

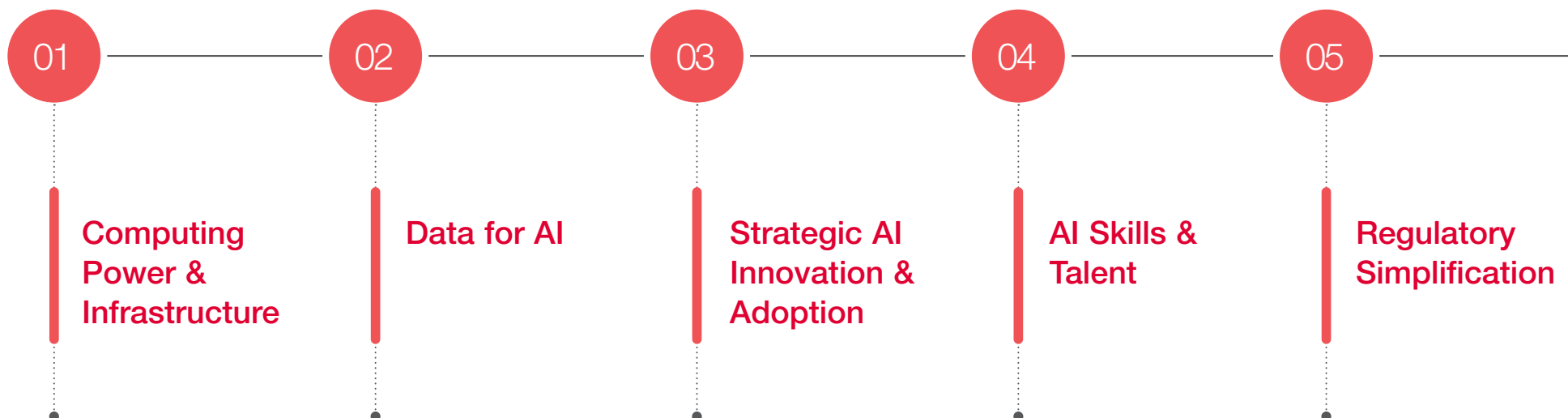
C L I F F O R D  
C H A N C E

**EU AI CONTINENT ACTION PLAN APRIL 2025**  
KEY FEATURES AND GETTING INVOLVED

## Introduction to the AI Continent Action Plan

The European Commission continues to roll-out its Work Programme 2025, with the publication of the **AI Continent Action Plan** on 9 April 2025<sup>1</sup>.

Structured around 5 key pillars, the AI Continent Action Plan puts forward important initiatives, policies and concrete actions aimed at making the EU a global leader in AI.



<sup>1</sup> Please see [here](#).

## Overview of key elements and drivers of the AI Continent Action Plan<sup>2</sup>

### 01 Computing Power & Infrastructure

- AI Factories, Supercomputers and AI Factories Antennas
- AI Gigafactories
- InvestAI
- EU Start-up and Scale-up Strategy, including solutions to facilitate access to finance, public procurement, markets, services and talents
- Cloud and AI Development Act, including increasing the EU's current cloud and data centre capacity
- Strategic Roadmap for Digitalisation and AI in the Energy Sector

### 02 Data for AI

- Data Union Strategy
- Data Labs
- Common European Data Spaces

### 03 Strategic AI Innovation & Adoption

- Apply AI Strategy to accelerate AI adoption and drive innovation while leveraging 'made in Europe' AI solutions<sup>3</sup>
- AI in Science Strategy
- European Digital Innovation Hubs
- R&I Work Programme Horizon Europe 2026-2027
- Horizon Europe and Digital Europe Programmes
- European AI Research Council / Resource for AI Science in Europe (RAISE)

### 04 AI Skills & Talent

- Degrees focusing on key technologies including AI
- AI Skills Academy
- Advanced Digital Skills Competitions
- Attracting and retaining third-country AI talent and promoting mobility
- Promoting AI literacy

### 05 Regulatory Simplification

- EU AI Act Service Desk (AI Office) to assist stakeholders<sup>4</sup>, to be launched in July 2025
- Possible additional measures to facilitate EU AI Act compliance and possible simplification

### Other

- Close cooperation amongst stakeholders
- International engagement, including the upcoming Communication on International Strategy for Digital Sovereignty, Security and Democracy

<sup>2</sup> Many of these are initiatives to come or to be further progressed / implemented, and several are subject to further assessment. Please see the following page for examples of calls for evidence or consultations, as well as calls for expressions of interest or proposals. These initiatives are often intertwined, and also tie into various others announced for 2025 and beyond, including e.g. the review and possible revision of the Chips Act.

<sup>3</sup> Will target key industrial sectors with strong EU leadership, e.g. advanced manufacturing; aerospace; security and defence; agri-food; energy and fusion research; environment and climate; mobility and automotive; pharmaceutical; biotechnology; advanced materials design; robotics; electronic communications; cultural and creative industries (with a dedicated strategy to be developed in parallel) and science. Further, the public sector will be a 'leading strategic driver' of the Apply AI Strategy.

<sup>4</sup> This will be a central information hub, and will allow stakeholders to ask for help, receive tailor-made answers and have access to technical tools, e.g. decision trees and other self-assessment tools, to help understand and comply with the EU AI Act. It will particularly serve the needs of smaller AI providers and employers.

## Opportunities to get involved

The AI Continent Action Plan identifies different opportunities where stakeholders can get involved. Here is a quick snapshot of some initiatives.

Call for proposals to establish **AI Factories**

**Antennas** (launched 9 April 2025 – please see [here](#))

Call for **networking AI Factories and AI Factories Antennas activities** (launch Q2 2025)<sup>5</sup>


Call for expression of interest to invest in **AI Gigafactories** (issued 9 April 2025 – please see [here](#))

Official call on **AI Gigafactories** under the EuroHPC JU (launch Q4 2025)

Public consultation on the **Cloud and AI Development Act** (launched 9 April 2025 – please see [here](#))

### Key Initiatives

Public consultation on the **Data Union Strategy** to better understand the data needs of industry (launch May 2025)

Public consultation and call for evidence to identify stakeholders' priorities and inform the **Apply AI Strategy** (launched 9 April 2025 – please see [here](#)) 

Call for Evidence and targeted consultation activities with the scientific community to inform the **AI in Science Strategy** (launched 10 April 2025 – please see [here](#))<sup>6</sup>

Structured dialogues with industry and public sector reps to identify sector-specific AI-related deliverables and KPIs and inform the **Apply AI Strategy** (to be organised Q2-Q3 2025)

Calls from **Horizon Europe and Digital Europe Programme** (in health, cyber, energy, pharma/drug, electronic communications, aerospace, robotics, manufacturing, public sector, science, etc.), as part of the GenAI4EU initiative (launch Q1 2026)

<sup>5</sup> Please see above. To be monitored in terms of there being a separate call too, as the call for proposals above already includes aspects linked to the networking.

<sup>6</sup> Launch on 10 April 2025 of a Call for Evidence and a targeted questionnaire for researchers and the broader research and innovation community.

## Apply AI Strategy: Spotlight on regulatory simplification

There is currently a strategic focus on reducing the regulatory and administrative burden for businesses in the EU, as part of a broader drive to improve the EU's competitiveness. And despite having started to apply only in February 2025, this already concerns the **EU AI Act** too.

The European Commission wants to build on what has been learned so far from the EU AI Act's implementation, and identify measures to facilitate its application especially for smaller businesses. Through the **Apply AI Strategy consultation** launched on 9 April 2025, the European Commission is therefore also seeking to:

- Identify stakeholders' regulatory challenges in implementing the EU AI Act.
- Inform (potential) additional measures to facilitate compliance and possible simplification of the EU AI Act.

Based on the results, the European Commission notably intends to issue templates and guidance – something which the EU AI Act already provides for extensively. The consultation is also expected to contribute to a broader assessment of the adequacy of the EU's current tech rulebook, looking at the EU AI Act but also beyond – and with a particular focus on SMEs and small midcaps.

This ties into a number of initiatives that were already in the pipeline to review and simplify tech rules in the EU, including in 2025 through an evaluation of the legislative acquis in the digital policy area and an 'EU Digital Package' simplification initiative initially planned for Q4 2025, as well as the Start-up and Scale-up Strategy announced for Q2 2025.

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Whatever the outcome of this initiative regarding the **EU AI Act**, it is an important development. Businesses will want to consider getting involved, and at the very least will want to closely monitor this. Unless extended subsequently, the current consultation runs until **4 June 2025**.

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