



3iA CÔTE D'AZUR LABEL

Explained by Jean-Marc Gambaudo,

Director of the 3iA Côte d'Azur institute

In 2019, realizing that France was lagging far behind, officials took decisive steps under the leadership of President Macron (Villani report) to define a national and European strategy to develop AI focusing on 6 main goals:

1. To place data at the heart of the country's economic policy.
2. To reform French research and give it the means to become an alternative to the American web giants.
3. To anticipate the impact of AI on work and jobs, and experiment.
4. To use AI to achieve a greener economy.
5. To define ethical principles.
6. To make AI inclusive and diverse.

The first step in the reform of French research was to create 4 large interdisciplinary Institutes of Artificial Intelligence (3iA) chosen by an international jury. The project proposed by Université Côte d'Azur, i.e. the 3iA Côte d'Azur institute, was selected along with those of Paris, Toulouse and Grenoble.

These institutes are in charge of *“offering to the whole chain, from research to innovation, meeting places conducive to fruitful collaboration and the dissemination of knowledge related to AI, and providing the key stakeholders who are motivated and interested (researchers, students, businesses) with direct access to cutting-edge research”*.

What is the 3iA Côte d'Azur label?

In the Côte d'Azur region, it seemed essential to highlight all the initiatives in the field of AI that arose out of the 3iA Côte d'Azur project and that meet the 6 identified goals.

The 3iA Côte d'Azur label was designed to meet this need.

It applies to any type of project where artificial intelligence comes into play, such as:

- **Initial or lifelong education projects.**



- **Public and/or private research or R&D projects.**
- **Surveys and events designed for the general public or more targeted audiences.**
- **Actions with an international outreach or actions that increase the region's attractiveness.**

Who awards the label?

The 3IA Côte d'Azur label is awarded by the 3IA Côte d'Azur Board of Directors.

What is it for?

The label meets several purposes:

- For the 3IA Côte d'Azur institute, it demonstrates the institute's leverage effect on the local community and highlights the actions that contribute to the achievement of its goals.
- For the region, it increases the key role of AI in driving the region's economic development.
- For the project sponsors, it identifies them as significant AI contributors to the 3IA institute, and therefore allows them to possibly benefit from financial support from the institute for future actions.

How can the label be obtained?

Initiated by 3IA Côte d'Azur, a monthly meeting "*Côte d'Azur AI ecosystem*" is organized by CASA and Team Côte d'Azur. It brings together the major players in AI of the Côte d'Azur region: the 3IA Côte d'Azur institute, ICAIR, the AI Cluster, the Center of Artificial Intelligence, local authorities, etc.

The purpose of this meeting is to share information, coordinate actions and collaborate on the different AI initiatives in the region. It is also the opportunity to discuss initiatives that deserve the label. Project sponsors interested in receiving the label can make the request either directly to the director of the 3IA Côte d'Azur, or to one of the partners of the "*Côte d'Azur AI ecosystem*".



What commitments does the label entail?

The obligation to regularly inform the 3iA Côte d'Azur Executive Committee of any useful information about the project's development.

A specific case: education programs

- In the case of AI education programs, the approach is more systematic and generalized.
- The 3iA Côte d'Azur Education Label recognizes throughout the year education programs with a strong AI component.
- The criteria for obtaining a label is to include more than 50% of AI content in the yearly program.

What are the advantages of the label for an education program?

→ For the faculty and guest speakers

- Higher visibility of 3iA-sponsored education programs (marketing, communication, website, etc.).
- Recognition by the 3iA institute of their participation in AI education programs.
- Greater recognition by the institute's partners.

→ For students

- Guarantee that the program is specialized, and its content is truly AI-oriented (effective course time devoted to AI).
- Confirmation of the credibility and trustworthiness of the program's added value in AI.
- Access to an internship and business engagement network.

What commitments does the 3iA label entail for the training organization?

The training organization commits to:

- Relay relevant and dynamic information about AI to the 3iA Côte d'Azur Board of Directors.
- Communicate information about business partnerships (in progress or in the pipeline: student projects, internships, collaboration or research projects, etc.)
- Inform 3iA of internship opportunities (number of students involved and profile)
- Promote the 3iA label using the logo and the communication material provided.
- Communicate any modification made to the content and/or strategic orientation of their education program.
- Develop the necessary resources for in-company training.