



Open Consultation on Metrology for Digital Transformation

Juha Röning, November 9th 2021

A joint initiative by



CLAIRE



The AI, Data and Robotics partnership (2021-2030)

Co-programmed partnerships in Horizon Europe



European Commission
Public Side

**Public
Private
Partnership**

**ADR
Association**
Private Side



In the MOU signed between Adra and the European Commission, it was agreed to design a number of programs for European companies and raise 2.6 billion euros to fund these:

- Up to 1.3 billion euros of public investment by the European Commission (through Horizon Europe)
- Up to 1.3 billion euros of private investment through Adra for the period 2021 – 2030

General Objectives



Secure European's sovereignty over AI, Data and Robotics technologies and knowhow

Establish European leadership in AI, Data and Robotics technologies with high socio-economic impact



Reinforce a strong and global competitive position of Europe in AI, Data and Robotics

Fields of Action

for AI, Data and Robotics.

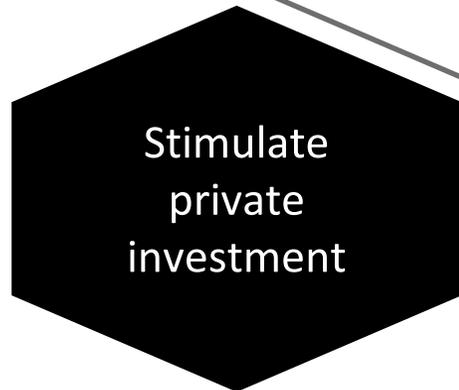


to stimulate deployment and adoption, build up an effective innovation ecosystem and drive excellent research.



the communities that underpin European AI, Data and Robotics.

and orient public funding to address the key challenges.



will deliver Europe's vision for a human centric and trustworthy use of AI, Data and Robotics.

Adra - The AI, Data, and Robotics Association

Overview

What?

Adra (AI, Data and Robotics Association, asbl) is a membership association that establishes the private side of the AI, Data and Robotics Partnership in Horizon Europe.

Adra and the partnership pursue a common and shared vision 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 fundamental European rights, principles and values.

Who?

Founding members: BDVA, CLAIRE, ELLIS, EurAI and euRobotics

Elected president: Marina Bill (ABB)



When?

May 21, 2021 Foundation

June 23, 2021 Memorandum of Understanding with the EC

November 25, 2021 Launch Event

Founding Board

Vice Presidents



Morten Irgens



Clemens Wasner



Thomas Hahn



Caj Södergård



Renaud Champion



Stefano Stramigioli



Emanuela Girardi



Arnold Smeulders



Laure Le Bars



Milan Petkovic



Rich Walker



Anne
Waltenberger



Fredrik Heintz



tbd



Edward Curry



Henk-Jan Vink



Juha Röning



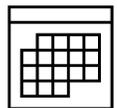
Jon Agirre Ibarbia

AI

Data

Robotics

Adra Launch Event



25.11.2021



10:00 – 13:00 (cet)



Keynotes, panel discussions and more...
Stay tuned for a lively event involving high-level speakers from EC, industry, research and policy.



Live broadcast



Free Registration



Get in touch



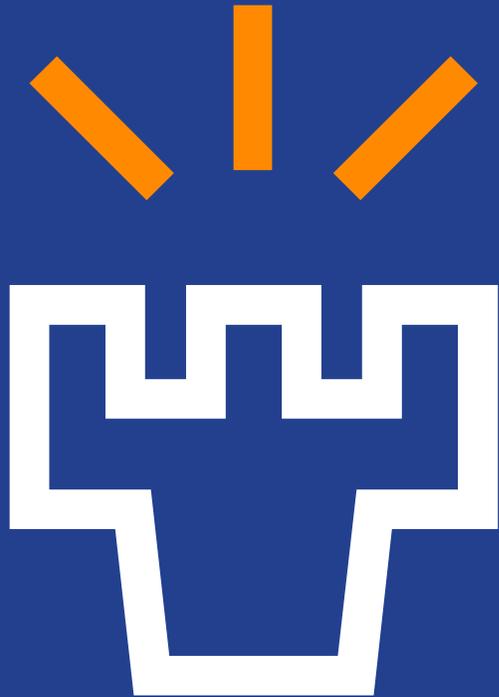
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**UNIVERSITY
OF OULU**

Building AI for industry and healthcare

Juha Röning, Jaakko, Suutala,
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University of Oulu / BISG / DataAI



Why AI, why now?

Data

- Traditional databases
- Social media
- Real-time location data
- Open data

People

- Skills to use data
- Data literacy
- Training

Process

- Data-driven decision making
- Data-driven culture in the organization

Technology

- Easy to access
- Easy to use
- Flexible architectures



Responsible AI

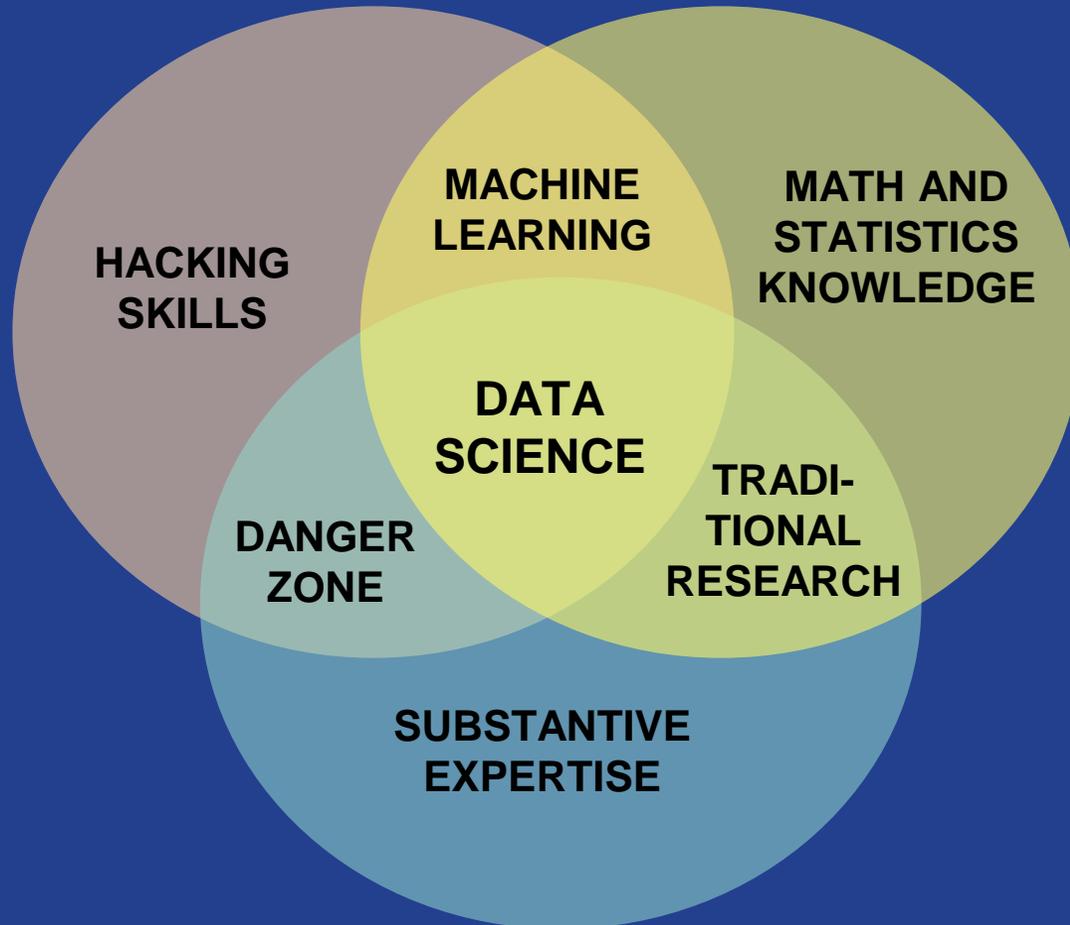
If you torture the data long enough,
it will confess to anything.

*Ronald Coase,
Nobel Prize winning economist*





Data literacy



- Ability to read, understand, create, and communicate data as information
- Part of data-driven culture
- To be able to use data in every-day activities
- To be able to use data effectively and responsively



AI and its requirements



DATA

- Infrastructure for data collection and storage
- Data quality (errors, anomalies/outliers, missing data)
- Data integration from different sources (data types, synchronization)
- Privacy and safety

MODELS

- Connections to online and history data
- Finding information in the data
- Presenting the information
- Model training for predictions (static or continual)
- Understandability of results (transparency to black-box)

DOMAIN KNOWLEDGE

- Iterative data collection and model development
- Data and domain understanding
- Collaboration in model understandability improvement



Contact us!

<https://www oulu fi/en/biomimetics-and-intelligent-systems-group>

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