



Artificial intelligence, Data and Robotics ecosystem

<https://adra-e.eu/>

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Document summary

The purpose of the document is to define the strategy and foreseen activities for communication, dissemination and exploitation, as outlined in WP6. By developing a clear and multi-channel communication strategy, supporting the development and implementation of the Adra-e web platform, organizing the annual Adra-e events, supporting the Adra events and monitoring the impact of the project, WP6 is helping to ensure the long-term sustainability of Adra-e realizations and promoting its goals and outputs to a broad range of stakeholders. The document, in turn, provides a roadmap for achieving these objectives and will be updated as the project progresses in its progress activity report (M18-M24-M36), reflecting the evolving needs of the Adra community.

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1. Introduction

WP6 is responsible for delivering an effective communication, exploitation, and dissemination strategy, and ensuring the long-term sustainability of the activities and initiatives undertaken in the project. This includes supporting Adra in the development and marketing of a European AI, Data and Robotics brand, designing and implementing the Adra-e web platform, and supporting the organization of the annual Adra-e and Adra events. The impact monitoring is also a key objective of WP6.

1.1 Scope of the document

The purpose of the present document is to define the strategy and foreseen activities for communication, dissemination and exploitation (WP6, “Dissemination, Communication & Sustainability”). In particular, a drill-down on the stakeholder groups and channels utilised is enclosed together with terms of communicating its goals, outputs and impacts, describing how it is sharing its results and building a community.

The present document presents the first version of the plan for communication, dissemination and stakeholders engagement activities of Adra-e. Owing to the early stages in the project workplan, some of the detailed information around results achieved and communication and dissemination assets related to those is still not available at the time of writing, and the report is effectively to be considered, for some aspects, a “living document”. The present version of the document will be updated as part of WP6 activities and any updates will be reported in the official technical reports.

1.2 Document structure

The document is structured as follows:

- **Section 2:** reports on the connections and effort established between Adra and Adra-e as a starting point for the whole strategy and plan.
- **Section 3:** reports on the synergies established between Adra-e and AI4Europe.
- **Section 4:** reports on the mechanism to support exchange of information between the recently launched 42 EC funded projects and Adra-e.
- **Section 5:** defines the strategy for communication, dissemination and engagement activities.
- **Section 6:** reports the preliminary exploitation strategy.
- **Section 7:** summarises the progress on activities and the achievements up to December 2022.
- **Section 8:** draws the main conclusions and summarises the next steps.

2. Adra and Adra-e: a collaborative effort

Adra-e is set up to act as the operational arm of the ADR Partnership to leverage the capacity of Adra to mobilize the ADR communities.

For this reason, a tight link between Adra and Adra-e has been established since the beginning of the project with the ultimate goal of developing a coherent communication and marketing strategy to facilitate the adoption of AI, Data and Robotics, by industry, policy and decision makers, and citizens.

2.1 Communication process

The first agreed step was to establish a task force in WP6 which could ensure a smooth flow of communication between the two initiatives. The members of the task force were identified among the following partners in WP6

Table 1: Members of the communication task force

Partner	Member
Adra	Caj Södergård, Clemens Wasner, Anne Waltenberger
Trust-IT	Niccolò Zazzeri, Joanne Ahern, Ruben Tognetti
Inria	Joost Geurts, Viviane Habert

The task force is holding regular meetings every week where information about upcoming initiatives and events from both sides are shared and strategic and operational activities are agreed and planned. Minutes with decisions, responsibilities and deadlines are issued after each meeting and shared between the task force members.

Members of Adra are regularly reporting decisions, activities and outcomes of the task force to the Adra Board of Directors, while Adra-e members are doing the same in the monthly WP leaders calls.

The idea is that the task force will remain in place for the whole lifetime of the project. From Adra’s perspective, this task force is named the “Communication and Marketing Topic Group”. The Adra members and secretariat have access to the documents of the Topic Group through the OnlyOffice platform.

2.2 Main areas of collaboration

A list of areas of collaboration between the two initiatives has been identified and Adra-e already provides support to Adra in several ways:

Branding and promotional material – One of the objectives of WP6 is to help Adra to develop a branding and visual identity strategy to ensure the full recognition of the AI, Data and Robotics brand across the European and potentially international landscape, also leveraging the Adra brand which is already widespread across Europe.

Following this assumption, one of the first decisions of the task force was to harmonise the Adra-e branding which was developed during the Adra-e proposal writing phase, to Adra’s one. The rationale behind this decision was to facilitate the recognition of the Adra branding and increase its visibility and to avoid potential confusion in the stakeholders which might not clearly understand the differences between the two initiatives. More information on the work carried out for the branding and promotional material can be found in section 5.1 of this document.

Content management – Ensuring a smooth flow of communication between Adra-e and Adra activities and progress is paramount to ensure the two initiatives do not step on each other’s toes in terms of content to be published on their respective channels. Furthermore, Adra is expected to last much longer than Adra-e, and to take over all Adra-e assets when Adra-e terminates. In addition to the regular weekly meeting, a shared editorial calendar has been set up for this reason where the task force members track the content to be published on their respective websites, social media and newsletter.

The calendar is updated at every task force meeting based on the agreed activities.

Website management – Differently from the other channels which are shared between Adra and Adra-e, when it comes to the website the consortium decided to keep the initiatives separated with both of them operating on separated websites. This is mainly due to the Adra-e outputs, which the project is supposed to deliver as it progresses, namely:

- ADR Cartography

- ADR Awareness Centre for Education and Outreach
- ADR Observatory of standards
- AI Trust Label
- Actionable SRIDA Recommendations

which according to the Adra-e Grant Agreement will be implemented and hosted on the Adra-e native website during its lifetime and then handed over to Adra to ensure sustainability.

Acting as the operational arm of Adra, the Adra-e project is also providing direct support to the Adra website management. An editor account has been shared to the Adra-e team to support in various activities such as:

- Uploading new content as agreed in the editorial calendar
- Adding new website sections
- Modifying existing sections

The above-mentioned activities have been carried out in close liaison with the Adra website provider (external to Adra). The plan for the next future in terms of Adra website management is to upgrade the Adra-e editor account to a fully administrative account in order to speed up the management process and to be fully independent. More information on the Adra website activities and its achievements so far can be found in section 5.1 of this document.

Social media management – It was agreed during the Adra-e Kick Off Meeting to not set up specific social media accounts for the Adra-e project, but rather carry out the activities on the Adra existing ones to leverage on the existing community of followers, avoid creating confusion between the two initiatives and work towards sustainability. The content posted on the social media account is usually agreed and tracked in the editorial calendar that the task force regularly discuss.

Newsletter management – Adra-e designed and set up a dedicated newsletter layout which has been transformed into the official Adra newsletter. In this case, the content of each newsletter is agreed by the task force and tracked in the editorial calendar.

Given the evolution of the two initiatives and their nature, other areas of collaboration might be further identified and will be reported in the Adra-e technical reporting.

Synergies – Following the Adra-e launch event with the 42 projects represented spanning Research & Academia, Large enterprises, SMEs and Start-ups in the fields of Artificial Intelligence, Data and Robotics (ADR), the Adra-e project set up a form to receive requests from the projects which were then shared via the newsletter.

3. Collaboration with AI4Europe

Since Adra-e Kick Off meeting in July 2022, the project has established a strong collaboration with AI4Europe. The two projects have recognized the importance of sharing resources and knowledge to advance the field of Artificial Intelligence, Data and Robotics in Europe and are taking forward the collaboration through several activities.

Synchronization Committee

One of the key ways that Adra-e and AI4Europe are collaborating is through a Synchronization Committee that has regular monthly meetings. These meetings serve as a practical way for the two projects to update each other on their regular activities. This allows for better coordination and

collaboration between the projects and avoid duplication. The meetings provide an opportunity to discuss any issues or challenges that have arisen and to work together to find solutions.

Participation in Events

Adra-e and AI4Europe are also collaborating by participating in events that the two projects are organising. These events provide an opportunity for the projects to showcase their work and to network with other stakeholders in the ADR field. As of now the projects have jointly participated to:

- Adra-e Kick Off Meeting – July 2022
- Adra-e Launch webinar – July 2022
- Launch Event: Paving the way towards the next generation of R&I excellence in AI, Data and Robotics – October 2022
- AI, Data and Robotics community event – October 2022

- Adra session on R&I tools and platforms for automotive and mobility at EBDVF 2022, November 2022
- Adra SRIDA 101 - “Everything You Always Wanted to Know (But Were Afraid to Ask)” – November 2022

- Adra session on Grand Challenges at the Cross-Roads of AI, Data and Robotics at ERF’23 in Odense – March 2023

Synchronization of Platforms

Another way that Adra-e and AI4Europe are collaborating is through the synchronization of the respective platforms. The main idea that the projects are currently discussing is to involve the use of agreed API interfaces that allow for a federated management of data. The federation should take into account the fact that the two other projects use a WordPress Content Management System (CMS), whereas Adra-e is using Drupal CMS. By synchronizing their repositories, the two projects can share resources and avoid duplication of efforts. We are continuing to work towards this in a sustainable manner. Indeed during the upcoming General Assembly in April 2023 there will be a presentation discussing the way forward for this.

4. Collaboration with EC funded projects

Following up the Launch event of the 42 projects in Artificial Intelligence, Data and Robotics (17.10.202), Adra-e is actively looking to establish synergies with these projects through Task1.2. The establishment of synergies between the projects in ADR has numerous benefits for the ADR community. First, it allows for the sharing of best practices and knowledge across disciplines, which can lead to the development of more innovative and effective solutions. Second, it promotes collaboration and networking among the projects, which can lead to new partnerships and joint initiatives. This can help to avoid duplication of efforts and promote the efficient use of resources.

To achieve this goal, Adra-e is envisioning the setup of a webform on its website where the 42 projects can submit their requests for collaboration or information. The requests will be shared in the both internally in the Adra-e consortium and externally through the Adra-e newsletter, which is distributed to stakeholders in the ADR community.

This way of collaborating will serve as a way for the projects to connect with each other, share their experiences, and learn from each other's work. This will facilitate the exchange of best practices and knowledge, and promote the development of trustworthy ADR solutions. This way of collaborating will also be a useful tool for the AI4Europe project which is one of the main recipients of the Adra-e

newsletter. In this way we're offering AI4Europe another channel to remain up to date with the latest progress of the 42 projects.

5. Communication Dissemination and Stakeholder Engagement Strategy

Adra-e's primary objective is to support the ADR Partnership in the update and implementation of the SRIDA and create conditions for a sustainable, effective, multi-layered, comprehensive and coherent European AI, Data and Robotics ecosystem. As a result, the overarching objective of the Adra-e communication, dissemination and stakeholder plan is to structure effective dialogue amongst the communities and disciplines of AI, Data and Robotics. Adra-e will support convergence and cross-fertilisation amongst these disciplines through its engagement with key stakeholders and the wider community. The Adra-e communication strategy actively builds on the existing Adra community via its use of social media channels as will be further outlined in section 7.3. and additionally will draw to Adra in new members and stakeholders via the Adra-e communication, dissemination and stakeholder engagement strategy, conducted at pan-European level, and based on these elements:

5.1 Channels for Communication, Dissemination and Stakeholder Engagement

Adra-e will utilise several communication channels leveraging the existing network of project partners as well as draw upon the experience of partners in WP6 to create a comprehensive communication kit with tailored and targeted communication formats designed with the different stakeholder groups in mind.

The main channels which Adra-e will use include:

- Webinars and Videos
- Website
- Social Media including Twitter, LinkedIn and YouTube
- Events, workshops and conferences
- Press Releases and Traditional Media
- Newsletters

All stakeholders, who are targeted by Adra-e, will benefit from the increased collaboration and improved synergies between these three disciplines. Policy makers will benefit from new insights shaping the future of AI, Data and Robotics research and activities as well as improved synergies between the three disciplines. The project will also significantly contribute to creating links and fostering collaborations within all actors of trustworthy AI development and use in Europe. The communication and dissemination plan is led by WP6 which has a crucial role in the project in terms of stakeholder engagement as well as communicating and disseminating results.

5.1.1 Social Media and Professional Networks

Adra-e will target key stakeholders and the wider community of the three subject areas of AI, Data and Robotics via social media channels already in use by Adra such as Twitter and LinkedIn but also setting up a YouTube channel for Adra-e specifically. Thus, Adra-e will build upon the existing Adra social media community and is already animating these channels consistently.

Social media channels such as Twitter, LinkedIn and YouTube are particularly useful to increase the visibility of a project and to provide a communication channel for interested stakeholders. Significantly these channels can provide consistent visibility of project activities such as events and webinars while also promoting upcoming activities. Overall, the Adra-e Communication, Dissemination and Stakeholder Engagement Strategy will leverage on the following channels:

- Twitter – is fast paced and provides news and updates close to real-time. It is useful for providing brief updates and promotions of upcoming Adra-e activities.
- LinkedIn – is one of the most used and well recognized social media channels for building professional networks. For Adra-e it is the ideal platform to share project updates, promote events, engage with the community and foster new connections.
- YouTube – is easily the most popular video sharing web platform. Adra-e has created its' own channel to post videos and webinar recordings. These videos are also posted to the social media channels and on the Adra website where appropriate. Videos posted to YouTube can increase visibility of the project activities and further engagement with the wider Adra /Adra-e community. This will be further discussed in section 7.5.

Adra-e will utilise each of these social media channels to engage with stakeholders and raise awareness of the clear benefits for Europe that can come from deploying solutions derived from AI, Data and Robotics.

To ensure sustainability the decision was taken for Adra-e to utilise the already existing Adra social media accounts, namely Twitter and LinkedIn, to deliver key messages around the two initiatives.

5.1.2 Website Development and UX

The Adra-e website (<https://adra-e.eu/>) acts as a primary means of communication and information hub between the project and its community. The website is GDPR compliant and regularly updated.

The website is fundamental as it provides timely, accurate and consistently updated information about the Adra-e project and its activities. It is a trustworthy source of information on the project and is easily navigable for different users as each section is designed to respond to specific requests or questions.

The website has been designed to provide a pleasant visual UX (User Experience) via a professional branding approach and easily navigable layout. The website is currently active and is populated with updates covering the project events, news and information relating to stakeholders interests.

5.1.3 Press Releases

The press release provides a useful official and professional channel to provide clear communication about the project, its aims and achievements. Press Releases will be published on the website and promoted on social media and via the newsletter.

5.1.4 Videos

YouTube is one of the most important web platforms for video hosting. Adra-e has created its own channel to post videos and webinar recordings to promote visibility and engagement for the project. Indeed Adra-e currently has 8 videos published on its YouTube social media channel. Interviews with key stakeholders and project partners have already been collected and 6 are already published on our YouTube channel. Videos from our launch event as well as our first webinar are also available.

Specific Videos are created during each of the events outlined in section 7.5 which will be edited and uploaded to the Adra-e YouTube channel. These recorded videos give the opportunity to all interested stakeholders as well as the wider community to view the online the ongoing work of Adra-e even if they cannot attend the webinars or events. The videos are posted to the Adra-e YouTube channel.

5.1.5 Newsletters

Newsletters are a useful and versatile communication tool. In addition to providing basic information such as details of upcoming events they can also create and increase awareness of the project in several ways. For instance, newsletters can create a sense of consistency with regular updates on the project's activities and achievements. It can foster a sense of community as it shares relevant messages and news for the stakeholder community. Newsletters can also share news about past events and the insights gained to foster further dissemination to stakeholders who perhaps cannot attend particular events.

The Adra-e newsletter which the Adra-e team designed and set up has been transformed into Adra newsletter. Currently in March 2023 there are 1,504 subscribers to the newsletter and 4 issues have been published to date. The issues are agreed by the editorial team and currently the medium used is MailChimp although this may change in the future.

5.1.6 Events and webinars

Webinars and Events are useful tools to draw in and engage key actors and stakeholders. The main strategic goals of these webinars and events are to provide a chance to present research, progress and promote conversation and and cross-fertilisation amongst the disciplines. Promotion, outreach and dissemination activities spanning through the pre- and post-webinars are going to be implemented for all of these events including:

- Creation of branded graphics
- Promotion of event on Adra website
- Tailored email campaign to reach out to relevant stakeholders
- Social Media promotion
- Live Tweeting during events
- Where possible the upload and release of the recorded webinar and speakers presentations on the Adra-e YouTube channel
- Post-webinar report
- Repurpose of event content on social media following the event

The list of events that Adra-e will be organising as well as past events is depicted below.



AI, Data and Robotics ecosystem

Timeline

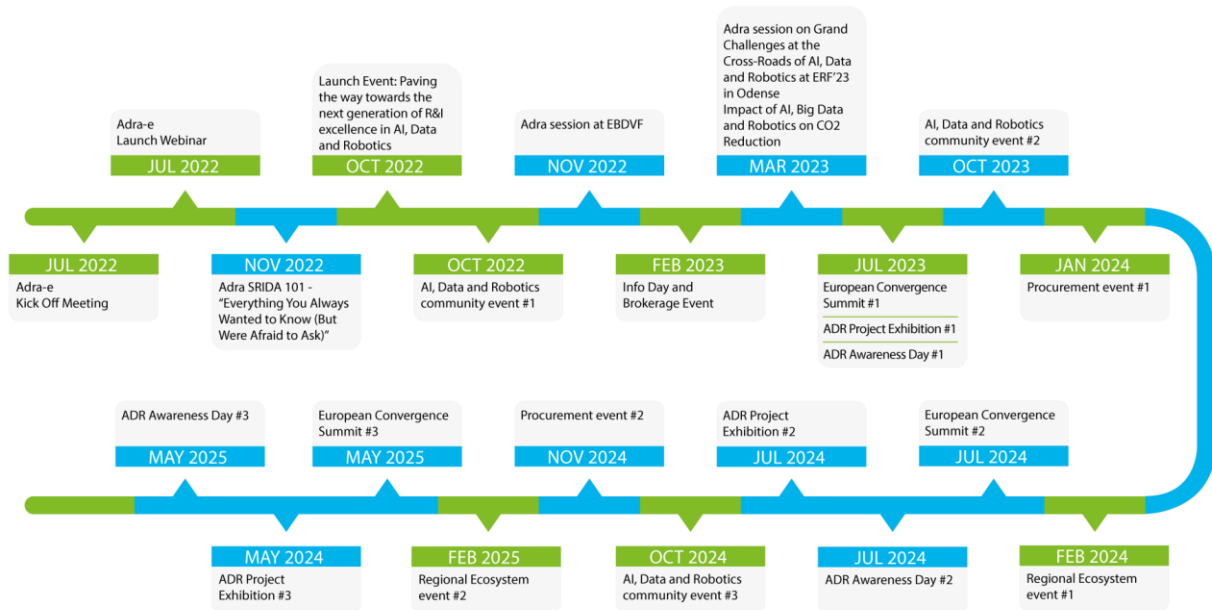


Figure 1: Adra-e events timeline

1) ADR Conference – this conference will focus on the existing ADR community. There are two main foci of this conference. The first will be to identify and communicate key strategic challenges of interest to the ADR community particularly at the border between the three disciplines. The second is to share best practice across the disciplines to increase and enhance the trustworthiness of ADR in the economy, society and environment.

The event is similar in setup to the European Big Data Value Forum (EBDVF), or the European Robotics Forum (ERF) in the sense that it is a physical event principally composed of workshop sessions organized by and for the ADR community. The event will also host few inspirational keynotes and panel sessions, as well as a (project) exhibition. The plan is to have the first ADR conference (i.e. community event) towards the end of October 2023, and have it organized on an annual basis. Attention will be paid to avoid overlap with the events of the Founding Organizations. A preliminary version of the event that was organized October 2022 with a number of CSA projects that are representative for the larger ADR community to raise awareness on Adra and Adra-e as well as lay the foundation for future collaborations and synergies.

2) ADR Project Exhibition – the exhibition is an annual event showcasing the emerging technologies and developments of the disciplines to outline and promote promising future paths for ADR which will thus inform and provide recommendations for their respective RTD funding priorities.

As stated in the DoA, Adra-e will identify existing projects and activities that are suitable to demonstrate a successful interaction of at least two of the three ADR domains (AI, Data and Robotics), focusing on H2020 and Horizon Europe project results. The aim is to jointly develop impressive showcases with these projects and to offer three exhibitions of them over the lifetime of Adra-e.

The first edition of the ADR Project Exhibition is being designed as a face-to-face event and will be co-located with the first ADR Convergence Summit. It will take place in Brussels, Belgium on 03 July 2023 - 09:00 -18:00 CEST

During these first months, the WP2 team has been working on the definition of the action plan to create this event from scratch. This plan is divided into three action lines: **exhibitors** (list of potential participating projects), **communication** actions and **exhibition** space.

- Exhibitors: list of potential participant projects

For this first event, the definition of the ideal list of potential participating projects is crucial. It focuses mainly on H2020 projects, as they are now advanced enough to have interesting results to show and have not yet finished their dissemination activities and efforts. For the next editions, our main candidates will be the 42 newly funded R&I projects from the calls listed on page 24 of this document.

The main activity of the team during this action line was to search for these projects. Several sources of information were used for this task: firstly, a consultation was carried out with all the partners in our consortium, using their areas of expertise to identify those 'first-hand' or 'word-of-mouth' project results that could be of interest for the exhibition. The knowledge and contacts of the consortium were also used and synergies with T2.1 and WP4 were established to check the information coming from relevant CSAs, project clusters and calls outcomes. The full list is too exhaustive for the scope of this document: examples include CSAs such as RODIN, VISION or AI4EU, the AloD platform, DIHs such as agROBOfood, DIH 2 for robotics, RIMA or TRINITY, NoEs such as ELISA, EUROBIN, TAILOR or HumaneAI.net, organisations such as BDVA, clusters such as ICT-38 projects and outcomes of calls DT-ICT-11-2019 or ICT-51. The team is aware that the vision is still partial, as the mapping is not yet complete, but it was considered sufficient to create a diverse set of projects for the pre-selection.

The final step will be to collect, read and analyse the information produced by the selected projects that is available online: public deliverables, documents, videos, or websites.

The exact number of exhibitors and their final names is still to be determined, but the ideal number will be a minimum of 6 and a maximum of 15.

- Communication

Once the list of pre-selected exhibitors is ready, they need to be contacted and explained what the exhibition is about and the benefits they will get from participating.

During these months, the team also worked on a unified, consistent message to reach all the projects and resources that need to be contacted for different Adra-e missions. For this action line, synergies have been established between T.2.3 (Exhibition), T4.1 (Convergence Summit) and WP 6 (Communication and Website).

A microsite will be created to promote the exhibition. At the moment, there is a space on the Adra-e website ("Events") dedicated to the annual Convergence Summit, with a paragraph briefly describing the Exhibition. The consortium will start preparing this microsite in April. The main idea for now is to keep the Exhibition's identity associated with that of the Convergence Summit. Exhibition highlights could be followed on social media using the hashtag #EuRAD23.

The text for the invitation has also been prepared.

Once the information has been analysed and a list of potentially interesting projects has been drawn up, the first contacts with their coordinators or dissemination leaders will start at the end of March 2023.

- Exhibition Space

Thanks to the close cooperation with Cem Gullec (European Commission, Adra-e Project Officer) a space for the exhibition has been made available in one of the European Commission buildings in Brussels. The Exhibition will take place in the Borschette Conference Centre, Rue Froissart 36, Brussels, Belgium on 03 July 2023 - 09:00 - 18:00 CEST.

The T2.3 team has also identified that the ideal space and material needs for the Project Exhibition would be as follows - 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. - 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 coverage.

The team is aware that this is a very ambitious list but are also confident that many of the items will be available when the time comes. After the celebration of this first edition of the exhibition, the team involved will evaluate the results and lessons learnt. This will help the consortium to decide on the convenience of holding future editions independently or again in conjunction with the Convergence Summit or with other relevant annual events such as the European Big Data Value Forum (EBDVF) or the European Robotics Forum (ERF). For the next editions, the target of the participants is already defined: the main candidates will be the 42 newly funded R&I projects from the calls listed below that will start to produce results:

- 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

3) ADR Awareness Day – will focus beyond the ADR community and stakeholder to the wider community and society at large. It will be a crucial and central outreach activity to SME and classical industry. The ADR Awareness Day is an annual event and will raise consciousness and understanding of the acceptability and trustworthiness of ADR. The main groups being target in this event are

- a) Citizens / general public
- b) Business (Large/ SMEs)
- c) Public Administrators / non-governmental organisations
- d) Educators: teachers and if possible, students / pupils

This event will be co-located with the ADR Convergence Summit, and is therefore a physical event. This Awareness Day runs in parallel to the Summit. In case we expect a serious overlap in audience between these two events, the Awareness day could be held directly before or after the Summit, provided logistics makes such a split possible.

We envisage presentations, and panel sessions. In later editions, demos are considered.

The Awareness Day is co-located for all occasions, as indicated in the proposal. Each Awareness Day will be evaluated, and steered by that outcome, adaptations to the schedule and / or organisation are proposed, if needed.

4) ADR Convergence Summit – The ADR Convergence Summit aims to share the views of different stakeholders (industrialists, decision-makers, public policy makers, lawyers, economists, philosophers, ethical specialists, influencers, etc.) on different socio-economic issues of interest for European citizens and showcase how robotics, AI and Big Data can contribute to this. The aim is then to convey a message representing a consensual point of view in Europe on this subject, to the public, to the member states, to people who have questions on this subject.

The convergence summit would take place every year for one day and it will be a physical event. This year the theme is CO2 reduction, next year we will focus on resilience in crisis situations (conflict, health crisis, natural disaster). The question of the summit will always be the same: how AI, robotics and Big Data taken together can respond to a societal challenge given the constraints, fears and expectations. During this event we will also host the ADR project exhibition.

Every year before the ADR Convergence Summit there will be a series of workshops that will consist of presentations of challenges regarding the societal challenge addressed and success stories by SMEs and discussions to identify different paths that in the future the convergence of ADR could play a role. The results of these workshops will be used for the development of the ADR Convergence Summit.

Regional Ecosystem events

We plan to support the inter-connection of regional ecosystems with two events for ecosystem leaders to share best practices, disseminate success stories from local public-private partnerships, and promote region-to-region exchange via case studies from national AI programs, Adra, and DIHs.

The target audience of these events are ecosystem leaders from the side of policy, industry, and academia. For example, in the first ecosystem event we would like to highlight the public-private collaborations between industry and academia aiming to increase AI innovation. Both events will be one day and physical, including presentations and panel sessions. The events will be held in the 20th and 32nd month of the project.

Procurement events

Two physical, events (half a day to a day) for procurement officers of national innovation programs on updating procurement processes for ADR technologies. We are planning to have breakout rooms with the participants to discuss the challenges of the domain and have presentations of the best practices on how we could achieve equity between SMEs and producers when it comes to procurement. These events will be held in the 17th and the 29th month of the project. The insights gathered from the two events will be reported in a focus group consisting of SMEs and start-ups, setting the Adra SME envoy in operation.

5.1.7 Monitoring impacts

The communication and dissemination objectives mentioned above will be measured through a set of Key Performance Indicators (KPIs) and Key Exploitable Results (KERs) which are focused on achieving the keys goals for Adra-e Communication and Dissemination.

Adra-e has adopted a 36-month multichannel communication and dissemination strategy. Representatives from all the WP6 tasks will form the Dissemination, Communication and Engagement Team that will develop messaging and provide a coordinated approach. A cornerstone of our community building activities is our Convergence Events Programme. All external events where the project has visibility will be published on the website on a dedicated section and will house recordings and presentations.

As for KPIs, Adra-e aims for 3 major releases (M3, M18, M33), and +500 average monthly unique sessions (M36) on the website, 1,000 combined social media followers (M36); At least weekly 2 tweets; and 2 monthly LinkedIn posts for social media, 1 General communications kit delivered as part of the promotional materials, 32 issues produced (started at M4) and 500 subscribers (M36) for our newsletter, 2 press releases distributed: 1 at project launch (M1) and another at a major result announcement such as the AI Trust Label launch, visible in at least 10 external channels, 3 podcasts (M10, M22, M34), 2000 community database contacts from all stakeholders (M36), and +10 3rd-party events with Adra-e visibility (M36).

In addition, key report for dissemination will be produced. In M12 and M36 a report on the online repository of ADR related projects will be delivered. In M18 and M36 a report on the cross-project workshop series will be presented. In M32 a status and recommendation report on the ADR research infrastructure will be completed and delivered. Final in M18 and M36 the ADR Exhibition and Foresight Panel reports will be delivered.

5.1.8 M1-M12 Roadmap

Within the first six month we have remained on track and in several cases have exceeded our KPIs. We have already surpassed the aims for social media on both Twitter and LinkedIn which was set to 200 by M18 for both. We will keep this momentum going over the next six months with 2 posts on Twitter each week on average and 2 posts a month to LinkedIn.

To date we have published 5 of the 32 newsletters planned and are on track for this KPI. We have again vastly exceeded the goal of 500 subscribers with 1504 subscribers and this goal will be re-evaluated and revised upwards going forward.

Going forward we will continue to produce videos as planned and will also begin to produce the three podcasts planned. The first of these will going live in the next 12 months with the other two expected in the final year.

Communication Activities and Content Production															
Social Media															
	Goal M18	Goal M36	Progress	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Social media followers (Twitter)	200	500	283	43	36	28	52	57	67						
Social media followers (LinkedIn)	200	500	873	50	150	137	158	167	211						
Twitter	2 posts / week		107	12	14	14	17	17	33						
Social media content (Twitter & LinkedIn) Total	2 posts / month		71	7	16	10	8	13	17						
Newsletters and Magazines															
Tracking releases	Goal		Progress	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Newsletters	5	32	4	0	0	1	1	1	1						
Newsletter Subscribers	1504/500		1504						1504						
	Goal			Issue # 1	Issue # 2	Issue # 3	Issue # 4	Issue # 5							
Newsletters issues reads			1541	341	621	579									
Videos & Podcasts															
	Goal		Total views	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Podcasts (3)	M18	M36													
Podcast #1	1 Episode Published	3 Episodes Published	0												
Podcast #2			0	0	0	0	0	0	0	0	0	0			
Podcast #3			0												
Videos															
Video #1	3 Videos Published	9 Videos Published	132	124	8	-	-	0							
Video #2			38	-	19	16	0	3							
Video #3			43	-	-	38	2	3							
Video #4			370	-	-	-	356	14							
Video #5			53	-	-	33	14	6							
Video #6			8	-	-	-	8	0							
Video #7			7	-	-	-	7	0							
Video #8			14	-	-	-	14	0							
Video #9			443	-	-	-	-	443							
	Total views:		1,108												

Figure 2: M1-M12 Roadmap

6. Preliminary exploitation strategy

The exploitation strategy aim is described in a compressed form in the Task 6.3 “Adra-e sustainability paths” in the Adra-e project plan.

“This task will develop and deliver a policy and sustainability plan that will leverage the project’s results to the European and national policy level to ensure continued impact. The task ultimately includes a hand-over of Adra-e web platform and all resources and instruments associated with it to Adra after the project’s completion”.

6.1 European and national policy level

The partnership and therefore also Adra have 3 high-level objectives – securing European sovereignty in ADR, granting that Europe leads these technologies towards commonly agreed impacts and finally that Europe succeeds in the global competition in this area. The politicians are concerned that Europe is falling behind in AI as shown in a recent report from the European Parliament, which points at the challenge to political stability and economic competitiveness. Adra complies to the set of Sustainable Development Goals (SDG) that the United Nations have formulated. EU has in its turn set up 5 missions to be executed during this decade. The three Adra technologies are central for reaching the UN and EU goals. Here are three examples out of many others, where AI, Data and Robotics are needed for reaching the goals:

- Cleaning our oceans from plastics and other pollution
- Safe and autonomous driving.
- Efficient production of food needs tech tools

Adra-e will produce a large number of results, including coordination efforts (e.g., workshop outcomes) of the 100+ HE projects funded under ADR topic (WP1), cartography of European ADR initiatives and their synergies (WP2), a repository of relevant education and training material (WP3), outcomes from actions to boost AI technology adoption in Europe (WP4), a ADR standards Observatory (WP5) and a sustainable web platform for dissemination (WP6). It is crucial to grant that these results are carried forward by Adra and other actors after that Adra-e finishes in mid 2025. In addition to the European level, the results should also have impact within the EU member states. All actions should be coordinated with the other ongoing “sister” projects AI4Demand and AI4Europe.

6.2 Targets for Adra members

One central task for Adra-e is to support the Adra association in its various activities. One such aim is to help Adra to acquire and maintain, motivate and leverage its members. Also, after the end of Adra-e, its “legacy” should support the Adra members. Below is a described how Adra-e results could benefit Adra members.

6.2.1 Advancing Adra’s value proposition for its members

- Adra offers its members to drive the European Future around AI, Data, and Robotics to address the major **socio-economic challenges**.
- Adra is the only European association able to create unique value for its members through leveraging the **convergence of AI, Data and Robotics**.
- Adra unifies European ADR **research bodies and industry** to one single strong voice.
- Adra helps its members to formulate **research & innovation objectives** from an analysis of socio-economic challenges.
- Adra also addresses **short-term topics** (sustainability, ecological footprint, regulation) as well as contributes to creating a European **environment** for new ideas to flourish and scale-up.

6.2.2 Exploitation to special target and stakeholder groups

Big industry – Adra helps companies to bring the **strategy discussion** and analysis to next level leveraging the ADR convergence.

SMEs and startups – Adra helps companies to **enhance their products and services** through the convergence of AI, Data and Robotics and to enlarge the application domains. It allows them to **position** themselves in the developing ADR field and towards the socio-economic challenges.

RTOs and universities – Adra helps to **formulate research objectives** in solving major socio-economic challenges. Adra offers its research members opportunities to long-term **collaboration with industry** and to maintain sustainable ADR excellence.

End users, public sector and NGO´s – Adra supports end users, public sector and NGOs in **using** ADR technologies to raise productivity and advance socio-economic targets.

6.2.3 Exploitation to topic groups and task forces within Adra

Currently, the following topic groups and task forces are in installed and working within Adra:

- Standardization topic group
- Policy topic group
- Strategic Research, Innovation and Deployment Agenda (SRIDA) task-force
- Automotive and mobility topic group
- Communication and marketing topic group (COMM)
- National and regional ADR initiatives (*in progress*)

New topic groups are expected to be formed during the years to come within Adra. Results from Adra-e are important for all current topic groups. More specifically for Standardisation (direct link to Adra-e WP5), Policy (in particular WP1), SRIDA (WP1, WP2, WP4), automotive (WP4), National initiatives (WP2, WP3).

6.3 Handover of Adra-e platform to Adra

This is a crucial element in the exploitation. The web platform will be designed and implemented within task 6.2 in the Adra-e plan. Adra-e web platform serves as a repository of resources established in the project, including:

- cartographies (WP2, WP4),
- educational resources WP3)
- standards (WP6),
- community tools (WP1)

Adra-e Web platform is important for assuring the sustainability of the activity Adra-e. At the end of Adra-e, the platform is to be transferred to Adra Association in coordination with the AI On-demand platform supported by AI4Europe projects.

The platform is planned to consist of *minipages* that the various initiatives listed in WP2, WP3 and WP5 create based on a common template. The synchronization with AI On-demand platform repositories will happen through agreed API interfaces allowing for a federated management of resources. The federation will take into account that the two other projects use a Wordpress CMS, whereas Adra-e is planning to use Drupal CMS. Both CMS platforms are open.source.

7. Achievements and Impacts to date

7.1 Website and Branding

The Adra-e branding was revised from its initial concept as can be seen in Figure 0.1 below according to the Adra guidelines which helps keep the connection clear while also providing a distinct visual identity for Adra-e.



Figure 3: The Adra-e original logo

The revised logo can be seen in Figure 0.2 below. This visual identity was also used in the ppt slide template.



Figure 4: The final Adra-e logo

The Adra newsletter was set up and has been branded with the Adra branding and kept in line with the visual identity as per the example below of the email sent on the 3rd of March 2023. This aims at ensuring sustainability.

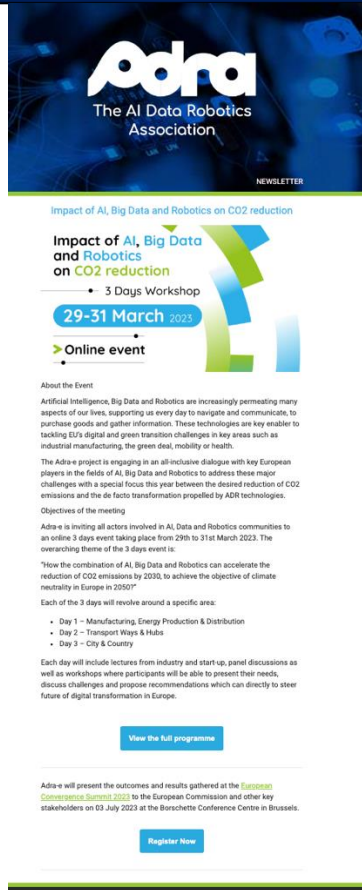


Figure 5: Example of Adra Newsletter

Adra-e supported Adra in the design and development of a poster summarising the vision and objectives of Adra, its relationship with the EC and the Adr ecosystem, the benefits of becoming member and the steps to apply. The content of the poster was agreed during the task force meetings and further refined via email exchanges until the final version which was presented in the context of the Adra Partnership Stakeholder Forum organised by DG-RTD on 15-16 November 2022 as well as in the Adra session at the EBDVF 2022 conference in Praga on 23 November 2022.

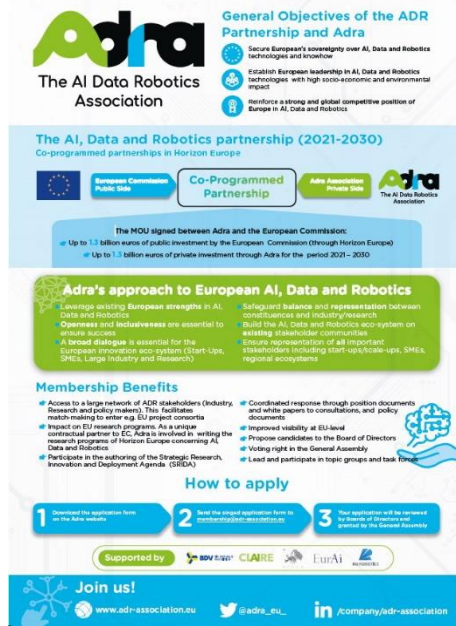


Figure 6: Adra poster

Adra- e Website

The Adra-e website was set up to give an online platform for the project and to serve as a point from which to communicate with key stakeholders and promote the various activities which Adra-e is carrying out.

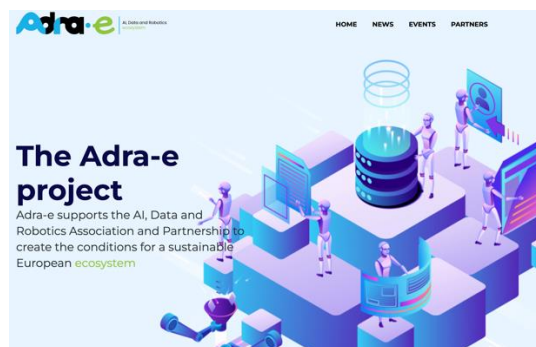


Figure 7: The Adra-e website homepage

Several important events have taken place since the set up and launch of the project and the events page remains one of the main pages which is accessed on the site. Some key statistics in relation to the site are below;

Thus far 1,600 users have accessed the site from a variety of countries worldwide as can be seen in the below map.



Figure 8: Adra-e website users by country

The average session duration lasts 1minute 16 seconds with the most popular pages being;

- Adra-e Homepage
- Launch Event
- Events Page
- Partners Page

Adra Website

The Adra website is a critical part of the association’s online presence providing information about Adra’s mission, members, events etc. Given the importance of the Adra website, it was key to have an agreement in place to ensure its proper management which is now under the responsibility of Adra-e in WP6. Adra-e’s management is mainly focussed on content creation and communications since from a technical point of view the Adra website is still outsourced to another company.

Several improvements have been made with new sections and contents been created, including:

- Update of the “About us” section including Adra value proposition, topic groups and Board of Directors list as per last Adra’s General Assembly on 02.03.2023.
- Creation of the “Members” section. At the moment of writing this deliverable graphical and technical improvements to this section are still ongoing. The improvements will give users the possibility to search for a specific member, filtering them for member type, country and organisation type.
- Creation of the “Blog” section. Since Adra-e’ s technical intervention on the website is limited, it was decided to create this section to be used to promote major announcement coming from Adra and the Adr ecosystem. All content is curated by Adra-e.
- Update of the “FAQ” section. The section was re designed in order to be more easily managed and updated and was populated with questions collected from events and communications which Adra-e contributed to collect and harmonised.

To track visitors, pageviews and overall performance of the website, a Google analytics account was set up in August 2022. The graph below shows the growth of users visiting the website over the August 2022 – March 2023 period:

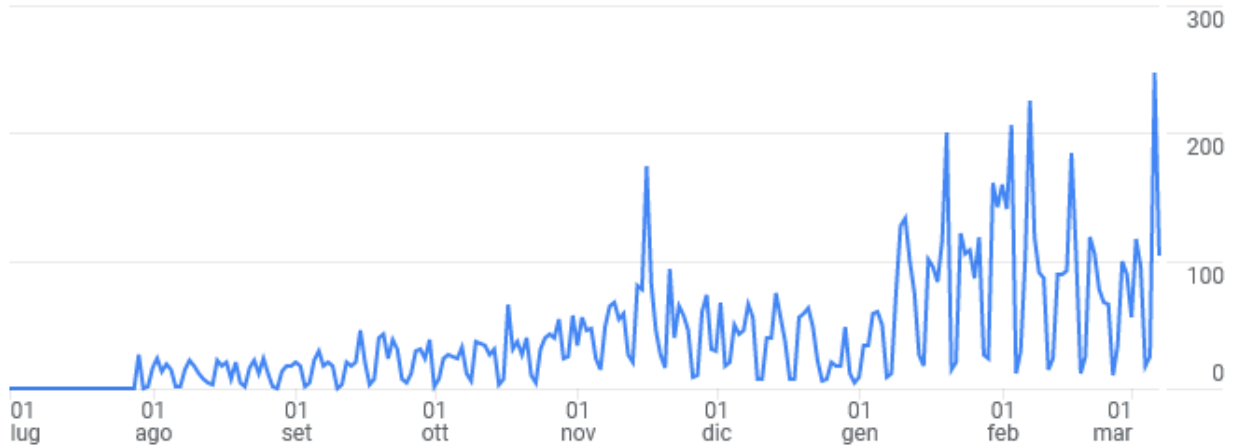


Figure 9: Users visiting Adra website

We report here below some additional statistics on the usage of the Adra website as of March 2023:

Total number of visitors: 7492

Average duration of the session: 1m 17s

Geographical coverage of visitors:

- 1) Spain - 600
- 2) Germany - 595
- 3) Italy -517
- 4) Netherlands - 487
- 5) United Kingdom - 409
- 6) United States -404
- 7) Belgium - 401

Most viewed content:

- 1) Home page
- 2) Info Day and brokerage event - 03.02.2023
- 3) List of Adra members
- 4) Adra General Assembly - 02.03.2023

7.2 Press Release

In line with the activities planned in the Grant Agreement, Adra-e has delivered a Press Release (PR) right after the kick-off meeting in July 2022 explaining the main objectives of the project, its relationship with Adra and the Adr Partnership as well as the main outcomes that the project will deliver during its lifetime.

Adra-e, www.adra-e.eu | [@Adra_eu](https://twitter.com/Adra_eu) | [/company/adr-association](https://www.adra-e.eu/company/adr-association)

Adra-e supports the AI, Data and Robotics Association (Adra) and Partnership to create the conditions for a sustainable European ecosystem

The development and deployment of trustworthy, safe and robust Artificial Intelligence, Data and Robotics (ADR) which uphold EU values and regulations are at the core of the ongoing digital transformation in Europe. The European ADR ecosystem is evolving at a fast pace with the ADR Partnership and the recently created Adra association, at the heart of realising Europe's ambitious goal of digital sovereignty by 2030.

An all-inclusive multi stakeholder dialogue

The brand new Adra-e project will actively support the ADR Partnership in order to engage in an all-inclusive dialogue with the actors involved in the ADR ecosystem, mobilising cross border and cross-sector collaboration in order to create the conditions for a sustainable, effective, multi-layered, comprehensive, and coherent European AI, Data and Robotics ecosystem.

"Facing global challenges today requires building a strong European AI, Data and Robotics community leveraging on existing structures and initiatives for developing and deploying European AI, data and robotics technology at scale. This is a highly ambitious objective due to the holistic nature of the ADR ecosystem that requires balance and representation at all levels to be effective. Adra-e was setup with this in mind, and integrates in its consortium key stakeholders of the necessary eco-system that have the capacity to generate the necessary momentum for durable convergence and collaboration and participate to EU-sovereignty."

Marc Schoenauer, Research Director at Inria & Adra-e project coordinator

The Adra-e project kick-started its activities July, 1st 2022:

- Deliver a multi-stakeholder dialogue through cross-discipline and cross-community convergence events and activities, ultimately defining and contributing to the update and

Figure 10: Adra-e Press Release #1

The Adra-e team has been tracking down the number of downloads of the Press Release which counts 82 downloads at the time of writing this report.

7.3 Social media

As previously described, Adra-e is using the already existing Adra social media accounts, namely Twitter and LinkedIn, to deliver key messages around the two initiatives. The coexistence of the two initiatives followed a precise strategy to:

- not overload the already existing followers with too much information while at the same time respecting the frequency of at least 2 tweets per week and 2 LinkedIn posts per month;
- dedicate a certain number of initial posts to clarify the links between Adra and Adra-e to avoid launching confusing messages to the already existing followers;
- have the first social media posts dedicated to Adra activities to be checked by Adra members in advance to ensure there is consistency in terms of core messaging and tone of voice;
- agree on a biweekly basis the topics of content to be published in the next future and tracking them into the editorial calendar.



Figure 11: Examples of social media posts

From July 2022, the support of Adra-e in managing social media channels produced a remarkable impact as we report in the table below:

Table 2: Analytics from social media accounts period Jul – Feb 2023

Social media	# of followers Dec 2022	# of followers Jan 2023
Twitter	271	283
LinkedIn	641	873

The two accounts gained a total of 873 followers on LinkedIn and 283 on Twitter since July 2022.

An important mention on the social media activities needs to be highlighted in relation to the support of the Secretary General of Adra recruitment process which has been mainly carried out on LinkedIn and resulted in the provision of 30 applications which are now being evaluated and scored by Adra Board of Directors.

In March the new Board of Directors was elected for Adra and new members were approved to join the association, taking the actual Adra members to 93. We expect to see a multiplier effect from these two things in the coming months.

7.4 Community Building

During the reporting period, the community has seen a constant-steady growth, thanks to a number of engagement activities, spanning:

- Social media activities and recruitment via LinkedIn.
- Organisation of webinars and events.
- Participation in third-party events.
- Newsletters.
- Email marketing to invite new users to join Adra and Adra-e

The community counts more than 1500 members. The Figure below shows the current distribution of the reached stakeholder groups by the Adra-e team.

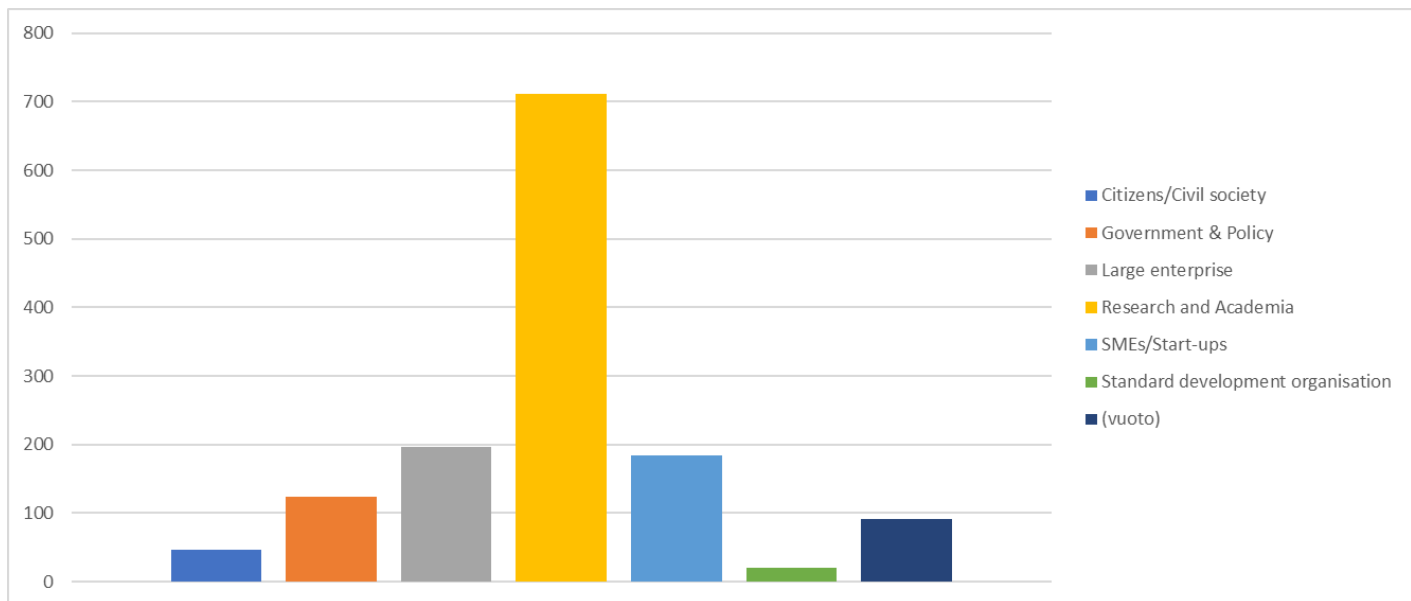


Figure 12: Adr community members

7.5 Videos

The Adra-e team comprises video specialists who deliver high-quality audio-visual material as an on-going activity whenever it makes sense to use such material as a communication tool.

The project's YouTube Channel is the natural home for videos with 8 uploaded at the time of writing this report.

During the Adra-e Kick Off Meeting, a series of video interviews were shoot with the aim of introducing the project, identify a first set of challenges of the Adr ecosystem and introducing the added value that Adra-e is going to bring in the context of the Adr landscape and its relationship with other initiatives such as Adra, the Adr Partnership and AI4Europe. The series of interviews was deliberately shoot as different independent bits that can be fully promoted through all social media channels, which usually have different time limits for the video promotion.

The complete list of video interviews includes:

- [Adra-e Video Interview - Barry O' Sullivan](#)
- [Adra-e Video Interview - Edward Curry](#)
- [Adra-e Video Interview - Eliza Connolly](#)
- [Adra-e Video Interview - Clemens Wasner](#)

- [Adra-e Video Interview - Marlies Thönnissen](#)
- [Adra-e Video Interview - Marc Schoenauer](#)

In addition to the video interview series the YouTube channels hosts recordings from the webinars organised so far:

- [Adra-e First Webinar](#)
- [Launch Event - Paving the way towards the next generation of R&I excellence](#)
- [Infoday and brokerage event 03.02.2023](#)
- [EBDVF 2022 – Adra session: towards shared R&I tools and platforms for automotive and mobility](#)

7.6 Events and webinars

Over the course of six months, Adra-e has organised a good number of events both in physical and online format.

Adra-e Launch webinar – 13.07.2022

The Adra-e first webinar entitled “[An all-inclusive collaborative effort to drive EU competitiveness thanks to AI, Data and Robotics initiatives](#)” was organised right after the project Kick Off meeting on 13.07.2022. The webinar saw the participation of Adra-e, AI4Europe, Adra and European Commission representatives with the aim of clarifying the role of the different initiatives and their plan of activities to dialogue, interact and engage with the Adr stakeholders.

The Adra-e team took care of the agenda shaping, the website announcement and registration set-up together with a dedicated communication campaign spanning a very wide range of channels including distribution of the announcement in external channels of relevant initiatives such as EC funded projects AI-SPRINT⁴ and SWForum.eu⁵, social media activities performed pre, during and post event and one-to-one invitation.

The communication campaign managed to obtain 72 people registered with a participation ratio of 58% gathering therefore 42 to the webinar coming mostly from Research and Academia.

Launch Event: Paving the way towards the next generation of R&I excellence in AI, Data and Robotics – 17.10.2022

A second webinar entitled “[Launch Event: Paving the way towards the next generation of R&I excellence in AI, Data and Robotics](#)” was co-organised on 17.10.2022 together with the European Commission and the AI4Europe project. The main of the webinar was to introduce and take stock of the newly funded 42 R&I projects in the following calls:

- HORIZON-CL4-2021-DIGITAL-EMERGING-01-12: European Network of Excellence Centres in Robotics
- HORIZON-CL4-2021-HUMAN-01-03: European Network of AI Excellence Centres: Pillars of the European AI lighthouse

⁴<https://www.ai-sprint-project.eu/news-events/adra-e-all-inclusive-collaborative-effort-drive-eu-competitiveness-thanks-ai-data-and>

⁵<https://swforum.eu/events/adra-e-all-inclusive-collaborative-effort-drive-eu-competitiveness-thanks-ai-data-and>

- HORIZON-CL4-2021-HUMAN-01-01: Verifiable robustness, energy efficiency and transparency for Trustworthy AI: Scientific excellence boosting industrial competitiveness
- HORIZON-CL4-2021-HUMAN-01-24: Tackling gender, race and other biases in AI
- HORIZON-CL4-2021-DIGITAL-EMERGING-01-09: AI, Data and Robotics for the Green Deal
- HORIZON-CL4-2021-DIGITAL-EMERGING-01-10: AI, Data and Robotics at work
- HORIZON-CL4-2021-DIGITAL-EMERGING-01-11: Pushing the limit of robotics cognition

The Adra-e Team was in charge of the promotion of the event with different actions:

- Set up of event announcement, registration and zoom room
- Set up of playlists for the video pitches from the projects
- Set up of rehearsal
- Set up of feedback interactive session
- Technical assistance during the event
- Promotion of the event through social media and newsletters
- Post event message to participants

The communication campaign managed to obtain 607 registered users with a participation ratio of 63% gathering 387 users mostly coming from Education, Software, High Tech and Manufacturing sectors.

The event was also the opportunity to host an interactive session with the audience gathering useful insights on the perception of the community on the following:

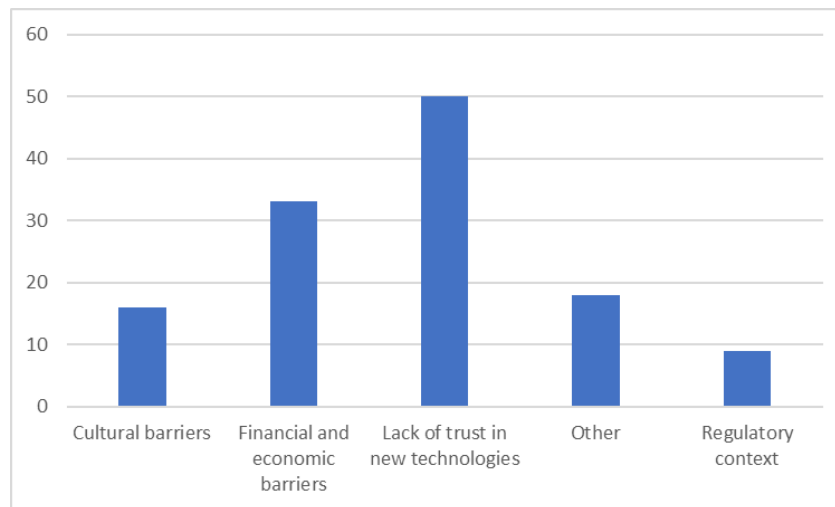


Figure 13: Q1 What do you think is holding back organisations from adopting ADR technologies?

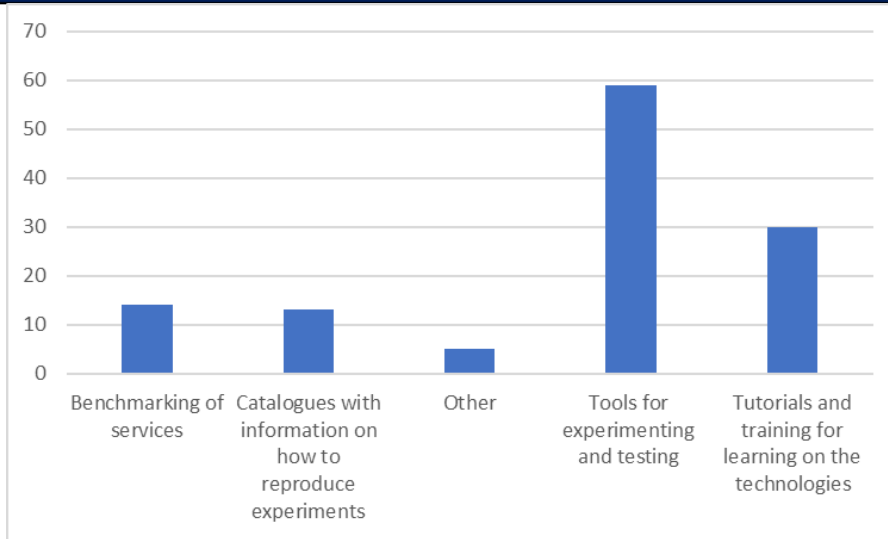


Figure 14: Q2: Which of the following tools are more interesting for AI, data and robotics researchers?

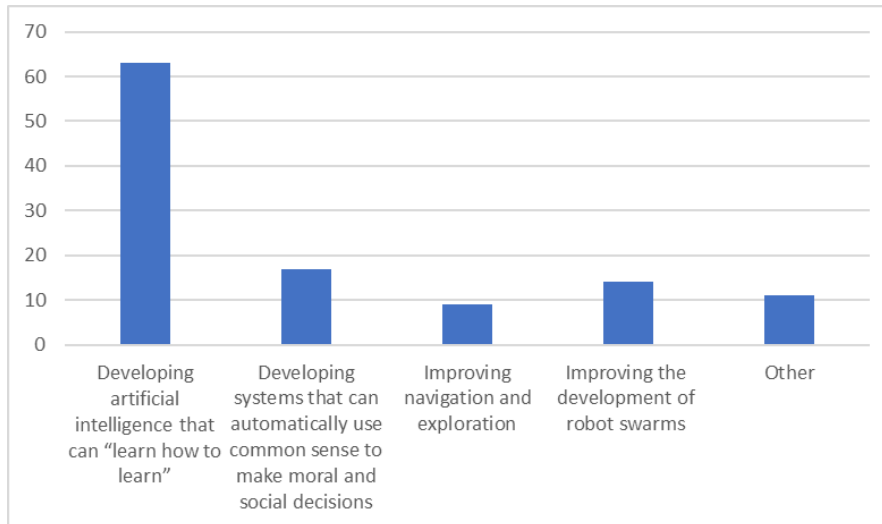


Figure 15: Q3: Which solutions can enhance intelligent robots?

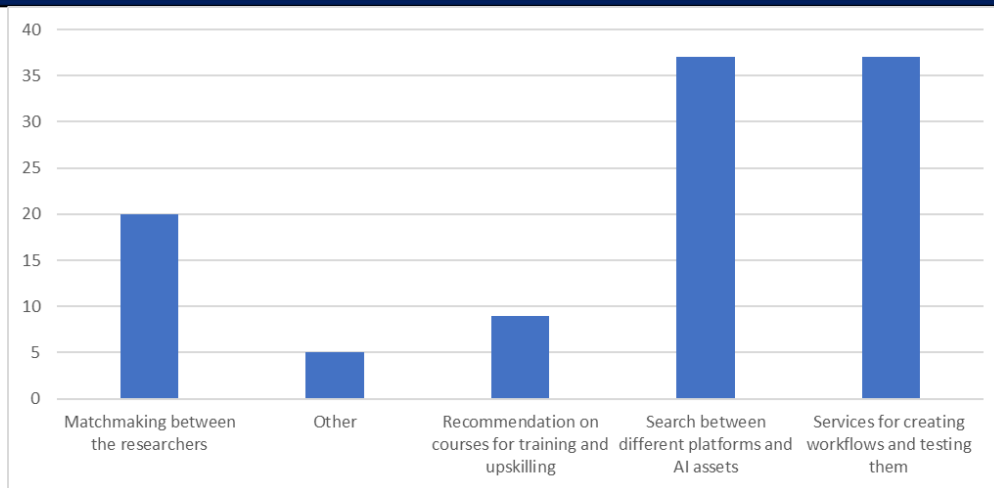


Figure 16: Q4: Which services do you see more interesting to be built on the AI-on-demand platform?

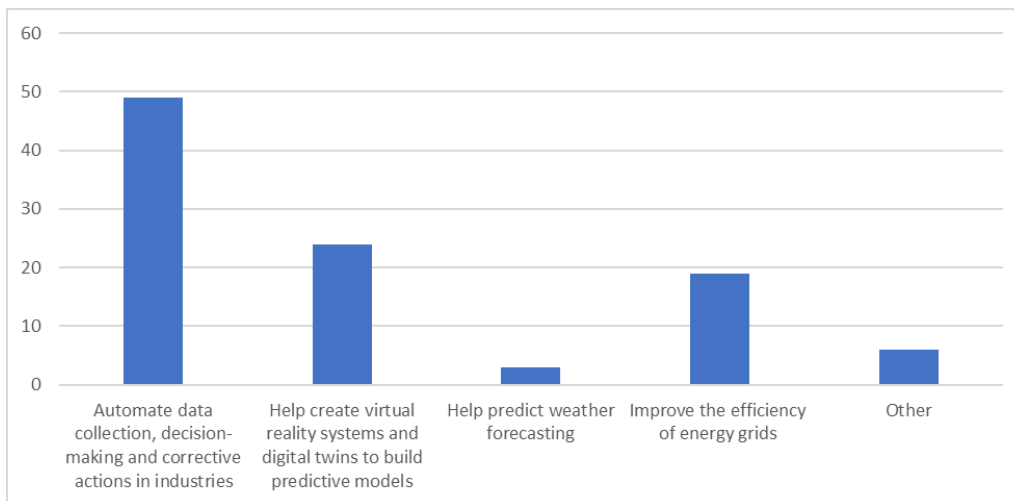


Figure 17: Q5: In your view, what is the major support that the AI, Data and Robotics technologies bring to the EU Green Deal?

AI, Data and Robotics community event - 18.10.2022

On 18.10.2022 Adra-e organised the first edition of the [AI, Data and Robotics community event](#).

The event was organised as a private event gathering a number of (CSA) projects that are active in mobilizing the ADR community, to get to know one another, and identify synergies and opportunities for collaboration. The following projects were invited to the event:

- EUHubs4Data
- DS4EU
- VISION
- AI4Europe
- Tailor, AI4Media
- HumaneAI.net

- Elise
- euRobin
- ELSA
- Rodin
- Robotics4EU

Adra-e Team produced a series of video interviews with selected participants to be used by the projects for dissemination purposes:

- [Robotics4EU video interview](#)
- [Elise video interview](#)
- [AI4Media video interview](#)
- [AIEurope video interview](#)
- [ELSA video interview](#)

Adra session at EBDVF 2022 - 23.11.2022

The European Big Data Value Forum (EBDVF) is an annual community event that brings together industry professionals, business developers, researchers and policy-makers from all over Europe and other regions of the world to advance policy actions, and industrial and research activities in the areas of Data and AI. This year, the event took place in Prague, Czech Republic on November 21-23, with a central theme of “At the Heart of the Ecosystem for Data and AI” (see <https://european-big-data-value-forum.eu/>).

We were involved in the organisation of a session which was co-lead by Adra-e with the CTAG - Centro Tecnológico de Automoción de Galicia. The title of the workshop was “Adra session - towards shared R&I tools and platforms for automotive and mobility” and the session description was as follows;

The partnership on AI, Data and Robotics is to Secure European’s sovereignty over AI, Data and Robotics technologies and know how. Establish European leadership in AI, Data and Robotics technologies with high socio-economic and environmental impact. Reinforce a strong and global competitive position of Europe in AI, Data and Robotics. For the success of the partnership as well as the stakeholder communities, it is critical to develop common ground and reinforce interaction.

Automotive and mobility is an application domain at the cross-roads between, AI, Data and Robotics, as well as industry and research. This workshop, facilitated by the Adra-e project, supports convergence by leveraging tools and platforms of mutual interest as a means to raise awareness and identify potential synergies between them (e.g. use/integration, API compatibility etc). The workshop includes a presentation of Adra to set the context followed by an overview of few R&I tools and platform in use by the various stakeholder communities meant to stimulate discussion and possibly lead to the setup of an Adra topic-group.

Info Day and Brokerage Event – 03.02.2023

The event was held online on Friday 3rd February from 9:30h to 13:00h CET and during this online event, the European Commission will present the Horizon Europe calls open in 2023 that concerned AI, Data and Robotics. There was the opportunity to ask questions about the topics presented which was extremely popular and after the event the team gathered the questions and published these on the website as well.

There was also a brokerage session, where selected applicants were able to present a short pitch for a project idea, or specific expertise which they could offer a consortium planning to prepare a proposal.

Activities covered by the Adra-e Team include:

- registration set up
- zoom set up
- livestream set up
- pitching session organisation
- rehearsal with speakers
- managing questions from audience
- thank you message to speakers and participants
- social media coverage pre and post event.

Overall, the total number who registered for the event were 755 while the total number of attendees was 718. The event was also broadcast to YouTube and thus far this video of the livestream has had 444 views.

Impact of AI, Big Data and Robotics on CO2 Reduction – 29-30-31.03.2023

Adra-e is organising the 3 days online event “[Impact of AI, Big Data and Robotics on CO2 reduction – 3 Days Workshop](#) “. The workshop is the first of a series of preparatory workshops in which stakeholders will gather to exchange experience to foster collaboration and promote the exchange of ideas among stakeholders in the ADR community. By bringing together experts from different fields, the workshops will create a forum for discussion and debate on the challenges facing society and the potential of ADR convergence to address those challenges. The results and outcomes of these workshops will be used for the development of the ADR Convergence Summit.

The overarching theme of the three days workshop is “*How the combination of AI, Big Data and Robotics can accelerate the reduction of CO2 emissions by 2030, to achieve the objective of climate neutrality in Europe in 2050?*”. The three days will consist of presentations from Industry and Research representatives about challenges regarding the societal challenge addressed, as well as success stories by SMEs and Start-ups in the ADR sector. These presentations will be followed by discussions among participants to identify different paths that the convergence of ADR could play in addressing these challenges in the future.

At the moment of writing Adra-e is working on the organisation and recruitment campaign for the event which has produced 130 registered users for day 1, 108 registered users for day 2 and 116 registered users for day 3. More updates on the outcome of the event will be reported in the progress activity report.

8 Conclusions and Next Steps

The Plan for dissemination, exploitation, communication activities represents the cornerstone of every communication and dissemination activity to be carried out over the project’s lifetime and the foundations for exploiting and sustaining the results. As such, it has been developed and agreed-upon by all Partners involved in WP6.

The main conclusions are:

- An agreed strategy for communication, dissemination and stakeholder engagement has been clearly set out with dedicated channels and levers.

- Synergies and cooperation with key initiatives Adra, AI4Europe and peer projects are key elements of the strategic goals of the current plan.
- A clear roadmap of activities has been developed and it will be followed as part of WP6. The roadmap will be updated in the upcoming months as part of WP6 activities.
- WP6 activities in the period July 2022 – March 2023 have been conducted with good coordination and produced tangible results, including completion of project branding, launch of the website, visibility at events, production of press releases and technical papers as well as engagement with peer projects, industry and relevant EU initiatives.
- The current version of the plan is tightly linked to the project results coming from the various WPs. It is therefore to be considered as a living document that WP6 will update regularly in Adra-e's progress activity report.