU's "Brussels Effect" offers a distinct path: a rights-based, ethical approach to innovation that seeks to harmonize digital progress with fundamental human values.

## Core strategic pillars

- **Normative Power & Regulatory Influence:** The EU shapes global technology governance by exporting its regulatory frameworks—such as the AI Act and GDPR—setting international standards grounded in ethics, fundamental rights, and rule-based order.
- **Digital Sovereignty & Strategic Autonomy:** Focuses on strengthening Europe's control over data, infrastructure, and emerging technologies to reduce external dependencies and enhance resilience in a competitive geopolitical environment.
- **Digital Diplomacy & Multilateral Engagement:** Explores how the EU leverages diplomacy to influence global debates, negotiate standards, and build coalitions in international forums on technology govern.

## Professional impact

Participants will master the ability to interpret complex EU frameworks, evaluate their extraterritorial impact, and represent organizational or national interests in global governance forums. Graduates will gain the specialized tradecraft required to advise on digital compliance and participate in high-stakes international debates, ensuring they lead the charge in defining the future of ethical technology.

Triple International

Certification

Geneva–Stockholm–Brussels

Duration

12 hours Online – 3 Days

Fees: 1200 Euros