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# EU accelerates AI integration in industry and science

The European Union has launched the Apply AI Strategy and the AI in Science Strategy to accelerate the adoption of artificial intelligence in industry and science. These initiatives, developed within the framework of the Artificial Intelligence Act, aim to enhance competitiveness and promote autonomy.

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## KEY ASPECTS

- On October 8, 2025, the European Commission launched the Apply AI Strategy, targeting industry and the public sector; and the AI in Science Strategy, focused on the scientific community.
- The European Union ("**EU**") aims to transform research into commercially viable solutions and products while fostering the adoption of artificial intelligence ("**AI**") with legal certainty and confidence.
- The strategies are implemented within the framework of Regulation (EU) 2024/1689 ("**AI Act**"), which establishes risk-based rules and provides support for small and medium-sized enterprises ("**SMEs**") and startups.
- The strategies are key instruments of the AI Continent Action Plan, leveraging resources such as AI Factories, European High-Performance Computing (EuroHPC), and European Digital Innovation Hubs (EDIHs).
- They establish clear pathways for accessing funding, infrastructure (including computing and data), and compliance support through the AI Act Service Desk.

## Starting point

On October 8, 2025, the European Commission unveiled two new strategies: (i) **Apply AI**, focused on sectoral and public sector adoption; and (ii) **AI in Science**, aimed at advancing AI-driven science. Both strategies seek to accelerate AI adoption within European industry and the scientific community as part of a broader push to secure the EU's technological autonomy and translate its innovation capacity into robust economic competitiveness.

For companies developing, integrating or using AI, this marks a critical turning point. Although new avenues for funding, infrastructure and partnerships are emerging, the demands for compliance are also intensifying under the framework of the AI Act. For further details, see our Guide: *EU AI Act: Practical Guide*.

In this legal flash, we examine the policy framework underlying these strategies, their alignment with the AI Continent Action Plan, primary sector-specific applications, and the necessary next steps to fully realize AI's potential across the EU.

## Framework

AI has evolved from being a mere technological tool to becoming a strategic infrastructure essential for Europe's competitiveness, akin to electricity or the internet. In this context, the EU pursues a dual objective: (i) to swiftly transform research into commercially viable solutions and products; and (ii) to ensure this adoption occurs with legal certainty, protection of fundamental rights, and public trust.

To achieve this vision, the EU has presented two new strategies centered on two key pillars:

1. **Apply AI Strategy**: Focused on driving productivity gains, enhancing energy efficiency, optimizing supply chains, and advancing manufacturing processes, this strategy aims to foster AI adoption within industry.
2. **AI in Science Strategy**: By improving data accessibility, strengthening computing capabilities, and promoting crossborder collaboration among researchers, this initiative seeks to empower scientific advancements through AI.

## Relationship with AI Continent Action Plan

The two strategies serve as implementation instruments of the AI Continent Action Plan, which is the EU's agenda for scaling up European AI capacity, aimed at positioning the continent as a globally competitive digital leader, coordinated as follows:

| Element | Alignment with AI Continent Action Plan | What it does | Main instruments/resources |
|---|---|---|---|
| **Sector adoption (Apply AI Strategy)** | **Adoption pillar** | It **incentivizes** the adoption and deployment of AI in **strategic industrial sectors** and in the public sector, facilitating the **transition from research/pilot to application at scale**. | **AI Factories** (AI Factories)/EuroHPC (European High-Performance Computing); TEFs (Testing and Experimentation Facilities); European Digital Innovation Hubs (EDIHs) as AI Experience Centers; existing infrastructures and services. |

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|---|---|---|---|
| **Science (AI in Science Strategy)** | **Science pillar** | It connects the scientific community to robust computing and data capabilities, accelerating technology transfer ("from science to the market"). | **AI Factories**; access to **supercomputing** infrastructure (EuroHPC); **future AI gigafactories**; future **RAISE** (European AI Research Council). |
| **Common enabling resources** | **Support for both pillars** | It establishes an **integrated ecosystem** of support, providing **cutting-edge infrastructure**, **talent**, a **regulatory framework,** and **funding** to maximize the impact of AI. | **Data Spaces and Labs** (Data Labs); **AI Skills Academy** (for talent); **AI Act Service Desk** and standardization (for regulatory compliance); funding envelopes (**InvestAI**, EU programs). |
| **Impact for companies** | It covers both strategies | It creates a clear pathway for **access to resources** (computing and data), support for **regulatory compliance** and **financing**, reducing **regulatory risk** and time-to-market under a cohesive European strategy. | Access to computing and data infrastructure; **AI Act** compliance services; European funding instruments (e.g., InvestAI). |

For companies, this translates into streamlined pathways for accessing computing resources, data, compliance support, and financing, while reducing regulatory risks and accelerating time to market ("**TTM**") under a unified European agenda.

## Apply AI Strategy: Operational and commercial impact

The **Apply AI Strategy** seeks to unlock the transformative potential of AI by promoting its adoption in strategic sectors and in the public sector. These sectors include **health**, **pharmaceuticals**, **energy**, **mobility**, **manufacturing**, **construction**, **agrifood**, **defense**, **communications**, and **culture**. The strategy also prioritizes tailored support for **SMEs**, addressing their specific needs and facilitating the integration of AI into industrial processes.

### Key pillars and measures of Apply AI Strategy

- **Sectors covered**: The strategy targets **health**, **pharmaceuticals**, **energy**, **mobility**, **manufacturing**, **construction**, **agrifood**, **defense**, **communications**, and **culture**.
- **Investment**: Approximately **€1 billion** will be mobilized to accelerate adoption, with additional initiatives planned for finance, tourism and ecommerce.
- **Health**: Creation of **advanced AI-assisted screening and diagnostic centers**.
- **Sector-specific models**: Support for the development of tailored AI models, including border-specific systems and agentic AI, adapted for sectors such as manufacturing, environmental management, and pharmaceuticals.
- **Social benefits**: Promotion of more accurate diagnoses and the delivery of efficient, accessible public services.

- **AI-first policy**: Encouragement for companies to adopt an AI-first approach, using AI to address specific challenges by considering both its benefits and associated risks.

### Infrastructure, coordination and commercial advantages

To address crosscutting challenges and accelerate TTM, the Apply AI Strategy integrates **infrastructure**, **data** and **testing facilities** while enhancing workforce preparation for AI. It also introduces the **AI Frontier initiative** and establishes and renews instruments to support the AI ecosystem:

- **AI experience centers**: Renewal and expansion of European Digital Innovation Hubs, providing companies with privileged access to the European innovation ecosystem.
- **Governance and support**: Launch of the **Apply AI Alliance**, an **AI observatory** to track trends; and the **AI Act Service Desk**, aimed at facilitating compliance with the AI Act.

From a **commercial perspective**, the strategy offers businesses significant benefits, including increased funding and partnership opportunities, **accelerated TTM** through integrated testing and validation avenues, access to specialists and guidance through AI experience centers, enhanced **regulatory predictability** with the AI Act Service Desk, and standardized compliance requirements.

## AI in Science Strategy: Operational and commercial impact

Alongside the Apply AI Strategy, the **AI in Science Strategy** positions the EU as a hub for **AI-driven scientific innovation**. Central to this strategy is **RAISE - Resource for AI Science in Europe**, a virtual European institute designed to coordinate AI resources and foster their development and application in science.

### Key pillars and measures of AI in Science Strategy

- **Excellence and talent**
  - **Measures**: Launch of schemes to attract **global scientific talent** and highly qualified professionals to the Choose Europe program.
  - **Investment**: **€58 million** allocated to the RAISE pilot for creating **networks of excellence and doctoral networks**.
- **Computing**
  - **Investment**: **€600 million** from Horizon Europe to enhance and expand access to computing capacity for scientific research.
  - **Access**: Providing EU researchers and startups with dedicated access to AI gigafactories.
- **Research funding**
  - **Objective**: Doubling Horizon Europe's annual investment in AI to **exceed €3 billion**.
- **Data**
  - **Measures**: Assisting scientists with identifying strategic data gaps and supporting the collection, curation and integration of critical datasets required to advance AI in scientific applications.

The Commission's Joint Research Center supports both strategies through technical assessments, sectoral studies, and its newly published report, *The Role of Artificial Intelligence in Scientific Research*, which examines the impact of AI on science and research practices.

From a **commercial perspective**, these measures:

(i) connect companies with the scientific ecosystem by enabling **co-development**, **intellectual property licensing**, and **technology transfer**;

(ii) accelerate the innovation cycle through **access to top-tier talent** and cutting-edge computing resources; and

(iii) improve **data quality** and governance, ensuring seamless AI integration into products while reducing regulatory risks.

## Next steps

To fully harness AI's transformative potential, Europe must prioritize seamless access to high-quality, structured data. At the end of October 2025, the Commission is set to unveil the **Data Union Strategy**, which aims to better align data policies with the evolving needs of companies, the public sector, and society as a whole.

The upcoming **AI in Science Summit**, hosted in Copenhagen between November 3–4, 2025, will be co-organized by the Commission and the Danish presidency. This event will bring together public decision-makers, researchers and industry representatives to present and advance the goals of the **AI in Science Strategy**, including the RAISE pilot program and a private sector pledge campaign.

## Conclusion

The **Apply AI Strategy** and the **AI in Science Strategy** create a crucial operational corridor, integrating computing resources, data accessibility, talent development, funding opportunities, and compliance measures within the rigorous framework of the **AI Act**. Consequently, the strategic path to innovation and growth hinges on **aligning product and operational roadmaps** with these European milestones.

To navigate this path effectively, organizations must (i) **prioritize use cases** that facilitate direct access to **funding and testing facilities**; (ii) embed **compliance by design**, leveraging tools such as the AI Act Service Desk; and (iii) forge strategic partnerships with the newly established **AI experience centers** and the scientific community, particularly through the upcoming **RAISE** initiative.

With the imminent **Data Union Strategy** and the forthcoming **AI in Science Summit**, the opportunity **to scale AI-driven solutions with reduced regulatory risks** is rapidly emerging. Organizations that proactively build robust data pipelines, renegotiate contracts with AI providers, and establish clear **technical and legal governance** will position themselves to gain an **immediate competitive advantage** in the European market.

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