



**Grant agreement n°: 101069994**

**Call identifier: HORIZON-CL4-2021**

**Deliverable D1.7: Second report on the collaboration with and contribution to the European ecosystem of AI, Data and Robotics (ADR)**

## **Work Package 1**

Engage and Explore

**Document Type** : Report  
**Version** : 001  
**Date of issue** : 24/03/2025  
**Dissemination level** : PUBLIC  
**Lead beneficiary** : CECIMO

***This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement n° 101069994.***

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## DOCUMENT HISTORY

Version	Date	Changes	Stage	Distribution
01	24/03/2025	Revisions and comments	Review	Internal
02	28/03/2025	Review and comments	Review	Internal

## EXECUTIVE SUMMARY

The EARASHI project is driving a fundamental shift in how AI, data, and robotics are integrated into European manufacturing. Rather than focusing solely on efficiency and automation, EARASHI champions a human-centric approach—one that prioritizes worker safety, well-being, and collaboration between humans and intelligent systems.

This report highlights EARASHI’s key achievements, from advancing research on AI-driven automation to actively shaping European discussions on responsible AI governance. Over the past period (M13-M30), the project has engaged with industry leaders, researchers, and policymakers to ensure that technological advancements align with ethical standards and real-world industrial needs. Through strategic collaborations and funding initiatives, EARASHI has supported innovative projects that bring cutting-edge AI solutions closer to practical deployment in manufacturing environments.

At the same time, EARASHI has strengthened its role in the broader European AI and robotics ecosystem, ensuring that human-centric AI remains at the core of policy discussions and industrial strategies. By fostering open dialogue, sharing insights, and promoting best practices, the project is laying the groundwork for a more sustainable, responsible, and inclusive digital transition.

As the project progresses, EARASHI will continue to expand its impact by reinforcing industry partnerships, deepening its research contributions, and supporting the wider adoption of human-centered automation principles across Europe. This report provides a concise overview of these efforts and outlines the next steps in advancing AI-driven automation that works for people, not just processes.

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## 1. Introduction:

Artificial Intelligence (AI), data, and robotics are revolutionizing the European manufacturing sector, driving significant improvements in efficiency, precision, and automation. These technologies enable smarter production systems that can adapt in real time, optimize resource allocation, and enhance overall productivity. However, as AI-driven automation becomes increasingly integrated into industrial processes, ensuring that these advancements align with European values such as transparency, fairness, and worker well-being, remains a critical challenge.

EARASHI is at the heart of this transformation, playing a key role in bridging the gap between cutting-edge research and real-world industrial applications. By fostering collaboration between leading academic institutions, industry stakeholders, policymakers, and standardization bodies, EARASHI actively contributes to the responsible and sustainable adoption of AI-driven automation. The project aims to support a future where AI not only enhances operational efficiency but also empowers workers, ensuring that automation complements human skills rather than replacing them.

This document represents the second official report on EARASHI's contributions to the European AI, Data, and Robotics (ADR) ecosystem, as part of Task 1.4 '*Shaping the future of the European AI, Robotics and Data ecosystems*'. It serves as a comprehensive update on the project's ongoing activities, key achievements, and future direction. As EARASHI continues to evolve, this report provides valuable insights into its role within the broader European AI and robotics landscape, highlighting the impact of its research, partnerships, and strategic initiatives.

### What This Report Covers:

In this report, we provide a detailed analysis of EARASHI's contributions and progress, focusing on several key areas:

- **EARASHI's role in the European ADR landscape** – showcasing the project's impact on research, policy discussions, and industrial innovation in AI-driven automation.
- **Key collaborations and research advancements** – detailing partnerships with industry leaders, research institutions, and European initiatives to accelerate AI integration in manufacturing.
- **Engagement in major industry events and research forums** – demonstrating EARASHI's thought leadership in AI, robotics, and digital transformation.
- **A roadmap for future activities and partnerships** – outlining the project's plans for sustaining its impact beyond its initial timeline and ensuring long-term benefits for European manufacturing.
- **Communication and outreach efforts** – describing EARASHI's approach to knowledge-sharing, public engagement, and dissemination of research findings to maximize visibility and adoption.
- **Engagement with CSA-HORIZON-CL4-2021-HUMAN-01-02** – EARASHI will actively collaborate with the consortium funded through this initiative, as outlined in Task 1.4.

### EARASHI's Long-Term Vision

Beyond its immediate research and innovation goals, EARASHI is committed to fostering a more human-centered approach to AI-driven automation. The project recognizes that technological advancements must be accompanied by strategies that prioritize workforce adaptation, skills development, and ethical AI

deployment. By actively engaging with European AI and robotics initiatives, EARASHI contributes to shaping policies and best practices that will define the future of AI-driven manufacturing.

In a rapidly evolving industrial landscape, EARASHI is positioned as a key enabler of responsible innovation. By aligning its research efforts with Europe’s broader digital and industrial strategies, the project ensures that AI and robotics enhance—not displace—human potential. This report provides an overview of EARASHI’s current progress and serves as a roadmap for its continued contributions to Europe’s leadership in AI-powered manufacturing.

## 2. Strategic Objectives and Achievements

### 2.1 Strengthening European Collaboration

EARASHI is actively working to deepen its integration within the European AI, Data, and Robotics (ADR) ecosystem by fostering collaboration with research projects, industrial networks, and innovation initiatives. By identifying synergies across different EU-funded programs, EARASHI ensures that its work aligns with and contributes to the broader European efforts in AI-driven automation. Through ongoing discussions with key stakeholders, the project strengthens its positioning within the ADR landscape, enhancing both its visibility and relevance. EARASHI also plays a role in bridging the gap between research and industry by offering practical insights on how AI solutions can be effectively implemented in manufacturing environments. This contributes to the long-term sustainability of innovation and ensures that research outcomes are not only theoretical but also applicable in real-world settings.

### 2.2 Knowledge Sharing & Awareness

Knowledge dissemination is at the heart of EARASHI's mission. The project actively shares its research findings and key insights through participation in industry conferences, academic discussions, and policy forums, ensuring that advancements in AI-driven automation reach the right audiences. EARASHI's outcomes are communicated through reports, articles, and other accessible formats to engage a wide range of stakeholders, including policymakers, industry leaders, and researchers. Additionally, EARASHI is exploring opportunities to develop educational materials and training resources that can support the responsible adoption of AI in industrial settings. By enhancing awareness and understanding of human-centric AI, the project helps businesses and workers navigate the challenges of digital transformation.

### 2.3 Engagement with Standards & Policy

Ensuring alignment with regulatory frameworks and evolving standards is a key priority for EARASHI. The project closely monitors AI-related policy developments, particularly those concerning ethics, safety, and human-centric robotics, to stay ahead of regulatory changes that could impact industry adoption. EARASHI also tracks updates in international standards bodies such as CEN-CENELEC, ensuring that its research and recommendations are in line with the latest industry best practices. Beyond simply following regulations, the project actively contributes its perspective on responsible, transparent, and safe AI deployment, advocating for solutions that balance innovation with ethical considerations.

### 2.4 Assessing Industry Relevance & Impact

A core focus of EARASHI is assessing the real-world applicability of its research and understanding how AI-driven automation can best serve European manufacturers, particularly SMEs that may face barriers to adoption. The project continuously evaluates potential pathways for integrating AI into industrial workflows, identifying both challenges and opportunities that businesses encounter when implementing AI-powered solutions. By engaging with technology developers, manufacturers, and academia, EARASHI explores ways to foster long-term collaboration and build an ecosystem where AI adoption is sustainable, inclusive, and beneficial for all stakeholders. Looking ahead, the project will continue to refine its approach, ensuring that its findings remain relevant and that European industries can effectively leverage AI for a more resilient and competitive future.

### 3. Key Collaborative Activities and Contributions

EARASHI has actively engaged in several high-profile industry events, reinforcing its commitment to advancing human-centric AI and robotics within the European manufacturing sector. These participations have provided valuable platforms for disseminating research findings, fostering collaborations, and staying abreast of the latest developments in AI, data, and robotics.

#### 3.1 Events Participation

##### European Robotics Forum 2024

- **13-15 March, 2024 – Rimini, Italy**

The [European Robotics Forum \(ERF\)](#) gathered a diverse group of researchers, engineers, managers, and policymakers from across Europe to explore cutting-edge advancements in robotics and AI. EARASHI was part of this gathering and took an active role in the TRINITY workshop titled '*TRINITY INNOVATION NETWORK – STEP FORWARD*'. Discussions were centered around crucial topics such as supporting the research and development efforts of European stakeholders, as well as strategies to foster greater agility within the manufacturing sector. These conversations provided valuable insights into the evolving landscape of robotics and AI, offering an opportunity to exchange ideas with leading experts from a wide range of backgrounds.

##### Future-Ready: On-Demand Solutions with AI, Data, and Robotics

- **February 18-19, 2025 – Brussels, Belgium**

EARASHI actively participated in the "[Future-Ready: On-Demand Solutions with AI, Data, and Robotics](#)" event held in Brussels. This event brought together leading experts and stakeholders to discuss the latest advancements in AI-driven decision-making, human-robot collaboration, and worker well-being, making it a great platform for shaping the future of AI integration within industrial and professional settings.

EARASHI organized the '*AI, Data, and Robotics at Work*' workshop, where the discussion focused on exploring key insights and challenges around intelligent automation in the workplace. This workshop served as a valuable opportunity to delve into how AI technologies are being integrated into work environments, particularly in terms of enhancing collaboration between humans and robots, optimizing decision-making processes, and improving worker well-being. EARASHI's contributions highlighted the importance of human-centric AI approaches and the role of responsible AI deployment in ensuring a positive impact on both workers and industry.

The workshop featured a dynamic collaboration between EARASHI and several prominent projects, including FAIRWork, SoftEnable, GEYEDANCE Project, SIMAR Project, IntelliMan Project, and Sestosenso. Together, these initiatives contributed to a rich exchange of ideas, each offering unique perspectives on the challenges and opportunities within AI-driven automation and robotics. The session proved to be a truly insightful and collaborative experience, fostering deeper understanding and stimulating discussions on how to integrate AI technologies responsibly into the workforce. The workshop outputs were presented during the final plenary, to engage with ADRA Topic Groups and provide insights for further roadmapping activity.

## **European Robotics Forum 2025**

- **25-27 February, 2025 – Stuttgart, Germany**

EARASHI participated to the workshop #61 ‘*Democratizing safe human-robot collaborations on industrial shop floors*’, more specifically providing valuable inputs to the sessions related to *Addressing Worker’s Diversity in the Safe Design of Human-Robot Collaboration*. Participating actively to the 3 sessions organized during the workshop provided valuable insights about the industry positioning regarding human-centricity deployment and diversity inclusions, the need for pedagogic material and approach.

## **EFFRA Manufacturing Conference**

- **24-25 September, 2024 – Brussels, Belgium**

EARASHI actively participated in the [EFFRA Manufacturing Conference](#), a significant event that convenes stakeholders from across the European manufacturing landscape. During the conference, EARASHI promoted the project and engaged with industry leaders, policymakers, and researchers to discuss the pivotal role of AI in enhancing manufacturing resilience and sustainability. The conference provided an excellent platform for EARASHI to showcase its advancements and contribute to the broader dialogue on the future of manufacturing in Europe.

## **AI, Data & Robotics Forum**

- **4-5 November, 2024 – Eindhoven, Netherlands**

In November 2024, EARASHI showcased its research at the AI, Data & Robotics Forum held in Eindhoven. This forum is renowned for bringing together leading minds in AI and robotics to discuss the latest trends, challenges, and opportunities in the field. EARASHI promoted ethical AI adoption and human-robot collaboration, highlighting the project's commitment to integrating ethical considerations into technological advancements. The event facilitated valuable exchanges with other projects and stakeholders, fostering a collaborative environment for future initiatives.

## **CECIMO Brussels Forum**

- **December 2024 – Brussels, Belgium**

EARASHI participated in the [CECIMO Brussels Forum](#), engaging in policy discussions centered on AI-driven industrial competitiveness. CECIMO, the European Association of the Machine Tool Industries and related Manufacturing Technologies, provides a platform for dialogue between industry leaders and policymakers. At this event, EARASHI co-hosted a booth alongside the JARVIS project, where we actively promoted the achievements of both projects, showcasing how our research contributes to the broader AI and robotics landscape. The booth served as an open space for engaging with attendees, answering questions, and sharing insights on the latest advancements in AI for manufacturing. EARASHI’s involvement at CECIMO highlighted its commitment to ensuring that AI developments support Europe's industrial competitiveness, with a strong emphasis on human-centric approaches that prioritize both technological progress and societal well-being.

## **Webinar: Cobots as Enablers in Predictive Maintenance and Sustainability**

- 29 October 2024

EARASHI hosted a highly engaging webinar titled '[Cobots as Enablers in Predictive Maintenance and Sustainability](#)'. The session featured an expert panel of speakers from Flanders Make and LMS. The webinar focused on the pivotal role that collaborative robots (cobots) are playing in revolutionizing predictive maintenance practices and promoting sustainability within manufacturing industries.

Throughout the session, the speakers discussed how cobots, by leveraging advanced technologies such as AI, sensor integration, and data analytics, are enabling manufacturers to predict equipment failures before they occur, reducing downtime, and enhancing overall operational efficiency. The conversation also highlighted the role of cobots in fostering sustainability by optimizing resource usage, reducing waste, and minimizing the environmental impact of production processes. Practical case studies and future trends were also shared, providing valuable insights into how cobots are shaping the future of maintenance strategies and sustainable manufacturing.

This webinar served as an essential knowledge-sharing platform, offering participants a deeper understanding of how cobots are transforming industries and paving the way for more efficient, sustainable, and smart manufacturing practices.

### **3.2. Contributions to AI Standardization & Policy**

Beyond event participation, EARASHI has actively engaged with standardization and policy discussions to stay informed on evolving AI governance and industrial robotics regulations. These efforts ensure that EARASHI's research remains aligned with emerging standards and best practices, contributing to the wider European initiatives in shaping ethical, transparent, and industrially relevant AI deployment.

#### **Webinar on Standardization in Robotics**

- 10 December, 2024

In collaboration with CEN-CENELEC, EARASHI organized a [webinar](#) on *Driving Trust and Transparency—The Next Frontier in AI & Robotics Standardisation*. This event brought together experts to discuss the importance of standardization in facilitating seamless integration of AI technologies into existing systems. EARASHI's role in this webinar highlights its commitment to promoting industry-wide standards that support ethical and efficient AI adoption.

EARASHI has maintained a proactive approach in monitoring regulatory frameworks established by organizations such as CEN-CENELEC and ISO. By staying ahead of these developments, EARASHI ensures that its research and recommendations are in compliance with current regulations and anticipate future policy shifts. This vigilance supports the project's goal of facilitating responsible AI deployment within the manufacturing sector.

### **3.3. Future Directions and Areas for Further Engagement**

Building upon its current initiatives, EARASHI has identified several opportunities to expand its impact within the European AI, Data, and Robotics ecosystem:

- **Exploring New Synergies with Sister Projects:** EARASHI is committed to fostering knowledge exchange and collaborative efforts with related projects to amplify the collective impact on the industry.
- **Expanding Engagement with Key Stakeholders:** The project aims to strengthen connections with large manufacturers, policymakers, and worker protection organizations, including trade unions, shop floor associations, and safety agencies, to ensure diverse perspectives are integrated into AI development and deployment.
- **Strengthening Academic Partnerships:** EARASHI recognizes the importance of academic institutions in advancing AI research and is dedicated to supporting discussions on AI-related skills and workforce adaptation to prepare for the evolving industrial landscape.
- **Engaging with Broader Robotics Research Groups:** The project seeks to extend its collaborations beyond the immediate ecosystem, including potential partnerships with Swiss institutions, to incorporate a wider range of insights and expertise.

Through these activities, EARASHI aims to contribute to a sustainable and human-centered AI and robotics landscape in European industry, ensuring its research remains relevant, impactful, and aligned with the needs of society.

## 4. Sustaining EARASHI’s Impact: Roadmap of Future Activities

To ensure the continued relevance and long-term impact of EARASHI, the project has developed a strategic roadmap for upcoming activities. These initiatives include a series of high-profile industry events, industry engagements, policy contributions, and outreach efforts that aim to further strengthen EARASHI’s role within the European AI, Data, and Robotics (ADR) ecosystem. By participating in these activities, EARASHI intends to continue fostering valuable discussions about the adoption of human-centric AI solutions in industrial settings, ensuring that the project’s results continue to shape European AI and robotics initiatives for years to come.

### 4.1 Joint EARASHI-JARVIS Conference at EMO Hannover 2025

**Theme:** *‘AI, Jobs & Automation – Who Wins, Who Loses, and What’s Next?’*

**Date & Time:** 25 September 2025, 11:00-12:00 CET. Format: a panel discussion featuring policymakers, industry leaders, AI researchers, and academics

**Objective:**

This key conference will address one of the most pressing topics in AI and automation today—their impact on jobs, the workforce, and the future of industrial labor. The session will explore the ongoing concerns around potential job displacement due to AI, automation, and robotics technologies, while also highlighting the emerging opportunities for reskilling the workforce in response to these technological shifts. As part of the discussion, the panel will explore strategies that ensure an inclusive transition towards AI-driven manufacturing environments that prioritize both human labor and machine collaboration. The panel will feature real-world case studies, workforce policy recommendations, and best practices for industries looking to balance technological advancement with the continued importance of the human worker.

**Expected Outcomes:**

- Insights into how AI-driven automation is reshaping European manufacturing and the labor market.
- Policy recommendations for governments on managing workforce transitions in the face of automation.
- Actionable strategies for industry leaders on implementing AI while prioritizing worker well-being and inclusion.

### 4.2 Participation in Leading Trade Fairs and Conferences

EARASHI’s commitment to engaging with the European AI, data, and robotics landscape will continue through active participation in leading trade fairs and conferences. These events provide valuable opportunities to connect with other industry leaders, researchers, and policymakers, ensuring that EARASHI remains at the forefront of developments in industrial automation and AI adoption.

**Advanced Factories Fair (Barcelona, April 2025)**

**Focus:** AI-driven predictive maintenance and digital twins.

**Engagement Opportunities:** The event will provide EARASHI with opportunities to connect with factory operators, AI solution providers, and digital transformation experts, fostering discussions on the potential applications of AI in industrial automation.

**Automatica 2025 (Munich, June 2025)**

**Focus:** Demonstrating AI-driven smart automation solutions.

**Engagement Opportunities:** EARASHI will connect with European manufacturers, robotics developers, and policymakers to discuss responsible AI integration in industrial settings, ensuring that these solutions are implemented ethically.

### **SIDO 2025 (Lyon, September 2025)**

**Focus:** Engaging with IoT, AI, and robotics experts to explore cross-sector collaboration.

**Engagement Opportunities:** The event will strengthen EARASHI’s connections with industrial clusters, startups, and technology providers that specialize in AI-powered robotics, fostering future collaborations that can further the development of human-centric AI applications.

### **CECIMO Brussels Forum 2025 (Date TBC)**

**Focus:** Hosting policy discussions on AI regulation and industrial competitiveness in Europe.

**EARASHI’s Role:** EARASHI will contribute to ongoing policy dialogues related to AI governance, standardization, and Europe’s competitive standing in the global manufacturing landscape. The discussions will emphasize how AI can be responsibly adopted to ensure Europe maintains its leadership in advanced manufacturing technologies.

**Engagement Opportunities:** EARASHI will collaborate with policymakers, industry associations, and regulatory bodies to advocate for the ethical adoption of AI in manufacturing, ensuring that the industry’s growth is sustainable and inclusive.

## **4.3 Final EARASHI Event**

**Timing & Format:** To be determined (Q4 2025), foreseen event in favor of in-person participation.

### **Objective:**

The final event of the EARASHI project will bring together key stakeholders to reflect on the project’s outcomes, discuss its broader policy implications, and explore pathways for sustaining the impact of EARASHI’s contributions beyond its formal project timeline. This culminating event will showcase EARASHI’s achievements in human-centric AI and robotics, with a focus on ensuring that its findings continue to inform and shape European AI, manufacturing, and robotics policy and practice.

### **Key Elements of the Event:**

- Presentation of EARASHI’s final research findings, showcasing the lessons learned and the tangible impacts of the project’s activities.
- Panel discussions featuring prominent industry leaders, policymakers, and AI researchers, exploring the future of AI-driven manufacturing and the need for responsible and sustainable automation.
- A roadmap for ensuring EARASHI’s impact continues post-project, including recommendations for future collaborations, additional funding opportunities, and strategies for integrating EARASHI’s findings into the broader European ADR ecosystem.
- Networking opportunities for stakeholders to explore future partnerships and collaborative projects.

### **Expected Outcomes:**

- A comprehensive report summarizing EARASHI’s contributions to the European AI and robotics ecosystem.
- Establishment of a lasting foundation for continued discussions on AI ethics, workforce adaptation, and industrial AI deployment.

- Identification of pathways for ensuring that EARASHI’s human-centric AI approach remains a core consideration in future European industrial strategies.

#### 4.4 Influencer and Community Engagement Campaign: "Leaders of Tomorrow in Robotics and Manufacturing"

As part of its broader communication strategy, EARASHI is launching a new campaign aimed at engaging thought leaders, influencers, and stakeholders in the fields of robotics, AI, and manufacturing. The campaign, "Leaders of Tomorrow in Robotics and Manufacturing," will focus on building authentic, low-effort collaborations with key influencers to raise awareness about EARASHI and promote its mission of advancing human-centric AI in European industry.

##### Campaign Goals:

- **Showcase Expertise:** Highlight the contributions of influencers to the fields of robotics, manufacturing, and AI.
- **Expand Awareness:** Use influencer networks to amplify EARASHI’s message and increase its visibility within the broader industry.
- **Engage Meaningfully:** Foster authentic collaboration and create valuable, long-lasting partnerships with influencers who share EARASHI’s commitment to responsible AI deployment.

##### Campaign Activities:

1. **Thought Leader Spotlight:** Influencers will be invited to answer 2-3 thought-provoking questions on the future of robotics, AI, and manufacturing. Their answers will be featured in blog posts, LinkedIn articles, or infographics.
2. **Collaborative Social Media Campaign:** Co-branded content featuring the influencers’ insights will be shared across various platforms, amplifying their expertise while promoting EARASHI’s work.
3. **Virtual Panel or Fireside Chat:** A live or pre-recorded discussion featuring 3-5 influencers will delve into key topics such as AI trends, robotics challenges, and industrial automation, creating engaging content for social media and broader distribution.

Through this campaign, EARASHI aims to create a ripple effect, ensuring that key influencers not only share their expertise but also amplify EARASHI’s vision and mission.

#### 4.5 Sustaining Future Engagement and Visibility

To further ensure EARASHI’s sustained impact, the project will continue to update its "[EU Get Funded](#)" section on the website, which promotes collaboration with sister projects and cross-promotion within the broader European research ecosystem. In addition, EARASHI will actively work to increase the number of subscribers to its newsletter, providing valuable insights, updates on project activities, and key findings to a growing community of stakeholders across industry and academia.

EARASHI is committed to ensuring that its human-centric AI research remains relevant, impactful, and at the forefront of Europe’s industrial transformation by continuously expanding its outreach efforts, fostering collaborations with key stakeholders, and engaging in high-profile events and campaigns.

## 5. Conclusion

As the EARASHI project progresses towards its culmination, it remains steadfast in its commitment to shaping the future of AI-driven industrial competitiveness in Europe. This roadmap outlines the strategic initiatives and activities that will sustain the project's impact, amplify its contributions to the ADR ecosystem, and ensure its lasting legacy within the European industrial landscape. Through a combination of high-profile conferences, industry collaborations, and community outreach initiatives, EARASHI is poised to continue influencing key discussions on the adoption of human-centric AI solutions in industrial settings.

The upcoming **EARASHI-JARVIS Conference** at EMO Hannover 2025, focusing on AI, jobs, and automation, will serve as a critical platform for discussing the future of the workforce in an increasingly automated world. This conference aims to foster a balanced dialogue between policymakers, industry leaders, and AI researchers, exploring the opportunities and challenges that arise as AI and robotics continue to revolutionize manufacturing. By contributing valuable insights on the intersection of human labor and automation, EARASHI is not only addressing one of the most pressing challenges of our time but also ensuring that ethical considerations remain at the forefront of AI deployment.

Participation in **leading trade fairs and conferences**, such as Automatica 2025, SIDO 2025, and CECIMO Brussels Forum 2025, further solidifies EARASHI's position as a thought leader in the AI-driven industrial transformation. These engagements provide critical opportunities for EARASHI to showcase its cutting-edge research, connect with a broad spectrum of stakeholders, and drive meaningful discussions on responsible AI integration into manufacturing processes. Through its involvement in these prestigious events, EARASHI is ensuring that its contributions are embedded in the ongoing policy dialogues and technical developments that will shape the future of European manufacturing.

The **Final EARASHI Event** in Q4 2025 will mark the culmination of the project's efforts, serving as an essential moment to reflect on its achievements, share its research findings, and define actionable pathways for future collaboration and impact. This event will bring together key stakeholders from the European AI, robotics, and manufacturing sectors to explore how the lessons learned from EARASHI can inform future initiatives and policies. As EARASHI seeks to lay the groundwork for its post-project impact, it will offer a roadmap for integrating its findings into broader European strategies, ensuring that its vision of human-centric AI continues to thrive beyond the project's conclusion.

Moreover, the **'Leaders of Tomorrow in Robotics and Manufacturing' campaign** introduces a dynamic and innovative approach to engaging the wider community of industry influencers, experts, and stakeholders. By spotlighting thought leaders from the fields of AI, robotics, and manufacturing, this campaign provides a unique opportunity to amplify the voices of those shaping the future of industrial automation. Through a mix of thought-provoking Q&As, co-branded content, and virtual panels, EARASHI aims to build a network of collaborators who share its vision for a sustainable, inclusive, and ethically-driven future in AI. This campaign not only promotes the EARASHI project but also fosters a collaborative spirit that will help drive meaningful discussions and partnerships within the broader European AI ecosystem.

Looking ahead, EARASHI's continued engagement with the **EU Get Funded** section of its website and its efforts to grow its newsletter subscriber base will ensure that the project's research, findings, and insights remain accessible to a diverse and expanding audience. By fostering open communication and creating opportunities for knowledge sharing, EARASHI will continue to play a pivotal role in advancing the European ADR landscape.

In conclusion, the roadmap presented here outlines the strategic activities that will help EARASHI maintain its influence and relevance as a leading voice in the European AI, robotics, and manufacturing sectors. By staying engaged with key stakeholders, ensuring that its research remains at the cutting edge, and fostering collaborations through outreach campaigns, EARASHI is poised to leave a lasting legacy in the European industrial ecosystem. The project’s commitment to human-centric AI, responsible automation, and the well-being of the workforce will continue to guide its initiatives, ensuring that its contributions to the future of European manufacturing remain impactful and sustainable for years to come.

As the project moves toward its final stages, EARASHI is not only committed to delivering transformative results but also to ensuring that its findings serve as a foundation for future innovation and policy development. By engaging with industry, policymakers, and the broader community, EARASHI will continue to support the evolution of a human-centered, AI-driven future for European industry, creating a lasting impact on how automation and AI shape the world of manufacturing in the years ahead.