

Call for proposals

GenAI for the public administrations

Sizing of the consortium and preparation of a proposal to the European Commission

Agencia Digital de Andalucía

May 2025



About Andalucía



Andalucía is positioning itself as a **leading region for innovation and digital transformation** in Southern Europe. Known for its rich cultural heritage, the region is now also recognized for its growing investment in **artificial intelligence, smart cities, and technology-driven industries**, making it a key player in the emerging digital economy.



The **Andalusian Digital Agency (ADA)** is the main driver of this transformation, working to deliver **smarter, faster, and more citizen-focused public services**. Through initiatives in AI, cybersecurity, digital skills, and entrepreneurship, ADA is turning Andalusia into a forward-thinking tech region ready to meet future challenges.



At the core of the region's **AI Strategy 2030** is the ambition to become a **national and European leader in artificial intelligence**, promoting innovation to achieve economic, social, and environmental progress. The recently launched **AI Center in Granada** will be the flagship hub for smart and sustainable solutions in areas such as technology, mobility, and logistics, aligned with the citizen-first vision of the **Andalusian Digital Law (LADI)**.

Our proposal

Multilevel governance-focused consortium

Andalucía proposes the creation of a consortium that brings together stakeholders from **all levels of administration—local, regional, and national**—to collaboratively address **shared challenges**. As the largest region in Europe and a historic region within Spain's decentralized State structure, Andalusia is uniquely positioned to understand and integrate policies across different layers of government.

Use-Cases

The focus will be on deploying highly relevant UCs focused on **demand-driven public services, citizen-driven engagement** and **automation** of public processes and services for an efficient and agile public administration in key common areas

Innovation and research

Andalusia is at the forefront of AI innovation. The region has launched the AI Center in Granada, a city that also hosts the University of Granada—one of Europe's most advanced academic research institutions in artificial intelligence. Additionally, Seville, our capital, is home to the offices of the Joint Research Center, while Malaga boasts a rapidly growing tech ecosystem with significant multinational investment.

Sizing

Our goal is to establish a robust consortium comprising **40 organizations**: 30 as Beneficiaries and 10 as Associated Partners, supported by a total budget of 12 million euros. The consortium will include public administrations from all three tiers of government, as well as leading research and technology organizations.

- Partners who have already joined the proposal: *Universidad de Granada, Ayuntamiento de Granada.*