

## **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°6: Dissemination, Communication  
& Sustainability**

**Deliverable N°6.2: Adra-e web platform and impact  
monitoring report**

**Lead partner: Trust-IT**

**Version N°: 1.0**

**Date: 30/06/2025**

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

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



Document information	
Deliverable N° and title:	D6.2 – Adra-e web platform and impact monitoring report
Version N°:	1.0
Lead beneficiary:	Trust-IT
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Submission date:	27/06/2025
Due date:	30/06/2025
Type <sup>2</sup> :	R
Dissemination level <sup>3</sup> :	PU

Document history			
Date	Version	Author(s)	Comments
14/04/2025	0.1	Niccolò Zazzeri, Anja Radonjic	ToC and structure
25/04/2025	0.2	Niccolò Zazzeri, Anja Radonjic	Contributions to section 1 and 2
15/05/2025	0.3	Niccolò Zazzeri, Anja Radonjic	Contributions to section 2, 3, 4
06/06/2025	0.4	Niccolò Zazzeri, Anja Radonjic	Contributions to section 2, 3, 4, 5, 6
13/06/2025	0.5	Niccolò Zazzeri, Anja Radonjic	Contributions to section 2, 3, 4, 5, 6, 7, 8
12/06/2025	0.6	Philip Piatkiewicz	Review
18/06/2025	1.0	Niccolò Zazzeri, Anja Radonjic	Final version

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

## Document summary

Over the course of the Adra-e project, significant advancements have been made in designing, developing, and maintaining a consolidated digital presence for Adra, supporting its mission to become the central private-side voice for Artificial Intelligence, Data, and Robotics in Europe.

Key outcomes covered in this deliverable include:

- **Adra-Adra-e collaboration** - A coordinated approach to content management and communication has ensured a unified voice and consistent branding across all digital assets. Adra-e has provided continuous support to Adra in building an accessible, user-oriented web platform, as well as physical and digital promotional materials.
- **Synergies with AlonDemand**: A robust technical collaboration led to the successful API-based integration between the ADR Awareness Centre and the AloD platform. This enables federated resource sharing and enhances the discoverability of educational materials across European platforms.
- **Web platforms management and performance**:
  - The **Adra website** has been entirely redesigned and redeveloped, with improved navigability, backend autonomy, and increased content reach.
  - The **ADRF website**, supporting the annual AI, Data and Robotics Forum, has been developed to be a scalable and customisable platform for ADRF future editions communication, registration, and community engagement.
  - The **ADR Awareness Centre** has been developed as a dynamic catalogue of resources, integrated with AloD and AIDA, fostering knowledge exchange within the wider ADR ecosystem.
- **Impact monitoring** - Using both qualitative narratives and quantitative analytics (e.g. website traffic, resource downloads, newsletter metrics), the deliverable documents the overall outreach and stakeholder engagement achieved.
- **Sustainability** - All developed assets have been designed with long-term sustainability in mind, supporting continued use and expansion beyond the project duration.

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## 1. Introduction

D6.2, Adra Web Platform and Impact Monitoring Report, presents a comprehensive overview of the digital presence, strategic communication efforts, and platform integration activities carried out under the Adra-e project to support and enhance the visibility, reach, and stakeholder engagement of the Adra association. Since its inception, Adra-e has served as a vital support mechanism to Adra, facilitating its online growth and contributing to the development of a cohesive and sustainable digital infrastructure for the European Artificial Intelligence, Data, and Robotics community.

This report builds upon the outcomes of the earlier Deliverable D6.1 Communication, Dissemination and Stakeholder Engagement Strategy by offering a consolidated view of the practical implementation, coordination efforts, and technological integration achieved over the project lifecycle, with a focus on both qualitative and quantitative impacts.

### 1.1 Scope of the document

The primary objective of this deliverable is to report on the activities, tools, and impact monitoring mechanisms related to the development and management of the Adra web ecosystem, as well as its associated platforms. It captures the role played by Adra-e in building and maintaining this infrastructure and in facilitating synergies with key European initiatives, particularly AlonDemand (AloD).

Specifically, this document addresses:

- The strategic and operational collaboration between Adra and Adra-e in platform development and content dissemination;
- The technical integration between the Adra Awareness Centre and the AloD platform;
- The management, functionalities, and performance of the Adra and ADRF websites;
- The growth, visibility, and resource-sharing impact of the ADR Awareness Centre;
- The overall effectiveness of the digital communication and stakeholder engagement strategy.

### 1.2 Document structure

The document is structured as follows:

- **Section 2:** reports on the connections and effort established between Adra and Adra-e in terms of platform development and communication/dissemination strategy.
- **Section 3:** reports on the synergies established between Adra-e and AlonDemand.
- **Section 4:** reports on the Adra website management, structure and functionalities and performance and impact
- **Section 5:** reports on the ADRF website management, structure and functionalities and performance and impact
- **Section 6:** reports on the ADR Awareness Centre overview and purpose and impact and achievements
- **Section 7:** summarises the impact in terms of Communication Dissemination and Stakeholder Engagement Strategy
- **Section 8:** draws the main conclusions.

## 2. Adra and Adra-e: a collaborative effort

Adra-e was 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

Throughout the Adra-e project, the Communication Task Force has served as a stable coordination mechanism between the project partners and the evolving Adra association. As Adra has matured as an organisation and as project interfaces between Adra, Trust-IT, and INRIA naturally evolved, the Task Force has ensured continuous alignment and operational effectiveness.

**Table 1:** Members of the communication task force

Partner	Members during the initial phase of Adra-e project	Members during the second and last phase of Adra-e project
Adra	Caj Södergård, Clemens Wasner, Anne Waltenberger	Philip Piatkiewicz, Amaya Garmendia, Mei Shan Krishnan
Trust-IT	Niccolò Zazzeri, Joanne Ahern, Ruben Tognetti	Niccolò Zazzeri, Joanne Ahern, Anja Radonjic
Inria	Joost Geurts, Viviane Habert	Joost Geurts, Viviane Habert, Elizabeth El Haddad

The Task Force has maintained a high level of activity and commitment, holding regular weekly coordination meetings for the full duration of the project, with over 200 meetings conducted to date. These meetings have provided a consistent platform for exchanging information, agreeing on priorities, and driving forward joint communication and dissemination actions.

Beyond the regular cadence of weekly coordination, numerous additional ad hoc meetings have been organised to address key milestones or special topics, such as adapting to interface changes, supporting the launch and ongoing management of the Adra website, handling major event communications, and developing new outreach tools and materials.

A further important strand of activity has focused on building capacity within Adra for long-term sustainability. To this end, Trust-IT has led a series of dedicated training sessions for Adra resources on the use of core digital communication tools, including the website content management system, mailing list administration, and Canva-based graphic design. This initiative has aimed to strengthen Adra's internal capabilities and ensure it is well-positioned to manage its digital presence and outreach independently after the conclusion of Adra-e.

## 2.2 Main areas of collaboration

**Branding and promotional material** - Throughout its entire duration, the **Adra-e project** has been a fundamental driver in establishing and supporting the digital presence and visual identity of the Adra association. This support has played a key role in building Adra's credibility, visibility, and consistency across all channels—both online and offline.

Adra-e acted as the main interface responsible for the curation and production of **all Adra digital outputs** between July 2022 and June 2025. This work has guaranteed a coherent and professional image of the association across multiple platforms and initiatives.

Key achievements include:

- **Adra Website** - Adra-e fully designed and developed the new Adra website, creating both the graphical layout and information architecture to ensure clarity and alignment with the association's growing mission and goals.



- **Visual identity for Adra documents** - A visual identity system was established and applied consistently across all key Adra documents, including different versions of the **Strategic Research, Innovation and Deployment Agenda (SRIDA)**, **post-event reports**, and **white papers**.
- **Physical promotional materials** - The project supported the creation of high-quality physical materials for event participation, including **roll-ups**, **business cards**, **posters**, and additional assets used in conferences and public engagements.
- **Digital event graphics** - A library of branded digital materials was created for Adra-organised events and participation in third-party initiatives. These included **speaker cards**, **custom templates** for third-party platforms, and **customisable templates** to facilitate the future production of social media content by the Adra team.
- **Visual identity for Adra main events** - The visual identity for Adra's flagship events, namely the **AI, Data and Robotics Forum (ADRF)** and the **European Convergence Summit (ECS)** was developed under Adra-e, giving these events a professional, consistent, and recognisable look that reinforces the Adra brand.

**Content management and communication flow** – Thanks to the **Communication Task Force** established early in the project, Adra-e succeeded in building a smooth and effective flow of communication between Adra-e activities and the evolving work of the Adra association. Regular weekly meetings, supported by shared documentation and an editorial calendar, enabled proactive planning and delivery of communication outputs.

This structured coordination process helped guarantee the quality, consistency, and timeliness of communications, making the Adra-e/Adra collaboration a model for effective joint dissemination and branding in a maturing association.

**Adra Website management** – In the initial phase of the project, Adra-e and Adra maintained separate websites. However, following feedback received during the project's First Technical Review, it was decided to focus solely on developing and managing the Adra website. This avoided potential confusion among stakeholders and external audiences regarding the roles of the two initiatives.

Trust-IT led the complete redesign and revamp of the Adra website, which had previously been designed, hosted, and maintained by an external provider. Bringing the website fully under the Adra-e/Trust-IT umbrella enabled greater agility, allowing the site to be more easily updated with new content, sections, and documents.

The new Adra website is now a dynamic and authoritative hub for information on the association's mission, activities, events, publications, and membership. More information on the Adra website activities and its achievements so far can be found in section 4 of this document.

**OnlyOffice space** - Adra-e took responsibility for hosting and managing the **OnlyOffice** digital workspace used by Adra as its internal repository for members.

Previously hosted by an external provider, the platform had certain limitations that made it cumbersome to use. Under Adra-e, Trust-IT conducted a full **migration** of all content, users, and resources to a new instance hosted on dedicated servers, ensuring **improved performance**, **security**, and **ease of use**.

This transition has greatly facilitated day-to-day operations for Adra members, providing a reliable space for **document sharing**, **collaborative editing**, and **member-only resources**.

**Mailing lists management** - As Adra grew in both membership and activity scope, the need arose for a more sophisticated mailing list management system to enable **direct communication** between members and across various working groups and event communities.

Trust-IT implemented a dedicated **mailing list instance**, which now manages over **30 mailing lists** serving the needs of the Adra **Topic Groups** as well as **event-specific communications** (e.g., ADRF and ECS attendees, programme committee, sponsors committee etc.). This mailing list management has enhanced the flow of targeted communications, contributing to both **community engagement** and **operational efficiency**.

**ADRF Website management** - Adra-e designed, developed and maintained the **dedicated website** for the **AI, Data and Robotics Forum** Adra's annual flagship event. Three versions of this promotional site have been created and operated to date.

The ADRF website serves as the central platform for:

- **Event registration**
- Publication of the **agenda**
- **Speaker bios**
- **Workshop submissions**
- **Sponsor submissions**
- Practical information for attendees

This site is integral to the successful promotion, management, and execution of the ADRF. More information about the ADRF website activities and its achievements so far can be found in section 5 of this document.

**ADR Awareness Centre** - Adra-e designed, developed and maintained the **ADR Awareness Centre**, an online resource hub designed to enhance **accessibility** and **transparency** of valuable resources produced within the European ecosystem.

The Centre features:

- A **user-friendly interface** for browsing and accessing resources
- A **streamlined submission process** encouraging contributions from the community
- Full **API integration with the AlonDemand platform**, enabling seamless data sharing and wider dissemination of relevant materials

More information on the ADR Awareness Centre integration with AlonDemand platform activities and its achievements so far can be found in section 6 of this document.

**Social media management** – At the project's Kick-Off Meeting, it was strategically agreed that Adra-e would not establish its own dedicated social media channels, but would instead conduct its communication activities via **Adra's existing social media accounts**.

This approach enabled **leveraging existing followers** and community reach, avoiding confusion between the Adra and Adra-e brands and promoting **long-term sustainability** by strengthening the core Adra channels.

Content for social media is discussed and planned within the **editorial calendar** maintained by the Communication Task Force and is aligned with Adra's messaging strategy.

**Newsletter management** – Another key success of Adra-e has been the development of the Adra Newsletter, which is now the association’s official newsletter format.

Adra-e designed and implemented a **newsletter layout** using email marketing tools. Each edition of the newsletter is developed collaboratively by the Communication Task Force and tracked in the editorial calendar.

The newsletter plays a vital role in:

- Keeping Adra members and the wider community informed about activities, events, and publications
- Highlighting **European Commission initiatives** and **policy developments**
- Strengthening **brand recognition** and **community engagement**

More information on Social media management, newsletters and other dissemination activities can be found in section 7 of this document.

### 3. Collaboration with AlonDemand

Throughout its duration, Adra-e has established a **strong and dynamic collaboration** with **AlonDemand platform**, recognising the strategic importance of fostering synergies between the two initiatives to further advance the European ADR ecosystem. The collaboration is based on **resource sharing, knowledge exchange, and community building**, and has been structured into regular interaction and joint activities.

#### 2.2 Main areas of collaboration

**Synchronisation Committee** - At the heart of this collaboration is the **Synchronisation Committee**, a practical coordination mechanism through which Adra-e and AloD engage in **monthly meetings**. These meetings provide a dedicated space for the two projects to update one another on ongoing and upcoming activities, coordinate strategic communication and event participation to ensure alignment and avoid duplication of effort, address challenges or bottlenecks collaboratively and explore opportunities for joint initiatives, content sharing, and mutual support.

**Events collaboration** – The collaboration has also extended to **joint participation and organisation of events**, ensuring that the respective communities of Adra and AloD are interconnected and exposed to a broad range of activities across the European ADR landscape. Key joint events include:

- **Launch Event: Showcasing the Future of Innovation in AI, Data, and Robotics** – 22 February 2024  
A landmark event that brought together key stakeholders to highlight new EC-funded projects, emerging trends and opportunities in ADR.
- **Webinar: Trustworthy AI - Landscaping Verifiable Robustness and Transparency** – 29 May 2024  
A deep dive into best practices and tools for promoting trust and transparency in AI systems.
- **AI, Data, and Robotics Forum** – 8-9 November 2023, 4-5 November 2024  
The flagship forum where both Adra and AloD are key contributors, fostering exchange across academia, industry, and policy.
- **Future-Ready: On-Demand Solutions with AI, Data, and Robotics** – 18-19 February 2025  
A collaborative jointly organised event focusing on practical solutions and on-demand services powered by Adra and AloD.

## Platforms synchronisation

A major technical achievement of the collaboration is the ongoing **platform synchronisation** between Adra's **Awareness Centre** and the AloD Platform. Adra and AloD have successfully developed **API interfaces** to support **mutual data sharing and management**, enabling the two platforms to exchange and share key resources while maintaining editorial independence and avoiding duplication.

This work has been particularly challenging given the different **Content Management Systems** used WordPress for AloD and Drupal for Adra-e. Despite these differences, the collaboration has resulted in an elegant technical solution that allows:

- **Resource interoperability** between the platforms.
- Greater **discoverability** of high-value ADR resources by end users.
- More efficient and sustainable **content curation** across the ecosystem.

### 2.3 Technical Integration

The integration of the **ADR Awareness Centre** with **AloD platform** was designed and executed in three main phases:

**Metadata alignment** - The first step in the integration process focused on aligning metadata structures and taxonomies. AloD provided the metadata schema and structure used within its platform, enabling the ADR Awareness Centre to adapt and map its internal taxonomy developed in the context of WP3 accordingly. This harmonisation was essential to ensure that content exchanged between the platforms would be **coherent, searchable, and semantically consistent**, facilitating user discovery across both systems.

**API development collaboration** - The second phase centred on the development of **APIs** to enable seamless, bidirectional communication between the two platforms: a dedicated script was developed to pull content from an endpoint exposed by the ADR Awareness Centre. This script applied a static mapping to convert Adra's taxonomy into the AloD format, and then sent the processed content to AloD via **POST requests**. Similarly, APIs provided by AloD were used to retrieve educational materials using **GET requests**. The incoming data was transformed using **inverse static mapping**, ensuring it could be correctly interpreted and displayed within the ADR Awareness Centre.

This bidirectional approach ensures **dynamic content exchange**, allowing both platforms to continuously enrich their educational offerings and maintain synchronised databases.

**Test environment setup** - Before launching the integration in a production environment, AloD supported the creation of a **dedicated test environment** to securely evaluate the integration process. This environment allowed for the validation of the developed scripts and APIs, ensuring that data was accurately transferred, metadata mappings functioned as intended and no conflicts or duplication occurred during synchronisation. Only after successful testing in this sandbox environment was the integration moved to the production stage.

This technical integration has resulted in a series of mutual benefits, both in terms of functionality and sustainability for both projects:

- Resources curated by the ADR Awareness Centre are now accessible across **three key platforms: ADRA, AloD and also the International AI Doctoral Academy (AIDA)**, substantially broadening their reach and potential impact.
- Through **metadata mapping**, users can now more easily locate educational materials relevant to AI, ensuring a more **structured and user-friendly discovery experience**.
- The **bidirectional integration** enables **mutual resource sharing** between the Awareness Centre and AloD, fostering greater collaboration among stakeholders.

- **AI researchers, industry professionals, and policymakers** can now leverage a common platform for innovation and expertise exchange.
- The API-based integration ensures **real-time synchronisation**, reducing redundancy and maintaining an up-to-date repository of knowledge across platforms.
- The **robust test environment** developed in collaboration with AIoD provides a foundation for scalability and adaptability as platform needs evolve.
- With the **Awareness Centre now fully integrated into the ADRA website**, the continuity and visibility of its resources are guaranteed beyond the Adra-e project. Its content will continue to populate both AIDA and AIoD, further supporting the long-term vision of a unified European AI knowledge ecosystem.

The technical integration was presented as one of the early success stories during the Future-Ready: On-Demand Solutions with AI, Data, and Robotics on 18 and 19 February 2025 in Bruxelles:



Figure 1: Technical integration at FutureReady event

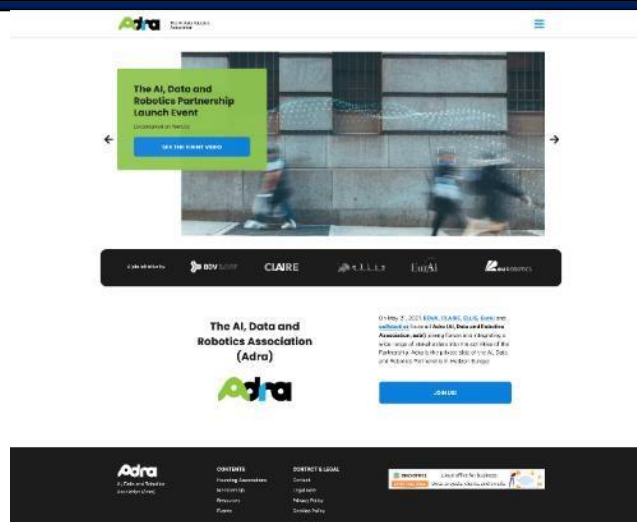
## 4. Adra website

### 4.1 Structure and functionalities

As reported in D6.1 Communication, Dissemination and Stakeholder Engagement Strategy and in the First Technical Report, at the start of the Adra-e project, **Adra already had a website in place**. This website, originally developed and maintained by an external service provider, was built using the WordPress content management system. While the site served as an initial online presence for Adra, it quickly became clear that the structure and administration model were not aligned with the evolving needs and ambitions of the association.

Adra had limited access and control over the site's content and functionality. All updates, whether small textual edits or more substantial modifications to the website's structure, had to be requested from and implemented by the external provider. **This dependency created significant inefficiencies, bottlenecks, and delays** in publishing timely updates or new information, which affected the organisation's ability to respond dynamically to upcoming events, stakeholder engagement opportunities and milestones.





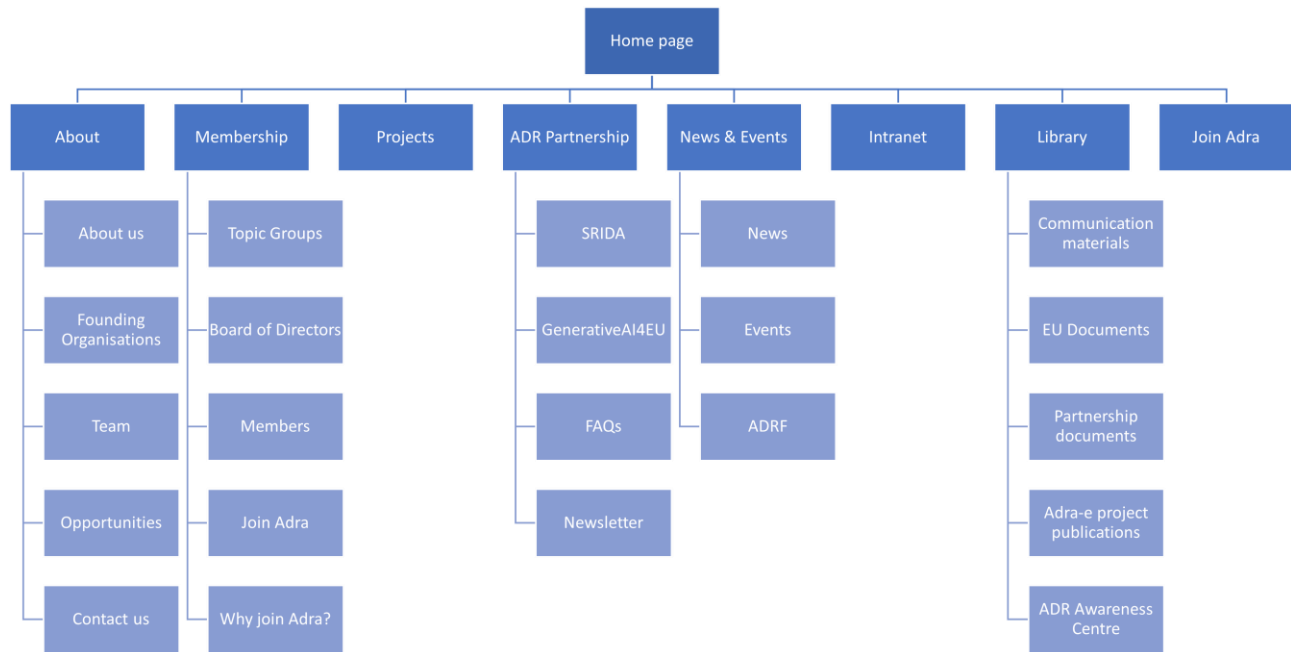
**Figure 2:** Adra first website in Wordpress

Once Adra-e officially kicked off, Trust-IT initiated efforts to gain more control over the existing website. After discussions with the external provider, Trust-IT succeeded in obtaining an editor-level account for the existing WordPress site. This allowed the team to upload and update content independently to some extent. However, the platform still proved to be cumbersome and insufficiently flexible to accommodate Adra’s growing visibility, strategic communications, and expanding online resource needs.

**Recognising these limitations, Adra and Trust-IT entered into a strategic dialogue to fully revamp the public face of the Adra website under Task 6.2 and 6.3 of the Adra-e project.** The goal was not just to improve usability and design, but to completely reimagine the website as a flexible, user-friendly digital platform that reflected Adra’s expanding activities and stakeholder base.

To ensure the new website was aligned with user experience best practices and responsive design principles, the redesign process followed a structured and iterative workflow, including:

- Wireframing and mock-up creation using the FIGMA design platform, which allowed for a visual representation of proposed new pages and functionalities.
- Collaborative feedback and iteration with the Adra team, ensuring that the structure and visuals were both appealing and aligned with Adra’s identity and strategic goals.
- Technical development and integration, where the designs were implemented into a fully functional site using the Drupal CMS, chosen for its flexibility, security, and scalability.
- Internal testing and quality assurance, including performance, accessibility, and cross-device compatibility checks before the official launch.



**Figure 3:** Revamped Adra website structure

**The new Adra website was officially launched in June 2024.** The visual and structural redesign of the Adra website was conceived to enhance navigability, clarity, and engagement, while also visually reinforcing Adra's brand identity. The site employs a modern, minimalist design that balances textual information with visual storytelling thanks to the use of imaginative visuals, greater emphasis on Adra's core pillars, including its Topic Groups, Members and key areas of activity such as events, news, featured content, and membership benefits.



**Figure 4:** Adra revamped website

One of the most important improvements was the adoption of the Drupal as Content Management System. This upgrade enabled the Adra team to gain full editorial control over the website, eliminating the need to rely on third-party developers for routine updates and content changes. With this new level of autonomy, the Adra team can now independently create, manage, and publish content, ensuring that information is always up to date and aligned with the latest developments in the association's activities.



The site is built with responsive design principles, ensuring optimal user experience across all devices, including desktops, tablets, and smartphones. This mobile-friendly architecture allows users to navigate the website seamlessly, regardless of screen size or platform.

Navigation has also been significantly improved through a new expandable menu structure that allows visitors to easily access various sections and subsections of the website.

Events management has been substantially improved, with a dedicated section where events can be added, updated, and categorised by type. Events can be promoted to the homepage for increased visibility, ensuring that users are always aware of upcoming activities, such as workshops, webinars, or conferences. This system allows Adra to highlight its contributions to the ADR ecosystem in a timely and organised way.

Another important functionality is the introduction of a section dedicated to the Adra membership. The site now includes a structured way to present member organisations, allowing visitors to explore the composition of the association and better understand the community behind Adra's work. Similarly, a feature has been developed to present event's speakers and team members, allowing their profiles to be linked with events or thematic areas, thereby increasing visibility and coherence.

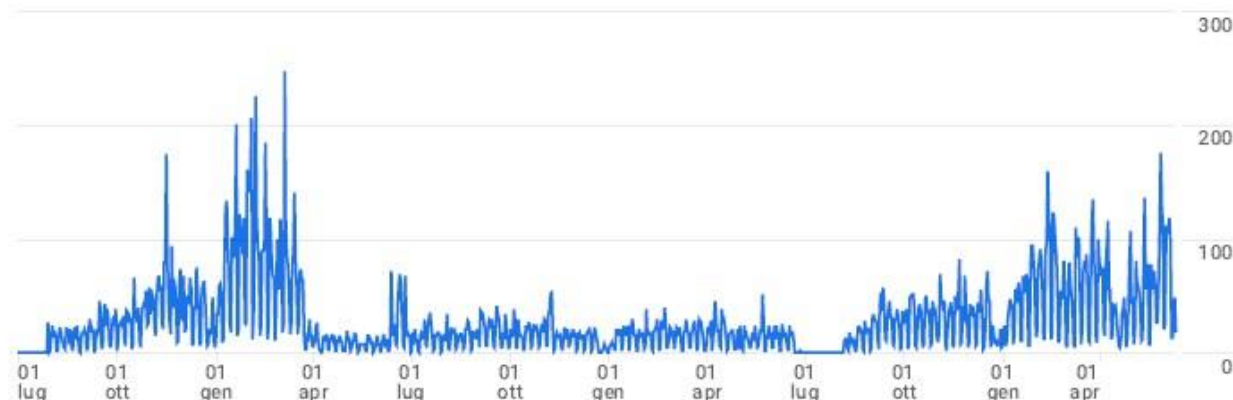
In support of knowledge sharing, the website includes a document repository where strategic publications, deliverables, roadmaps, and other relevant documents can be uploaded, categorised, and accessed by users. This supports both the dissemination obligations of Adra-e and the broader communication objectives of Adra as an association.

One of the major milestones in the website redevelopment was the integration of the ADR Awareness Centre. Previously hosted on a separate platform developed under the Adra-e project, the Awareness Centre is now fully embedded into the new Adra website. This integration has centralised access to a wide variety of AI, Data, and Robotics resources, including educational materials, datasets, and tools, all organised and accessible through an intuitive interface that reflects the metadata and taxonomy standards of the broader ADR ecosystem.

To further support operational activities and stakeholder engagement, the site now includes a dedicated section for opportunities. This area allows Adra to publish job openings, internships, calls for collaboration, and other relevant opportunities that can contribute to capacity-building and knowledge exchange within the community.

## ***4.2 Performance and Impact***

Over the three-year period from July 2022 to June 2025, the Adra website has demonstrated steady and impactful performance, with a total of **20,818 users** and over **45,000 sessions** recorded. These figures reflect a consistent interest in Adra's activities and content, underscoring the role of the website as a central communication and engagement hub for ADR community.



**Figure 5:** Adra website user engagement July 2022 to June 2025

A breakdown of traffic sources reveals that **organic search** was the dominant entry point to the site, accounting for **22,332 sessions**, which reflects the website's strong visibility in search engines and effective use of search engine optimisation practices. This is followed by **direct traffic** with **14,974 sessions**, indicating a significant portion of returning users or individuals who access the site via bookmarks or direct URL input which is often a sign of recurring engagement or trusted content. **Referral traffic** contributed **5,832 sessions**, highlighting the benefits of cross-platform promotion and partnerships, while **social media** brought in **1,502 sessions**, suggesting a consistent growth in Adra's social media-driven outreach during the period.

<b>Organic Search</b>	22.332
<b>Direct</b>	14.974
<b>Referral</b>	5.832
<b>Organic Social</b>	1.502

**Figure 6:** Traffic sources for the Adra website

In terms of geographical reach, the website attracted a highly diverse European audience. The highest number of users came from **Spain**, followed by **Belgium, Italy, France, Germany, the Netherlands**, and the **United Kingdom**. This distribution is in line with Adra's target stakeholder communities across Europe and reflects successful outreach in key countries actively engaged in ADR research, policy, and industry.



**Figure 7:** Adra website geographical reach

Content-wise, the most viewed pages shed light on user interests and engagement patterns. The **Info Day and Brokerage Event held on 3 February 2023** was the top-performing content, confirming the strong appeal of interactive, funding-related events that offer networking and collaboration opportunities. The **Members page** and **About Us section** were also among the most visited, indicating high levels of interest in Adra's organisational structure, community, and mission. The recently promoted **European Convergence Summit 2025** content has also attracted substantial attention, suggesting early and effective dissemination of flagship event materials.

### OnlyOffice and mailing list management

As part of its mission to strengthen collaboration and streamline internal communication, the Adra-e project undertook key activities related to the migration and management of the **OnlyOffice collaborative workspace that Adra had already in place**, along with the setup of a robust **mailing list system** for effective stakeholder engagement.

Before the start of the Adra-e project, a dedicated instance of **OnlyOffice** was adopted by Adra to manage documentation, support working groups, and centralise communication. However, initial versions of the workspace required significant updates to meet the evolving needs of Adra's growing community. In response, Trust-IT, in collaboration with the Adra-e coordination team, led a **full migration of the OnlyOffice environment** to an upgraded infrastructure.

As part of the migration of the OnlyOffice application from the cloud version to our self-hosted environment, Trust-IT completed a full export of both content and user data. This included backing up all documents, as well as exporting user accounts, permissions, and configuration settings from the cloud instance. Trust-IT then set up the new hosted OnlyOffice environment on our infrastructure, deploying it on a dedicated Linux server with Docker containers to ensure modularity and ease of maintenance. The server was configured with HTTPS using a valid SSL certificate, proper firewall rules, and secure user access policies. After configuring access and system parameters, we successfully imported all user data and documents into the new environment. Final checks were conducted to verify data integrity, user access, and application performance, ensuring a seamless transition for end users.

The migration improved **usability, accessibility, and collaboration efficiency**, providing a centralized environment where over 200 contacts regularly contribute, review, and coordinate strategic documents and discussions.

### Mailing List Setup and Management

To complement the OnlyOffice workspace and strengthen targeted communications, the project also designed and implemented a structured **mailing list architecture**. Mailing lists were created for the Adra Topic Groups and the ADRF 2024 edition.

All mailing lists were securely configured with user management protocols in place to keep them up to date. These lists have significantly enhanced Adra's ability to communicate timely updates, coordinate meetings, and facilitate dialogue across distributed teams.

## 5. ADRF website

### 5.1 Objectives and role

Alongside the management and optimisation of Adra and Adra-e websites, Trust-IT was also tasked with the launch and management of ADRF website. The website for Adra's flagship event, **AI, Data, Robotics Forum (ADRF)** serves as the “one-stop-shop” for all information related to the previous and upcoming versions of the ADRF event. The ADRF is available at <https://adrforum.eu/>, and since its launch on 04 August 2023, the website had three iterations, corresponding to the three editions of the event ( ADRF23, ADRF24, and the upcoming ADRF25).

The website was developed as a joint effort with WP1 partners Inria, Adra, UvA, UT, Atos Spain, CEA, LIU, DCU, DFKI, NUIG, and CroAI. Nevertheless, the management and upkeep of the website is done by Trust-IT, and certain knowledge transfer with Adra team has started, with Adra's team having accessibility to modify and populate the website content.

The ADRF website was developed to include the use of modern web design principles, ensuring a consistent branding identity with Adra and Adra-e, all the while providing the visitors with a visually appealing and intuitive user experience.



Figure 8: ADRF website home page

The website architecture has been designed and updated accordingly to provide diverse user needs, tailored for potential visitors or sponsors of the event. The sections immediately accessible via the home/landing page include: “Speakers”, “Venue”, “Call for Proposals”, “Exhibitions & Sponsors”, “About”, “Press”. Closer to the date, “Agenda” section with live stream link is added to the website.

The previous iterations of the website are stored and still available, via the following links: <https://2023.adrforum.eu/> and <https://2024.adrforum.eu/>. While the key assets have already been shared with the registered attendees, the presentation slides, event highlights, video recordings and news pieces offering event recap are available via the aforementioned domains.

The ADRF website has played a key role in streamlining the organisational processes for both the 2023 and 2024 editions of the ADR Forum, particularly by centralising the **submission, review and selection** of workshop proposals and sponsor applications. In 2023, the platform facilitated the evaluation of **14 workshop proposals**, with **10 ultimately selected** for the programme. Building on this initial success, the 2024 edition saw a substantial increase in engagement, with **46 proposals received**, **25 shortlisted** by at least two members of the Programme Committee, and **20 finally selected**, demonstrating a more competitive and structured selection process. The upward trajectory continues in 2025, with a record **71 workshop proposals** submitted. On the sponsorship front, the ADRF website has proven instrumental in enhancing outreach and onboarding, helping to secure **11 sponsoring organisations in 2023** and **29 in 2024**.

## 5.2 Impact and achievements

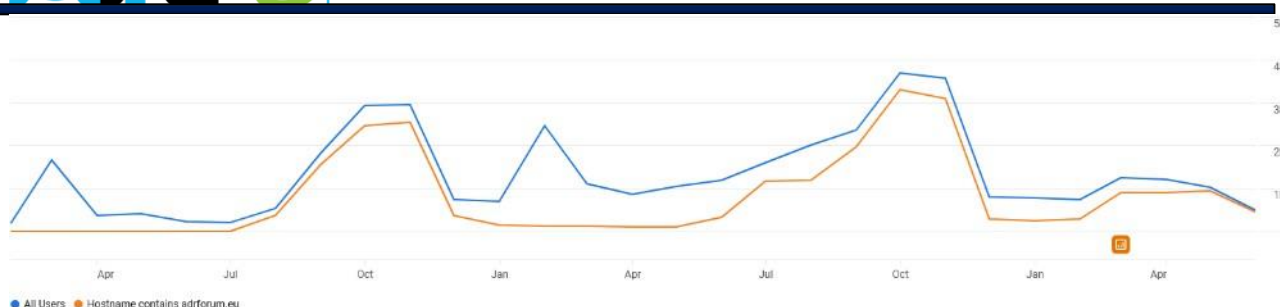
The ADRF website has experienced significant growth in terms of traffic and engagement since its launch, reflecting the increasing relevance and visibility of the AI, Data and Robotics Forum as a central event in Europe’s ADR ecosystem. From its initial deployment to support the 2023 edition of the event, the platform has evolved into a well-established platform for showcasing event programme, speaker details, session recordings, and material to a wide community of stakeholders.

From its launch to June 2025, the ADRF website has registered a **total of 23,247 sessions**, demonstrating robust and growing user engagement. The distribution of these sessions underscores a balanced mix of traffic sources:

- **Organic search:** 8,393 sessions
- **Direct access:** 8,026 sessions
- **Referral traffic:** 5,416 sessions
- **Organic Social Media:** 1,197 sessions

This breakdown highlights effective SEO practices and increasing brand recognition, as well as strong referral performance from associated platforms and partner sites. Organic social media traffic, while smaller, reflects targeted outreach efforts around the event.

User engagement around the annual ADRF editions clearly reflects a pattern of **peak interest typically occurring one month prior to and two weeks following each event**, indicating sustained attention around key moments. This is highlighted in the figure below where the orange coloured line reflects the number of website visits during the 2023 and 2024 editions.



**Figure 9:** Peak website visits to ADRF website during 2023 and 2024 editions

In **2023**, the website recorded **983 unique users**, marking a successful first year of digital operations. In **2024**, unique users rose to **1,546**, representing a growth of over **57% year-on-year**, driven by enhanced visibility and a broader promotional push. For the **2025 edition**, while user data is not yet fully available as the event will be held in September, the dedicated website was launched in **February 2025** and has already attracted **3,514 sessions**, showing strong early momentum and indicating that user engagement may exceed previous years once we get closer to the date of the event.

## 6. ADR Awareness Centre

### 6.1 Overview and purpose

The ADR Awareness Centre was conceived and developed under the Adra-e project as a strategic initiative to support the growth and accessibility of educational resources in the ADR field.

At its core, the Awareness Centre aims to make **quality learning materials easily accessible** to researchers, innovators, industry professionals, and policymakers. It was developed with a structured and user-friendly taxonomy created in collaboration with WP3 and specifically the **University of Galway**, ensuring intuitive navigation and effective categorisation of content. The platform supports **10 different types of educational resources**, including videos, tutorials, presentations, white papers, and webinars, thus catering to a wide range of learning preferences and expertise levels.



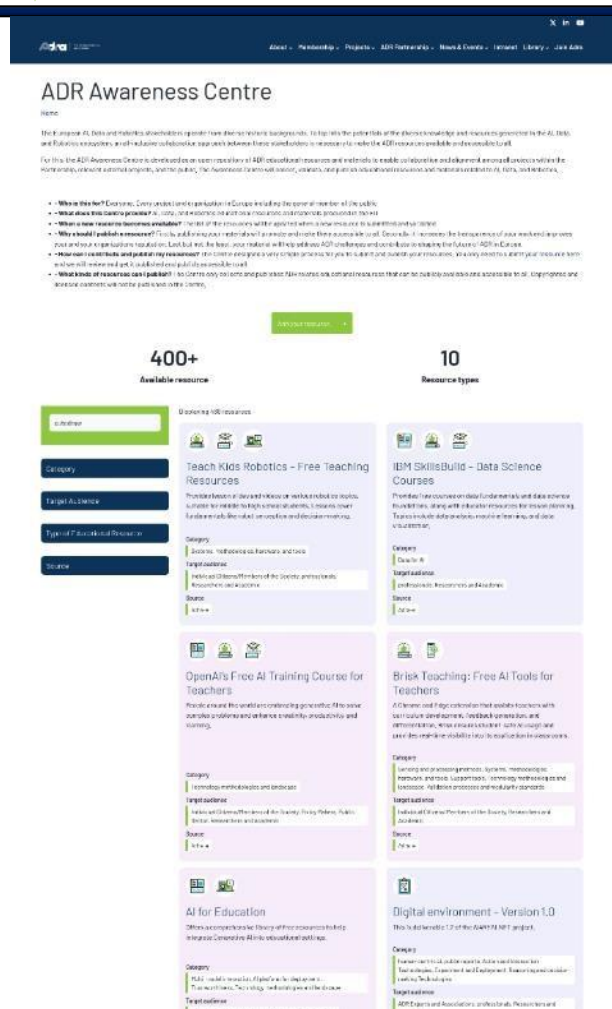


Figure 10: ADR Awareness Centre

## 6.2 Impact and achievements

As of June 2025, the ADR Awareness Centre features a total of **468 educational resources**, of which **153 were produced through the Adra-e project**, while **315** were made available through a successful **technical integration with the AlonDemand Platform**. This integration has allowed for **seamless metadata alignment and content federation**, significantly enriching the Centre's offering and fostering synergies between the two major European platforms.

The platform has shown steady and growing engagement. Since its launch, the Awareness Centre has recorded **2,704 sessions** by **1,143 unique users**, highlighting its growing relevance and visibility within the European ADR community. The increasing usage reflects both the value of the curated content and the platform's usability, designed to support ongoing learning and innovation in an evolving technological landscape.

A key component of the Centre's outreach strategy has been the organisation of **ADR Awareness Day events**, held in **2024** and **2025**. These high-visibility events provided a forum to promote the platform, gather feedback from stakeholders, and showcase the latest additions to its educational offering. They also served as an important mechanism to boost community engagement, attract new users, and raise awareness of the need for continuous education in AI, Data, and Robotics.

More information about the ADR Awareness Centre is reported in D3.4 – Period 2 report on ADR Awareness Centre activities.

## 7. Communication Dissemination and Stakeholder Engagement Strategy

One of key Adra-e's objectives is to support the convergence and cross-pollination between communities and disciplines through the update and implementation of the Strategic Research, Innovation and Deployment Agenda (SRIDA). To showcase the impact of such cross-collaboration, Trust-IT provided the consortium partners with a range of event-specific visuals (speaker banners, ppt templates, posters, roll-ups and more).



**Figure 11:** Examples of event-specific visuals

The visuals have been developed through Figma (for Adra-e organised events), and for the supported and external events have been developed and made accessible to the Adra team via Canva. Through the knowledge transfer training with Adra team, we ensured the team is well-equipped to utilise existing visuals and update them accordingly after the project's end.

The Adra-e communication strategy actively builds on the existing Adra community via its use of social media channels, such as LinkedIn, X and YouTube. Access to social media accounts is shared by Adra and Trust-IT teams, and more on how the social media content and dissemination has been conducted can be found in section 7.4.

### 7.1 Supported events

Adra and its associated ADR events were supported through a range of activities including the creation of promotional graphics and event branding materials, logistical and organisational coordination such as agenda planning and speaker management, technical facilitation of both in-



person and online formats, as well as strategic promotion through newsletters, social media campaigns, and stakeholder outreach.

Graphic design efforts encompassed the development of visual identities, banners, presentations, and print-ready materials tailored to different events. Organisational support involved coordinating with partners, managing event registrations, and overseeing on-site logistics. Technical support included setting up streaming platforms, managing live Q&A sessions, and ensuring smooth digital participation. Promotion was carried out through coordinated communication efforts that raised awareness and maximised attendance among relevant audiences, ensuring the visibility and success of each event.

**Table 2:** Adra-e supported events

Event Type	Date	Description
<b>Adra-e Kick Off</b>	July 2022	Internal first meeting of Adra-e
<b>Adra-e Launch Webinar</b>	July 2022	The event was organised in collaboration with Adra, Inria, AlonDemand and the European Commission.
<b>AI, Data, Robotics community Event</b>	October 2022	The event was organised in close collaboration with WP1
<b>SRIDA 101 Event</b>	November 2022	Event presenting the first version of the SRIDA document
<b>Launch event: Paving the way towards the next generation of R&amp;I excellence in AI, Data and Robotics</b>	October 2022	The event was organised in collaboration with Adra and Inria
<b>Adra session at EBDVF Towards shared R&amp;I tools and platforms for automotive and mobility</b>	November 2022	The session was meant to stimulate discussion and lead to the setup of a dedicated Adra topic group
<b>Info Day and brokerage event</b>	February 2023	Infoday organized to support Adra and the European Commission
<b>Adra Session on Grand Challenges at the Crossroads of AI, Data and Robotics at ERF 2023</b>	March 2023	The event was organised in collaboration with CEA and Linköping University
<b>Adra SRIDA deep-dive workshop</b>	June 2023	The event was organized feedback for the first version of the SRIDA document
<b>Vision 2030: Strategic orientation towards AI, Data, Robotics 2025-2027</b>	June 2023	Webinar support for Adra
<b>Workshop Impact of AI, Big Data and Robotics on CO2 reduction</b>	July 2023	Event was organised in collaboration with WP4 with joint effort from partners Commpla, CEA, CroAI and UvA.
<b>The SRIDA Industry Roundtable Discussion on</b>	September 2023	The discussion was organised in support of Adra

the strategic orientation of the AI, data, robotics 2025-2027		
<b>Launch Event : Showcasing the Future of Innovation in AI, Data, &amp; Robotics</b>	February 2024	The webinar was coorganised with Adra and European Commission.
<b>ADR – partnership information day and brokerage event</b>	April 2024	Supported the facilitation of the event with ADRA, European Commission and Ideal-ist
<b>Trustworthy AI: Landscaping verifiable robustness and transparency</b>	May 2024	Coordinated with Adra-e, AI4EUROPE, DeployAI, other project supporting the AI ecosystem.
<b>ADR Convergence in Manufacturing</b>	June 2024	Adra-e team co'organised the 1 <sup>st</sup> cross'project workshop with DFKI.

In the section below, we will cover the significance and impact of flagship events supported and organised by Adra-e project, namely highlighting recurring events and final events facilitated in 2025. In terms of activities, they were quite similar to those of the events listed in the previous table.

## 7.2 Organised events

In order to foster and grow a dynamic community, uniting diverse stakeholders in AI, Data, and Robotics, Adra-e team has organised several in-person and online events that promoted knowledge and practice exchange, and helped build further synergies in the ADR ecosystem.

**ADR Awareness Day (2023,2024,2025).** One of the main assets of Adra-e project involves its Adra's Awareness Centre. Through a series of online held events, known as ADR Awareness Day, we have annually engaged various ADR community members, from potential investors, startups and SMEs, academics, and industry leads. In three iterations, ADR Awareness Day 2023, 2024, and 2025, we showcased how to utilise ADR Awareness Centre, which is developed as an open repository of ADR educational resources and materials to enable collaboration and alignment among all projects within the Partnership, relevant external projects, and the public. Thus far, 400+ resources are available via the platform. As part of the sustainability efforts of the project, this platform will be transfer to ADRA's website.

**ADR Forum (2023,2024,2025).** One of the flagship events of Adra-e project, ADR Forum has garnered more than 400 attendees in the two iterations, ADRF23 and ADRF24. The attendees represent industry leaders, policy makers, SMEs, and many more – through keynote presentations, panel discussions, exhibitions and breakout sessions ensured the attendees could delve deeper into how Europe can maintain its digital competitiveness, set digital priorities, and also facilitated cross-disciplinary dialogue on generative AI, latest model development in robotics, or the robustness of European data. As part of project sustainability, ADRF25 will be hosted in Stavanger, Norway, in September, 2025.

**European Convergence Summit (2024,2025).** Since Adra-e has set out to foster more cohesive collaboration between AI, Data and Robotics communities, we have planned for and hosted events like ECS, with two iterations of the event taking place in 2024, and 2025. The 2024 edition held online on 19<sup>th</sup> of June tackled topics related to energy and environmental sustainability. The 2025 edition gathered 159 registrations, and was held on 9<sup>th</sup> of April in Brussels, Belgium. The focus of

the latest ECS primarily focused on resilience of ADR, primarily in the context of civil security, defence, healthcare and manufacturing. Through a series of panel discussions and opportunities to network, ECS presents a unique opportunity to expose AI, Robotics and Data fields to one another, and foster stronger synergies between them.

**ECS Preparatory Workshops (Brussels, 5–6 February 2025)** Ahead of the facilitation of this year's ECS, Adra organised a two-day ECS Preparatory Workshop. Each half-day session addressed crisis-specific resilience which was later on elaborated during the ECS panel discussions. The workshops combined sessions utilising SWOT analysis tools, considered the findings' alignment with the EU policy. Participants involved Adra-e consortium and registrants with backgrounds in research, innovation, policy making and civil society.

**Regional Ecosystem Event (Zagreb, 12 December 2024)** The **Regional Ecosystem Event**, held in Zagreb on 12 December 2024, aimed to spotlight and connect Central & Eastern Europe's (CEE) strengths in AI, robotics, policy, and investment. With sessions like "State of AI in CEE," panels on how better to facilitate AI cooperation across Western Balkans, VC funding, and regulatory frameworks, Adra galvanised regional actors around policy dialogue and fostered more networking opportunities for various local ecosystem builders: policymakers, innovation ecosystem intermediaries, investors, incubators, SME and startup representatives, forging partnerships and visibility for the CEE region in European digital transformation

**SME Procurement Workshop (Amsterdam, 4 February 2025).** Adra organised a full-day workshop titled "**Facilitating the access of innovative start-ups and SMEs to the public procurement market**". The core objective was to tackle the hurdles small companies—especially those in AI, data, and robotics—face in public tendering processes. The workshop included keynote talks (e.g., on pre-commercial procurement and minimal interoperability mechanisms), panel discussions featuring practitioners and EU project representatives, and networking sessions with public administration and testing facility experts. The primary beneficiaries were innovative start-ups and SMEs looking to scale into public procurement, public procurers keen on innovation, and technology hubs.

**"Future-Ready: On-Demand Solutions with AI, Data, and Robotics" (Brussels, 18 February, 2025).** This event held on 18<sup>th</sup> of February, 2025, brought together the ADR partnership projects launched in 2022 and 2023, organising them by their respective call topics. Supported by AI4Europe and Adra-e, the event brought participation of 340 registrants, with the aim of fostering synergies across various projects, identifying emerging challenges to inform the next iteration of the SRIDA, and to strengthen the collaborative efforts with AI4Europe.

**Table 3:** Registrants to Adra-e flagship events

Event Name	Date	Number of Registrants
SME Procurement Workshop	Feb 2025	45
Acceptability and Trustworthiness of ADR Workshop	Dec 2023	63
ADR Awareness Day	Dec 2024	70
AI Regional Ecosystems Workshop	Feb 2024	82
Regional Ecosystem Event	Dec 2024	110
ECS Prep Workshop	Feb 2025	111

<b>ADR Awareness Day</b>	Oct 2023	126
<b>SRIDA Roundtable</b>	Aug 2023	130
<b>ADRF23</b>	Nov 2023	201
<b>Trustworthy AI Webinar</b>	May 2024	271
<b>Future Ready Event</b>	Feb 2025	340
<b>ADRF24</b>	Nov 25	428
<b>Info Brokerage</b>	May 2025	125 (in person)+380 (online)
<b>Vision 2030</b>	Jun 2023	507
<b>GenAI4EU Webinar</b>	Mar 2025	545
<b>Launch Event : Showcasing the Future of Innovation in ADR</b>	Feb 2024	832

The events were promoted via the website, social media, via newsletter, and with the external party networks. From working meetings, conferences, panel discussions, and workshops, ADR community has grown by fostering ADR convergences.



**Figure 12:** Sample pictures of organised events



### 7.3 Participation in external events

Alongside the organised and supported events for Adra-e, the goals and vision of Adra was also promoted at external events. In order to position Adra as a vital stakeholder of the ADR ecosystem, we highlighted the relevant external events at the ADRA webpage, in calendar format. Additionally, Trust-IT provided graphic and communication support to ADRA team by creating the visuals and speaker banners promoting Adra within the context of external events as displayed below.



**Figure 13:** Example of social media support for external events

### 7.4 Social Media strategy and impact

The social media strategy was devised with the consideration of tailored content and opportunities for AI, Data and Robotics community, primarily located across European member states. In cooperation with Adra team, a flexible editorial plan was created, with content prepared specifically for LinkedIn, X (formerly Twitter), and YouTube. By aligning the editorial with Adra-e's flagship events and external events of interest, we created timely, high-value campaigns that amplified their findings and impact. Each post reflected event goals, funding and policy contribution calls, opportunities for stakeholders and more. Strategic use of visuals, quotes from experts, and live posting from webinars or in-person events helped drive strong community engagement. Through this approach, not only did we expand the diverse community reach across mainstream platforms like LinkedIn and X (formerly Twitter), but also positioned Adra as a trusted voice in Europe's digital ecosystem.

**Table 4:** Adra social media impact

Social Media	# of followers Jan 2024	# of followers Nov 2024	# of followers May 2025	Difference between Nov 2024 to May 2025
X (Twitter)	521	640	649	+9
LinkedIn	2096	3300	4559	+1259
Total	2617	3940	5208	+1268

### 7.3 Newsletter campaigns and reach

One newsletter was issued every month, its content shaped around the relevant Adra events, featuring the opportunities, events and news from consortium and Adra partners. Newsletters were disseminated through Mailchimp, with the number of subscribers reaching 3,759 in May 2025.

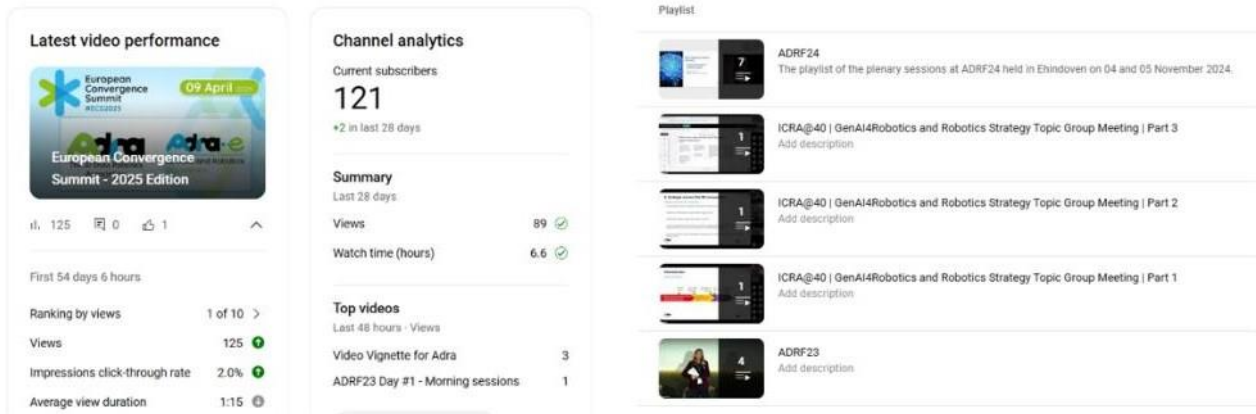
Aside from collecting newsletter subscribers through events, face-to-face meetings, consortium network and social media, we have also set up a sign up section for newsletter through the website. This way, we can harness a valued network database interested in receiving updates about the project. The collection of these contacts complies with the GDPR and the Adra-e Privacy Policy.

**Table 5:** Adra newsletters impact

Newsletter	Open Rate	Clickthrough rate	Release Date	Subscriber Numbers
<b>Advancing ADR in Europe through collaboration : takeaways from prep ECS, Future Ready and more</b>	37.5%	5.3%	March 13, 2025	2,941
<b>Shaping Europe's ADR Future at the upcoming events</b>	37.4%	8.5%	Feb 12, 2025	2,855
<b>AI, Data, Robotics in Action : empowering SMEs, shaping policies</b>	58.5%	6.8%	Jan 28, 2025	2,750
<b>Your End of Year ADR Toolkit : Event Highlights, Recordings and Save the Dates</b>	39.1%	3.7%	Dec 20, 2024	2,759
<b>ADRF24 updates, key speakers &amp; programme, webinars from the ADR community</b>	37.3%	5.4%	Nov 21, 2024	2,754
<b>ADR24 Registration Now Open : Secure Your Spot</b>	41.2%	7.4%	Oct 14, 2024	2,633
<b>Explore Sponsorship at ADRF24</b>	36.8%	5.0%	Sep 06, 2024	2,628

## 7.5 Videos

Videos are an essential component of dissemination of event impact and Adra-e's community creation. The Adra-e YouTube has been transferred to Adra's YouTube channel, to ensure cohesiveness of Adra's community. From interviews at in-person events to webinar and event recordings, most relevant Adra-e events are available for perusal and receive attention from the ADR community. Since its set up, Adra's YouTube channel has had 6,507 views across its videos, with 121 subscribers.



**Figure 14:** Adra YouTube channel analytics

In terms of performance, the most visited videos involve flagship event recaps, such as European Convergence Summit recording, Future Ready Breakout Sessions, and ADRF Breakout Sessions. The average number of views is 77. For easier viewership, and to ensure it's event specific we have devised various playlists that can be accessed via YouTube as well as event-related website page. Currently, 33 videos are published on the YouTube channel.

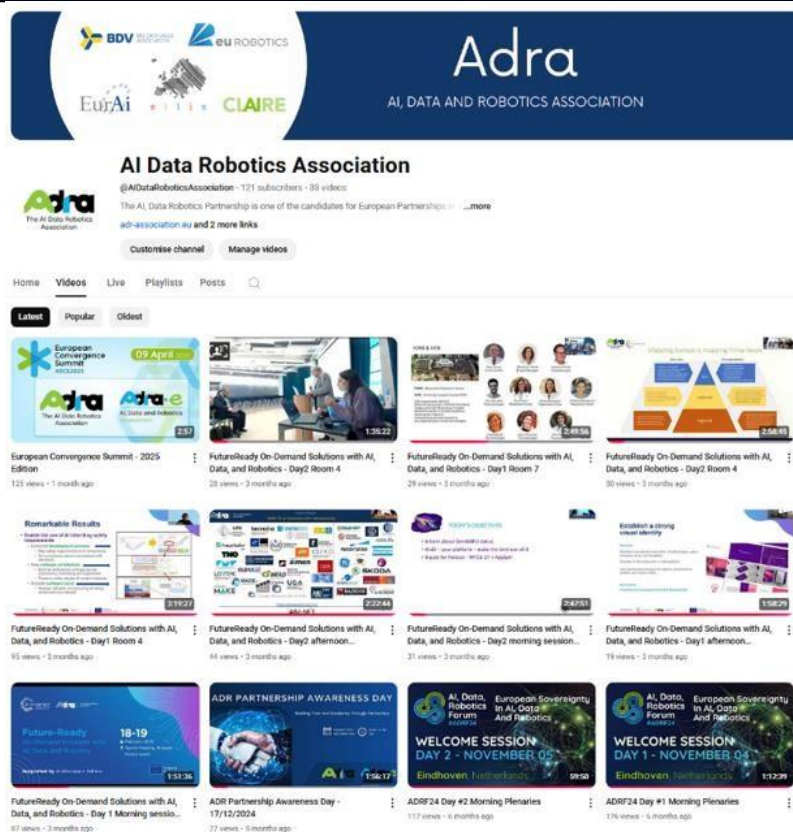


Figure 15: Adra YouTube channel

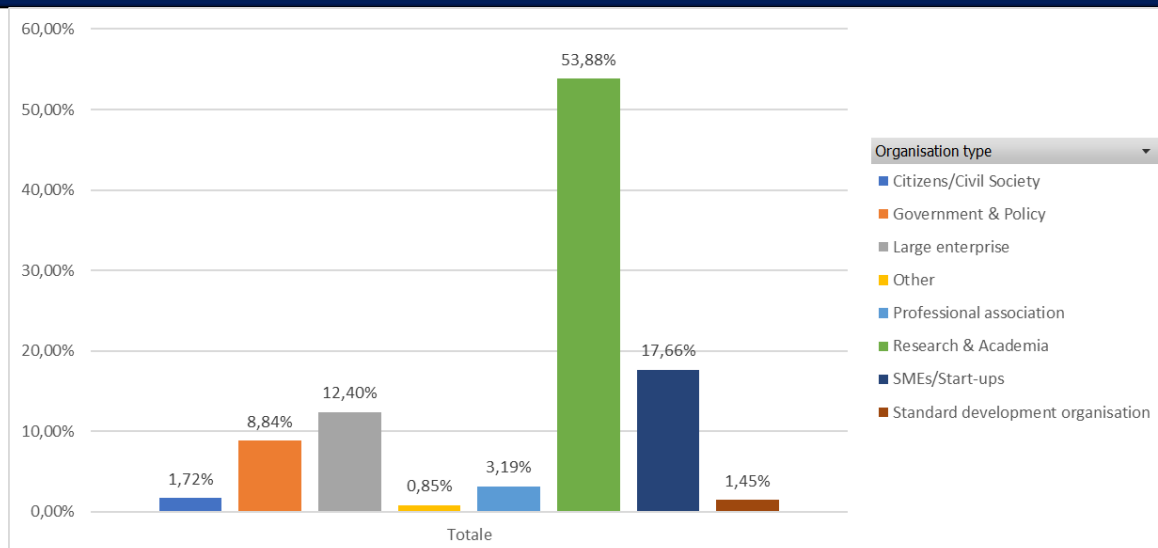
## 7.6 Community engagement and growth

To strengthen Adra's outreach capacities, the Adra-e project initiated the creation of a Community Database during the early months of the project. Developed and maintained by Trust-IT, the database serves as a vital resource for community building, stakeholder engagement, and targeted communication and dissemination actions. It is designed to be **handed over to Adra** at the conclusion of the project, ensuring a lasting impact through its continued use in future outreach, events, and promotional efforts.

The database was first documented in D6.1 Communication, Dissemination and Stakeholder Engagement Strategy at Month 9, where it already featured **1,500 contacts**. This initial milestone reflected strong early efforts in outreach and recruitment. By **Month 18**, as reported in the first Technical Report, the number of contacts had grown to **1,927**.

As of **June 2025**, the database has reached an impressive **4,841 contacts**, more than **doubling the initial Key Performance Indicator** of 2,000 contacts. The database is composed of a rich and diverse range of actors reflecting the multifaceted nature of the ADR ecosystem as depicted in the figure below.





**Figure 16:** Adra Community Database breakdown

The growth of the Adra Community Database has been driven by a comprehensive multi-channel recruitment approach, including:

- Targeted **social media campaigns** (especially via LinkedIn).
- Active **organisation of webinars and events**.
- Strategic **presence in third-party conferences and networking events**.
- Regular **newsletter dissemination**.
- **Email marketing** inviting new stakeholders to participate in Adra and Adra-e activities.

As already mentioned, the database will be now handed over to Adra to be included in their IT system and will be used to support stakeholder mapping, event targeting, and partnership building with the ultimate goal of expanding Adra membership and overall outreach in the future.

## 8 Conclusions and Next Steps

Over the course of the project, **Adra-e has played a central enabling role** in strengthening Adra's presence and capacity to engage with the broader ADR ecosystem. Through coordinated efforts across platform development, communication and dissemination activities and community outreach Adra-e has provided both the operational foundation and the strategic foresight necessary to support Adra's long-term mission.

From a **technical perspective**, Adra-e has designed, developed, and continuously enhanced the **Adra website**, which now serves as a central hub for community engagement, information sharing, and visibility of the Adra's activities, including the **ADR Awareness Centre and its integration with AlonDemand platform**.

From an operational standpoint, Adra-e also ensured the maintenance and use of collaboration tools such as the **OnlyOffice workspace**, supporting co-creation, document sharing, and collective editing across Adra Working Groups and Members. Similarly, the **mailing lists** have facilitated structured and targeted communication with various stakeholder groups, helping maintain an active and well-informed community.

In terms of **communication and dissemination**, Adra-e has ensured a strong online and offline presence for Adra through targeted campaigns, regular newsletters, participation in and organisation of events, and a dynamic social media strategy. These efforts have contributed not only to raising awareness of Adra's work and impact, but also to consolidating its position as the voice of the European ADR community.

Adra-e has also been instrumental in supporting **community building and stakeholder outreach** with the creation and management of the **community database** of **4,841 members as of June 2025**.

Finally, the actions undertaken by Adra-e have laid a strong foundation for Adra's **future sustainability**. Through the handover of critical assets such as the database, the Adra and ADRF website and Awareness Centre, collaboration tools, and communication frameworks, Adra is now well-positioned to independently manage its community, outreach, and strategic development beyond the project's lifecycle.