Event report
INTRODUCTION

The European Big Data Value Forum (EBDV) is the flagship event of the European Big Data and Data-Driven AI Research and Innovation community organised by the BDVA\(^1\) and the European Commission (DG CNECT). The 2021 edition was held in Ljubljana and online, taking place from the 29th of November to the 3rd of December. 2021 was an associated event of the Slovenian EU Presidency.

With its theme “Digital Transformation powered by Data and AI”, EBDVF 2021 brought together industry professionals, business developers, researchers and policy-makers from all over Europe and other regions of the world to advance policy actions, and industrial and research activities in the areas of Data and AI. This report introduces the key numbers and highlights of the EBDVF 2021.

\(^1\) Legal name: Data, AI and Robotics Aisbl, DAIRO
EVENT STRUCTURE AND CONTENT

65 300+ 46
SESSIONS HIGH-LEVEL SPEAKERS SPONSORS

The sessions, workshops and non-commercial speeches were structured in 9 tracks. The programme had 65 sessions, delivered by over 300 high-level speakers. Four parallel stages were set up for a continuous broadcast of sessions. All of the sessions are published online to be watched later.

Horizontal/Cross-sectorial tracks

- Data Spaces
- Industrial and Trustworthy AI
- Technology, Platforms, and impact
- Deployment and Market uptake
- New challenges ahead: Data, AI and the new society

Vertical/Sector-specific tracks

- Smart Cities and communities
- Healthcare
- Manufacturing
- Automotive
- Data-driven AI Solutions (encompassing sessions targeting other verticals)

The event was planned keeping in mind the virtual event fatigue and changing circumstances caused by COVID-19. Therefore, the organising team opted for a hybrid model, where most of the event would be online, but the main day broadcasted live. When choosing the event platform and setting, great care was taken to ensure as simplest possible user experience. The aim was to ensure easy access to the sessions by removing all unnecessary boundaries in the flow of entering the streams.

As the EBDVF 2021 was an associated Slovenian EU Presidency event, the physical part of it was hosted in Ljubljana. The event was organised in collaboration with DIH Slovenia, ICT Association of Slovenia (Chamber of Commerce and Industry Slovenia), Jožef Stefan Institute (JSI) and the University of Ljubljana.
Unfortunately, the COVID-19 situation forced the organising team to scale back the event and reduce the amount of live audience, but luckily enough panels on Tuesday 30th of November were possible to arrange at the venue in Ljubljana. The central day in Ljubljana included keynotes delivered by high-level political and industry representatives sharing their views on data and data-driven AI-related policy developments. The event merged the online portions to the sessions held in Ljubljana, bringing both, live and physical venues, to the disposal of the event attendees, speakers and sponsors. The main day programme was guided by a professional moderator Mojca Mavec, who is a well-known Slovenian media persona and TV host.

Thomaz Hahn (left), Nena Dokuzov and Aleš Cantarutti discussed how Data and AI research and innovation can be brought to market as a part of the EBDVF 2021 main day programme.
EBDVF 2021 Agenda

- Digital Transformation Powered By Data And AI [Ebdvf 2021 Main Day]
- Manufacturing
- New Challenges Ahead: Data, AI And New Society
- Industrial And Trustworthy AI
- Data-Driven AI Solutions
- Technology, Platforms And Impact
- Data Spaces
- Healthcare And Pharma Sector
- Automotive
- Smart Cities And Communities
- Deployment And Market Uptake

MON 29.11.

10:30 – 12:00  ● The Evolve project: A Convergence of Machine Learning and HPC to address Big Data challenges
11:00 – 12:00  ● IoTwins - Distributed Digital Twins for industrial SMEs: a big-data platform
11:30 – 12:30  ● DataVaults: The road to a Trusted Personal Data Space
12:30 – 13:30  ● Enhancing the Power of Data in Industrial Environments by Zenithwings - Showcase of Ongoing R&D Projects
13:35 – 13:55  ● Earth Observation and AI for the benefit of the Society: a national Space Data Lab initiative
14:00 – 15:00  ● KRAKEN. User engagement with privacy-preserving data sharing platforms: challenges and opportunities
14:00 – 15:30  ● INFORE: Interactive Extreme-Scale Analytics and Forecasting for Everyone
14:00 – 15:00  ● Digital Transformation by Means of Big Data, Marketplaces and DataEconomy
15:30 – 16:30  ● TRUSTS: Trusted Secure Data Sharing Space
15:30 – 17:00  ● AI4EU in practice : the industrial pilots perspective
15:45 – 16:45  ● CloudButton: Serverless Data Analytics Platform

TUE 30.11.

09:00 – 10:30  ● Official Opening and Keynotes
11:00 – 12:30  ● High-Level Panel
12:30 – 13:15  ● i-Spaces Ceremony
14:15 – 15:30  ● Data Spaces Business Alliance: from concept to Market
15:30 – 16:45  ● Speeding up Industrial and Trustworthy AI

Wed 01.12.

10:00 – 11:00  ● Edge Computing - the convergence point in the human-cloud continuum framework
10:00 – 11:00  ● AI Marketplace - The Digital Platform for Artificial Intelligence in Product Creation
10:00 – 11:00  ● EUHubs4Data: How to federate data resources to boost companies developing AI Solutions
11:05 – 11:25  ● Cognitive Digital Twin Pipelines in the TransContinuum
11:30 – 12:30  ● VesselAI - Enabling Maritime Digitalisation by extreme- scale analytics, AI and Digital Twins
11:30 – 12:30  ● Artificial Intelligence and Big Data Techniques for Copernicus Data: the ExtremeEarth Project
12:35 – 12:55  ● Legal Knowledge Graphs: Lynx and Beyond
13:05 – 13:25  ● Building trust in the AI supply chain
13:30 – 15:00  ● Big Data and AI for the Financial Sector: challenges and opportunities
13:30 – 15:00  ● Do we trust AI applications? A cross-sectional challenge in the European Digital Transformation
13:30 – 15:00  ● AI and Data Interoperability = Standardization
16:00 – 17:30  ● Hybrid AI: how knowledge models are essential for trustworthy AI
16:00 – 17:30  ● Data Spaces for a sustainable Data Economy in Agriculture: a multistakeholder perspective
16:00 – 17:30  ● Big Data and the Automotive Sector’s new Challenges
16:00 – 17:30  ● Privacy, data quality & more in Data Spaces
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:00 – 10:30</td>
<td>Enabling Data economy for Local Communities</td>
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<td>09:00 – 10:00</td>
<td>CUREX project – Secure and Private Health Data Exchange</td>
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<td>09:00 – 10:00</td>
<td>Discovery and Pricing Data in Data Marketplaces: Challenges and Opportunities</td>
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<td>DECODER, an OSS Platform to reduce the complexity of source code</td>
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<td>10:05 – 10:25</td>
<td>IDS-Enabled Gaia-X Lighthouses</td>
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<td>10:30 – 12:00</td>
<td>Data and AI to remove language barriers and address societal challenges</td>
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<td>10:30 – 12:00</td>
<td>Next Generation Computing Infrastructure to Support Data Spaces</td>
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<td>10:30 – 12:00</td>
<td>Digital transformation of healthcare powered by AI and Data</td>
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<td>11:00 – 12:00</td>
<td>Data Spaces Enabling City Digital Twins</td>
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<td>11:00 – 12:25</td>
<td>Making Data Spaces Happen</td>
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<td>13:30 – 15:00</td>
<td>A Green Cloud-Edge transition for a sustainable Digital Transformation</td>
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<td>Data Spaces as Drivers of Digital Transformation in Europe</td>
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<td>13:30 – 15:00</td>
<td>Discover EBRAINS - Brain Health Data in the EU</td>
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<td>13:30 – 14:15</td>
<td>From farm to fork, how data exchange transforms global ecosystems</td>
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<td>15:05 – 15:25</td>
<td>Data Economy – all together now!</td>
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<td>15:30 – 17:00</td>
<td>Designing Data Spaces</td>
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<td>15:30 – 16:30</td>
<td>Everest: High-Performance, Distributed, Reconfigurable and Heterogeneous Platforms for Extreme-Scale Data Analytics</td>
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<td>15:30 – 17:00</td>
<td>Realizing the potential of Data and AI in Healthcare</td>
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<td>How the exchange of CO2 data along the value chain and across countries can work on a standardized basis!</td>
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<td>09:00 – 10:00</td>
<td>Innovation in Edge Computing - case studies</td>
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<td>09:00 – 10:00</td>
<td>A precursor network of AI Testing and Experimental Facilities in Manufacturing: the AI REGIO Didactic Factories</td>
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<td>H2020 I-NERGY- Artificial Intelligence for next generation energy</td>
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<td>ReachOut, the Beta-testing campaign platform for research projects</td>
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<td>Using domain knowledge to improve Artificial Intelligence</td>
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<td>Collaboration to increase the impact: technical challenges and generated value from European federated data driven initiatives</td>
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<td>AI and Data Technologies for Industry 5.0: opportunities and future scenarios</td>
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<td>Big Data-driven Impact and Value through Entrepreneurship</td>
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<td>InnoRate: Bringing innovation to finance and finance to innovation through a Technology Rating System (ITRS)</td>
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<td>Digital Twins in Manufacturing and the role of RAMI Asset Administration Shell</td>
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<td>The TransContinuum Initiative and its Impact on Data-Driven Transformation</td>
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<td>New Challenges Ahead: AI and society</td>
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<td>13:30 – 15:00</td>
<td>Startups and entrepreneurs boosting big data corporate-innovation through DIHs and Data Innovation Spaces</td>
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<td>15:30 – 17:00</td>
<td>Data Driven Intelligent Digital Twins</td>
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For the detailed view and session descriptions, visit the online agenda.
Main day speakers

**Daniel Alonso Román**
Artificial Intelligence & Big Data Partnerships Driver at ITI - Instituto Tecnológico de Informática

**Marina Bill**
President of Adra-Global Head of Marketing and Sales, Robotics and Discrete Automation business ABB at ADRA

**Francesco Bonfiglio**
CEO at Gaia-X European Association for Data and Cloud AISBL

**Aleš Cantarutti**
General Manager of the Chamber of Commerce and Industry of Slovenia at ICT Innovation network cluster, GZS

**Nena Dokuzov**
Head of Project Group for New Economy and Blockchain Technologies at Ministry of Economic Development and Technology in Slovenia

**Ana García Robles**
BDVA/DAIRO Secretary General
Lars Nagel  
CEO at IDSA

Cedrik Neike  
Member of the Managing Board and CEO Digital Industries Siemens at Siemens AG

Noel O’Connor  
CEO at Insight SFI Research Centre for Data Analytics

Tero Ojanperä  
Silo AI

Sophie Proust  
Atos Group CTO at Atos

Yvo Volman  
Acting Director for Data at EC (DG CNECT) at European Commission
SPONSORING

The event was supported by 46 sponsors. 31 of them were European projects and 14 industry representatives, research organisations and academia. Based on the feedback of the previous years' events and taking in account the on-going COVID-19 forced the event to take place mostly on online environment, sponsoring packages were developed emphasizing the virtual promotion options.

While the EBDVF website was re-designed before the 2021 edition, one of the priorities was to ensure appealing, informative and interactive display of sponsors at the site. Similarly, organising team worked with the event platform B2Match to enforce logo visibility on the platform. While streaming, the sponsor branding was merged into the live video content with professional motion graphics. Sponsors were also provided with ready-made social media banners to further disseminate their participation in the event.

EBDVF also offered opportunities for sponsors to reach the audience as a part of the event programme. Premium project sponsors got 1,5h long slot for a session. Premium sponsor packages for companies included 20-minute talks.

Premium sponsors

Regular sponsors

Project sponsors
European Big Data Value Forum 2021 had a wide reach of over 1500 registrants from 59 countries. The lowest number of daily participants, 474, was on the last day of the event, and the highest, 607 on the Main day, Tuesday 30th. On average, the event days had 550 participants. The constant participation rate demonstrates the success of the organising team in creating a balanced and engaging agenda for the event. The main day had exceptionally only one stage throughout the day and yet saw a peak in total attendance. As the audience found particular interest on the main day, this is a further sign of the high quality of the composition and setting of the high-level panels and keynotes.
EBDVF 2021 had attendees from all European countries, the highest level of participants coming from Spain, Germany, Greece, Italy and Belgium. In addition, EBDVF 2021 saw participants from many non-EU countries. In regards to the distribution of the presentation of different stakeholders, the event reached the objectives set for the target audience. Attendee representation was well balanced between large companies (15%), SMEs/startups (18%), academia (14%) and research and technology organisations (23%). The European research and innovation projects were well presented (7%). EBDVF 21 attracted also many policy-makers – 6% of attendees were representing public authorities and the public sector.
Organisation types of attendees

COMMUNICATION REACH

70526 TWITTER IMPRESSIONS 27407 LINKEDIN IMPRESSIONS 5945 NEWSLETTER VIEWS

From the beginning of the communications campaign of EBDVF 2021, the event-related posts had a reach of nearly 100,000 impressions in BDVA/DAIRO social media channels. Twitter promotion gathered a wide reach organically, boosted by the BDVA/DAIRO community and stakeholders. The LinkedIn strategy included a more targeted approach and was enforced with paid promotion. BDVA/DAIRO newsletters featured the event content throughout the campaign.
In addition to the BDVA/DAIRO channels, the event got even further exposure through the promotion done by event co-organisers, partners and session organisers. Sponsors were provided with branded materials for publishing on social media. Easy-to-use graphic design templates were given to session organisers for promoting their panels and workshops. This communication effort contributed massively to the final reach of the EBDVF 2021, as the templates and branded materials were actively used by sponsors and speakers prior to and during the event week.

Examples of branded project banners and speaker visuals, done with the distributed templates.

All of the sessions were recorded and published online and can be watched on the B2Match platform. This content will be promoted as a part of the execution of the post-marketing plan until the promotion of EBDVF 2022 starts. In addition, a post-marketing video will be published for giving further visibility to the event and the sponsors.

**ATTENDEE SATISFACTION**

After the EBDVF 2021, A short survey was disseminated to the audience and sponsors to gather feedback for improving the future editions of the event. Responses for both surveys were generally favourable, attendees giving an event overall score of 4.33 and an organisation overall score of 4.53 on the scale of 1 to 5 for the EBDVF 2021. Especially the programme, sessions and speakers gathered high ratings, all hitting over 4 points on average. Comments given in the open response fields further demonstrates the audience finding the content interesting, relevant and diverse.
Attendee overall score

4.33 AVERAGE

"A hybrid model embracing both presential and virtual attendance is a great mix, congratulations!"

Arrangement of sponsored sessions

4.38 AVERAGE
For the organisation of the event, the sponsor overall experience average score was 3.75, a notch lower than the general audience. Most of the critique was given to the B2Match and the visibility provided by the virtual platform. For example, the respondents gave an average of 3.13 for the virtual booths and 3.63 for sponsor profiles. The views are aligned with the audience sentiment, pointing out the confusion caused by the user interface of the virtual venue. However, sponsors were very satisfied with the communication by the organising team (4.13) and the practical arrangements of their sessions (4.38).

In conclusion, despite the virtual venue having its weaknesses, the hybrid experience and the high-quality content delivered was serving the audience excellently. The organising team will build the future editions based on the feedback received, further improving all aspects of the European Big Data Value Forum.

Hybrid model of EBDVF 2021 combined traditional multi-camera production to advanced streaming technologies and virtual event environment. In the picture, MEP Mia Petra Kumpula-Natri (left) discusses with event moderator Mojca Mavec remotely through video conferencing software.
ORGANIZING COMMITTEE

Thomas Hahn BDVA/DAIRO
President, Siemens

Milan Petkovic
BDVA/DAIRO Vice-President, Philips

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DIH Slovenia
ABOUT BDVA/DAIRO

BDVA/DAIRO is an industry-driven international not-for-profit organisation with over 240 members all over Europe. It focuses on enabling the digital transformation of our economy and society through Data and Artificial Intelligence, and advancing in areas that include Big data and AI technologies, infrastructures and services; data platforms and data spaces, Industrial AI, and data-driven business (models), standardisation, and skills. BDVA/DAIRO has been the private side of the H2020 partnership Big Data Value PPP, it is a private member of the EuroHPC JU and is also one of the founding members of the AI, Data and Robotics Partnership being proposed for the next framework programme (2021-2027).

Contact BDVA/DAIRO at info@core.bdva.eu.
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