

## Artefact Germany and 2021.AI announce strategic partnership to advance sovereign AI in Europe.

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Artefact is proud to announce a strategic partnership with the technology firm 2021.AI to accelerate the adoption of sovereign, resilient, and responsible Artificial Intelligence across Europe. This collaboration brings together Artefact's global consulting expertise in data transformation with 2021.AI's cutting-edge GRACE AI Platform, ensuring organizations can scale their innovations while adhering to strict regulatory standards. The Royal Danish Ministry of Foreign Affairs actively facilitated this vital connection, aiming to foster a trusted European AI ecosystem that balances technological advancement with the values of safety and compliance.

As a global leader in data and AI consulting, Artefact will leverage its deep industry knowledge to guide enterprises through the complexities of digital transformation and AI strategy. Our teams will work closely with clients to implement high-impact solutions, ranging from generative AI to operational optimization, ensuring that technology translates into tangible business value across the entire value chain. By integrating the governance capabilities of our new partner 2021.AI, we empower our clients to innovate with confidence, knowing their data foundations are secure and aligned with strict governance frameworks.

*"At Artefact, our core mission is to accelerate Data and AI adoption to positively impact people and organizations, translating complex challenges into tangible business value across the entire value chain. This strategic partnership with 2021.AI is a critical milestone because it directly enhances our ability to deliver highly regulated, enterprise-grade AI solutions. By integrating the GRACE AI Platform's advanced capabilities for machine learning deployment, generative AI oversight, and strict regulatory compliance, we can now offer our clients a complete ecosystem for responsible innovation. Ultimately, this allows Artefact to champion the European 'third way' of AI development, empowering our clients to achieve strategic autonomy and scale their AI transformations confidently while adhering to the rigorous safety and privacy standards of the EU AI Act,"* explains **Niels Thomsen, Partner at Artefact Germany**.

2021.AI contributes its flagship GRACE AI Platform to the partnership, a comprehensive solution designed to centralize AI operations, including MLOps, governance, and risk management. This technology is critical for organizations seeking to achieve AI sovereignty, as it provides full control and oversight to ensure robustness and resilience throughout the AI lifecycle. With built-in features to address the requirements of the EU AI Act, the platform enables businesses to navigate the evolving regulatory landscape effectively without stifling their capacity for innovation.



*“Europe’s strength lies in how we innovate – together. Our new partnership with Artefact shows how combining strengths across Europe can help drive innovation and unlock real value with AI. We are grateful to the Danish Ministry of Foreign Affairs for fostering the networks that help make these partnerships possible,”* says **Bjarke Arreskov-Hansen, VP Business Development & Partnerships at 2021.AI.**

The Royal Danish Ministry of Foreign Affairs played a pivotal role in making this cross-border collaboration a reality through its Invest in Denmark and Innovation Centre initiatives. Operating in a country recognized as the easiest place in Europe for doing business, the Ministry utilizes dedicated services like Tech Scouting to seamlessly connect international tech leaders with thriving Danish innovation ecosystems. Their expert facilitation underscores Denmark’s commitment to building sustainable tech partnerships and strengthening the continent’s competitive edge in digitalization and global AI.

Together, Artefact and 2021.AI champion a distinctively European approach to artificial intelligence that prioritizes human-centric values, trust, and strategic autonomy. By combining state-of-the-art governance technology with expert consulting, the partnership offers a reliable “third way” regarding AI development, distinct from other market-driven or state-driven global models. Backed by the proactive government facilitation that brought the two companies together, this joint effort will ultimately enable organizations to unlock the immense societal and economic benefits of AI while maintaining the highest standards of safety, privacy, and fundamental rights.

### About Artefact

Artefact is a leading global consulting firm dedicated to accelerating the adoption of data and AI to positively impact people and organizations. We specialize in data & AI transformation and AI/data-driven marketing to drive tangible business results across the entire enterprise value chain – with a focus on top and bottom line business value. Artefact offers the most comprehensive set of data-driven solutions per industry, built on deep data science and cutting-edge AI technologies, delivering AI projects at scale in all industry sectors.

From strategy to design to implementation, we offer an end-to-end approach and solutions: data & AI strategy, data quality and governance, data platforms, AI Factory, data-driven customer experience, and marketing ROI. Our 2000 employees operate in 27 countries (Americas, Europe, Asia, Middle East, India, Africa) and we partner with 1000+ clients.

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### About 2021.AI

2021.AI is the AI provider for organisations that want to scale AI ambitiously without compromising on security and responsibility. With the GRACE AI Platform, we help both public institutions and private companies retain full ownership of their data and AI – regardless of whether solutions run on-premises, in the cloud, or in a hybrid setup.

GRACE brings AI governance, risk management, and operations together in one place and provides a consolidated overview of AI models, use cases, and risks across the organisation. The platform translates complex regulatory and internal requirements into concrete processes, controls, and dashboards that can be used in day-to-day operations and strengthen collaboration across functions and teams.

With a European, governance-first AI platform and practical experience from developing, implementing, and scaling AI, 2021.AI helps organisations realise business value from AI – in a robust, compliant, and responsible way.

Visit: [2021.ai](https://2021.ai)

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