Artificial intelligence, Data and Robotics ecosystem

https://adra-e.eu/

Call: A human-centred and ethical development of digital and industrial technologies 2021
Topic: Horizon-CL4-2021-Human-01
Type of action: Coordination and Support actions
Grant agreement Nº: 101070336

WP Nº2:	**Awareness and Coordination between European ADR Initiatives**
Deliverable Nº2.6:	**ADR Exhibition & Foresight panel - Report 1**
Lead partner:	**ATOS SPAIN**
Version Nº:	**1**
Date:	**30/11/2023**
Dissemination level[1]:	**PU**

Document information	
Deliverable Nº and title:	**D2.6 – ADR Exhibition & Foresight panel - Report 1**
Version Nº:	**1**
Lead beneficiary:	**ATOS Spain**
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Submission date:	**21/12/2023**
Due date:	**31/12/2023**
Type[2]:	**R**
Dissemination level[3]:	**PU**

Document history			
Date	**Version**	**Author(s)**	**Comments**
16/11/2023	0.1	Belén Gallego	Table of Contents
23/11/2023	0.2	Eloísa Villar	Addition of contents + editing
11/12/2023	0.3	Andrey Girenko	Review
18/12/2023	1	Eloísa Villar, Belén Gallego	Final version

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Document summary

This document presents the activities of the Adra-e T2.3: ADR Exhibition & Foresight Panel, a part of the WP2 (Awareness and Coordination between European ADR Initiatives), detailing the planning and execution of the ADR Exhibition, including its purpose, concept, target audience, and selection of exhibitors. The document covers the activities carried out during first 18 months in the project. Key sections include the definition of the ADR Exhibition, lessons learned from initial attempts, and recommendations for future iterations.

In addition, the deliverable outlines the ongoing work towards shaping the Foresight Panel.

Table of Contents

List of Figures

1. Introduction

This deliverable is a part of the work done in Adra-e WP2: Awareness and Coordination between European ADR Initiatives.

As stated in Adra-e DoA, [1] "the overall objectives of Adra-e are to support the ADR Partnership in the update and implementation of the SRIDA and create the conditions for a sustainable, effective, multi-layered, comprehensive, and coherent European AI, Data and Robotics ecosystem." The goals of WP2 are aligned with that project overall objective and consist of the following:

- To raise awareness between ADR communities of major relevant research, innovation and infrastructure development activities being implemented in the adjacent areas as European or national initiatives.
- To identify and capitalize on the synergies between relevant European and national initiatives.
- To support the identification of the most promising cross-disciplinary research topics and facilitate the emergence of new cross-disciplinary initiatives in close interaction and collaboration with WP1. (Task 1.1)

This deliverable contains the report on activities implemented within T2.3 ADR Exhibition & Foresight panel (M1 – M18) as a part of the work developed in WP2. As stated in Adra-e DoA [1], Task 2.3 would "identify existing projects and activities are suitable to demonstrate a successful interaction of at least two of the three ADR domains based on Tasks 1.2, 2.1 and 2.2 (focus on H2020/HEP), and jointly develop impressive showcases together with these projects. This will be co-organised with the major events of the Adra-e project (WP1 and WP4) to find examples for AI adoption in the other two domains."

This document reports on the organisation of the ADR Exhibition and the Foresight panel. The structure of the document is as follows:

- Section 2 defines the ADR Exhibition.
- Section 3 describes the work done for the first ADR Exhibition attempt, linked to the postponed Convergence Summit.
- Section 4 describes the first pilot ADR Exhibition celebrated in Versailles.
- Section 5 summarises lessons learnt and post event recommendations.
- Section 6 includes a list of next actions for the following events.
- Section 7 is about the Foresight Panel.

2. Defining the ADR Exhibition

The consortium devoted the first phase of the activities in T2.3 to define the scope and characteristics that the ADR Exhibition should have.

2.1 Purpose & Concept

What is the ADR Exhibition for?

The objective of this Exhibition is to showcase impactful demonstrations of interactions between at least two of these three technologies: AI, Data and Robotics. This Exhibition should serve as a conducive environment for building connections and collaborations within the ADR community, identifying common interests, future application-oriented research challenges and fostering synergistic partnerships.

What does it exhibit?

Participant projects should have at least one demonstrator - i.e., a video, a small portable AI-powered robot, some live remote tests that can be streamed, etc. This Exhibition would attract a qualified audience to the event. The portfolio of demonstrators should be balanced with regards to the representation of the ADR domains.

How many ADR Exhibitions will take place along the project?

As stated in the DoA [1]: "Three instalments of these exhibitions would be put in place over the lifetime of Adra-e."

2.2 Audience

Who and how many people will attend?

This would depend on the audience of the main event itself, but the Exhibition should attract a qualified audience of experts in the fields of ADR, European Commission representatives, decision makers and industry representatives.

2.3 Exhibitors

Who will be interested in participating?

The DoA [1] states that the list of exhibitors should be based on the first version of the mapping and overview of major European and national initiatives undertaken by Task 2.1. As the first version of the mapping was not available at the time we started preparing the list of candidates for the first Exhibition (see justification in D2.1) [2], our initial target was defined as European projects addressing the interaction between at least two of the three ADR technologies. However, other initiatives, enterprises, ventures, SMEs... within the European ADR ecosystem would certainly have interesting achievements to showcase and might be interested in participating.

The most suitable candidates for our exhibitions would be projects in the second year of their life cycle, i.e., those that could already have interesting demonstrators[4].

For the second and third editions, our main candidates are the 42 funded R&I projects from the following calls:

- HORIZON-CL4-2023-DATA-01-02
- HORIZON-CL4-2023-DATA-01-04
- HORIZON-CL4-2023-DIGITAL-EMERGING-01-01
- HORIZON-CL4-2023-DIGITAL-EMERGING-01-02
- HORIZON-CL4-2023-HUMAN-01-01
- HORIZON-CL4-2023-HUMAN-01-02
- HORIZON-CL4-2023-HUMAN-01-04
- HORIZON-CL4-2023-HUMAN-01-03

New projects funded by the EC within the framework of the Adra-e objectives will also be invited.

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[4] Subsequent developments showed us that the projects addressing this interaction that were at an early stage (so they could not yet provide a practical demonstration) should be able to participate with a rollup within a poster session.

Expected number of exhibitors

The ideal and manageable number of exhibitors was set at a minimum of 6 and a maximum of 15.

Will the exhibitors be the same at all the exhibitions?

The name of milestone M3 assigned to Atos in Adra-e Grant Agreement [3] is "The ADR Showcase is composed and ready". This could suggest that a fixed Exhibition with the same members exhibiting each time; however, we believe that some rotation will mean more participation opportunities for different exhibitors with different content and more variety to suit each event.

2.4   Exhibitor needs

- Participating projects should be provided with **a dedicated space to exhibit** and promote their efforts to encourage broader adoption, use and impact of their results. The event organizers will be also responsible for the overall promotion, securing right audience and making all necessary local arrangements. Participants will be responsible for their own travel and accommodation costs. Shipping costs (if any), as a rule, shall be also covered by the exhibitors or, alternatively, by sponsorship.
- This space should include **infrastructure** and **facilities** that allow to show devices, robots or hardware, and screens to show videos and/or recorded demos.
- Besides presenting their demonstrators in the dedicated space during breaks, the exhibitors should count on short **slots within the event agenda,** ideally between sessions and panels, to give **presentations** (one to two minutes, one slide each).

2.5   Budget

The Exhibition doesn't count on its own budget, so the resources must be provided by the correspondent event's budget with which the Exhibition is co-located. The option for obtaining sponsoring remains now open and will be addressed in the context of each event[5].

2.6   Communication

What channels should be used for communication/dissemination actions?

- A microsite should be created to promote each Exhibition on a **visible space of the Adra-e website and/or the event website.** This microsite would also show depictions of the work done.
- **Personal contacts of the Adra-e consortium partners** should be used for wider promotion, as this kind of one-to-one messages are proven to be more effective than those made to distribution lists.
- An **invitation message for exhibitors** needs to be prepared.
- The European Commission should be contacted in order to get involved in attracting more projects.
- A **campaign on social networks** should be launched with a dedicated hashtag.

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[5] Initially it was pointed that no registration fees or other payments should be charged for participation in the Exhibition. Now the Exhibition is seen as an extra source of budget for the main event.

2.7   Fine tuning

For each edition of the Exhibition, these requirements will be adapted as decided by the committee responsible for each Adra-e hosting event.

2.8   Links with other activities in the Adra-e project

The ADR Exhibition is closely connected to other work packages, tasks and actions in the Adra-e project.

- Mapping and coordination mechanisms: WP2, T2.1 and T2.2. As stated in the DoA [1] and section 2.3 of this document the list of exhibitors should be based on Task 2.1 (mapping) and 2.2 (Joint Research & Innovation Task Force).
- Dissemination: WP6. This work package oversees the organization of events, the website design, social networks campaigns and interaction with local event organisers.
- Convergence Summit: WP4, T.4.1
- Community support: WP1 and specially T1.2, which is in charge of stimulating synergies amongst projects and maintain a project address-book and high-level overview of project activity and clusters. This WP also oversees the organization of the ADRF.

2.9   A natural framework: Convergence Summit

ADR Exhibitions would consist of several demonstrations of successful interactions between at least two of the three ADR domains, providing an opportunity for EC-funded projects and initiatives to showcase emerging technologies at the forefront of these disciplines. The aim is to outline promising future paths for ADR and to celebrate notable achievements in the field.

From the outset, the Exhibition was conceived as a face-to-face event to be co-located with the ADR Convergence Summit series. It would represent an important "real life" element of the event illustrating with artefacts the added value of the Convergence and inspiring the foresights into the Convergence directions. Each edition of this event would be attended by high-level EC decision-makers as well as relevant CSAs, project clusters, outcomes of relevant calls, platforms, DIHs and NoEs. The Convergence Summit would engage key European players in the fields of AI, Big Data and Robotics to address major societal and technical challenges.

However, it was decided to postpone the first edition of the Convergence Summit until next year.

3. First attempt: ADR Project Exhibition in Brussels

Co-location with the annual Convergence Summit

The first attempt to create the ADR Project Exhibition was designed to be a face-to-face experience co-located with the first ADR Convergence Summit[6].

The Convergence Summit concept note

The Adra-e consortium prepared a concept note to define the scope and activities to be deployed during the first edition of the Convergence Summit. This concept note included a first description and a list of needs for the ADR Exhibition that would be co-located with the Convergence Summit. The

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[6] The consortium intention is to keep the ADR Exhibition's identity associated with the Convergence Summit. However, as the first Convergence Summit was postponed until next year, we decided to prepare a pilot ADR Exhibition for the first year linked to another main event in the project. These efforts are described in section 4 of this document.

following paragraphs summarise the contents of the concept note regarding the Exhibition and the consortium actions for this first attempt.

Budget

The original idea was to have a one-day event in Brussels, free of charge for exhibitors, who only would have paid for transport and accommodation.

The audience

It would have been attended by high-level EC decision-makers and representatives of relevant CSAs, project clusters, outcomes of relevant calls, platforms, DIHs and NoEs. The event would have engaged key European players in the fields of AI, Big Data and Robotics to address societal and technical major challenges.

List of exhibitors needs

As stated in D6.1 - section 5.1.6, Events and Webinars [4], the T2.3 team identified the following space and materials needs for the ADR Exhibition:

"-An open plan, lobby style room, well lit, connected to or easily accessible from the meeting rooms where the CS is to be held. Ideally, it would share the area reserved for the coffee break (and/or catering) so that attendees can interact with exhibitors during this time of relaxation. There should be enough space for - 8-10 tables of 1.50m x 1m (approximate). - 8-10 boards to display posters (same number as tables). - 2-3 chairs per table. - Adequate internet connection to display multiple live and streaming videos simultaneously. - Sockets and power strips for several outlets per table. - A large screen for demonstrating promotional videos provided by the exhibitors. - A dais with space and seating for 4-6 people (ideally armchairs or a sofa). - A lectern. - A hand-held microphone with stand. - Loudspeakers with room-wide".

The T2.3 team agreed this list of needs with the rest of the consortium partners.

For the future events, the exhibitors' needs/requirements might include additional items as it depends on the nature of demonstrators to be selected for each event. In some cases, e.g. robotics demonstrators or other types of demonstrators including moving parts or objects, the safety zone must be ensured, which would result in a need for a larger exhibition spot.

Exhibition space, venue and date

One of the main requests in the concept note was to have a centric venue for the very first edition of the Convergence Summit which could be attractive for our audience and meet all the exhibitors' needs. The concept note proved to be very useful in explaining this list of requirements and how the venue should be set up to our project officer and other representatives in the European Commission. Brussels was chosen as the ideal venue for this first event.

Thanks to the involvement of Cem Gulec (European Commission, Adra-e Project Officer) a space for the Exhibition was made available in one of the buildings of the European Commission in Brussels. The Exhibition would have taken place in the Borschette Conference Centre, Rue Froissart 36, Brussels (Belgium) on 03 July 2023 - 09:00 - 18:00 CEST.

Exhibitors: list of project contacts

The DoA [1] states that the list of exhibitors should be based in a first version of the "mapping and overview of major European and national initiatives" carried out in T2.1. As explained in D6.1 [4], since the first version of the mapping was not available at the time we started preparing the Exhibition, the T2.3 team worked on the definition of an action plan to create the Exhibition from scratch. This plan was divided into three action lines: exhibitors (list of potential participating projects), communication actions and Exhibition space.

We focused mainly on H2020 projects that were not yet finished -so that they would count on dissemination efforts and budget to be able to travel and attend events - but were advanced enough to have demonstrators. As explained in D6.1 [4], several sources of information were used to search for candidates:

- Firstly, a consultation among the experts in the field in our consortium, looking for project results that they might be aware of and that might be of interest for the exhibition.
- The knowledge and contacts of the consortium from CSAs, project clusters and calls outcomes. The full list included CSAs such as RODIN, VISION or AI4EU/AIoD platform, DIHs such as agROBOfood, DIH 2 for robotics, RIMA or TRINITY, NoEs such as ELISA, EUROBIN, TAILOR or HumaneAInet, organisations such as BDVA, clusters such as ICT-38 projects and outcomes of calls DT-ICT-11-2019 or ICT-51.
- The final step was to compile, analyse and select the resources of the selected projects that were available online: public deliverables, documents, videos, or websites. The e-mail contacts of the project coordinator and the dissemination manager of the project were also noted.

Following this procedure, we contacted a list of 23 projects; 7 of them showed interest in participating in the ADR Exhibition (CoRoSect, FlexiGroBots, RICAIP, EUH4D, MORE, SELMA and SYNERGY).

Slots requested for the ADR Exhibition in the main event's agenda.

Another important requirement for the ADR exhibition was to book slots in the programme/agenda of the main event in which the exhibition would be co-located. Thanks to this action, exhibitors would be assured that all attendees of the main event would have the opportunity to hear the news about their project in a pitch session dedicated to their project/demo.

In order to increase the interest in participating, we also introduced the concept of the "Guided Tour": the organisers of the ADR exhibition would select a small number of VIP attendees to visit each stand, so that the exhibitors could be sure that the most relevant people would visit them to learn about the importance and key facts of their projects and to see the demonstrators. Both VIPs and exhibitors would be given at least 15 minutes for a quick lunch before being assembled and guided around the tour. We would have divided the visitors into groups if necessary if there were too many exhibitors.

As explained in D6.1 [4], these were the slots within the CS agenda that were booked for exhibitors:

- Pitch session 1: At the end of Panel Discussion 1 - before the coffee break: (10 minutes, 3-5 projects).
- Pitch session 2: At the end of Panel Discussion 2 - before the lunch break:(10 minutes, 3-5 projects).
- Guided tour: During the lunch break

Communication actions

The consortium worked on a unified, consistent message to reach all the projects. As explained in D6.1 [4], synergies were established between T.2.3 (Exhibition), T4.1 (Convergence Summit) and WP 6 (Communication and Website).

Once the list of pre-selected exhibitors was ready, we started the first round of contacts with the coordinators or dissemination leaders of the selected projects at the end of March 2023. We sent them personalised emails inviting them to participate and explaining what the Exhibition was about and the benefits they would get from participating.

It was also planned that the "Events" tab on the Adra-e website would have included a link to a dedicated CS site, which would have highlighted all the information about the exhibition.

It was planned as well that the ADR Exhibition highlights would have been spread on social media using the hashtag #EuRAD23.

4. Exhibition pilot in Versailles- Inria Headquarters

Why did we hold the ADR Exhibition together with the ADR Forum for the first time?

As explained in section 3 of this document, the natural framework for the ADR Exhibition is the annual Convergence Summit (CS). However, in June 2023 and after several discussions within the Tasks involved, the Consortium and the EC, it was decided to postpone the first CS until 2024. In this scenario, we understood that some version of the exhibition would have to take place, regardless of which Adra-e event it was co-located with, and that every opportunity would have to be taken to celebrate its first edition. We intended to maintain the three editions of the exhibition planned in the DoA [1], even if we had to resize and adapt this first edition to the time and resources available and to the dimensions, needs and target audience of another completely different event.

A few weeks before this decision, the ADRF23 management team (WP1) had contacted us to propose that we collaborate in the organisation of this event as part of a committee called "Sponsorship and Exhibition". At the time, T2.3 was immersed in the work described above to organise the ADR exhibition as part of the Convergence Summit, so we did not have the capacity to get involved in another event.

But once the suspension of the CS became official, we reactivated the WP1 proposal and started working on a new version of the Exhibition that would allow us to organise it within the time and resources available, taking into account that the summer season was starting and that both the agenda and the promotional elements of the new event, essential tools to attract potential exhibitors, still needed to be developed.

Event preparation

We held our first meeting with the Sponsorship and Exhibition Committee on 21st June, when there was still some doubt as to whether the new event would go ahead or not. Since then, we attended every ADRF23 Organization Committee meeting that took place on Mondays, and we also set up

another regular meeting on Thursdays, run by this T2.3, specifically for the Sponsorship and Exhibition Committee.

We first wrote to the projects we had previously contacted to inform them of the suspension of the CS. At that point, none had confirmed their attendance: the link to the Convergence website and agenda, which we had commited to share with them once both were ready so that they could make an informed decision, had never materialised.

Given the short timeframe ahead, the doubts about the actual celebration of the event, the fact that the agenda was barely sketched out, and with the lessons learned from the previous CS experience, we decided that we needed to reduce the size of the Exhibition and turn it into a pilot, more agile to convene and suspend in case the event was cancelled again. As for the 29th of June we communicated our WP leaders the following status:

- The Convergence Summit would not take place this year: it was postponed to 2024.
- As Adra-e was preparing another (completely different) event for November, the ADR Forum, we had recently joined the "Sponsoring and Exhibition" committee with Inria (Joost Geurst) and the new ADRA Secretary General (Philip Piatkiewicz). However, the date and venue of this Forum had not yet been decided. The EC had proposed to co-locate the Forum with the EBDVF, but after some discussion the Consortium had decided that the ADRF23 would be an independent event, pending approval by the EC.
- At that point, with the uncertainty of not knowing if there would be another Adra-e event that could host it, and with Europe on holiday, the only realistic way to organise an Adra-e Exhibition for 2023 was to scale it down and make it a pilot; something that could be easily moved from one location (and date) to another. Therefore, the pilot Adra-e Exhibition would take the form of a poster session.

From a free-of charge concept to a paid-for Exhibition: the Sponsorship Committee

The ADRF Organisation Committee (OC) decided to link the Exhibition to sponsorship, so that what was originally a free-of-charge event for exhibitors, who only needed to pay for transport and accommodation, became a paid-for promotional activity. The initial list of 7 projects that were interested in attending the ADR Exhibition collocated with the Convergence Summit in Brussels event were contacted to check if they would be still interested, but they declined; some of them had already finished their lifetime or had consumed the budget devoted to dissemination.

As the pilot ADR Exhibition became to be conceived as a poster session, we were able to invite the 42 New Horizon Europe projects in Robotics & AI (2022) that were committed to working with Adra-e. We hadn't invited them before because, given their recent start, they were unlikely to have pilots or demonstrators to show yet; but they might be interested in showing posters.

Green light to the ADR Forum and mailing list

The green light from the EC to hold the Forum came in the first week of July. We immediately asked the Adra-e coordinator to set up a mailing list of the coordinators of the 42 projects so that we could send them an official invitation from the project, rather than approaching them one by one behind cold doors as we had done with a significant number of the previous batch of projects selected to be invited to the SC.

The Sponsorship packages

Prior to sending out the invitation, and while some technical problems with the list were being resolved, at the suggestion of the colleagues on the Sponsorship Committee we began to design a series of sponsorship packages inspired by those offered by the EBDVF. The idea from the outset was that our projects would have a package designed specifically for them, as they were being asked to participate in a brand-new event for a fee, with no reference and a short time to respond. We also

needed to prepare at least two other packages as the rest of the SC committed to finding sponsors of varying sizes from industry members, initiatives and organisations they already had contacts with and who might have something to exhibit and show.

So, the next step was to define some sponsorship packages inspired by those of the EBDVF in consensus with the SC. The result was a brochure to be distributed to potential sponsors and exhibitors.

Figure 1: Adra-e Sponsorship Packages Brochure: Diamond Package

Figure 2: Adra-e Sponsorship Packages Brochure: Gold Package

Figure 3: Adra-e Sponsorship Packages Brochure: Silver Package, designed for projects.

When designing the packages, we proposed to the OC that the exhibiting projects should also have some slots in the agenda to present themselves briefly, so that they would have an extra motivation, but this proposal did not go through, nor did the offer to provide them with a short (2 minute) video footage of themselves presenting in the Forum, so that they could have this dissemination material to share on their websites and social media. Although Adra-e didn't count on these resources at the moment, we think that the idea is good, and we will recover it to propose for future events.

More steps

Other steps were taken:

- Assist in the description of the dedicated area on the event website and in the configuration of the contact form.
- Elaborate a list of logistical needs and share it with the partners involved.
- Engage with Backstage, the local company hired by Adra-e to manage the logistics and practicalities at the ADRF23 venue (Inria headquarters in Versailles). We attended a meeting where a virtual guided tour around the venue was made by the facility manager and where we were able to verify that the space was adequate and well-resourced to host a medium-sized Exhibition.
- Compose an invitation message for the 42 projects (ready and shared on 12th September to the brand-new mailing list, and re-sent it again on 19th)
- The updated brochure with images[7] provided by Backstage, and the submission form were made public on 11th September.

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[7] This brochure can be downloaded here:
https://adrforum.eu/sites/default/files/ADRF_Sponsorship%20Package_V0.5.pdf

On September 14th, the first request for sponsoring was received. In the following days The SC decided that the Exhibition would take charge of coordinating the welcoming of the sponsors getting to us through the web form and managing the practicalities. In this sense:

- We created a SC-shared spreadsheet with contacted and confirmed sponsors, their package and particularities, contact, pending actions and materials.
- After Trust-IT prepared a contractual procedure, we were responsible for sending them the preliminary agreement which they had to sign and return, forward it to Trust-IT's accounting services for invoicing and forward the invoice to each sponsor.
- At the same time, we set a deadline for them to send us the basic information (website, logos, brief description) and another deadline for them to deposit the designs of their booths and posters in a Dropbox folder provided by Backstage.
- Each new sponsor who applied was sent the preliminary agreement and all the instructions, and we dealt with their reactions, doubts, issues and delays.

Sponsors continued to arrive, but on 25th September, only a month before the deadline was met, we were concerned that after two messages, none of the 42 projects had expressed an interest in participating in the Exhibition (finally the following did and were part of the ADRF Exhibition: EUROBIN, AI on DEMAND/Ai4Europe, ELSA; SAFEXPLAIN, FAIRWORK). That very day we sent a message to the old projects we had in our scope for the ACS to see if they were interested in paying for being at the ADRF23, and also shared with the SC some non-project contacts (not directly ours but found when looking for projects) in case they wanted to approach them, given that we and spread the work for us to take charge of recruiting projects, as stated before.

At the OC meeting on 2nd October, it was decided to ask the EC representatives to disseminate this message to the projects, which they agreed to do. Reminders were made at subsequent meetings, but this action was finally taken on 23rd October. As the deadline for submitting materials was the 25th, this didn't affect the final number of sponsors, although some projects contacted us to decline and offer future collaboration.

This coordination work kept going and on October 20th the dissemination partner put in place a dedicated tab on the AFRF23 website to display the sponsors[8], which we reviewed, and kept updating our partners with last-minute sponsorship issues.

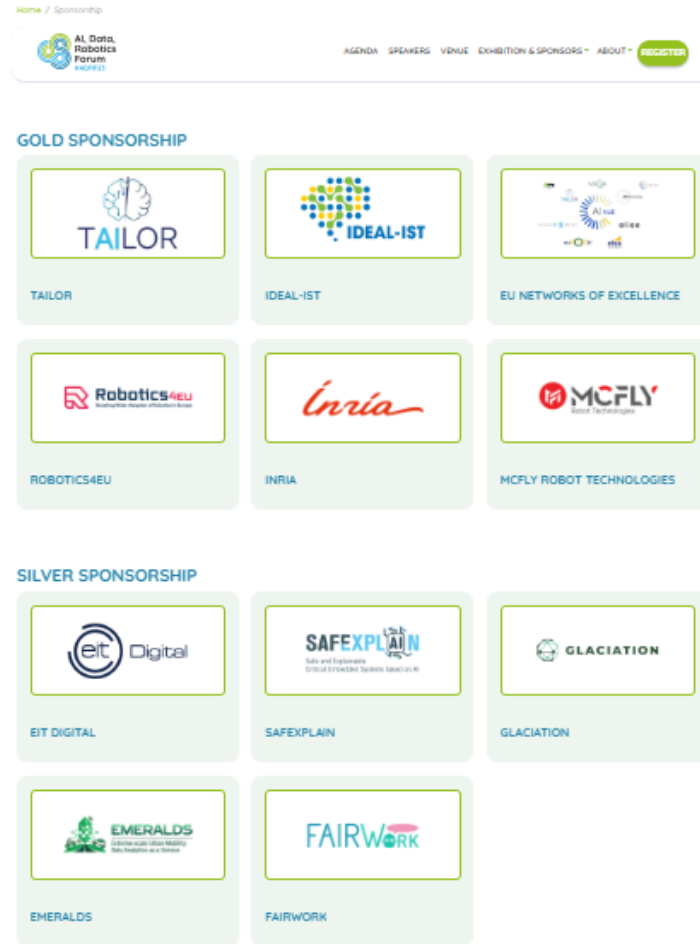We finally managed to have 10 sponsors exhibiting (see the figure below).

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[8] https://adrforum.eu/sponsorship

Figure 4: Sponsorship in the ADR Forum microsite

A week before the event, we prepared and provided TrustIT, the dissemination partner, with the texts for the posts they wanted to publish on the event's social networks in the days leading up to the event to promote the sponsors: one post per sponsor for LinkedIn, one for X - Twitter.
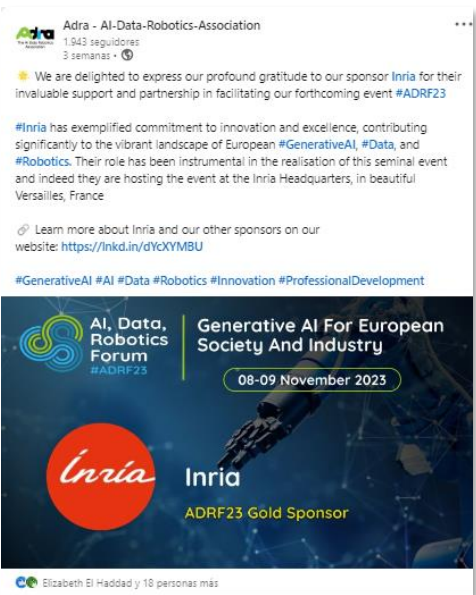
Figure 5: Some sponsor posts in LinkedIn and X/Twitter

Figure 6: GLACIATION and SAFEXPLAIN Posters in the ADR Exhibition (© GLACIATION and SAFEXPLAIN consortiums)

Figure 7: Some captions of the Exhibition Area at the ADRF23 (© Inria / Photos B. Fourrier)
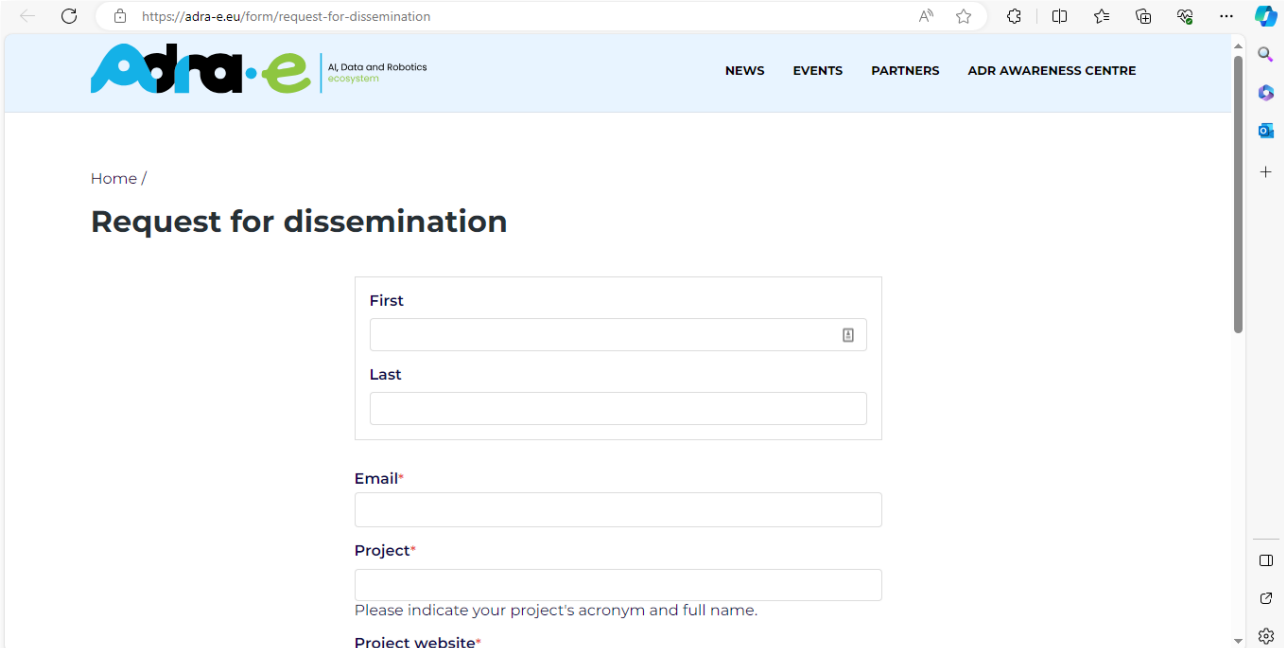
5. Lessons learnt, post-event recommendations and next steps.

After the celebration of first attempt and pilot Exhibition, the involved team evaluated the results and lessons learnt. This will help the consortium to decide on the convenience of holding future editions independently or in conjunction with another Adra-e event.

- Flexibility to adapt to any unforeseen contingencies has proved to be necessary; although the idea is to keep the identity of the ADR Exhibition under the umbrella of the Convergence Summit, the Exhibition team should be ready to adapt the Exhibition to attend other events.
- Task 2.3 relies on the mapping being addressed in T.2.1, that has suffered its own stoppers during the project's lifetime. This task should be able to count on a mature mapping of the ADR European ecosystem, including relevant contacts, to sharpen the focus when it comes to locating projects and activities interested in exhibiting their demonstrations. While this is being done, and in close collaboration con T.1.2, an address book is being built in order to keep all the project in contact with relevant actors within the EU funded projects under the scope of Adra-e. Its outcome will considerably ease the Exhibition and Foresight Panel construction and consolidation.
- Arrangements should start at least several months before the event.
- The projects participating in the ADR Exhibition should have some slots in the agenda of the correspondent main event to present themselves briefly, so that they would have extra motivation to attend.
- Ideally, the Adra-e project should facilitate the means to provide participants with dissemination materials that reflect their participation in the event. In addition to the photos and messages on the event's own social networks, we suggest that they be offered the opportunity to record and edit short videos of about two minutes for use on their own channels.
- The service of a local event organization enterprise for helping to handle the facilities, booths, distribution, registration and apps has proved to be essential.
- Invitations to participate should be preferably sent 4-6 months before the date of the event.
- Invitations to participate should come from EC too, as they can insist on the importance of collaboration with us as a CSA of the Unit.
- The option for sponsoring remains open and would be addressed in the context of the events.
- For selecting and inviting potential exhibitors, the focus shall be on the projects funded under the ADRA umbrella as the event will give a significant and very relevant dissemination & visibility opportunity to those projects, as well as the opportunity to acknowledge the provided funding support and will create a platform for ADRA community building.
- Financial contributions of exhibitors (which can be, at least partially, covered by their project funding) shall become mandatory for participation to a physical Exhibition. It will constitute the sustainability basis for the event. The system of packages can include both exhibition or presentation slots, or their combination.
- We will work on a new version of a form already available on the Adra-e website, which should be placed in a more prominent position. In addition to collecting information about dissemination needs, as it is currently designed[9], we will also ask the projects if they have any physical, audio-visual or virtual exhibitors or demonstrators that could be displayed at a future edition of our Exhibition, either in its original physical format in conjunction with the

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[9] https://adra-e.eu/form/request-for-dissemination

CS, or -as has been considered at some recent consortium meetings- if we decide to oganise it as a standalone virtual event. Collecting this information will allow us to decide on the final format and scope of the second Exhibition.

Figure 8: Request for dissemination form

6. Defining the foresight panel

As stated in the DoA [1], and as a part of Task 2.3, Adra-e should "organise a Foresight panel during the Convergence Summit (WP4) based on discussions during this event as well as the showcases to outline future promising paths for ADR and provide recommendations for respective RTD funding priorities. The Foresight panel will take the form of a conclusive message with takeaway recommendations".

The activities to form a Foresight Panel were framed in the context of the CS organisation. Its description was agreed at the General Assembly of the Consortium held in Paris on April 17th and 18th, where T2.3 and T4.1 agreed that it would consist of a panel with representatives of the main ADR bodies: senior experts, VIPs, a representative of the different associations and a representative of the EC involved in the ADR partnership. To reinforce the link with the SRIDA, the proposed moderator (Iddo Bante, Business Director at the Digital Society Institute of the University of Twente, a well-known expert in the European ADR ecosystem who kindly accepted the assignment) would present a summary of the results of the different sessions as an introduction, and the panel would focus on how these results can be used as drivers for SRIDA. The exercise for the panelists would be to reflect on the convergence between the three disciplines. The outcome of the foresight panel would be a draft consensus message from the CS, to be consolidated in the days or week following the meeting for presentation at the EBDVF and other events such as the IA Alliance or COP28.

The suspension of the SC led to the suspension of the Foresight Panel, the definition and possible outcomes of which we are still working on today.

7. Conclusion

For this deliverable, the responsible team reviewed each step taken to celebrate the first Adra-e Exhibition, with a focus on future planning. Flexibility to adapt to unexpected changes has been

shown to be necessary, although we intend to maintain its identity, as stated in the GA [3], linked to the Convergence Summit. The need for a mature ADR European ecosystem map to identify and, above all, contact potential exhibitors has also been highlighted throughout this document. In the coming months, an address book of projects will be developed in close collaboration with Task 1.2, as well as a new form on the Adra-e website to collect information on potential exhibitors, both designed as practical tools to help decide on the format of future Exhibitions.

Early arrangements are essential as well. Invitations to projects need to be sent out several months in advance. The cooperation of the CE is also crucial for better dissemination of the message.

Ideally, participants in the ADR Exhibition should have available presentation slots within the main event agenda and be provided with dissemination materials for added motivation. Finally, having celebrated the pilot in the context of ADRF23, the possibility of a sponsored Exhibition is now open.

In addition, this document addresses the actions taken to form the Adra-e Foresight Panel, part of Task 2.3, which aimed to identify promising ADR pathways and RTD funding priorities during the first Convergence Summit (WP4). As agreed at the Consortium's General Assembly in Paris in April 2023, it would have included high-level experts and representatives from various associations, the Exhibition and the EC. The outcome, a consensus message, would have been presented; however, as progress stalled due to the suspension of the SC, this part of the task will be revisited for the next edition of the Convergence Summit.

8. Bibliography

[1] ADRAe Consortium, «DoA,» 2021-2022.

[2] A.-e. Consortium, «Report on online repository of ADR related projects for mutual learning,» 2023.

[3] ADRAe Consortium, «Grant Agreement,» 2023.

[4] ADRAe Consortium, «ADRAe D6.1 – Plan for dissemination, exploitation, communication activities,» 2023.