



*Emanuela Girardi*

[adr-association.eu](http://adr-association.eu)

*A joint initiative by:*



**CLAIRE**





The AI Data Robotics  
Association

# Welcome

# Overview

- **Introduction**
- **Objectives and Approach**
- **Organization and Governance**
- **Overview of Membership (benefits, formulas, status)**
- **European AI, Data and Robotics– a call for action**

# The AI, Data and Robotics partnership (2021-2030)

Co-programmed partnerships in Horizon Europe



**European Commission**  
Public Side

**Co-Programmed**  
**Partnership**

**Adra Association**  
Private Side



The MOU signed between Adra and the European Commission:

- Up to **1.3** billion euros of public investment by the European Commission (through Horizon Europe)
- Up to **1.3** billion euros of private investment through Adra for the period 2021 – 2030

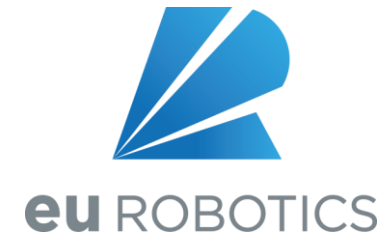


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[www.adr-association.eu](http://www.adr-association.eu)

# General Objectives of the ADR Partnership and Adra



Secure **European's sovereignty** over AI, Data and Robotics technologies and knowhow

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

# Adra is needed for the EU Digital Decade policy

**Target:** 75% of European enterprises have taken up Big data  
**Baseline (2020):** 14%

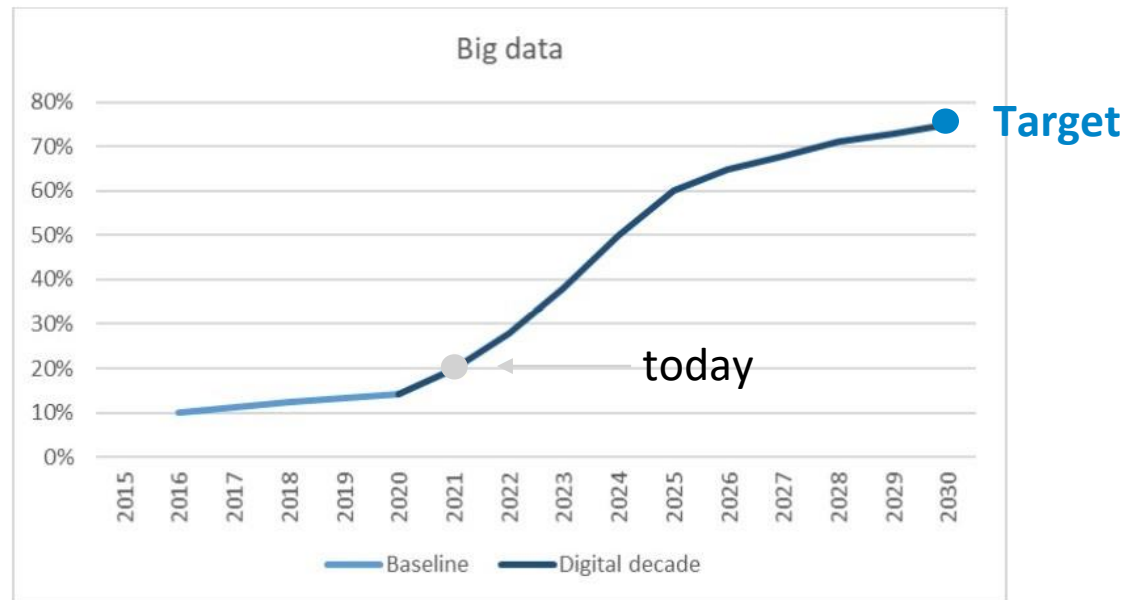


Figure 18: Percentage of European enterprises using big data (EU projection to 2030)

Source: Commission services based on data from Eurostat.

**Target:** 75% of European enterprises have taken up AI  
**Baseline (2020):** 25%

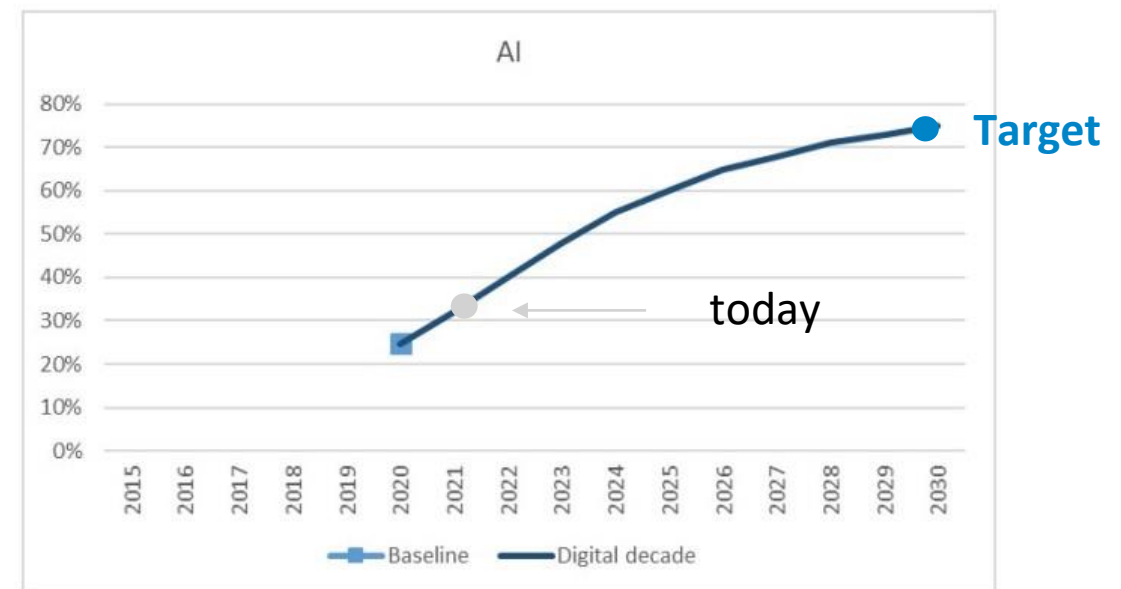


Figure 20: Percentage of European enterprises using AI (EU projection to 2030)

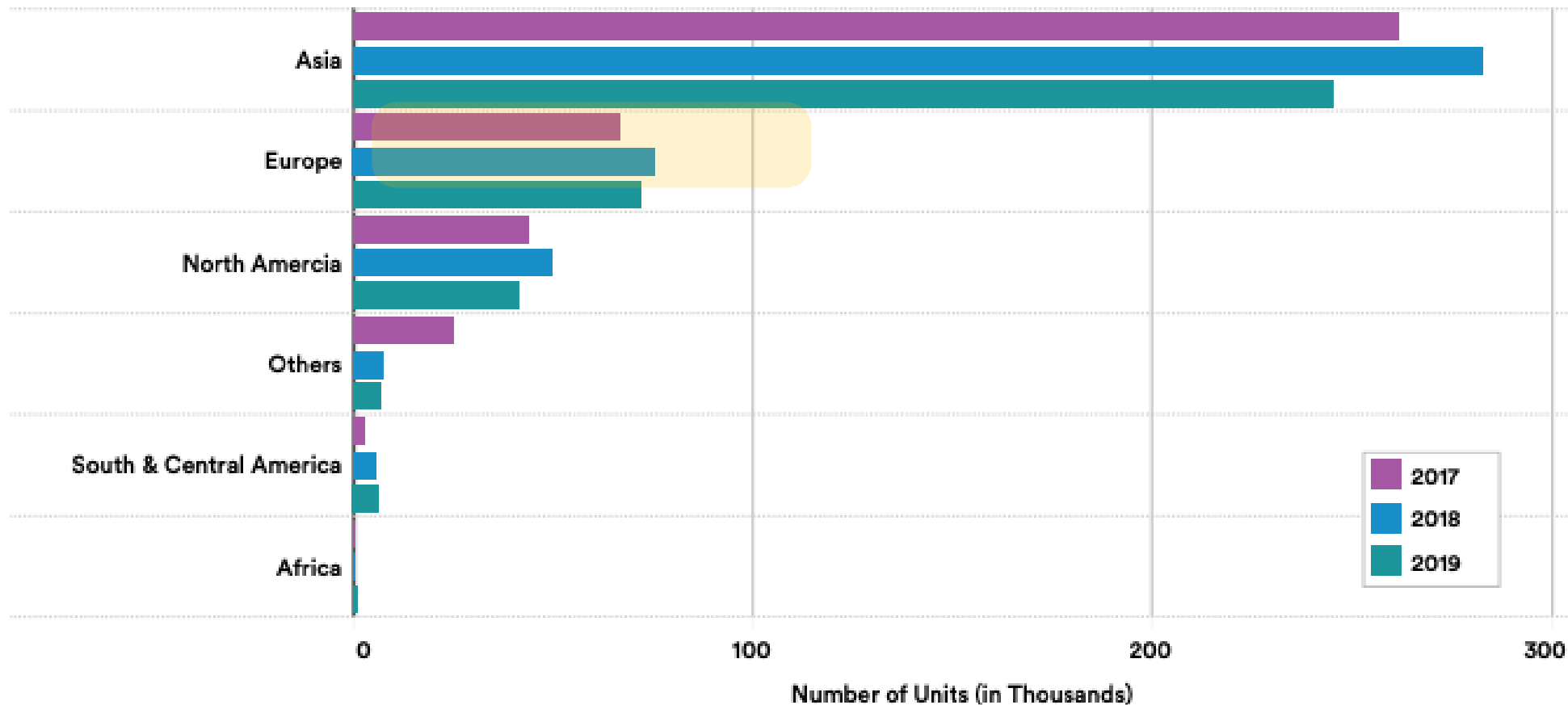
<https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=SWD:2021:0247:FIN:EN:PDF>



# The AI Index 2021 Annual Report(1)

## NEW INDUSTRIAL ROBOT INSTALLATIONS by REGION, 2017-19

Source: International Federation of Robotics, 2020 | Chart: 2021 AI Index Report





# DRAFT REPORT on artificial intelligence in a digital age

## 5. *Conclusion: an urgent call for action!*

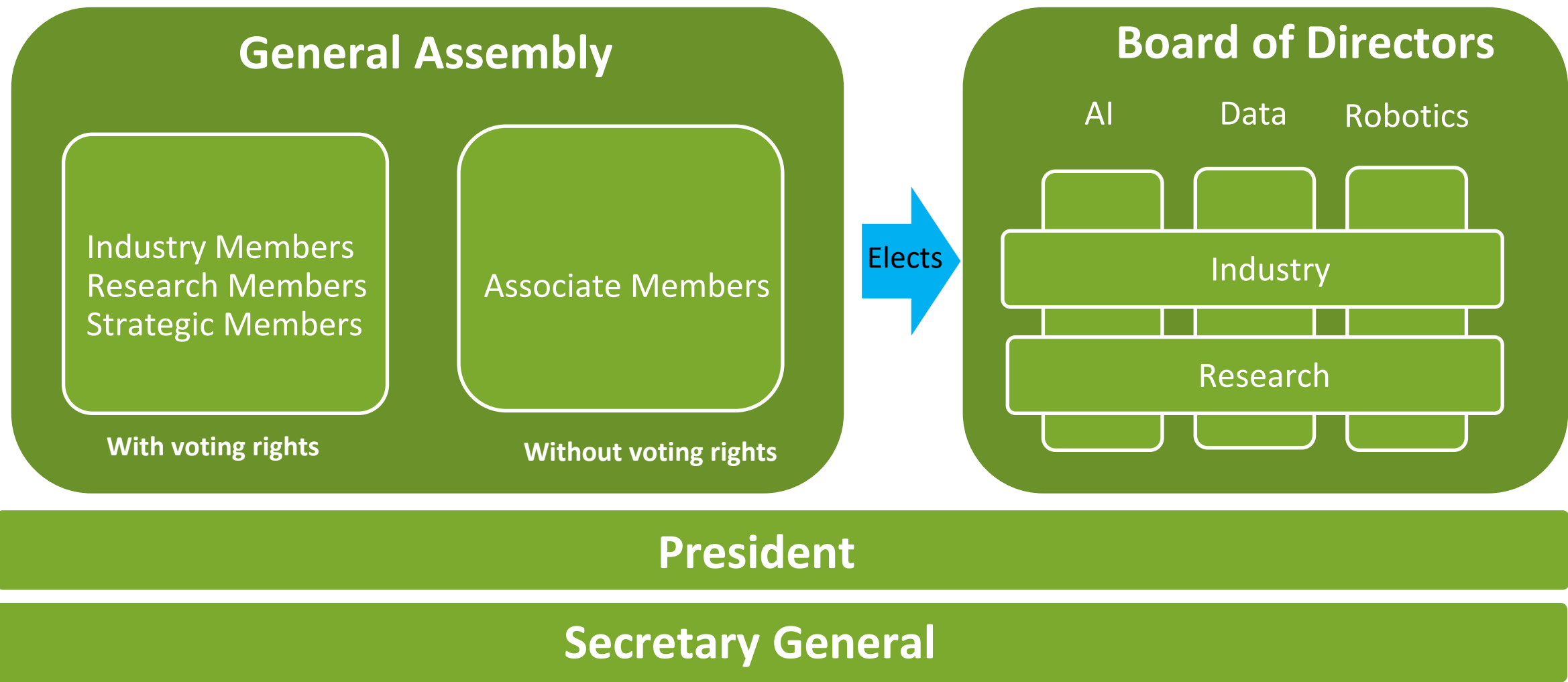
155. Believes that the ongoing digital transformation, where AI plays the key role, has triggered a global tech race that will determine the future political and economic power status of the European Union; urgently stresses that the EU is so far falling further and further behind in this race with the result that current technological standards are being actively developed and determined outside of Europe, presenting an existential threat to our democracy and prosperity; concludes that in order to remain both competitive and a global power, the EU needs to become a global leader in AI;

DRAFT REPORT on artificial intelligence in a digital age, (2020/2266(INI)) Special Committee on Artificial Intelligence in a Digital Age, Rapporteur: Axel Voss.

# Adra's approach to European AI, Data and Robotics

- Leverage existing **European strengths** in AI, Data and Robotics
- **Openness** and **inclusiveness** are essential to ensure success
- A **broad dialogue** is essential for the European innovation eco-system ( Start-Ups, SMEs, Large Industry and Research)
- Safeguard **balance** and **representation** between constituences and industry/research
- Build the AI, Data and Robotics eco-system on **existing** stakeholder communities.
- Ensure representation of **all** important stakeholders including start-ups/scale-ups, SMEs, regional ecosystems

# General Assembly and Board of Directors



# Adra - Partnership – Coordination & Support Action (CSA)



**European Commission**  
Public Side

**Co-Programmed**  
**Partnership**

**Adra Association**  
Private Side

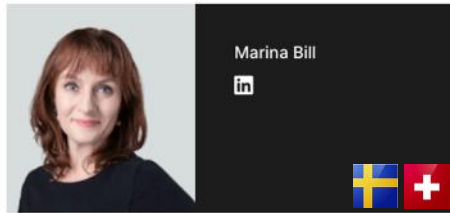


## **Adra-e CSA project 2022-24**

- Supports Adra Association and Partnership

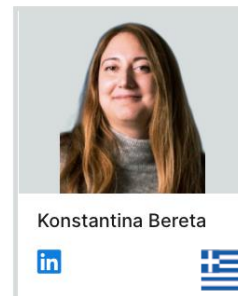
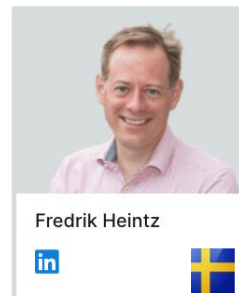
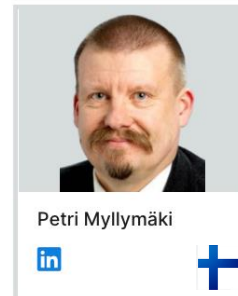
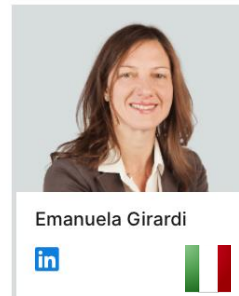
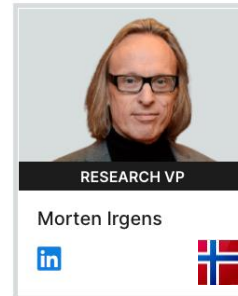
# President and Founding Board

## PRESIDENT

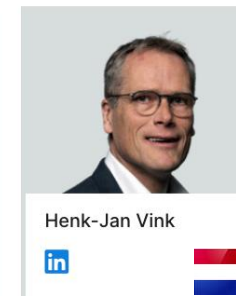
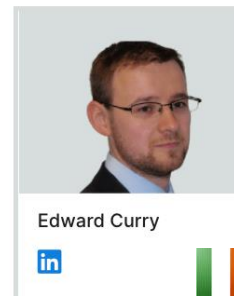
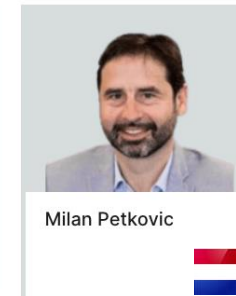
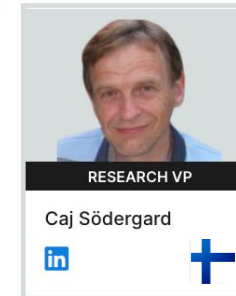
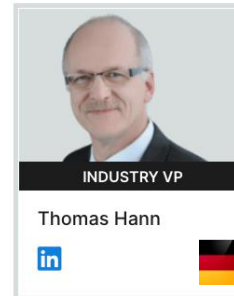


The Adra Office is supported by  
BDVA, CLAIRE Paris/Inria and  
euRobotics/University of Twente.

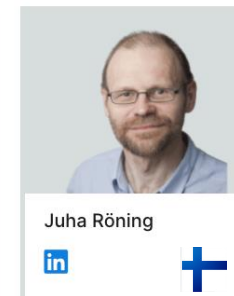
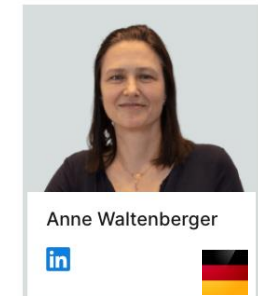
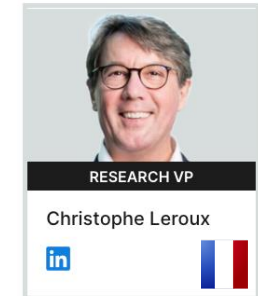
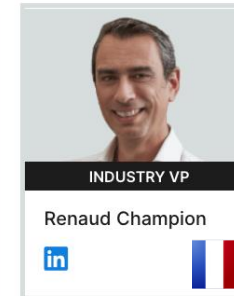
## AI



## DATA



## ROBOTICS



# Adra Status – Chronology and Milestones 1/2

- 
- First Board meeting - April 2021
  - Office setup - April 2021
  - **Founding of the association** - May 2021
  - Election of President Marina Bill - June 2021
  - **Signing of MoU with the EC** - June 2021
  - InfoDay organised in collaboration with EC and IDEAL-IST – July 2021
  - Initial website launched ([www.adr-association.eu](http://www.adr-association.eu)) and social media (LinkedIn, twitter)
  - Start Bi-Weekly BoD meetings, bi-Weekly VP meetings (+ 45 minutes EC) – August 2021
  - GA (between founding members) – October 2021
  - Launch Event – November 2021

# Adra Status – Chronology and Milestones 2/2

- Open for members – December 2021
- Shaping WP23-24 with EC – February – March 2022
- Exchange with National delegates and NCPs – today
- Periodic Welcome Event – starting May 17th
- Infoday with EC – 16/17 June
- **General Assembly** – Monday June 20th
- Launch even 42 HE projects – Monday October 17th

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## Ongoing sub-committees (by the BoD) :

- Communication and Marketing
- Adra Strategy and Vision
- Setup of task-forces
- Regulations and Finance
- Recruitment of Secretary General

# Membership Benefits 1/2

- Access to a large network of ADR stakeholders (Industry, Research and policy makers). This facilitates match-making to enter e.g. EU project consortia
- Impact on EU research programs. As a unique contractual partner to EC, Adra is involved in writing the research programs of Horizon Europe concerning AI, Data and Robotics
- Participate in the authoring of the Strategic Research, Innovation and Deployment Agenda (SRIDA)
- Coordinated response through position documents and white papers to consultations, and policy documents
- Improved visibility at EU-level



# Membership Benefits 2/2 \*

- Propose candidates to the Board of Directors
- Voting right in the General Assembly
- Lead and participate in topic groups and task forces

\* for industry and research members. Slightly different rules for strategic and associate members

# Adra asbl: Types of Membership

## Members with voting rights

### Industry Members

- Large companies
- Mid-Caps
- Small and Medium Enterprises (“SME”) and Start-ups

### Research Members

- Research and Technology Organisations (RTO)
- Universities, university colleges and university departments and laboratories or research groups of universities engaging in research, innovation and education (HES)

### Strategic Members

- Not-for-profit organisations having their own members and whose main objectives are of essential value for the Purpose of the Association

## Members without voting rights

**Associate Members:** trade unions, non-governmental organisations, regional clusters, etc. and other stakeholders not falling in the Member categories above

# Annual membership Fees

Type of Organisation	Description (total number of employees)	Annual fee	Maximum Discount if member of Founding Organisations
Large Enterprise	>3000 persons employed	10,000.00 €	5,000.00 €
Mid-caps	250 – 3000 persons employed	5,000.00 €	2,500.00 €
SMEs	1- 249 persons employed	2,000.00 €	1,000.00 €
Research and Academia	>= 50 employees	2,000.00 €	1,000.00 €
Small research entity	<50 employees	500.00 €	250.00 €
Strategic members	Any size	3,000.00 €	NA
Start-ups	Any size (3 years)	250.00 €	125.00 €
Others	Any size	500.00 €	250.00 €

# How to apply

**STEP 1:** Download the template of the Adra Membership Application form from the Adra website [www.adr-association.eu](http://www.adr-association.eu)

**STEP 2:** Send an electronic copy of the Adra Membership Application Form filled in and duly signed to [membership@adr-association.eu](mailto:membership@adr-association.eu)

**STEP 3:** Your application will be reviewed by the Adra Secretary General / Office that will inform you if any modifications or additional information needed.

**STEP 4:** The Board of Directors reviews the application and decides on granting the temporary membership status.

**STEP 5:** The General Assembly grants the final membership status upon proposal of the BoD

**Do you need any support?** Send an email to [secretary-general@adr-association.eu](mailto:secretary-general@adr-association.eu)

# Bootstrapping Adra

*A call for action*

- AI is general purpose technology that affects nearly all sectors of industry and has profound impact on modern society and the global challenges it faces.
- The strategy for the promotion and adoption of artificial intelligence is naturally European
- The heart of the European movement of innovation of AI is the AI, Data and Robotics Association, as private partner in the ADR partnership with the European Commission
- Your engagement and coordination with existing European and national initiatives is essential to effectively generate the necessary stakeholder mobilization

Today, Adra provides a model for cooperation that **leverages existing communities** and their specific expertise. It is also structured to **assure balance and representation**. We need **your support and hands** to be effective.

# Get in touch



secretary-general@adr-association.eu



[www.linkedin.com/company/adr-association](https://www.linkedin.com/company/adr-association)



[adr-association.eu](https://adr-association.eu)