

# European Commission and the AI, Data and Robotics Association sign partnership to jointly invest 2.6 Billion Eur.

Today the European Commission and the AI, Data and Robotics Association (Adra) sign a Memorandum of Understanding that establishes the co-programmed partnership that will serve as European focal point for AI, Data and Robotics. The partnership leverages 1.3B Eur of public investments through the Horizon Europe programme, complemented with 1.3B Eur of private investments in the period 2021-2030 to address the key challenges in European AI, Data and Robotics.

“The Vision of the Partnership is to boost European competitiveness, societal wellbeing and environmental aspects to lead the world in researching, developing and deploying value-driven trustworthy AI, Data and Robotics based on European fundamental rights, principles and values” (source: Joint Strategic Research Innovation and Deployment Agenda for the Artificial Intelligence, Data and Robotics partnership, September 2020)

The AI, Data and Robotics Association (Adra) was founded May 21st to represent the private-side of the partnership. Adra is jointly founded by the Big Data Value Association (BDVA), the Confederation of Laboratories of Artificial Intelligence in Europe (CLAIRE), the European Laboratory for Learning and Intelligent Systems (ELLIS), the European Association for Artificial Intelligence (EurAI) and the European Robotics Association (euRobotics). These 5 European associations previously collaborated on the Joint Strategic Research Innovation and Deployment Agenda (SRIDA) for the Artificial Intelligence, Data and Robotics partnership that was released September 2020<sup>1</sup>.

Marina Bill, Global Head of Marketing and Sales for ABB Robotics and Discrete Automation and recently elected president of Adra said: “This partnership demonstrates a broad consensus among European industry, research and policy stakeholders to build a coherent infrastructure and an effective innovation ecosystem to stimulate the deployment, adoption and future research that is essential to advancing European AI, Data and Robotics. An important role of the partnership is to coordinate and bring together the communities that underpin these technologies. It will also stimulate private investment and orient public funding to address the key challenges towards delivering Europe’s vision for a human centric and trustworthy use of AI, Data and Robotics”.

The guiding principle to ensure the success of Adra and the partnership is openness and inclusiveness. A broad and balanced dialogue is essential for bringing together all facets of the European innovation eco-system (including Start-Ups, SMEs, Large Industry and Research) and to fully exploit the European strengths and unique selling points of European AI, Data and Robotics technology.

“The use of Industrial Data and responsible & trustworthy Industrial AI opens opportunities for Europe to strengthen its position and these possibilities should be grasped quickly. Europe can and must be the pacemaker because particularly in Europe the required domain know-how is

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<sup>1</sup> <https://ai-data-robotics-partnership.eu/wp-content/uploads/2020/09/Press-release-Launch-of-the-Joint-SRIDA.pdf>

available, and we can rely on a powerful ecosystem of SMEs, big companies, research & technology institutes, and governments. This is our main driver and objective in BDVA.

To realise this ambition BDVA is joining forces with other relevant organisations in Europe. As Data, AI and Robotics are increasingly reinforcing each other, BDVA has become a founding member of the new Adra (AI, Data and Robotics) association to shape this new important Partnership with the European Commission.” - Thomas Hahn, President BDVA/DAIRO

“Artificial intelligence, data and robotics are at the core of the ongoing digital transformation of Europe. This transformation will have a profound impact on European businesses as well as European science; it will touch upon all parts of society and all parts of our lives. Adra will become a strong lens and amplifier for Europe’s digital economy, and an opportunity for its partners to contribute to an important and beneficial development for all of Europe and all Europeans.” - Dr. Morten Irgens, CLAIRE, Vice-Chair of the Board of Directors, Director of Innovation

“Machine learning is the most spectacular drive in research and innovation we have seen in decades. It will eventually touch all businesses and all manufacturing. The Adra association, ranging from data to action, is the perfect place to make that happen for Europe, including the proper care and trust while introducing machine learning into society.” - Prof. Arnold WM Smeulders, Envoy of the European Laboratory for Learning and Intelligent Systems, ELLIS

“To lead in innovation in AI, data and robotics, Europe needs to lead in both research and in integrating research in deployed products and services. Adra will be a key driver in accelerating this innovation and deployment process for the benefits of everyone in Europe.” - Fredrik Heintz, Director of EU Affairs EurAI

“euRobotics strongly welcomes the formation of the new AI, Data and Robotics Partnership with today's signing of the MoU between Adra and the European Commission. euRobotics has been heavily involved, right from the start, in its formation working closely with the Commission, BDVA and the three AI Associations, CLAIRE ELLIS and EurAI, to achieve a Partnership that provides a European focal point balanced across AI, Data and Robotics. euRobotics has been instrumental in bringing ARDA into existence and looks forward to building on and continuing the strong relationship with the Commission, developed in SPARC, through its strategic membership of Adra. euRobotics sees great potential in working with the new Partnership on issues at the intersection of Robotics with AI and Data that directly impact on the success of European robotics.” - Bernd Liepert, President, euRobotics aisbl

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