



# AI, Data, Robotics Forum

#ADRF23

---

European AI Moonshot

A Vision for sustainable growth and  
welfare



The AI Data Robotics  
Association

---

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

## European AI Moonshot

A Vision for sustainable  
**growth and welfare**

*A joint initiative by:*



**CLAIRE**

e l l i s



- Globalization resulting Europe more sensitive to world conflicts and global disruption.
- EC is reacting to many of the challenges



European Chips Act



EU strategic resilience in pharmaceuticals



Coordinated Plan on Artificial Intelligence 2021:  
Predecessor of ADRA

- A tipping point with generative AI is hitting our mainstream society.
- Countries investments and strategies to capture the deep shifts

US first AI executive order:  
30.10.2023



China big AI /computing  
buildup plan; Oct. 2023



And few other  
countries

- Emerging developments around generative AI are not obvious to be captured by current disparate short-term programmes as they need combined efforts of many organisations and individuals, over an extended period of time.
- The fragmented efforts in Europe may not be able to maintain the European technological leadership around control points along the AI value chain.
- Predicted displacement of jobs due to AI should be compensated by creating new jobs around technology export, which need a holistic plan on investment for AI.

**Sovereignty and resilience of Europe is completely dependent on strategic investments on AI**





We need to develop a specific new programme which is:

- Long term and flexible in content
- Able to quickly react and adapt to the rapid changes in AI developments
- Able to deliver on the agreed goals and at the agreed time

We call this programme **European AI Moonshot**.

We believe, this is the only way to capture the current and emerging deep-shifts in an effective way

**European AI moonshot for control points along the AI value chain**



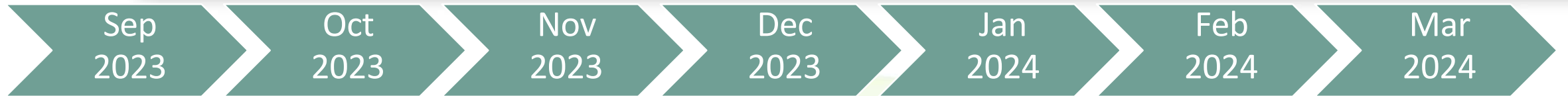
- 10-year programme with focused investment towards specific control points to stimulate power.
- Funding from EC, public and private bodies. Public and private contributions can be (e.g. Cash, inkind, infrastructures).
- Yearly investment of 5B€ from EC and over 5B€ from private and other public bodies over a decade
- Think long-term, but exploit short-term market power where possible for business development.
- Synergy with EC strategies (e.g., EU Chips Act, Critical materials, EuroHPC,...) for increasing impacts.
- Professional governance with clear and transparent process and workplan.
- Reactive to new discoveries and attracting talents with creative thinking.
- Smart cost control and smart investment with intermediate milestones and reviews.
- APIs, toolboxes, hardware elements and standards as example results.

**strategic  
control points  
along  
AI value chain**

**European AI Moonshot  
(>100 Bil Euro over 10 years)**

- Program managed by ADRA with steering from EC, industries, SMEs and other selected bodies
- Projects generated along the control points through joint call for tenders and investment organized by ADRA
- Coordination across control points managed by ADRA.
- Infrastructures developed under ADRA supervision and coordinated with EuroHPC initiative





**Preparatory work**

Brainstorming on AI Moonshot  
 Discussions with ADRA directors  
 Elaboration of a first inputs from industries in two workshops  
 Discussion with SRIDA Editorial team  
 First concept note as PPT

(~First draft in SRIDA 25-27;  
 First concept note to be presented at ADRF)

**Building Alliances**

Feedback from EC representatives  
 Setup a coordination team  
 3-4 Workshops with industries for developing the concept further  
 Consolidation with founding organizations  
 Setting up alliance with other initiatives  
 Developing the concept

(~detailed concept;  
 5 pages summary handed to EC)

**Finalization of the proposal**

Building a detailed implementation plan  
 Setting up the management structure  
 Setting up the goals and process  
 Developing the AI moonshot document

Final AI Moonshot document and management structure and plan





If you want to be part of the next  
European moonshot...  
Join Adra!



AI, Data,  
Robotics  
Forum  
#ADRF23

Thank you



[adrforum.eu](https://adrforum.eu)



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



[@adr-association](https://twitter.com/adr-association)



[Adra events](#)