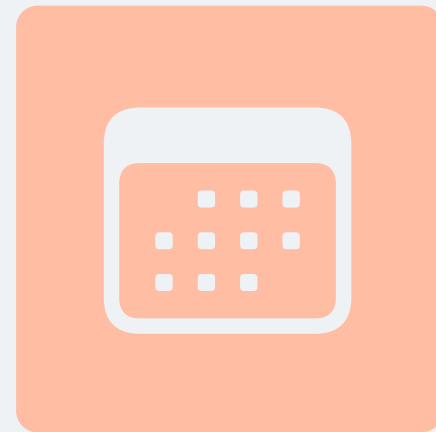


Adan Media kit

Organisation, missions, members

Building and developing the economy of digital assets and the decentralised web in France and Europe

Adan federates, represents and raises the voice of Web3 businesses.



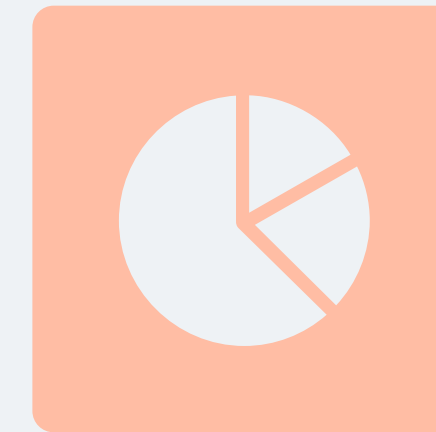
Created in
January 2020



200 members



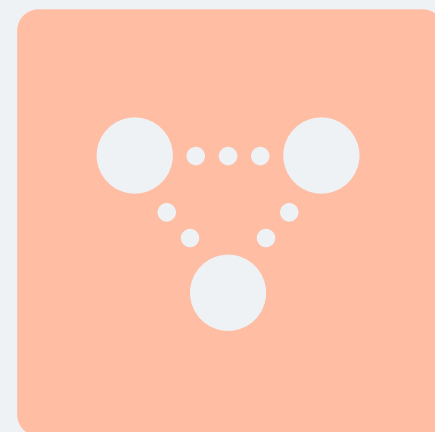
5 collaborators



11 surveys



2 working
groups



5 committees



100+
publications

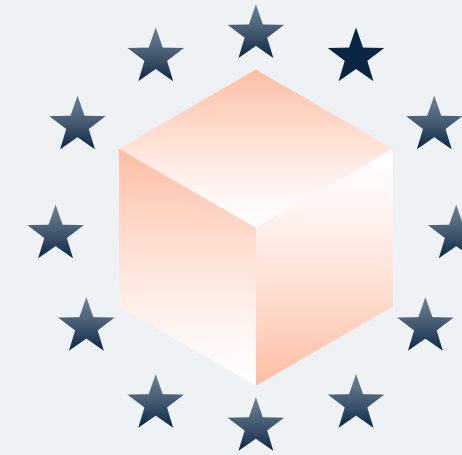
Building and developing the economy of digital assets and the decentralised web in France and Europe

Federate, represent and raise the voice of businesses in the service of our jobs, our competitiveness and our sovereignty.



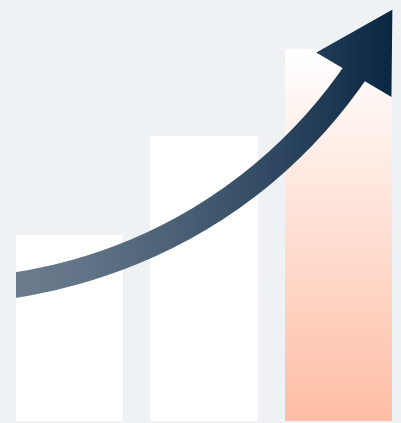
Outreach & attractiveness

Highlighting builders and use cases shaping the decentralised internet



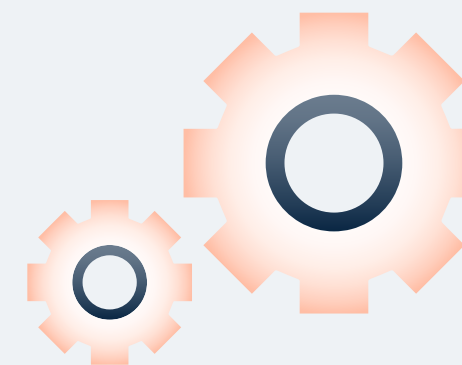
Regulation & taxation

Promoting an appropriate and proportionate framework as a catalyst for innovation



Growth

Empowering this new transition and the emergence of our future champion



Democratisation

Making understand blockchain technologies and crypto-assets, and their opportunities to facilitate web 3 adoption

Representing the crypto-asset sector

The Adan team



Jules Dubourg
General Secretary



Mélodie Ambroise
Head of Strategy and
Institutional relations



Faustine Fleuret
President
CEO

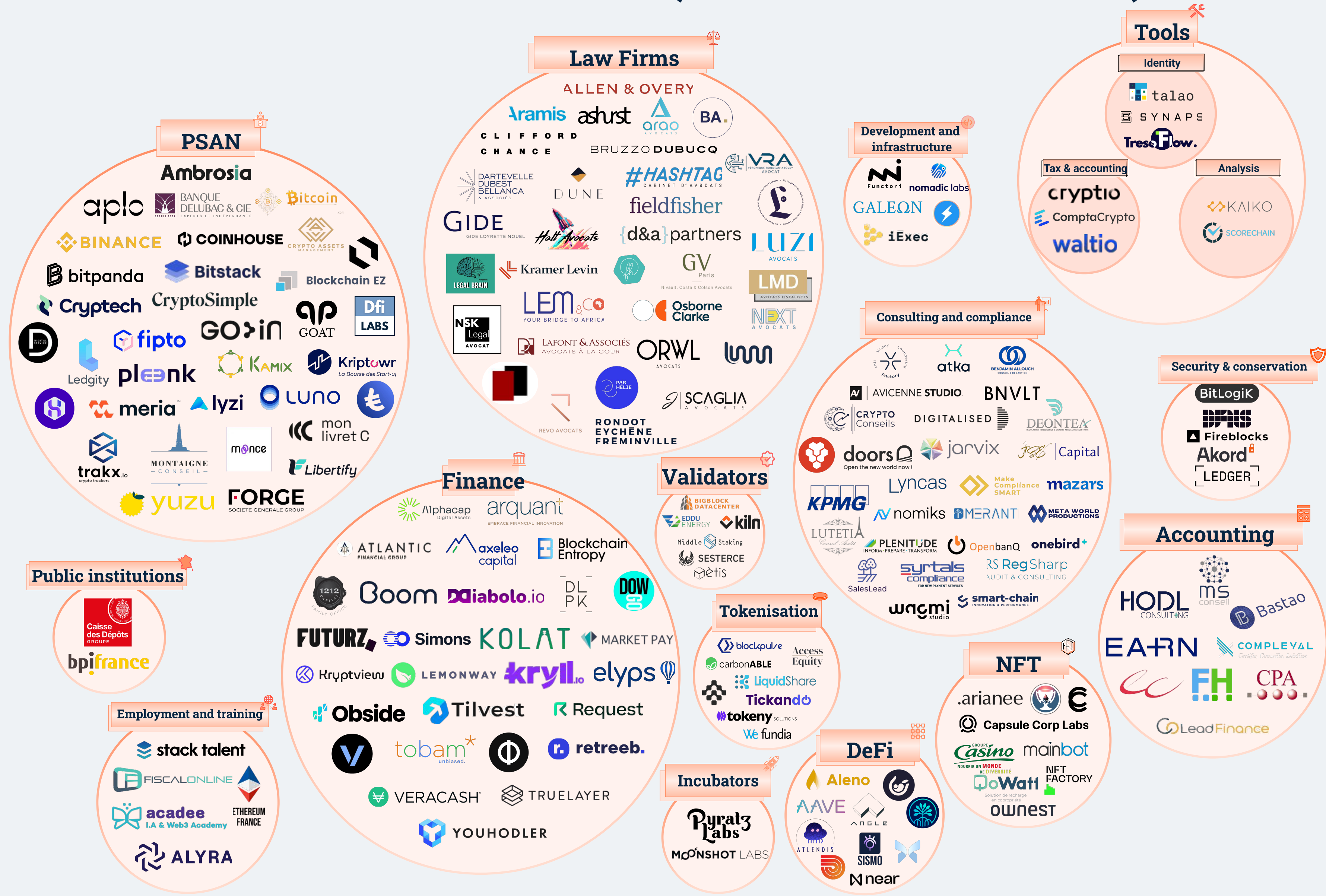


Adriana Torres Vergara
EU Policy Officer



Alizée Van Den Schrieck
Regulatory Affairs Officer

Adan's members (December 2022)



Adan's works



Studies

Adan organises major studies to shape the crypto-assets industry in Europe

Web 3 and Crypto in France and Europe 2024

For the third consecutive year, Adan unveils the results of its annual study on Web 3 and crypto in France and Europe, conducted in partnership with KPMG and Ipsos...



Web 3 and Crypto in France and Europe 2023

For the second year running, ADAN has commissioned KPMG France's Blockchain & Cryptos teams to carry out a study on Web 3 and crypto in France and Europe...



Reports

Each year, Adan publishes its activity report

Adan publishes its 2022 annual activity report

The year 2022 was undoubtedly a singular one for the digital asset industry, between crises, elections, structuring and institutionalisation...



L'Adan publie son rapport annuel d'activité pour 2021

Face à ces enjeux d'ampleur, l'Adan a continué de s'imposer comme l'acteur de référence pour représenter l'ensemble des professionnels du secteur en France et en Europe...



Position

Throughout the year, Adan members work together to develop positions

Manifesto for the candidates in the presidential election

The crypto-asset sector is growing rapidly and taking up more and more space in the daily routine of our fellow citizens. With a global capitalization...



MiCA trilogues: last chance for European digital sovereignty

For more than 2 years, Adan, their members and their supports within the crypto-asset industry have been willing to contribute at every stage to...



Educational

A database of educational resources to democratise crypto use cases

DAOs: new forms of organization in crypto-asset

Collectively owned and managed by their members, DAOs are native organizations in the crypto-asset industry that rethink traditional decision-making models...

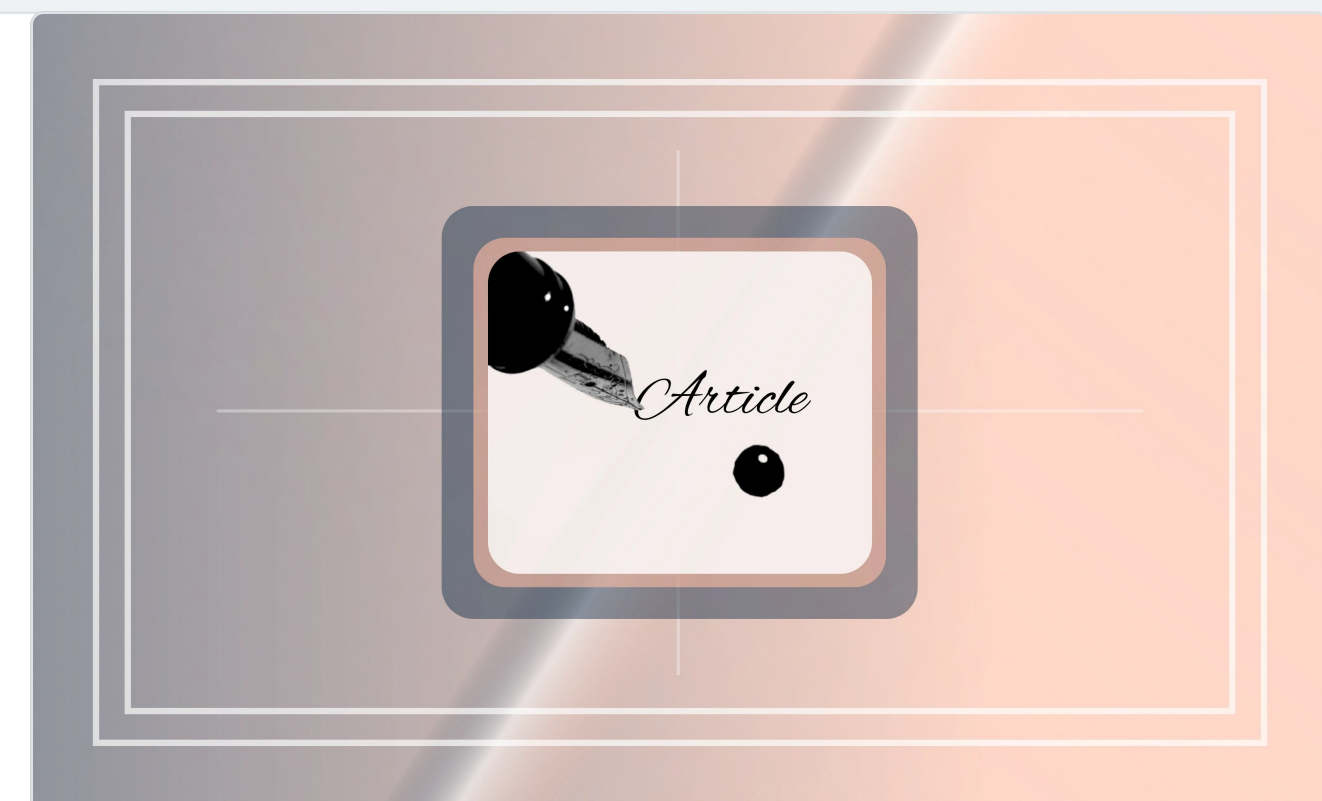




Ecological impacts and challenges of blockchain

On 16 May 2018, Alex de Vries published an article: Bitcoin's Growing Energy Problem in which he attempted to calculate the energy consumption...





Consultation

Adan is pro-active in responding to consultations from authorities and institutions

Consultation de l'IOSCO sur la DeFi 🇫🇷

En septembre 2023, l'Organisation internationale des commissions de valeurs (OICV) a publié un rapport soumis à consultation sur le traitement réglementaire de la...





EBA consultation on the Travel Rule 🇬🇧🇫🇷

On November 24, 2023, the European Banking Authority (EBA) released a public consultation on new guidelines aimed at preventing the misuse of...





Adan's events

Daily events and annual milestones



Web3 Leaders Forum 2023 🇬🇧🇫🇷

Entrepreneurs, decision-makers and major groups are meeting to discuss the latest topics and build a strong, high-impact European Web3 ecosystem

Crypto Finance Forum

Join the second edition of the CFF and let's build the #FutureofFrance.

Crypto & Finance Forum 2022 🇬🇧🇫🇷

While crypto is at the heart of this day, the CFF is intended to be a major gathering of players in the sector, as well as public decision-makers and the banking and financial industry

Adan's graphic charter



Use of Adan's logo

Logo variations



Classic logo on a white background



Monochrome logo



White logo on a dark background

Logo Do's and Don'ts



No tagline



Don't fill the logo with a gradient



Don't use low contrast



Don't remove the icon



Use the white logo on black backgrounds



Use the monochrome logo on black and white backgrounds

Adan's colors

Colors



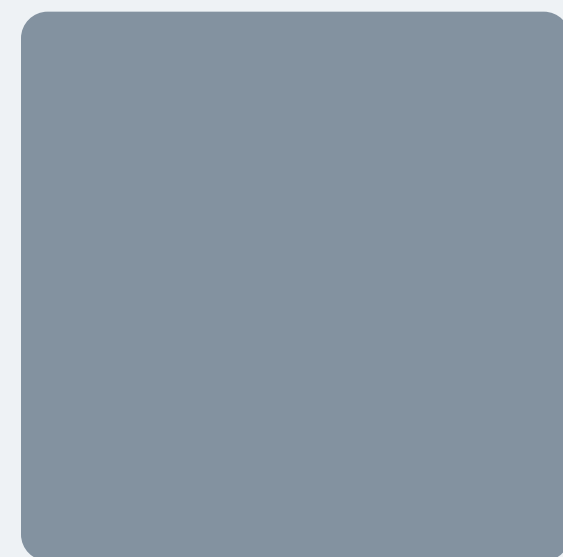
Salmon



Coral



Cobalt

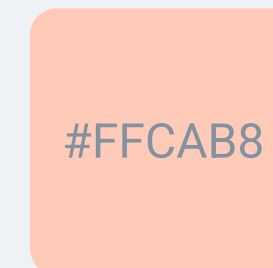


Gray

The colour scale



#FFBDA6



#FFCAB8



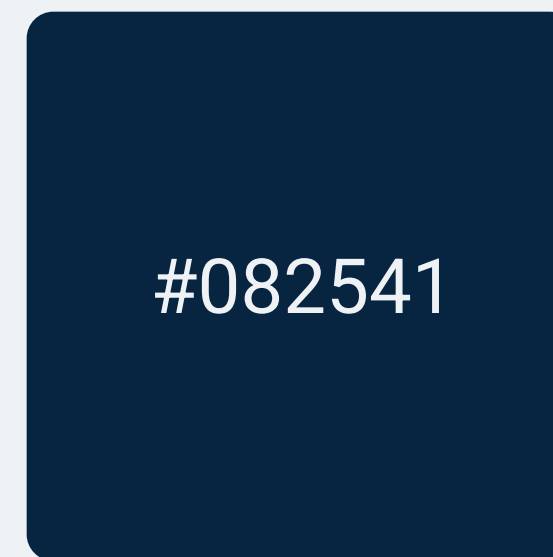
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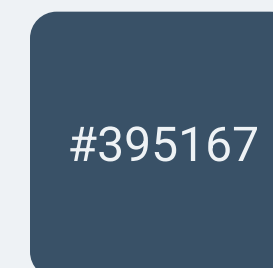
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#FFF3EE



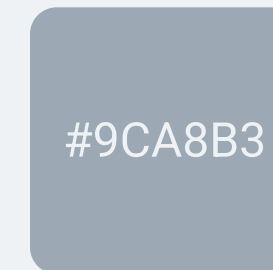
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#395167



#6B7D8D



#9CA8B3



#CED3D9

Typography

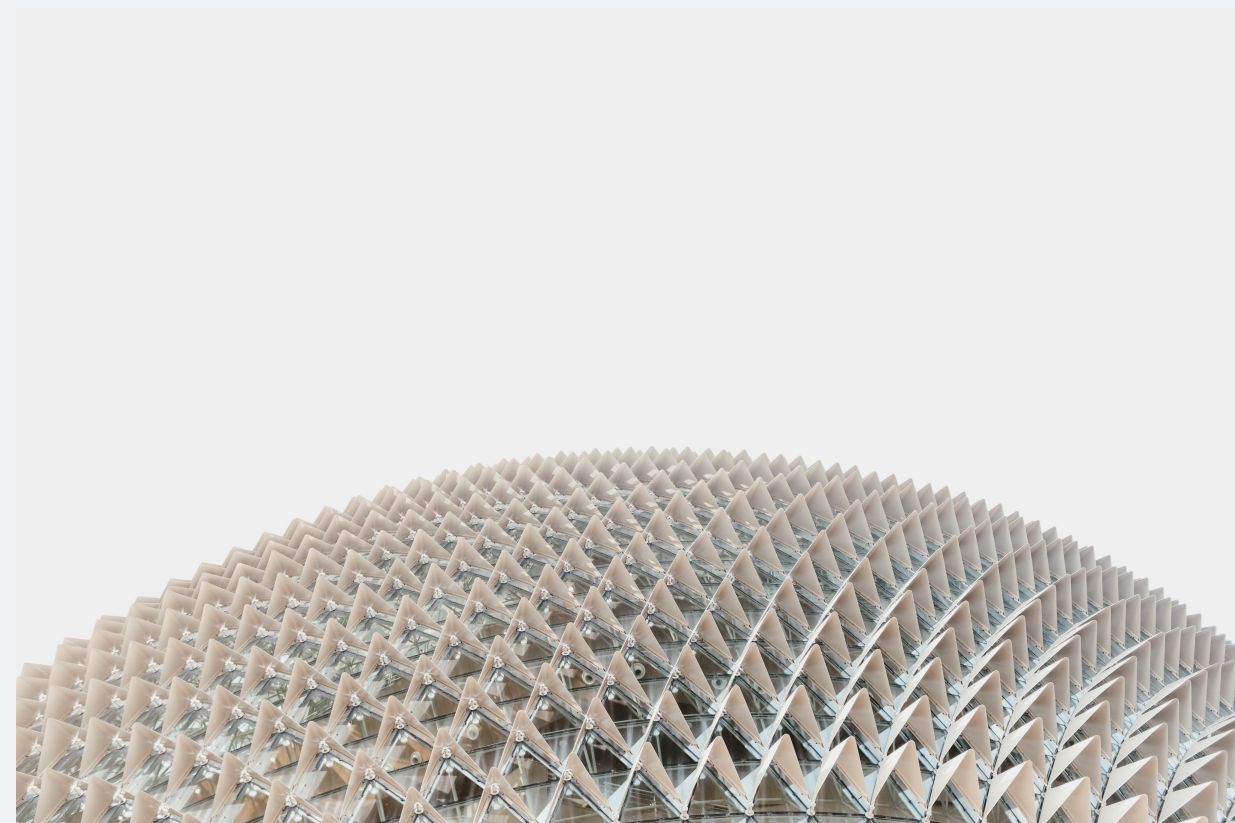
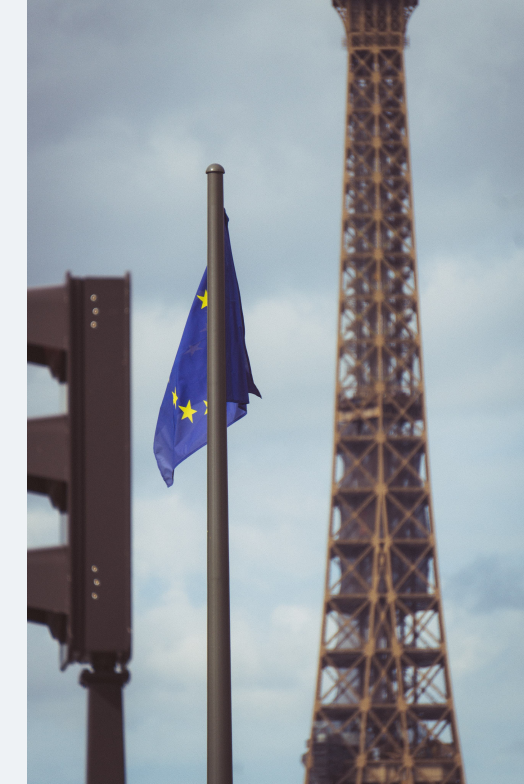
For titles

Adan
Roboto Slab

For subtitles

Adan
Roboto

Photography



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