



# ***“GenAI Meets Public Administrations”***

## ***Info Day: funding opportunities and future adoption strategies***

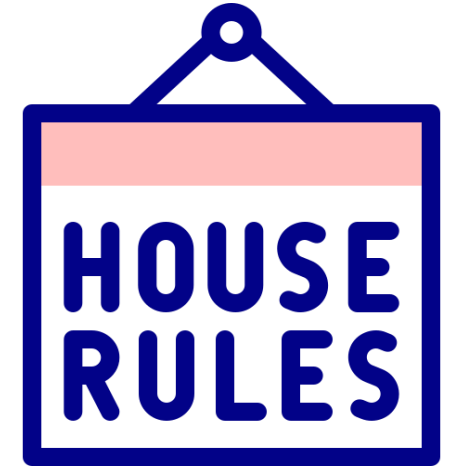
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Ivana Zeppa & Elaine Zaunseder  
AI Office - DG CNECT –Unit A1,  
Excellence in AI and Robotics - European Commission*



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# House Keeping Rules

- The meeting will be **recorded**, please switch off your camera if you wish
- Everyone will be muted when entering, during the **Q&A you'll unmuted** by admin after raising your hand
- Please use the chat **only for questions** relevant for the call
- **Order of presentation** for the pitching session will be put in the chat
- **Slides will be displayed for you** during the pitch session – no need to share your screen
- Slides will be available on the [website](#) after the info day



# Agenda

- 9:30 - 10:10 Welcome & presentation of the call
- 10:10 - 10:35 Q & A session

**10 minutes break**

- 10:45 - 11:30 Pitches Public Administration
- 11:30 – 12:30 Pitches Start – ups

**1 hour lunch break**

- 13:30 – 15:00 Apply AI: Public administration AI use cases
- 15:00 – 15:30 Aob & Closing remarks



# OUTLINE

## 1. Political context: AI Continent and GenAI4EU

## 2. Overview of DEP WP 25/27: focus on restrictions under article 12.6 DEP Regulation

## 3. ApplyAI: GenAI Pilots for Public Administration Call for Proposals

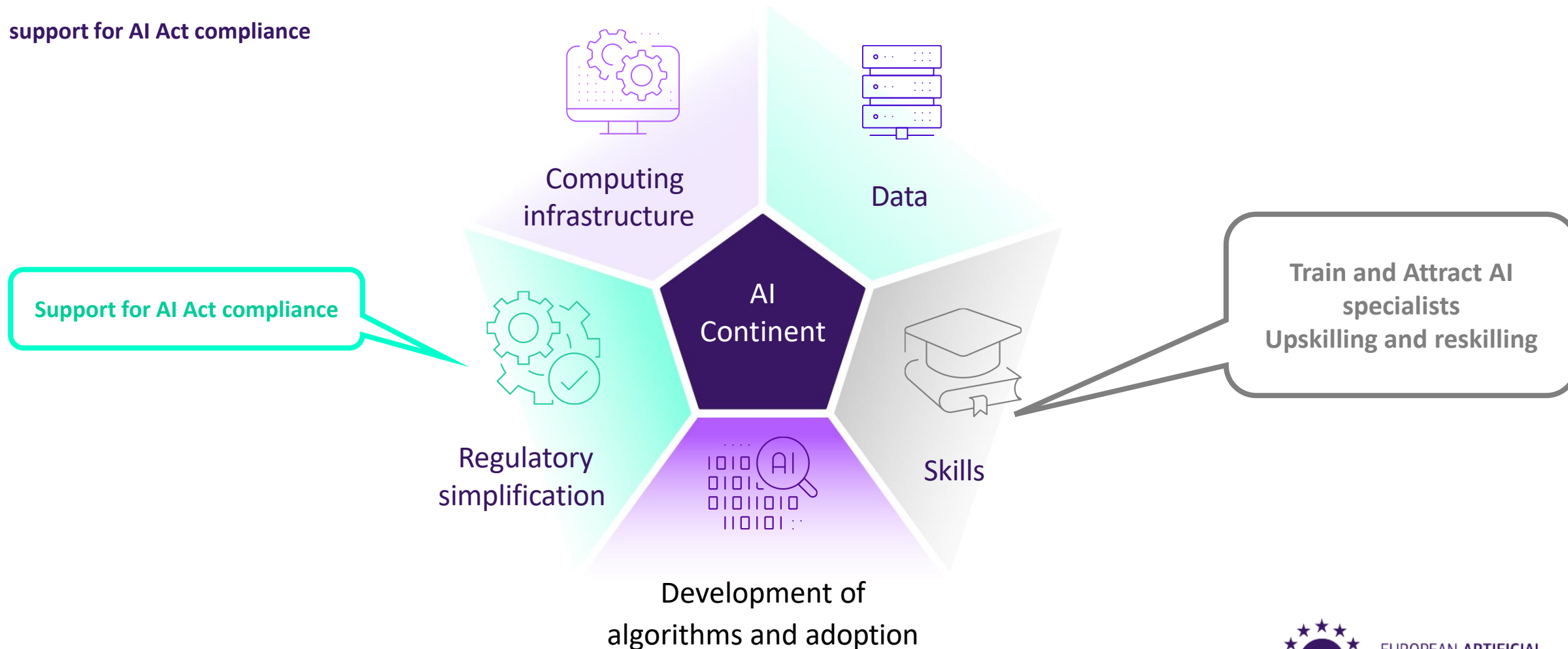
- Objectives of the Call
- Consortia composition
- Grant for Procurement
- Examples of Use Cases
- Deliverables and KPIs
- Timeline and next steps



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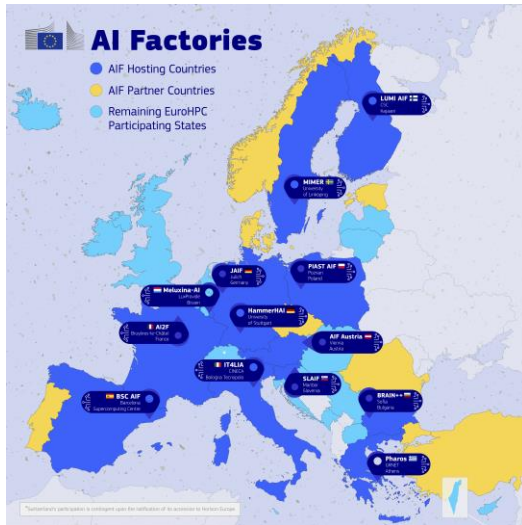
# TOWARDS THE CREATION OF THE AI CONTINENT

support for AI Act compliance



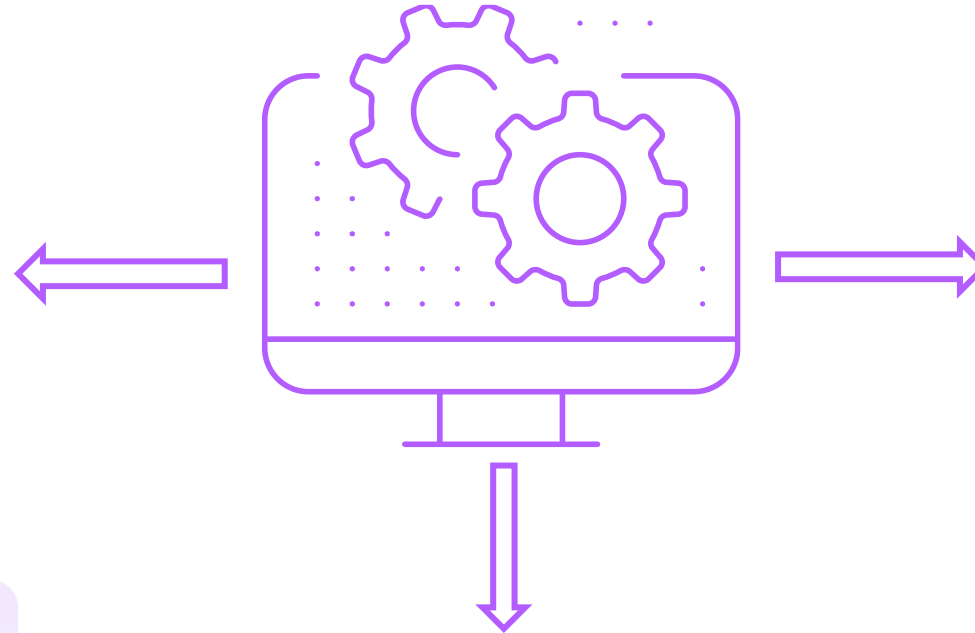


# COMPUTING INFRASTRUCTURE



## AI Factories

- Ecosystems, connecting **supercomputing centres**, start-ups, research organisations, industry
- **13 AI Factories**
- **Selected EU-funded research projects** will be prioritised



## Cloud and AI Development Act

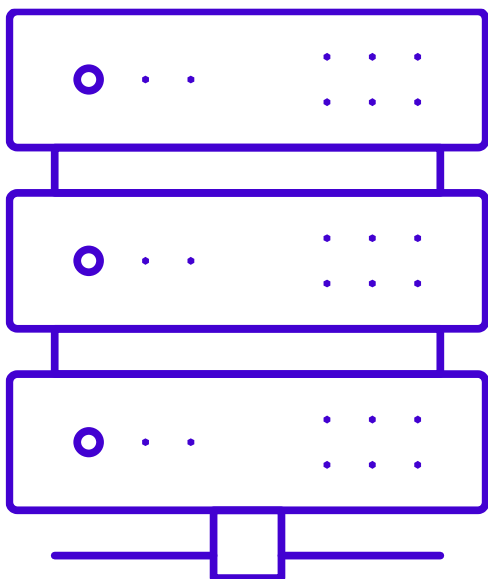
- **triple the EU data centre capacity within the next 5 to 7 years**
- **Incentivise European investments in cloud and edge capacity – e.g. simplifying the permitting process**
- Preserve our **technological sovereignty**



## Up to 5 AI Gigafactories

- **developing and training complex AI models**
- **Massive computing power (> 100,000 advanced AI processors)**
- **InvestAI - EUR 20 billion**
- **Call for expression of interest**

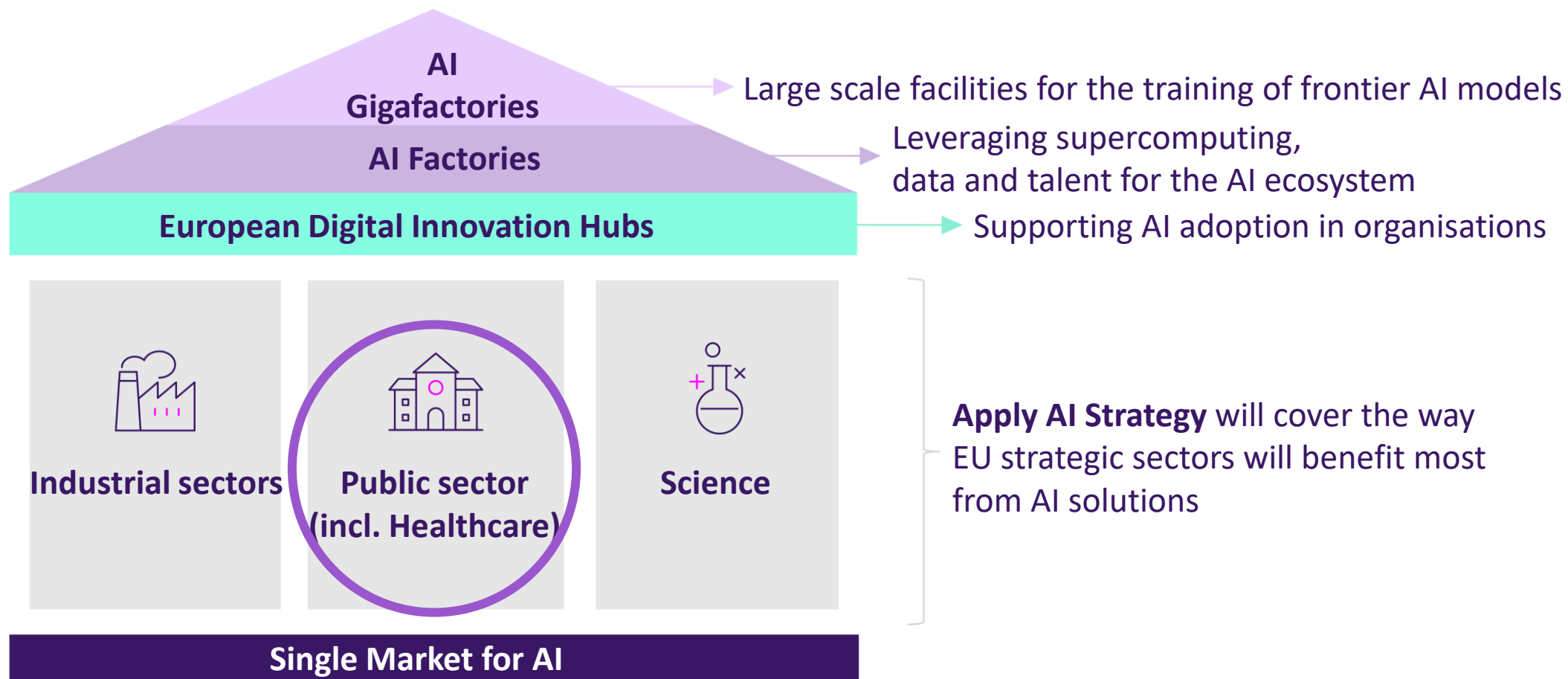
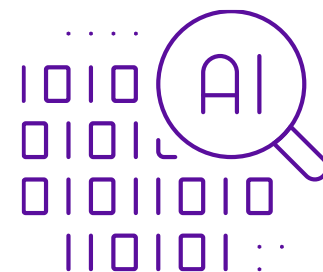
# DATA: ENSURING ACCESS TO HIGH QUALITY DATA TO INNOVATORS



## Data Union Strategy

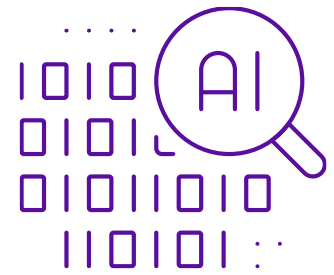
- Deploy **Data Labs** within the AI Factories that will:
  - **Bring together and organise data** from different sources for AI developers
  - Link to **Common European Data Spaces**
  - Provide **data-related services** (e.g., cleaning and enriching datasets)
- Promote the development of a **shared cloud software to make it easier to manage and connect data spaces**
- Build a repository of high-quality language resources under the **Alliance for Language Technologies** (ALT-EDIC) initiative
- Investigate ways to **reduce unnecessary bureaucracy**

# DEVELOPMENT OF ALGORITHMS AND ADOPTION: THE APPLY AI STRATEGY





# DEVELOPMENT OF ALGORITHMS AND ADOPTION: THE APPLY AI STRATEGY



## A use-case based approach in key industry sectors and the public sector

- **Identify potential** for AI adoption
- Tackle **sector-specific challenges** in strategic verticals, building on key EU support instruments

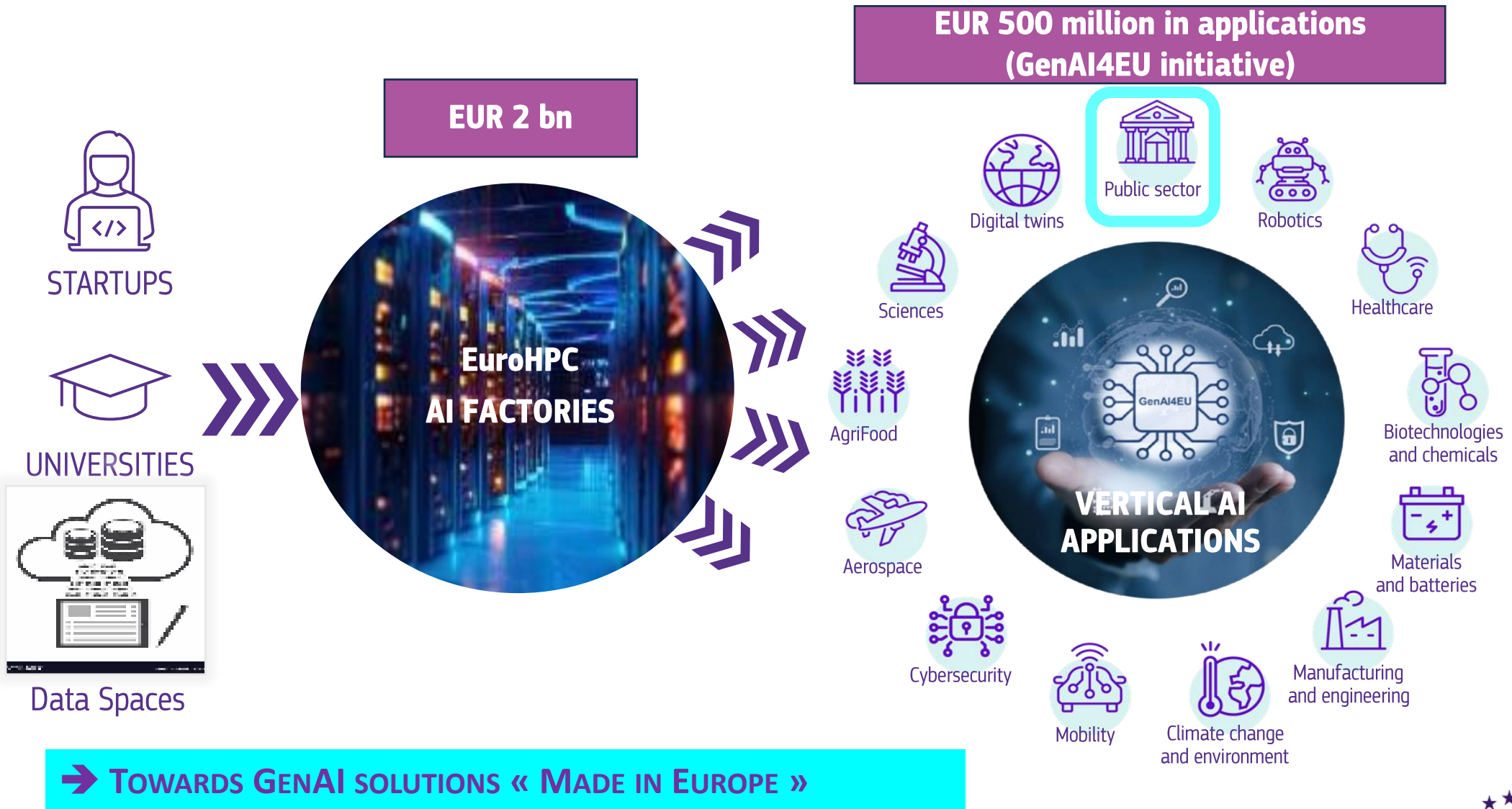
## European Digital Innovation Hubs as the key drivers for advancing AI deployment

- EDIHs will become **Experience Centres for AI**, promoting the adoption of sector-specific AI solutions
- They will be the **link between the main actors of the AI ecosystem**

## AI “made in Europe” from research to the market

- **Foster R&I**, as done through the GenAI4EU initiative
- Promote foundational research by establishing the **European AI Research Council**

# Building on 2024 Innovation Package: from AI Factories to GENAI4EU



➔ **TOWARDS GENAI SOLUTIONS « MADE IN EUROPE »**



## Focus on GenAI4EU Initiative

Stimulate widespread uptake of genAI

“Made in EU” across:

- strategic industries
- public sector
- Science

Startups & innovators work closely with industrial users and Public Administrations  
→ attract investments + access key ingredients of AI - **data, computing, algorithms and talent.**



# €500M

€690M  
in planned  
calls

**Objective Exceeded!**



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# Digital Europe Programme: tech sovereignty



## Build digital infrastructures and capacities

in critical sectors (AI, data spaces, cloud, supercomputing, chips, cybersecurity, digital transformation of public administration, skills)



## Achieve scale through collective co-investments

Given the size of investments needed, scale required, and risks involved Europe needs to pool the resources together



## Regain control over Europe's value chains and ensure Europe's technological sovereignty



## Better address Europe's economic and societal challenges

E.g. climate, health, mobility and public services



## Ensure broad take-up of digital technologies across all regions of EU

In deploying latest technologies to offer best services to citizens and business



## Support SMEs to acquire or access the latest technologies and skills

More than 400,000 EU vacancies in these fields



# WP 25-27

## SO2



### **Making Europe an AI continent**

Cloud-to-edge

Data for AI Factories

**ApplyAI: GenAI for Public Administration**

Deploying AI EDIHs

Destination Earth

## SO3



### **Cybersecurity**

## SO4



### **Advanced Skills**

Sectorial digital academies

Masters

## SO5



### **Accelerating the best Use of Technologies**

eGov

Interoperability

Justice and Consumers

Safer Internet

Support to MCPs



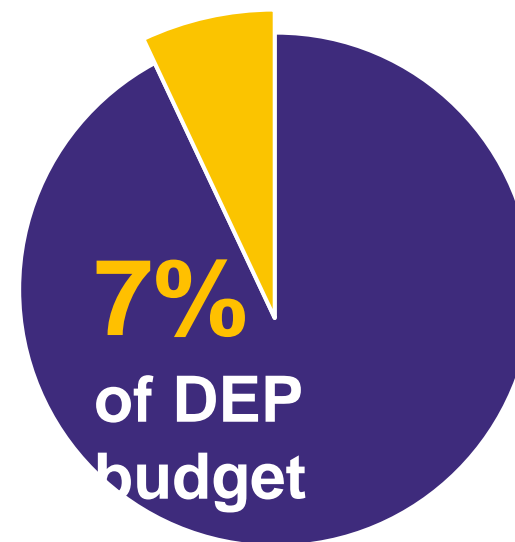


# Article 12(6) in WP 2025-2027

# SO2

## AI Continent

**Critical infrastructure** with impact on key sectors like **cloud-edge node deployment, health, industry and the public sector.**





# Restricted Calls – 12.6

## What is Article 12.6?

### It excludes:



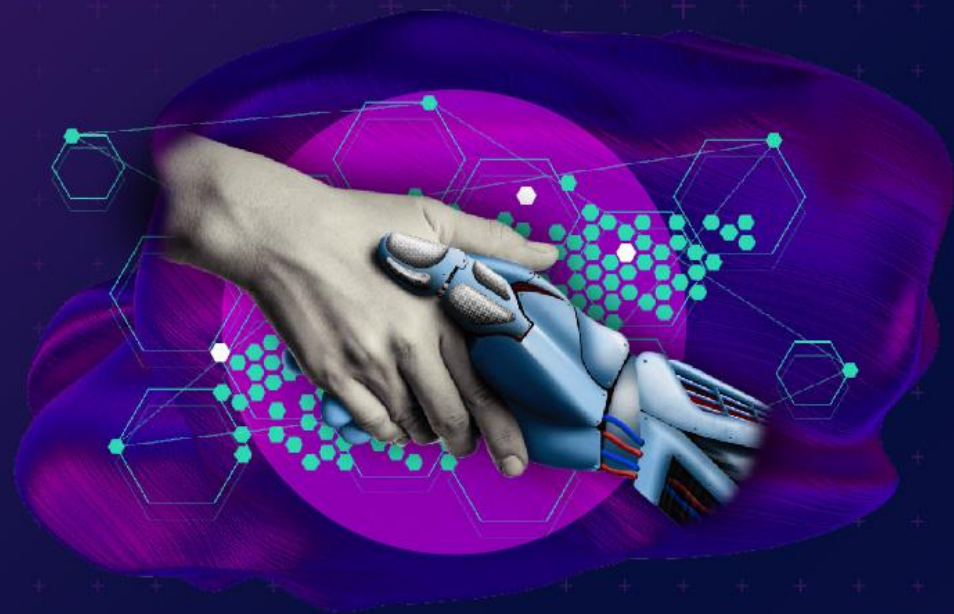
Legal entities established in a **third country** or **DEP associated country**

- **Except: EEA** (status equivalent to the Member States) + **Switzerland**



Legal entities established in the EU territory but **controlled by** a third country or third country legal entities (including DEP associated countries)

- **Except: guarantee** by the competent authorities of their country of establishment demonstrating no contravention of security or EU strategic autonomy interests.



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# New Funding Opportunity for in Public administration

Topic id:

*DIGITAL-2025-AI-08-SUPPLY-AI*

Title:

*Apply AI: GenAI for the public administration*



Budget: EUR **21** million



Type of Action: **Grant for procurement**



Nr of projects: up to **four projects** (EUR 5/7 million each)



Call opening: from **15 April** until 2 September 2025

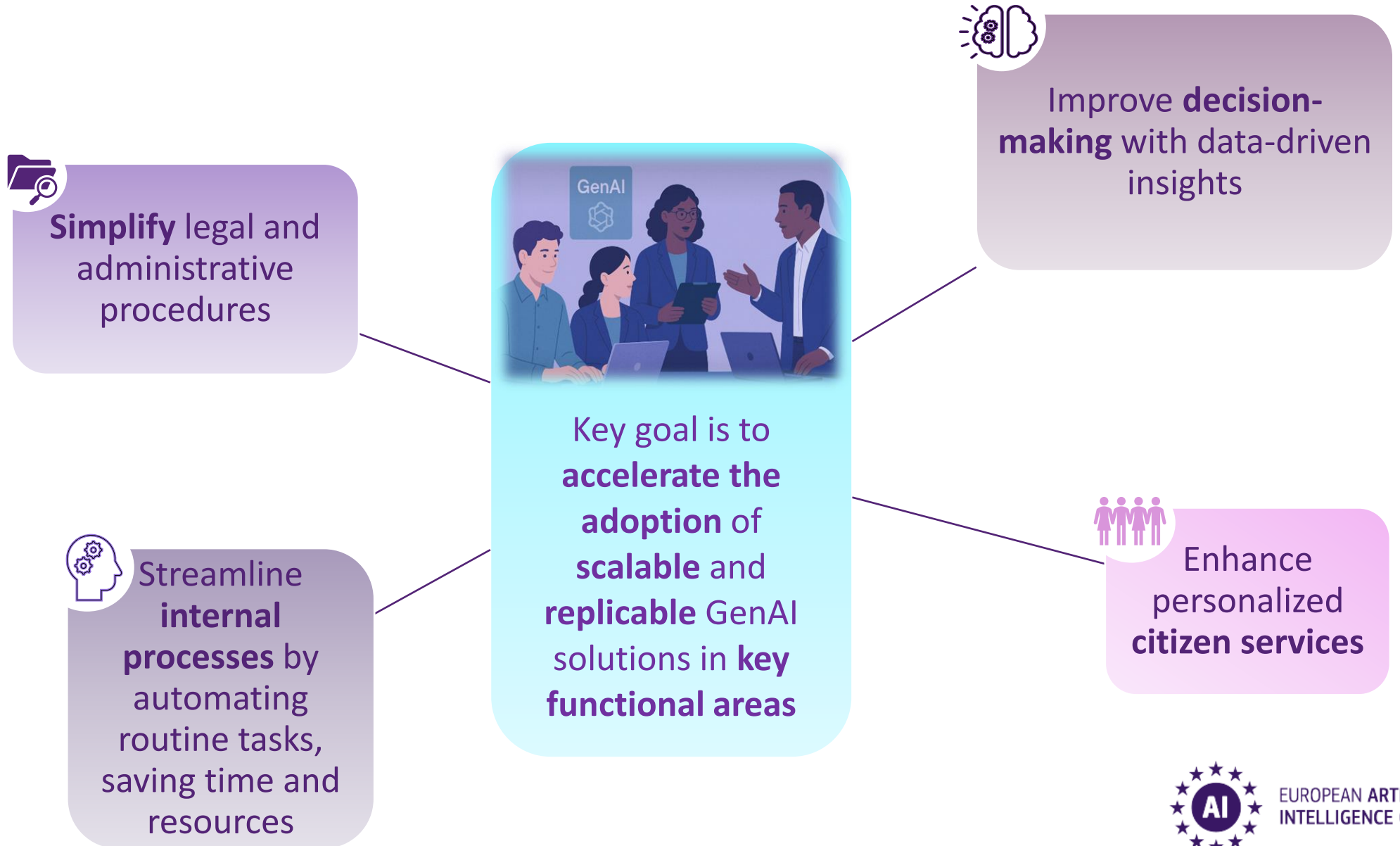


Future support from a **CSA** of EUR 2 million

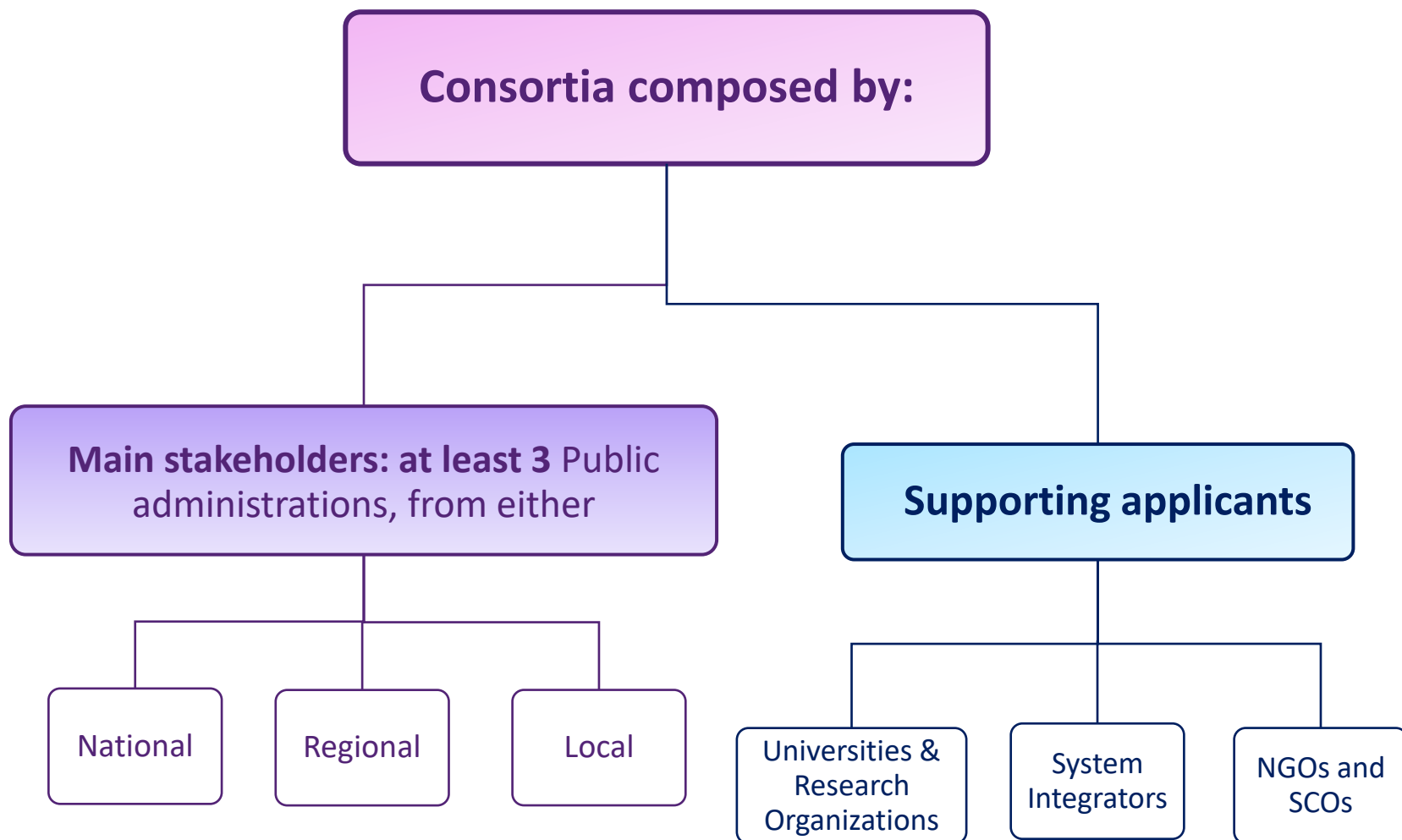
**50% co-funding** from  
Member States/PA  
beneficiaries required



# Key objectives of the Call



# Who can participate?



- Each public administration may take part in only **one** pilot project.
- Consortia must be **multi-beneficiary** – **minimum from two different MS/associated countries**.
- This is a **grant for procurement**: GenAI solutions will be purchased by selected consortia of public administration.



# Focus on Grant For Procurement

## *Important aspects to consider for grant for procurements:*

- The type of actions are described in the **work programme annex** and the call document annex – those descriptions must be followed:
  - main goal of the action consist of **buying goods or services and/or subcontracting tasks**
  - **Limited** personnel costs
- Read the targeted stakeholder section carefully
- Additional conditions might be included in **section 6 and 10** for grants for procurements
  - Consortium composition
  - Pre-financing
  - Reimbursement option for equipment costs
- The budget table should be consistent with the type of action
- Adapt deliverables to the type of action

# Example Use cases

## Example 1:

### Smartbot for citizen interaction

- Answering questions
- Supporting application processes
- Supporting Filling out forms



## Example 2:

### Support urban planning

- Analysing data
- Supporting decision-making



Large variety of possible use cases  
Stay for the PITCHING SESSION!

# Example Use cases

How could public administrations work together in consortia on these use cases?

## Requirements

- Partners from **minimum 2** different member states
- **One generative AI solution** and approach used for all partners
- Possible customization or **adaptations for local requirements**



## Examples

Local training with

- Specific languages
- Internal documents
- City infrastructure

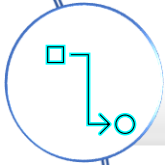


**Scalability & Transferability is key!**

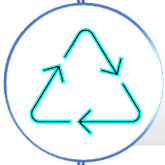
# Specific Requirements for Each Pilot



Use **European** GenAI solutions (supporting EU technological sovereignty) –art 12.6



Include **impact measurement** (efficiency, accessibility, cost-effectiveness)



Be **replicable** and **scalable** to other administrations and Member States



Address specific public administration **needs**, such as staff shortages, complex workflows, language barriers

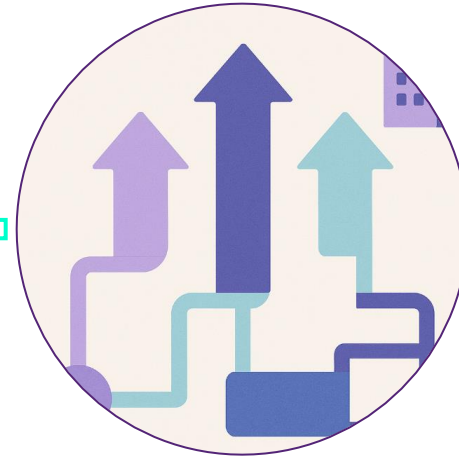
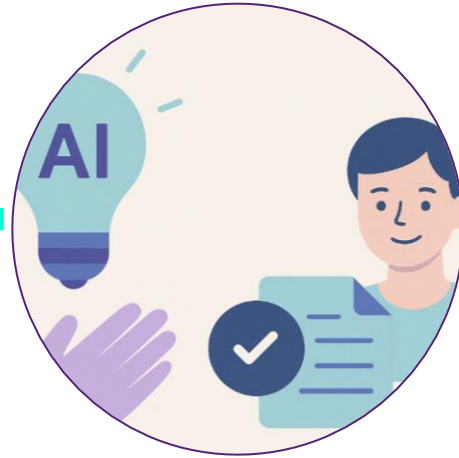
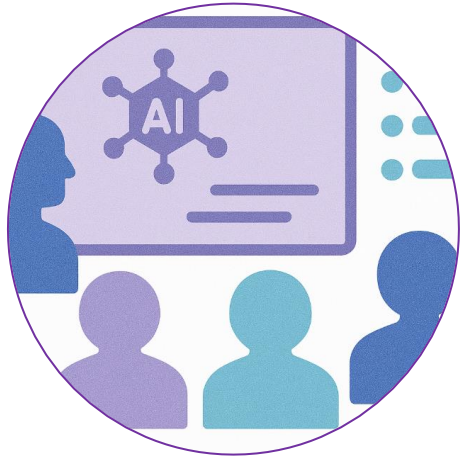


Embed **human oversight**, **cybersecurity**, and full compliance with the **AI Act**



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# What proposals should include



An overview of the **planned GenAI solutions** and the **specific use cases** where these solutions will be deployed across participating PA

An overview of the **expected outcomes and benefits** of the proposed GenAI models and solutions

An outline of the consortium's capacity to successfully **integrate and scale up** the proposed GenAI models and solutions

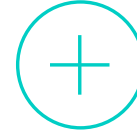
**Letter of commitment** from Member States or local/regional authorities confirming co-funding support if the project is selected.

# What Can Be Procured? Activities Covered



## Expected main eligible Activities

- Fine-tuning of **European** foundation models (12.6 DEP Regulation)
- Developing **tailored solutions** based on these models.
- Integrating them into their **existing** platforms, systems, and operational workflows.



## Additional Activities:

- Providing **training and support** for public administration staff.
- **Maintenance and optimization** of deployed solutions.
- **Technical infrastructure** required to deploy and run GenAI solutions at scale

**At least 50% of the budget must go to procurement**

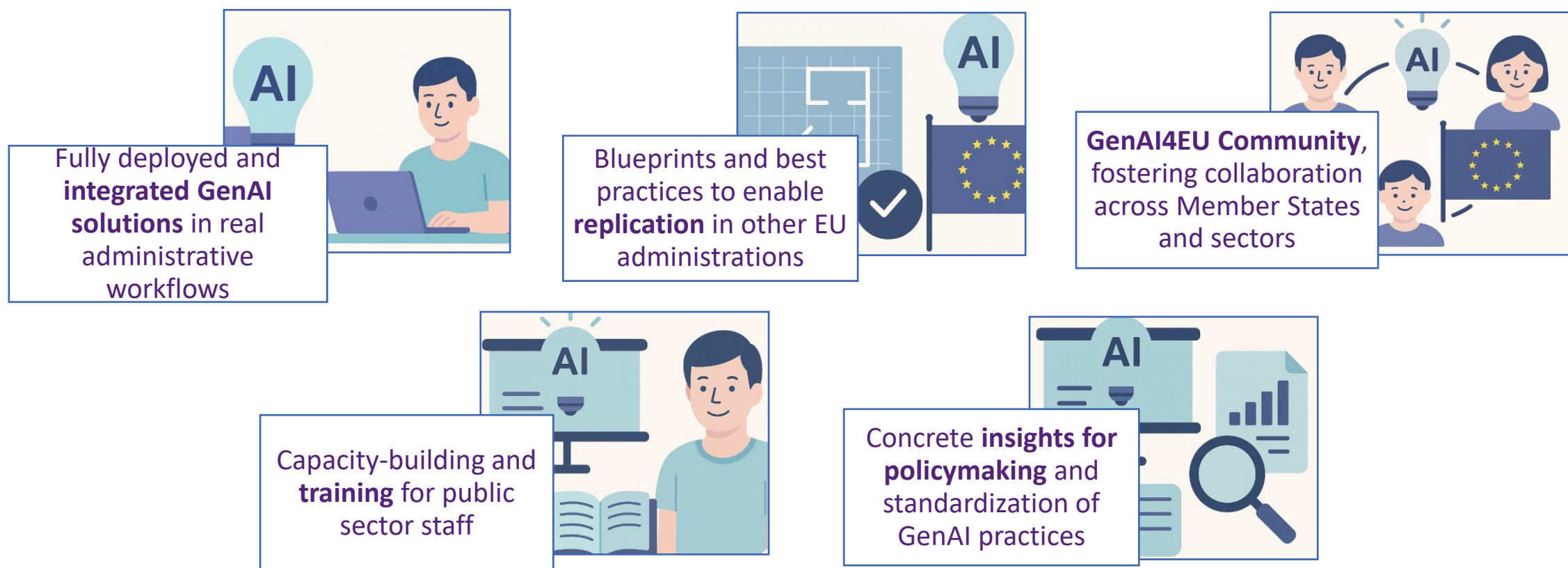


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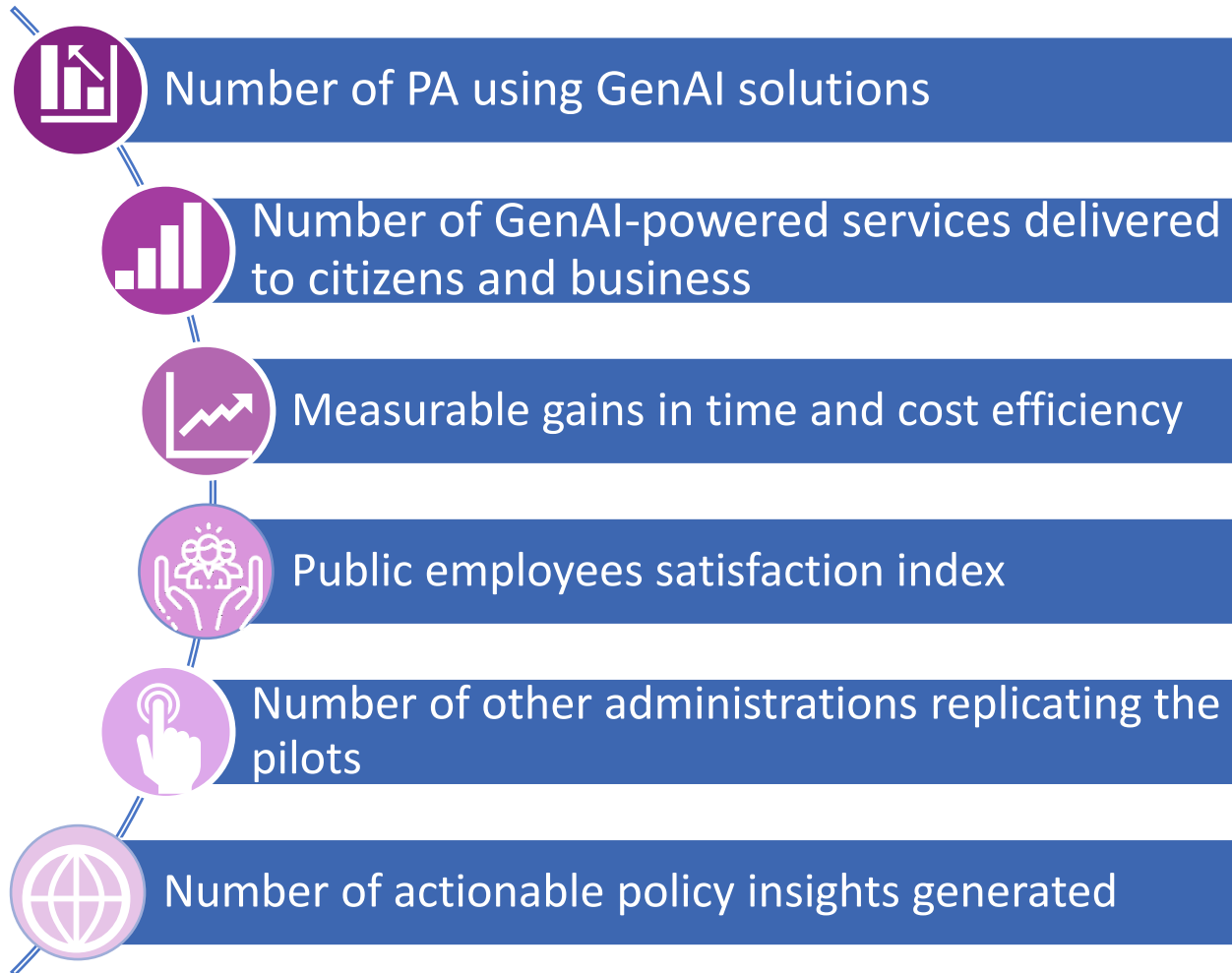


# What projects will deliver

## Expected Call Outcomes:



## ...and how we'll measure them



# How to apply

The screenshot displays the EU Funding & Tenders Portal. At the top, the European Commission logo is on the left, and the text "EU Funding & Tenders Portal" is in the center. To the right, there are "Sign in" and "EN" buttons. Below the header is a navigation bar with several menu items: "Home", "Funding opportunities", "Procurement", "Projects & research", "News & events", "Work as an expert", and "Guidance & documents". A search bar is located on the right side of the navigation bar. The "Guidance & documents" menu is expanded, showing a list of links: "Guidance & manuals", "Reference documents", "How to participate" (highlighted in yellow), "FAQ", "Helpdesk & support", and "Videos". Below the navigation bar, there is a large banner with a collage of images related to EU funding and tenders. The text "Discover the funding & tenders opportunities" is prominently displayed. Below this, it says "Find out how to participate by following these key steps." There are two main boxes: "Find calls for proposals" and "Find calls for tenders". The "Find calls for proposals" box contains the text: "Explore the available EU funding opportunities by searching for calls for proposals within your topics of interest, find partners and submit a proposal." The "Find calls for tenders" box contains the text: "Find business opportunities in the calls for tenders managed by EU institutions, bodies and agencies." At the bottom left, a URL is visible: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/how-to-participate/1>. At the bottom right, there is a logo for the "EUROPEAN ARTIFICIAL INTELLIGENCE OFFICE" with the number "29" below it.

European Commission | EU Funding & Tenders Portal

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Search...

Guidance & manuals

Reference documents

How to participate

FAQ

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Work as an expert

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# Timeline and Next Steps

## Timeline:

- Call Opening: **15 April 2025**
- Call deadline: **2 September 2025**
- Selection of consortia: **Nov/Dec 2025**



Funding and Tenders portal

## Next steps:

- B2Match platform opens **today**  
([www.b2match.com/e/genai4publicadmin](http://www.b2match.com/e/genai4publicadmin))
- Hybrid Info and Matchmaking Day **22 May 2025** in Brussels



B2Match registration

Thank you

*We are happy to take any questions*



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