

Artificial intelligence, Data and Robotics ecosystem

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

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



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² R: Report, DEC: Websites, patent filling, videos; DEM: Demonstrator, pilot, prototype; OTHER: Software Tools

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Document summary

This Adra-e Sustainability Report outlines the strategies and actions to ensure the long-term impact and usability of the project's key deliverables after its conclusion. Central to this is the handover of outputs and ongoing responsibilities to the AI, Data and Robotics Association (ADRA). The report details the sustainability plans for eight core areas: the SRIDA methodology, the Alumni Programme, various Partnership Events, ADR ecosystem mapping, the AI Trust Label initiative, Standardisation efforts, the comprehensive Communication Suite, and the ADR Awareness Centre.

For each of these Adra-e products, the report describes its purpose, why its continuation is crucial, how it will be sustained (typically through ADRA's operational framework, commercial contracts, or member engagement), who will take it over (primarily ADRA and its relevant teams or structures), and its future potential and impact. The overarching objective is to integrate Adra-e's results into ADRA's ongoing activities, leveraging them to support the European AI, Data, and Robotics (ADR) ecosystem, inform policy, foster community commitment, and promote trustworthy and human-centric ADR development and adoption. The *Way forward* section further elaborates on ADRA's strategic role and the practical steps for ensuring this legacy, focusing on governance, knowledge transfer, technological sustainability, and continuous improvement, all underpinned by ADRA's structure and strategic funding initiatives.

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1. Introduction

The overall objectives of Adra-e are to support the AI, Data and Robotics (ADR) Partnership in the update and implementation of the Strategic Research, Innovation and Deployment Agenda (SRIDA) and to create the conditions for a sustainable, effective, multi-layered, comprehensive, and coherent European AI, Data, and Robotics ecosystem. Different work packages cover multiple deliverables that will ultimately lead to the creation of new ADR solutions, and to the development of value chains and spaces for cooperation between large and small industry and with academia. Use cases and exhibitions will be used to illustrate benefits, "dos and don'ts," and foster replication. Adra-e has a strong focus not only on designing the future but also on fostering the adoption of existing developments and technologies and contributing to a more synergetic way for technology and policy/regulation to work together.

Some Adra-e objectives **are long-term aims that will need to be sustained after the project concludes**. Sustainability will be obtained through the support of ADRA, and this is the main reason why ADRA is a partner of Adra-e. Since impact comes from critical mass, a key ingredient for sustainability is the commitment of the community. Hence, all activities need to be open and inclusive, rewarding and recognising the efforts of individuals and communities, whilst simultaneously having a leadership voice with authority and credibility. One of the responsibilities of Adra-e will be building such a reputation around ADRA.

The specific Adra-e sustainability objectives include:

- Stimulating the onboarding of new technologies to alleviate roadblocks via cross-European collaboration and supporting the delivery of a strong ADR partnership by the project's end.
- Ensuring the results of Adra-e will be integrated and used within ADRA.

The task ultimately includes the handover of the Adra-e web platform and all associated resources and instruments to ADRA after the project's completion. ADRA will be responsible for **leveraging the project's results at the European and national policy levels to ensure continued impact**.

1.1. *Report methodology*

The report's development was based on an analysis of the Adra-e project's deliverables. This analysis was informed by recommendations from several key groups: the Project Consortium, the Advisory Board, and a Reference Committee specifically dedicated to sustainability.

This foundational analysis was then enhanced by incorporating the overall strategic vision for the AI, Data and Robotics Association (ADRA). This strategic vision is detailed in the *Way forward* section of the report. It outlines how the deliverables from the Adra-e project will be used to support ADRA's mission of fostering innovative, safe, and trustworthy technologies in AI, data, and robotics for the benefit of European citizens.

2. Sustainability of key project deliverables

2.0 SRIDA methodology

A three-phase process for developing a Strategic Research Innovation and Deployment Agenda (SRIDA) with corresponding timelines has been developed during the project:

Drafting (M1–M6):

- An editorial committee is formed.
- The latest SRIDA is used as a base.
- Weekly editorial meetings are held to review ADR trends.
- Experts are consulted, and the draft (a list of, Big Tickets) is shared for feedback.
- Ideas are refined iteratively based on insights and trends.

Refining (M3–M9):

- Input is gathered via events, workshops, and consultations.
- Feedback shapes the Vision, Mission, Goals, and Big Tickets.
- Big Ticket (BT) Teams develop or update the Big Tickets.
- Contributions are integrated into the full draft for review.

Finalising (M10–M12):

- Final feedback is reviewed.
- The document is refined for clarity and balance.
- The new SRIDA is published.

This process can be implemented yearly (figure-left) or bi-annually (figure-right).



Reference Committee recommendations:

- The SRIDA methodology is seen as highly valuable and worth sustaining, possibly with adaptations to improve participation and efficiency.
- A new platform can be introduced to collect inputs more efficiently and broaden stakeholder engagement.

Sustainability:

- A structured process supports the creation and maintenance of the SRIDA.
- It facilitates the development of new Topic Groups (e.g., following the addition of new Big Tickets) and the integration of their input into the broader vision.

- It should align with the European Commission's process and calendar (where possible), so the SRIDA timeline must remain agile.
- It enables interaction and collaboration with other partnerships.
- ADRA will adopt and maintain this methodology for future SRIDA iterations, ensuring its continued relevance and application.

2.1 *Alumni programme*

To ensure the long-term impact of ADRA's network, the organisation will establish a online platform-based alumni programme to transform past and present project participation into a dynamic community asset.

Reference Committee recommendations:

- Emphasis should be put on creating opportunities for projects to share experiences and lessons learned, rather than just maintaining a static list of contacts.
- The CRM currently under development at ADRA can facilitate this process.

1. Database preparation and segmentation: ADRA will create a structured database, organising projects chronologically by their end date. Contacts will be segmented into two groups:

- **Active stakeholders:** Individuals in ongoing projects, vital for immediate collaboration and feedback.
- **Strategic network & alumni:** Key contacts from concluded projects and influential experts. Participants from active projects will transition to this group upon project completion.

2. Process documentation: A concise, one-page guide will be created to ensure consistent management of the stakeholder database. It will outline the organisational logic, contact definitions, and the protocol for adding new contacts and transitioning them to alumni status.

3. Engagement structure: To foster a vibrant community, ADRA will establish:

- **Dedicated communication:** A branded alumni newsletter or a dedicated section in the main ADRA newsletter will share strategic updates, success stories, and opportunities.
- **Interactive channel:** A LinkedIn group will be created for professional networking and discussion, supplemented by a mailing list for formal announcements.

4. Update and feedback cycle: To maintain data integrity and relevance, ADRA will implement:

- **Annual update:** A yearly campaign will ask alumni to confirm and update their contact details and expertise.
- **Feedback loop:** ADRA will survey alumni on their interest in future collaboration (e.g., proposal reviews, expert panels, mentoring) to create a searchable resource of available talent.

5. Programme launch: A communication campaign will announce the alumni programme to all current database contacts, framing it as an opportunity for continued engagement with the European AI, Data, and Robotics community.

Sustainability

ADRA will manage the alumni project programme as a core part of its community engagement strategy. This initiative will create a reservoir of expertise to fuel future innovation. The programme will facilitate targeted collaboration through thematic events, accelerating problem-solving and knowledge sharing.

To maximise impact, the programme requires dedicated resources to actively support post-project innovation by connecting high-potential projects with venture capital and IP guidance. A strategic collaboration with bodies like the European Health and Digital Executive Agency (HADEA) is critical. By combining ADRA's community intelligence with HADEA's administrative data, the organisation can create a comprehensive view of the innovation landscape, effectively supporting the transition from research to tangible economic and societal value.

2.2 *Partnership events*

ADRA's event strategy uses a multi-layered portfolio to engage the community, drive innovation, and influence European policy. The portfolio has been reviewed and refined to sharpen the focus of each event. The financial risks related to the events are divided between ADRA and local organisers.

Reference Committee recommendations:

- Maintain ADRF and Future Ready events, potentially in partnership with organizations like HaDEA.
- Awareness Day may require a shift in focus or lower priority post-project.
- The Convergence Summit needs reworking to emphasize political context and societal challenges, differentiating it from more technical or community-driven events.

Overview and sustainability:

- **The AI, Data and Robotics Forum (ADRF):** This is ADRA's flagship annual community event to unite the ecosystem around the partnership's priorities. It serves as a primary platform for networking and agenda-setting through high-level panels and workshops. The event will rotate between local organisers and be supported by entrance fees and exhibitions, making it a key pillar of ADRA's financial sustainability.
- **Future Ready workshop:** This working event brings together R&I projects, topic groups, and users of the AI-on-Demand Platform to share results and identify new research challenges. It fosters collaboration through 'birds-of-a-feather' sessions. To increase impact, ADRA will pursue a deeper collaboration with the European Health and Digital Executive Agency (HADEA) to align with their project workshops.
- **Regional events:** These events aim to engage local and regional ecosystems, particularly small and medium-sized enterprises (SMEs), to understand their specific needs and challenges. ADRA will pause the general Awareness Day webinar to focus resources on higher-impact, in-person workshops, which will be co-hosted with national hubs and industry clusters.
- **The European Convergence Summit (ECS):** Based in Brussels, this is a high-level summit designed to address global challenges like climate change and security. Its goal is to advance a multi-stakeholder dialogue on responsible AI, Data, and Robotics solutions. The summit will be ADRA's main vehicle for policy engagement, connecting technological innovation with senior policymakers and European political leadership to demonstrate the societal value of its work.

2.3 ADR ecosystem mapping

Initiatives and ecosystem mapping is a continuous process involving:

- Desk studies.
- Direct contacts.
- Events (e.g., a relevant workshop at ADRF2024).



Reference Committee recommendation: The mapping is seen as valuable but requires significant ongoing resources and technical skills to maintain its relevance.

Sustainability

ADRA will manage the European AI, Data, and Robotics Ecosystem Map as a dynamic tool for strategic planning and network engagement.

A dedicated ADRA Topic Group on Ecosystem Mapping will be responsible for the map stewardship. This group will ensure the data remains accurate and relevant by continuously exchanging information with projects, institutions, and individuals across the European R&I landscape.

The map will have two primary functions:

1. **Facilitating collaboration:** It will enable thematic clustering by visualising connections across the ecosystem. This will allow ADRA to proactively connect projects with complementary goals or similar challenges, fostering joint workshops and knowledge sharing.
2. **Community engagement:** ADRA's main events, like the AI, Data and Robotics Forum (ADRF), will serve as key opportunities for stakeholders to validate and contribute to the map's data, creating a self-reinforcing cycle of engagement.

All ADRA Topic Groups will use the map to identify experts and trends for their work, and in turn, contribute to its continuous improvement. This embeds the map as a central tool within ADRA's operations.

2.4 *AI Trust Label*

Adra-e has analysed and developed a framework for an AI trust label to support the creation of trustworthy AI systems. The label and its associated trust indicators aim to help organisations align with key principles like transparency, security, and fairness, supporting the industrial adoption of AI in Europe.

Key lessons and strategic direction

Adra-e's analysis concludes that a single, unified, general-purpose AI trust label for Europe is needed to avoid the confusion caused by too many competing standards. An effective label must be application-driven and aligned with international governance frameworks like the EU AI Act. It should serve as a user-facing tool that communicates the background work of risk management, helping to close the trust gap between developers and users.

The work done provides a foundation for standardisation bodies, supports AI Act compliance for non-high-risk systems, enhances international compatibility, builds public trust, and guides future research.

Reference Committee recommendations:

- With limited capacity to lead trust label development, ADRA's role should now become more collaborative.
- The topic may be addressed within BDVA standardization group and ADRA standardization Topic Group for further discussion.

Sustainability

The AI Trust Label initiative has matured and spun out from ADRA into an independent entity: the **Trustworthy AI Alliance**.

Consequently, ADRA is no longer the direct advocate of the label. The organisation's role has evolved into that of a strategic partner and advocate. It will collaborate with the Trustworthy AI Alliance to support the label's future development and encourage its widespread adoption across the European AI, Data, and Robotics community.

2.5 *Standardisation*

Since key standardisation deliverables have been adapted significantly compared to the original proposal, including a changed delivery timeline, this section outlines some considerations for their planned future use. Once finalised, the ADR standards repository, the developed standards, and the landscape analysis will form a core knowledge base for ADRA. These resources will be hosted on its website and used to inform the organisation's strategy, policy positions, and awareness activities.

ADRA's role is that of a strategic enabler. It will make all resources accessible, leverage member expertise for reviews, and advocate for the uptake of standards, rather than managing their operational details.

New standardisation and compliance strategy

To address the complex regulatory landscape, ADRA has developed a new strategy to provide tangible compliance support to its members:

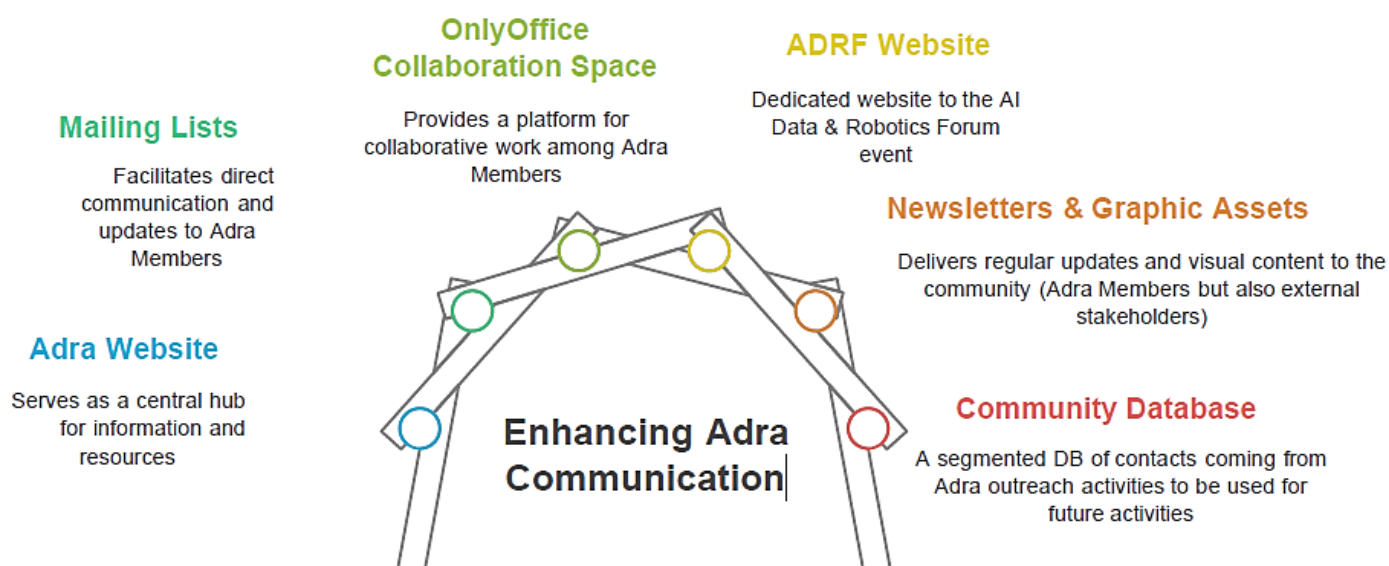
- **Phase 1: Consultancy-led foundation:** Initially, ADRA will offer bespoke consultancy services to companies, particularly developers of high-risk AI systems. This will involve creating tailored compliance roadmaps and 'cross-walks' that map requirements across different regulations (e.g., AI Act, MDR). This approach generates immediate revenue while helping us build a library of practical, reusable assets validated by real-world use cases.
- **Phase 2: Transition to scalable products:** As the methodology matures, the assets created in Phase 1 will be transformed into a suite of tools sold under a licensing model. This will include sector-specific compliance templates, detailed cross-regulation analysis documents, and standardised self-assessment tools to help organisations identify compliance gaps.

Implementation and guiding principles

To execute this strategy, ADRA will:

- Formalise liaisons with key standardisation bodies like JTC21.
- Appoint a new chair for the Standardisation Topic Group for 2025.
- Appoint four liaison officers from ADRA's membership to represent the organisation in technical committees.
- Strategically engage with key R&I projects.
- Monitor the implementation of this strategy.

2.6 Communication suite



Reference Committee recommendations:

- Existing communication forums such as the 'comms club' from previous projects (VISION, DA EdgeE) can be leveraged, with suggestions to expand participation to cover ADRA and its members.
- Regular communication meetings or correspondence recommended to maintain alignment.

Sustainability

ADRA will assume full stewardship of its core digital communication assets to consolidate its brand and operational capacity. This ensures a consistent and authoritative voice for the European AI, Data, and Robotics community.

The suite is managed as follows:

1. Websites and collaboration platforms, including the main **ADRA website**, the **AI, Data and Robotics Forum (ADRF) website**, and the **mailing lists & OnlyOffice collaboration space**.

- Purpose:** The ADRA website acts as its central hub for news, events, and documents. The ADRF site is the dedicated platform for the organisation's flagship annual event, handling promotion, registration, and submissions. The mailing lists and collaboration space facilitate direct communication and document exchange among members and Topic Groups.
- Management:** ADRA is the formal owner of these platforms. Their sustainability is ensured through a commercial contract with Trust-IT, which manages hosting and technical maintenance.
- Future Potential:** ADRA plans to expand its website's member-only functionalities and use the ADRF site as a template for future events.

2. Internally managed assets, including the **newsletter**, **graphic assets**, and the **community database**.

- Purpose:** The newsletter, with over 3,000 subscribers, is ADRA's primary tool for outreach and engagement. It is supported by branded graphic assets to ensure visual consistency.

The community database is a structured repository of over 3,800 contacts that supports stakeholder mapping, event targeting, and partnership building.

- **Management:** These assets are managed in-house by the ADRA communication team.
- **Future potential:** The key goals are to expand the subscriber and contact bases, and to leverage the database to grow ADRA's membership.

2.7 *ADR Awareness Centre*

The [ADR Awareness Centre](#) is a key initiative established by the Adra-e project to support the European AI, Data, and Robotics (ADR) ecosystem. Its primary mission is threefold:

- to educate a broad audience on the latest ADR developments,
- to promote the importance of trustworthy and ethical technologies,
- to serve as a hub for stakeholders to foster collaboration and share best practices.

Impact and achievements: The Centre has already demonstrated significant impact. It has created a rich library of over 100 educational materials, including webinars, articles, and toolkits designed for diverse audiences. Through its activities, such as organising the ADR Awareness Day, it has actively engaged a community of more than 3,000 stakeholders from academia, industry, and the public sector, facilitating important discussions on ethical practices and trust-building measures.

Reference Committee recommendations:

- Suggestion to embed the Awareness Centre on FOs' websites and possibly share curation responsibilities.
- Potential collaboration with organisations like IDA (focused on training and education) and the Deploy AI project, which may contribute to content growth and management.

Sustainability

Given the growing importance of ADR technologies and the need to bridge knowledge gaps across society, the continuation of the Centre is crucial for supporting the EU's digital objectives.

Following the Adra-e project, the Awareness Centre will be fully integrated into the ADRA Association. This strategic transition ensures its long-term sustainability and aligns it with the core mission of the European Partnership on AI, Data, and Robotics. ADRA will manage and evolve the Centre, using its established platforms and communication channels to maintain momentum.

Looking forward, the strategy is to build on this foundation by:

- **Expanding its reach** to engage a wider audience, with a particular focus on SMEs, start-ups, and non-tech sectors to ensure inclusive adoption of ADR.
- **Enhancing its resources** by developing more interactive tools and multilingual content to cater to Europe's diverse populations.
- **Strengthening its policy influence**, positioning the Centre as a consultative body that can provide valuable insights for shaping future ADR regulations.

- **Continuously adapting** its content to address emerging challenges and the evolving public use of AI, ensuring its relevance and value to the entire European ADR community.

3. Way forward

ADRA's role and strategy

ADRA positions itself as the European Commission's key partner for advancing AI, Data, and Robotics (ADR) research and innovation in Europe. It aims to be an integrated network connecting expertise across industry, research, academia, and government, transforming research into market solutions, and having an active presence across Member States. ADRA is presented as the private side of the co-programmed partnership with the European AI Office on the public side.

Key pillars for sustainability

Five main pillars for ensuring ADRA-e's legacy can be identified:

- **Governance and compliance:** This includes maintaining policy and framework continuity, defining roles and responsibilities, and managing the handover process.
- **Knowledge transfer and capacity building:** Ensuring comprehensive documentation and the continuation of repositories are crucial.
- **Technological and digital sustainability:** This involves data management and access, as well as advocating for interoperability and open standards for tools, software, and platforms.
- **Monitoring and continuous improvement:** Establishing success metrics (KPIs), periodic reviews and feedback loops, and planning for scalability and future innovations are necessary.
- **Outcomes:** Clearly defined and sustainable outcomes.

Key strategic elements for ADRA that will support the sustainability of Adra-e's work include:

- The **Strategic Research Innovation and Deployment Agenda (SRIDA)** as a vision and roadmap for a resilient European ecosystem.
- Developing **high-impact pilots** to accelerate AI-robot hardware convergence and sovereign AI technologies.
- Using a **challenge-based approach** to bridge the gap between research and industry needs.
- Creating **coherence across Member State policies and ecosystems** to overcome fragmentation.
- Leading on harmonised/international **standards for Generative AI in robots**.

Practical steps for sustaining deliverables

Specific actions discussed for ensuring the continuity of Adra-e's outputs include:

- **Documentation transfer:** Relevant documentation will be transferred to ADRA's SharePoint/OnlyOffice, with an opportunity to evaluate what is most valuable. Public accessibility online will be maintained.
- **Events:** Consolidation of events is planned.
- **Communication and dissemination:** To ensure ADRA's sustainability, communication about its activities may occasionally be disseminated through specialised companies to reach a wider audience and attract new members. This could include promoting events, sharing project activities, and social media campaigns.
- **Reporting support:** A subcontractor will be selected to provide consultancy support for the ADR partnership biennial report, with guidance documents and reporting procedures included in the sustainability plan.

- **Strategic funding:** DCU will identify strategic funding sources through membership and specific Horizon project calls in the next work programme. Synergies with existing Horizon projects and similar initiatives will also be explored to further support ADRA's sustainability.

The ADRA team structure indicates dedicated roles for managing memberships, campaigns, events, digital marketing, finance, and operations, which will be essential for carrying forward the sustained activities.