

# **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 N°: 101070336**

**WP N°1: Support the community and the implementation of the SRIDA**

**Deliverable N°1.2: ADR Forum report 2**

**Lead partner: Inria**

**Version N°: 1.1**

**Date: 30/06/2025**

**Dissemination level<sup>1</sup>: PU**

---

<sup>1</sup> **PU**: Public; **CO**: Confidential, only for members of the consortium (including the Commission Services)



Document information	
Deliverable N° and title:	D1.2 – ADR Forum report 2
Version N°:	1.1
Lead beneficiary:	Inria
Author(s):	Jozef Geurts (Inria), Elizabeth El Haddad (Inria), Maellys Richard (Inria), Niccolò Zazzeri (Trust-IT), Mei Shan Krishnan (Adra)
Reviewers:	Philip Piatkiewicz
Submission date:	27/06/2025
Due date:	30/6/25
Type <sup>2</sup> :	R
Dissemination level <sup>3</sup> :	PU

Document history			
Date	Version	Author(s)	Comments
19/12/2024	0.5	Jozef Geurts, Elizabeth El Haddad	Draft send for review to ADRF24 Organisation Committee
6/01/2025	0.7	Niccolò Zazzeri, Mei Shan Krishnan	Integrated contributions on Communication and Marketing efforts
21/01/2025	0.8	Jozef Geurts	Final edits before sharing with ADRF24 sponsors
24/04/2025	0.85	Maellys Richard-Lechat	Adapt to Adra-e template
17/06/2025	0.9	Jozef Geurts	Version for final review
19/06/2025	1.0	Philip Piatkiewicz	Review
24/06/2025	1.1	Jozef Geurts	Final version

Disclaimer:

This document contains description of the Adra-e work and findings.

The authors of this document have taken any available measure in order for its content to be accurate, consistent and lawful. However, neither the project consortium as a whole nor the individual partners that implicitly or explicitly participated in the creation and publication of this document hold any responsibility for actions that might occur as a result of using its content.

<sup>2</sup> R: Report, **DEC**: Websites, patent filling, videos; **DEM**: Demonstrator, pilot, prototype; **OTHER**: Software Tools

<sup>3</sup> **PU**: Public; **CO**: Confidential, only for members of the consortium (including the Commission Services)

This publication has been produced with the assistance of the European Union. The content of this publication is the sole responsibility of the Adra-e consortium and can in no way be taken to reflect the views of the European Union.

The European Union is established in accordance with the Treaty on European Union (Maastricht). There are currently 28 Member States of the Union. It is based on the European Communities and the Member States cooperation in the fields of Common Foreign and Security Policy and Justice and Home Affairs. The five main institutions of the European Union are the European Parliament, the Council of Ministers, the European Commission, the Court of Justice and the Court of Auditors (<http://europa.eu/>).

Adra-e has received funding from the European Union's Horizon Europe under grant agreement 101070336.

## Document summary

After a successful first edition November 8-9 2023 in Versailles, the second edition of the AI, Data and Robotics Forum took place in November 4-5 at the Evoluon in Eindhoven. This document reports on the organization of the event. The Organization Committee kicked off in March 2024 and remained active until mid-November 2024.

## Table of contents

Introduction.....	6
1. Organization Committee.....	7
2. Venue Evoluon Eindhoven .....	8
3. Keynotes and panelists .....	8
4. Programme.....	10
5. Workshop .....	13
6. Communication and Marketing .....	13
7. Sponsoring and exhibition .....	15
8. Participation and ticketing.....	21
9. Satisfactory Survey.....	22
10. Key Takeaways from the AI, Data and Robotics Forum .....	23
11. (Economic) Sustainability and recommendations for future ADRF editions .....	23
12. Conclusion .....	25

## Introduction



The European AI, Data, Robotics Forum (ADRF) is the annual community gathering event organized by the AI, Data and Robotics Association (Adra) in collaboration with the European Commission to inspire and advance European ADR in its broadest context including Industry, Research and Policymakers. To this end, the program format includes visionary keynotes and thought-provoking panels, as well as a series of parallel sessions on important industrial and societal topics. It also provides the AI, Data, Robotics community with the opportunity to highlight emerging topics and gather critical mass to move them ahead. Furthermore, the event is for everyone who attends to make connections and network, and as such it will provide opportunities for businesses and projects to share their ongoing activities through an exhibition and poster displays as well as the possibility to present themselves. An investor brunch for the local innovation was organized as a run-up event the morning of November 8th prior to the official launch of ADRF.

After a successful first edition November 8-9 2023 in Versailles, the second edition of the AI, Data and Robotics Forum took place in November 4-5 at the Evoluon in Eindhoven. While ADRF covers a wide range of topics, this edition was particularly focused on “European Sovereignty in AI, Data and Robotics”. Echoing that innovation and global competitiveness are drivers for Europe’s growth as a thought-leader, a collaborator and progressive player in the development of responsible technologies. European sovereignty relies on a robust digital economy where Europe leads globally in technological standards and practices, while de-risking its digital infrastructure from external dependencies.

### Objectives

Jointly defined by Adra and the European Commission, main objectives for the second edition of the ADRF were as follows:

- Establish Europe as a thought-leader and competitive player in AI, Data, Robotics technology within a global socio-economy context.
- Facilitate the convergence and synergies between stakeholder communities to move the European AI, Data and Robotics agenda forward.
- Share expert visions on the EU landscape on (generative AI), data and robotics and inform the general public about recent developments and outlooks.
- Identify opportunities for Europe to (globally) position itself as a world leader in the ADR domain.
- Bring the ADR communities together and recruit new industry members to join Adra.

- Discuss the opportunities, the fantasies, and the actual threats brought by these technologies and their use to our society.

## 1. Organization Committee

The Organization Committee was composed of representatives from Adra, the EC and Adra-e, and led by a conference chair and a vice-chair. Additionally, the Organisation Committee was supported by the following committees:

- **Programme committee** in charge of the keynotes, panels and workshops;
- **Communication and marketing committee** responsible for the website, social media campaigns, and newsletters to inform and promote the event;
- **Sponsoring and exhibition committee** in charge of preparing the sponsorship packages, recruiting sponsors and exhibitors, and organizing the logistics of the booth preparations.
- **Finance committee** in charge of managing the finances of the event organization.

### Programme Committee

- Prof. Stefan Leijnen (AiNed & AI, Data & Robotics Association, chair)
- Nabil Belbachir (DARWIN NORCE, vice-chair)
- Riku Leppänen (Scientific Programme Officer DG CONNECT European Commission)
- Cem Gulec (Policy and Programme Officer DG CONNECT European Commission)
- Philip Piatkiewicz (Secretary General AI, Data and Robotics Association)
- Prof. Juha Röning (University of Oulu & AI, Data and Robotics Association)
- Roy Fraser (ABB Robotics & AI, Data and Robotics Association)
- Francesco Ferro (PAL Robotics & AI, Data and Robotics Association)

### Organizing Committee

- Prof. Stefan Leijnen (Adra VP, AiNed) – conference chair
- Roos Kist (AiNed) - local chair
- Loes Potgieter (AiNed)
- Mei Shan Krishnan (Adra)
- Jozef Geurts (Inria)
- Elizabeth El Haddad (Inria)

### Communication and Marketing Committee / Sponsoring&Exhibition Committee

- Niccolo Zazzeri (Trust-IT)
- Anja Radonjic (Trust-IT)
- Philip Piatkiewicz (Adra)
- Mei Shan Krishnan (Adra)
- Josée Verbeek (AiNed)
- Ted Van Hoof (AiNed)
- Eloísa Villar (Atos-Eviden)

### Finance Committee

- Christine Gosseye (Adra)
- Anna Anicito (Trust-IT)
- Roos Kist (AiNed)
- Elizabeth El Haddad (Inria)

## 2. Venue Evoluon Eindhoven

The Evoluon has the following spaces available that were used for the plenary sessions and workshops: Philips Hall (440 seats), Jupiter (130 seats), Neptune (70 seats), Saturn (50 seats), Venus (30 seats), Pluto (30 seats), Mercury (30 seats).



## 3. Keynotes and panelists

The keynotes and panelists of the plenary programme included:

### Plenary Opening Day 1

Moderator of the day: Maryline Fiaschi, Science Business, CEO

Keynote: Willem Jonker, AiNed, Chairman

Fireside Chat: Lucilla Sioli, European Commission - DG CONNECT, Director of the EU AI Office

Panel Discussion

- Antti Vasara VTT Technical Research Centre of Finland Ltd, President & CEO
- Björn Juretzki, European Commission - DG CONNECT, Head of Unit "Data Policy and Innovation"



- Cécile Huet, European Commission - DG CONNECT, Head of Unit Robotics & AI Innovation and Excellence

## **Plenary Opening Day 2**

Moderator of the day: Maryline Fiaschi, Science Business, CEO

Keynote: Robert-Jan Smits, Eindhoven University of Technology, President

Fireside Chat: Maurice Geraets, NXP Semiconductors Netherlands, Executive Director

Panel Discussion

- Maurice Geraets, NXP Semiconductors Netherlands, Executive Director
- Sabine Demey, imec, Director Flanders AI Research Program & Directeur Vlaams AI-Onderzoeksprogramma
- Thomas Ferré, European Investment Bank (EIB), Venture and Growth Investor

## **Plenary Closing Day 2**

Moderator of the day: Maryline Fiaschi, Science Business, CEO

Keynote: Antonio Ortiz, Senior Scientist, NORCE

Keynote: Emanuela Girardi, AI, Data and Robotics Association, President

## 4. Programme

PROGRAMME - ADRF CONGRESS - DAY 1							
	Lunch / expo 12:00 - 13:00						
	12.45 - 14:00	<b>Plenary opening-</b> Maryline Fiaschi, Science Business, CEO, Willem Jonker, AiNed, Chairman, Lucilla Sioli, European Commission - DG CONNECT, Director of the "EU AI Office", Antti Vasara VTT Technical Research Centre of Finland Ltd, President & CEO, Björn Juretzki, European Commission - DG CONNECT, Head of Unit "Data Policy and Innovation", Cécile Huet, European Commission - DG CONNECT, Head of Unit Robotics & AI Innovation and Excellence					
	Philips Hall	Jupiter	Neptune	Saturn	Venus	Pluto	Mercury
	440 pax	130	70 pax	50 pax	30 pax	30 pax	30 pax
Nov 4 14:00 - 15:30 (90 minutes)		Generative AI for Human-AI Collaboration	Achieving efficient trustworthy AI in the cloud-edge continuum	Industry Roundtable	Why current benchmarks approaches are not sufficient for Safety	How can AI, Data and Robotics solutions help to solve the critical raw materials crisis?	Instructions for use: how do we use the data spaces to solve real problems
	Break 15:30 - 15:45						
Nov 4 15:45 - 17:15 (90 minutes)	<ul style="list-style-type: none"> <li>Europe's AI moment: How the EIB and EC boost AI Innovation in Europe</li> <li>PAL Robotics: 20 years of service robotics</li> <li>The IntelliMan Project &amp; The Sestosenso project</li> </ul>	Alliance for Language Technologies EDIC – state of play	Towards an overarching robotics strategy for Europe	Standards and Metrics for Trustworthy and Safe AI	GenerAltions – Evaluation of GenAI in Horizon Europe	Resource-efficient AI: how to improve the data, labour and energy-efficiency of AI methods and systems	Shaping the new Adra topic group 'Innovation, Deployment and Uptake of ADR technologies
	Break/Drinks 17:15 - 18:00 (45 mins)						

PROGRAMME - ADRF CONGRESS - DAY 2							
	09:30 - 10:30	Plenary opening - Moderator of the day: Maryline Fiaschi, Science Business, CEO, Robert-Jan Smits, Eindhoven University of Technology, President, Maurice Geraets, NXP Semiconductors Netherlands, Executive Director, Sabine Demey, imec, Director Flanders AI Research Program & Directeur Vlaams AI-Onderzoeksprogramma, Thomas Ferré, European Investment Bank (EIB), Venture and GrowthInvestor					
	BREAK 1: 10:30 - 10:45						
	Philips Hall	Jupiter	Neptune	Saturn	Venus	Pluto	Mercury
	440 pax	130 pax	70 pax	50 pax	30 pax	30 pax	30 pax
Nov 5 10:45 - 12:15 (90 minutes)	<ul style="list-style-type: none"><li>From AI Act to Structured Testing of AI Systems</li><li>How does investing in Data Science Open Source software development contribute to enhancing European technological sovereignty?</li><li>Co-optimizing learning, reasoning and compute hardware for trustworthy and resource-efficient AI</li></ul>	Europe an AI, Data and Robotics s SRIDA	Generative AI for Intelligent Interactive Robots	From Algorithms to Assurance: Designing Human-Centric AI to enhance Collaboration, Trust, and Acceptance	Harnessing AI and Data for Enhanced Decision Support		Harnessing ADR tech transfer through FSTP and EDIHs
	LUNCH : 12:15 - 13:15 (OPEN VISIT EVOLUON EXHIBITION)						

<b>Nov 5 13:15 - 14:45 (90 minutes)</b>	<ul style="list-style-type: none"> <li>Hardware for Edge AI: Embracing Analog and Physical Computing Paradigm</li> <li>Human-Robot Teaming, a forward leap into real life applications</li> <li>AI-on-Demand: A User Guide for the AI Research and Innovation Community</li> </ul>	Harnessing AI, Data, and Robotics for Scientific Advancement	Data4AI : A Symbiotic approach to innovation	Joining forces to continuously map and support the European ADR ecosystem: keep shaping the EMIR ADRA joint topic group	2nd adra-e cross-project workshop "ADR Convergence in Advanced Industrial Production	Challenges for ADR in the Physical World	AI-enabled collaborative robots: academia and industry joining forces for a step change
<b>BREAK 2: 14:45 - 15:00</b>							
<b>Nov 5 15:00 - 16:30 (90 minutes)</b>	<ul style="list-style-type: none"> <li>National Contact Points support for Horizon CL4 Digital and the Digital Europe Programme</li> <li>GenAI, AI and AI-Act: the pathway to responsible AI [AI-BOOST] - Opportunities for the EU AI ecosystem - Open Challenge Prize Programme</li> </ul>	Harnessing AI, Data, and Robotics for Scientific Advancement	Generative AI for robotics and flexible industrial automation	Crosslinking AI DATA and ROBOTICS towards the next generation healthcare			Generative AI in inspection and maintenance (I&M): Learnings across sectors, low-hanging industry use cases, and future challenges and opportunities
<b>BREAK 3: 16:30 - 16:45</b>							
<b>16:45 - 17:15</b>		<b>Plenary closing</b>					
<b>17:15 - 18:15</b>		Networking drinks					

## 5. Workshop

The call for workshops was thematically open to any topic at the cross-roads between AI, Data and Robotics. However, for this edition we especially encouraged the submission on the following topics :

- Workshops that intend to kick-off an Adra topic group
- 'Birds of a feather' workshops for a cluster of projects on a particular topic of mutual interest
- Forward looking workshops that leverage ADR convergence for European industry and/or society

### Workshop assessment and selection

The Programme Committee reviewed each submitted proposal, and, at its discretion, made a selection of workshops that were well-fitting and complementary to the programme, and attractive for a large portion of the audience present.

Workshop proposers were advised to explicitly highlight the following points:

- The cross domain nature of their workshop (AI,Data and Robotics)
- The specific, action-oriented workshop purpose with a clearly defined description that will attract attendees to the workshop
- An aim to generate concrete answers/clear expected outcomes to current problems in the field. Therefore, we ask to provide a couple (1-3) of predefined questions to be discussed and answered in the workshop proposal submission form
- A strong focus on new and/or emerging and/or strategic topics as well as those reflecting current areas of community interest
- A clear workshop agenda and confirmed contributors to the workshop
- A plan for a highly interactive workshop, including for example discussions, Q&A, and/or panel sessions to facilitate a lively exchange of ideas among the attendees
- A balanced representation of industrial and/or academic contributors, and/or involve end-users, policy makes etc.

### Proposal submission

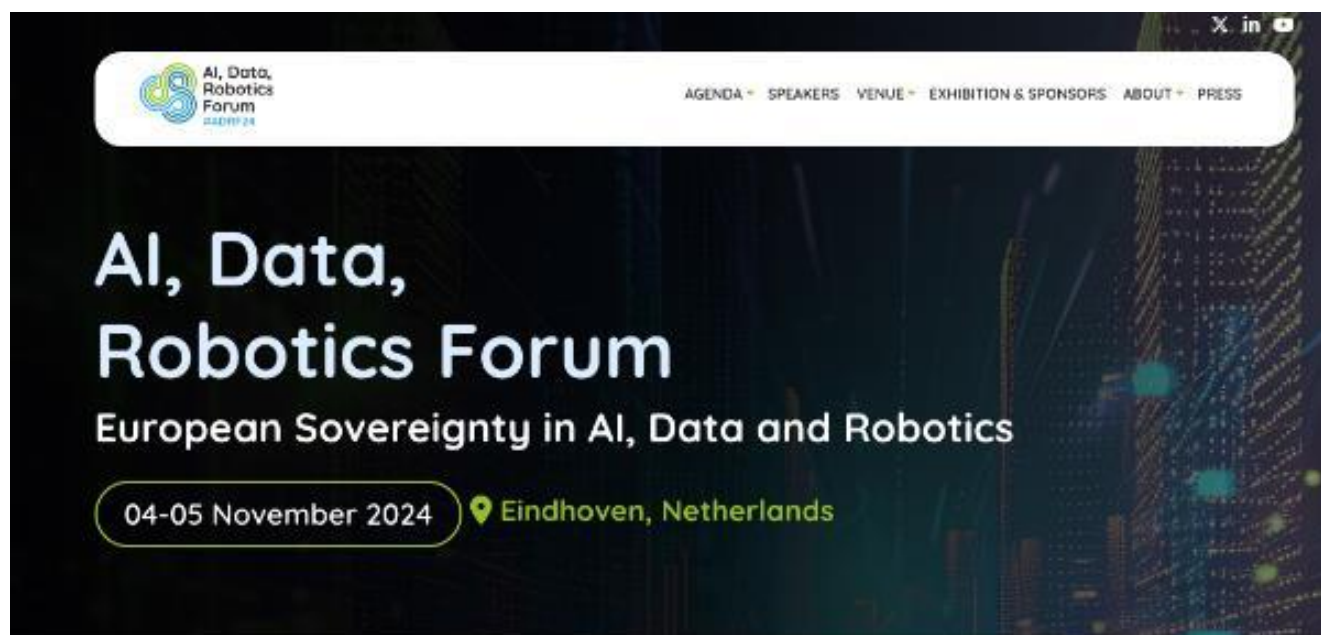
- Workshop proposals were submitted via an online form
- The Deadline for workshop applications was **22 July, 2024**

46 eligible workshop proposals were received and evaluated by the programme committee. A first selection of 25 proposals was selected based on a review by minimally two members of the programme committee. In a consensus group meeting with all of the programme committee members 20 proposals were selected. Some of the winning proposals were suggested to investigate a possible collaboration with a similar proposals that weren't selected. 4 proposals were added to this list two weeks later due to a rearrangement of available rooms giving a total of 24 workshops sessions during ADRF. Note that besides these workshops, the programme included sessions organized by Adra, such as the SRIDA session, and the AI for Science session, as well as sponsored sessions (30 mins per sponsor).

## 6. Communication and Marketing

### Website

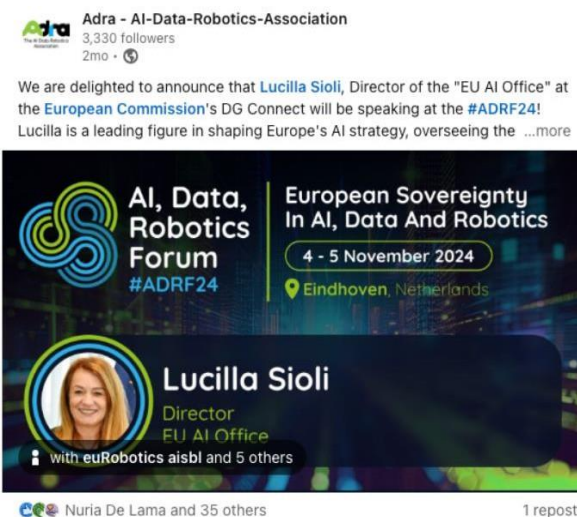
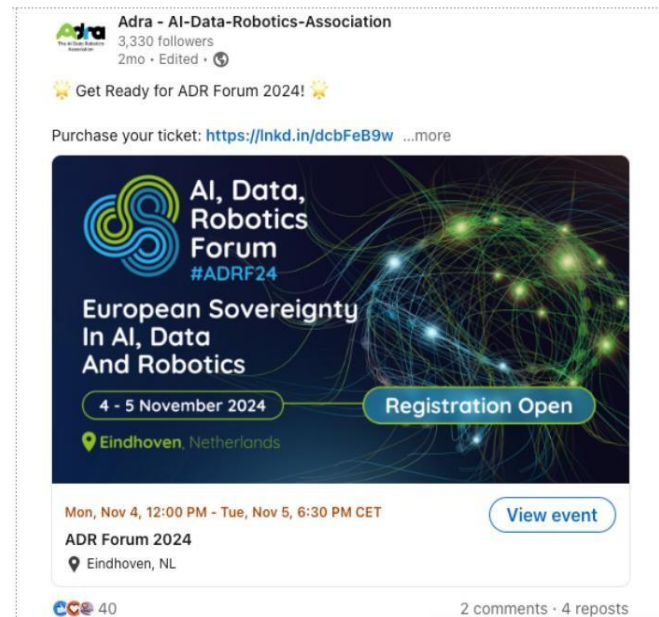
The website for the ADRF was launched on 12 June 2024, including a preliminary programme, the call for workshops and the sponsoring packages. It was updated on a regular basis until the event when additional information became available. Pages dedicated to the agenda, speakers, the venue, exhibition and sponsors, workshop proposals, an « about » section and a Registration page were published on the website. The website will remain active until the third edition. After that it will be archived as <https://2024.adrforum.eu/> (similar to the 2023 edition).



## Social Media campaign

Our Social Media campaign ran since beginning of June 2024. In total over 60 posts were created promoting speakers, workshops and sponsors.





## Media partnership with Science Business

To extend the promotion of the event to important European stakeholders a media partnership with Science Business was made. To this end the event was listed as a "Science|Business partner event" on their website, an ADRF24 banner was included in their newsletter and the event was promoted through the Science Business social media channels (LinkedIn, X/Twitter, and Facebook).

## 7. Sponsoring and exhibition

The ADRF community stakeholders (e.g Adra members, projects under the umbrella of the ADR partnership and organizations from the Brainport region had the opportunity to exhibit their products, results and expertise). 4 types of sponsoring packages; Platinum, Diamond, Gold and Silver were foreseen for this purpose. 29 organizations sponsored the event.





## Sponsorship packages<sup>4</sup>

	Platinum partner	Diamond partner	Gold partner	Silver partner
<b>Speaker opportunity</b>				
Break-out session speaking opportunity	✓	✓	✓	
Acknowledgement during opening ceremony	✓	✓	✓	✓
Sponsor pitch opportunity	✓	✓		
<b>Digital Media</b>				
Newsletter banner advert	✓	✓	✓	
Social media campaign	✓	✓	✓	
Included in 'best of' post show video	✓	✓		
Filmed speaking session	✓			
<b>Networking and lead generation</b>				
Sponsor booth 10m2	✓			
Sponsor booth 6m2		✓		
Sponsor booth 4m2			✓	
Poster spot				✓
Connect with your audience	✓	✓	✓	
Connect with all participants	✓			
VIP pass (access to Authenticator)	4	2	1	
Event tickets (Wants access to this site)	4	2	1	1
Social dinner	4	2	1	
<b>Branding</b>				
Logo on pre-event promotion	✓	✓	✓	✓
Logo & profile on website	✓	✓	✓	✓
Logo on onsite signage	✓	✓	✓	✓
Post event report	✓	✓	✓	
<b>Price</b>	<b>€ 11.950,00</b>	<b>€ 4.950,00</b>	<b>€ 2.950,00</b>	<b>€ 950,00</b>

### Platinum Package



#### The booth in Platinum Package:

- Double high table
- 4 high stools
- Back panel 3,50 x 2,50 + logo
- 65 inch screen
- Carpet

#### Networking & Lead Generation:

- 10m<sup>2</sup> sponsor booth
- Connect with your audience and all participants
- 4 VIP passes (Lounge Area access)
- 4 event tickets
- 4 invitations to the social dinner

#### Branding & Recognition:

- Logo on pre-event promotion, and onsite signage
- Logo and profile on ADRF24 website
- Mention in post event report

**Price: €11.950,00**

## Diamond Package



The booth in Diamond Package:

- Single high table
- 2 high stools
- Back panel 2,40 x 2,40 + logo
- 55 inch screen
- Carpet

## Networking &amp; Lead Generation:

- 6m<sup>2</sup> sponsor booth
- Connect with your audience
- 2 VIP passes (Lounge Area access)
- 2 event tickets
- 2 invitations to the social dinner

## Branding &amp; Recognition:

- Logo on pre-event promotion, and onsite signage
- Logo and profile on ADRF24 website
- Mention in post event report

Price: €4.950,00

## Gold Package



The booth in Gold Package:

- Single high table
- 2 high stools
- Back panel 1,40 x 2,40 + logo
- 50 inch screen
- Carpet

## Networking &amp; Lead Generation:

- 4m<sup>2</sup> sponsor booth
- Connect with your audience
- 1 VIP pass (Lounge Area access)
- 1 event ticket
- 1 invitation to the social dinner

## Branding &amp; Recognition:

- Logo on pre-event promotion, and onsite signage
- Logo and profile on ADRF24 website
- Mention in post event report

Price: €2.950,00

## Silver Package



The Silver Partner package provides essential branding and engagement opportunities at an accessible price point:

## Speaker Opportunities:

- Acknowledgement during the opening ceremony

## Networking &amp; Lead Generation:

- Poster spot (banner)
- 1 event ticket

## Branding &amp; Recognition:

- Logo on pre-event promotion
- Logo and profile on ADRF24 website
- Logo on onsite signage

*This package is ideal for companies and projects seeking to gain visibility and participate in the event's networking opportunities while managing costs.*

Price: €950,00

## PLATINUM SPONSORSHIP



TOPSECTOR ICT



EDIH SOUTH NETHERLANDS



PROVINCE NOORD-BRABANT



EINDHOVEN UNIVERSITY OF TECHNOLOGY

## DIAMOND SPONSORSHIP



SESTOSENSO



AI4EUROPE



INRIA



TNO



INTELLIMAN



AIONDEMAND

## GOLD SPONSORSHIP



RICAIP



IDEAL-IST



SINGULARLOGIC



EUROPEAN INVESTMENT BANK



UNIVERSITY OF AGDER

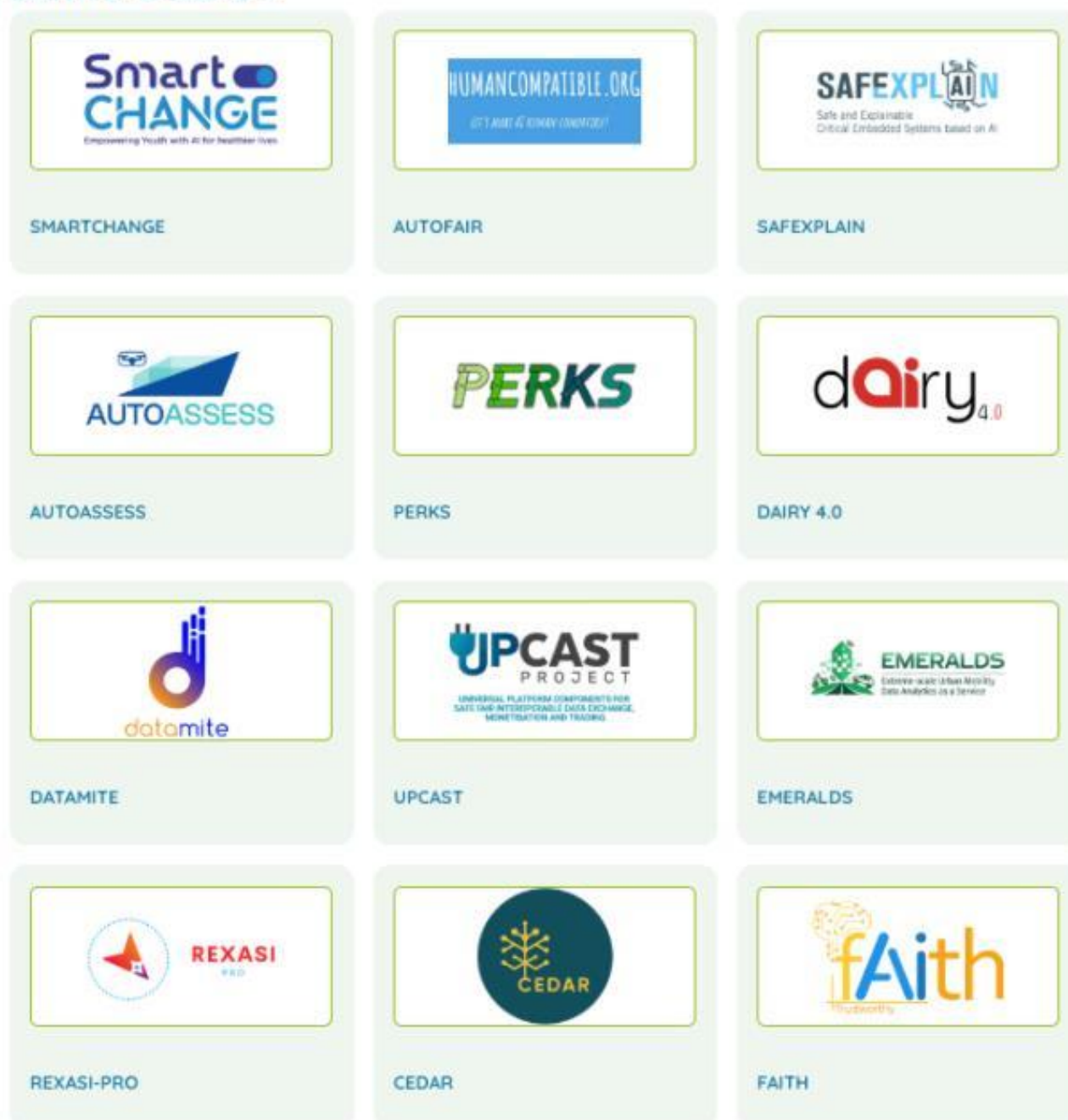


PAL ROBOTICS



IMEC

## SILVER SPONSORSHIP



## 8. Participation and ticketing

As the venue had a maximum capacity of 450, the number of available tickets was set to 450. Registration opened at the beginning of September, and closed on November 1<sup>st</sup>. At that time 428 tickets were sold for the conference. Of these registrants, 368 checked in at the venue.

Conference entrance fee	capacity	Adra members	Normal	Sold
2-day ticket	450	Eur 200	Eur 400	428
Dinner ticket	150	Eur 120	Eur 120	121
Online (plenary sessions only)	-	free	free	

## 9. Satisfactory Survey

A satisfaction survey was sent out to all participants the week following the event. 81 responses were received

Questions :

Rating 1 - 5 (5 = best)

- Please rate the Programme Day 1
- Please rate the Programme Day 2
- Please rate the Venue
- Please rate your experience with the Exhibition Area
- Please rate your experience with the catering and breaks
- Please rate your experience with the ADRF23 App
- Please rate your experience with the Social Activities
- How likely are you to attend the next ADRF editions?
- Are you overall satisfied with the services offered by your package?
- If you were a workshop session organiser, what is your overall level of satisfaction with the organisation of your session?

	1	2	3	4	5	Average
Overall, how would you rate the event?	0	1	14	38	28	4,1
Please rate the Programme Day 1	0	4	14	33	26	3,9
Please rate the Programme Day 2	0	2	10	36	27	3,9
Please rate the Venue	0	2	2	27	50	4,5
Please rate your experience with the Exhibition Area	1	6	19	39	16	3,8
Please rate your experience with the catering and breaks	1	2	20	26	31	4,0
Please rate your experience with the Social Activities	1	4	15	28	25	3,6
How likely are you to attend the next ADRF editions?	1	2	11	29	38	4,3
Average (computed)						<b>4,0</b>



## 10. Key Takeaways from the AI, Data and Robotics Forum

The key takeaways were first presented at the conclusion of Day 2 by Emanuela Girardi:

**1 – Executing and operationalizing of European technological sovereignty in AI, Data and Robotics is critical in the year ahead** – The Draghi and Letta reports stress the urgent need for European technological sovereignty in AI, Data and Robotics. Fortunately, the view is broadly shared between the necessary stakeholders. 2025 is a critical year for all stakeholders to work together to operationalize and execute a common vision.

**2 – Europe should focus on its strengths in AI, Data and Robotics and pull together to develop AI, Data and Robotics technology fitting corresponding to our values and priorities** – It may well be true that Europe lags behind in investment and development of AI, Data and Robotics technology, yet we have a lot to offer that is unique in the world. These are opportunities that we should seize.

**3 – Science favors the European approach to trustworthy and responsible AI** - Science, and the scientific method is at the basis for much of the advances in modern society. The prospects of AI in science are enormous. Yet, for the results to be of value, they need to be trustworthy and robust.

**4 – Europe should develop capacity to make strategic choices as part of a global AI value chain** – Technological sovereignty also means developing disruptive technology and creating markets that do not yet exist, but that presents global opportunities. For this we should be able to think strategically and set a mid to long term direction for ourselves.

## 11. (Economic) Sustainability and recommendations for future ADRF editions

	ADRF23	ADRF24	ADRF25 (in prep)
Registrations (max capacity)	200 (200 max)	428 (450 max)	(500-1000)
Participants	192	368	-
exhibitors	10	29	(20-30)
workshops	13	24	(42)
Avg. satisfaction score (max 5)	3.76	4,0	-

Table 1 Overview ADRF participation

Table 1 presents an overview of the evaluation and participation to ADRF in terms of participants, exhibitors and the number of workshop organized by the community. Both the first and second edition reached maximum capacity of the venue, while remaining stable on the perceived quality of the event.

While Adra-e did most of the heavy lifting for the organization of ADRF23, the second edition the ADRF was a joint effort by Adra-e, AINed (as local organizer) and the Adra office, and the 3rd edition is being organized exclusively by Adra and the local organizer (Adra-e did provide a 10k financial

contribution for the engagement of a local event organizer agency for preparation work related to the organisation of the 3rd ADRF edition during the final months of the Adra-e project).

The tangible “products” developed by the project to sustain the effort include : the organizing “playbook” (e.g. planning, logistics, budget, ...). materials (e.g. logo + graphics, website, social media, content template, ..), participants and sponsors addressbook.

	ADRF23	ADRF24	ADRF25
# participants	200	428	
Price per participant (total)	600.12 €	528.11 €	
Price per participant (excl social dinner)	456.66 €	481.11 €	
Price per participant (Adra-e sponsorship)	312.80 €	176.29 €	
% of price per participant covered by Adra-e sponsorship	51%	33%	
% of price per participant covered by sponsorship packages	22%	35%	
% of price per participant covered by registration fees	27%	32%	

Table 2 ADRF budget overview

In terms (economic) sustainability of the ADRF, one of the objectives of the activity was to organize the different revenue streams in such a way that it could be reproduced and sustainable following project end.

Table 2 presents an evolution of the costs per participant for 2023 - 2025, and the source of financing. The Adra-e project dedicated part of its budget, within the Other Direct Costs category, to the organisation of the first two ADRFs, and to a much smaller extent, preparation for the 3rd ADRF which will take place after official project end. For the first ADRF, the Adra-e project sponsorship represented approximately 51% of the total income and a total amount of 62 560.26 €, for an event with 200 registered participants. The remaining 49% of income came from sponsorship packages (22%) and registration fees (27%). The total cost per participant covered by the Adra-e project budget was approximately 313 €.

For the 2nd edition of the ADRF in 2024, the three income sources were nearly identical in terms of percentage; 33% by Adra-e project budget, 35% by sponsorship, and 32% by registration fees. While the overall contribution was slightly higher (75 453 €), the event doubled in size from 200 registered participants to 428 registered participants. This represented therefore a reduction by nearly half of average cost per participant covered by the Adra-e project budget; from 313 € in 2023 to 176 € in 2024.

This can be considered an effective exercise in expense sharing between three different revenue streams, resulting in nearly equal income shares, thus minimizing risk of loss and contributing to the future sustainability of the event. It should also be noted that by increasing the size of the event two-fold, the average cost per participant also decreased as many of the fixed costs (room rentals, sound and light, moderation and publicity) were split between a larger number of participants.

For future events, the organisation and programme committees from previous editions recommend that future committees continue to experiment with revenue sharing between the three different income sources, to determine the most cost-effective size and return on investment; i.e. whether the event can continue to get larger, and what configuration allows future ADRF editions to break even, or hopefully create a revenue stream for Adra.



## 12. Conclusion

The second edition of the AI, Data and Robotics Forum was a successful event implemented with care by the Programme and sub-committees, with close involvement from Adra, the European Commission, and Adra-e. The positive feedback from the post-event survey encourages the organizer to continue with a similar format in the coming editions and provided insight for future improvements. The plenary sessions and panel discussions were carefully designed with expert input from the moderators and panelists and the structure of the workshop organisation (a programme committee member responsible for the follow-up of the session organisation from the workshop chair and speakers) has instituted a best practice for future editions. Lessons learned for future editions are to reserve sufficient time for networking opportunities and informal discussions.

ADRF25 was announced at the concluding session and will take place in Stavanger, Norway September 23-24. The organization of the next edition has already begun and a handover from the ADRF24 Programme Committee to the organizers of the 2025 edition has been done.