



Press release – kick-off

AID4SME Kick-off meeting: boosting competitiveness and green transition in Europe

A fresh new project is being launched to enhance **Artificial Intelligence (AI) & Data Solutions adoption** in Europe. The AID4SME project (enabling SMEs to develop AI and DATA solutions through support of a Community of Practice and low-TRL and high-TRL playgrounds) will assist small and medium-sized enterprises (SMEs) to develop combined AI & Data Solutions for large scale resource optimisation challenges on industries that have significant impact on the objectives of the Green Deal.

Combined AI & data technologies are a synergistic duo and key drivers of future economic development. However, they have been facing low adoption in Europe and most likely running behind other parts of the world.

Funded by the [European Health and Digital Executive Agency \(HaDEA\)](#), the AID4SME project will be active until November 2027, and aims to resolve this current scenario and expand the AI and data solutions great potential for the European economy and societal benefits by approaching three pillars:

1. **SMEs**, who will receive our long-term business development support to overcome growth challenges and the valley of death;
2. **AID4SME Community of Practice (CoP)**: with an active stakeholder engagement, the CoP network will generate scientific, industry and knowledge support for SMEs tackling AI & data tech solutions; and
3. **Low-TRL and High TRL playgrounds**, for the development of different technologies.

The AID4SME team had an amazing time together in Leuven, Belgium, on 5 and 6 December 2024 in the occasion of the project kick-off meeting. The event physically joined representatives from all partners organisations, allowing us to create strong bonds, implement deep conversations and discuss the best strategy for our upcoming collaborative work, highlighting the next steps and priorities.

During this meeting, all partners were able to present their organisations core business and discuss their assigned role into the project. The group of activities to be performed on AID4SME are composed by:

- Set-up of a Community of Practice
- Financial Support for Third Parties (FSTP) with two open calls for SMEs
- Solution development and deployment action plan for each SME solution

AID4SME

- Performance and impact assessment of the SME solutions towards the Green Deal objectives and the occupational safety of operators for AI and Data
- Maximise the dissemination of AID4SME results, ensuring exploitation of the developed and deployed solutions
- Provide a holistic Intellectual Property guidance and management.

The HaDEA Project Officer Elena Angiolini was able to attend the first day of the meeting and shed light to HaDEA's role in supporting EU-funded R&I, rules and procedures in Horizon Europe, creating a positive environment of collaboration with the team.

Coordinated by KU Leuven, AID4SME counts with 16 partners: Universiteit Gent, Institut Jozef Stefan, I2M, Leitat, F6S, Logiicdev, Arcelik, ELES, LTH Castings, Verkor, TechConcepts, ISQ, EWF, Green eDIH and LTC.



Stay tuned for more information on the activities offered for SMEs! Follow us on **LinkedIn** and subscribe to our **Newsletter**.