

Trust and Transparency in the Age of AI and Algorithms

Wednesday, 29 October 2025
10:00-11:30



This meeting is recorded!

WHY?

Only for **internal purposes**, to keep a record of our activities and to help us write a follow-up report – it will not be shared with anyone outside of ENoLL and will be deleted after the end of the project.



Keep your camera ON or OFF.



Keep your mic muted when
not speaking.

Agenda

Time	Topic	Speaker/Facilitator
10:10-10:10	Welcome and introduction	Danae Pantelide (ENoLL)
10:10-10:40	Interventions: - Get familiar with CommuniCity's Ethical Framework - Learn about Eindhoven's chatbot, Mijke Q&A	Kaisa Schmidt-Thomé (Demos Helsinki) Lotte Geertsen (Eindhoven Engine)
10:40-11:10	Circle discussion: Thinking from different perspectives	Danae Pantelide, Francesca Sperandio (ENoLL)
11:10-11:25	Open debate: Who should be held accountable?	Danae Pantelide, Francesca Sperandio (ENoLL)
11:25-11:30	Closing	All



Kaisa Schmidt-Thomé

Leading researcher, Demos Helsinki



Lotte Geertsen

Programme manager Inclusive Society,
Eindhoven Engine



Ethics and Inclusivity Framework

Empirically informed normative framework for cities interested in tech-focused piloting for urban innovation

Use this to assess if the CommuniCity approach suits your City and if your City is able to implement it in an ethical manner

Key Principles of CommuniCity that this framework refers to:



Co-creation with marginalised communities

CommuniCity emphasizes inclusive co-creation, particularly with communities that are often underserved, marginalised, or digitally excluded. The idea is not just to consult but to involve these communities as active co-designers in developing solutions → **Enable design solutions done *with and by* them instead of *for* them.**



Local needs in challenge-driven Innovation

The Open Calls of CommuniCity focus on local challenges defined by cities and communities and solved through collaborative innovation ecosystems involving SMEs, civil society and NGOs, researchers, and local government → **Make sure your city is ready and willing to foster this kind of ecosystems.**



Leveraging technology for inclusion

In CommuniCity, technological innovation is not seen as a goal in itself but as a tool for empowering citizens and reducing inequalities → **Reflect whether emphasising the use of certain (emerging) technologies makes sense in the first place.**

Phase 1

Setting up

*(Strategic Groundwork,
Pre-engagement)*

Setting up (Strategic Groundwork, Pre-engagement)	Before the Pilot (Planning, Preparation)	During the Pilot (Execution, Evaluation)	After the Pilot (Adjustment, Possible Scaling)	Follow-Through (Post Pilot learning, Governance, Evolution)
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Preparation Guide

Familiarisation with the CommuniCity approach; calibrating the mindset

Cities need to assess if the approach suits them in the first place: can they subscribe to it?

Sharing the ethos and the key principles

Cities that wish to pursue the approach, must clarify their motives in advance. Interest in leveraging cutting-edge technology for urban innovation is not a wide enough as an orientation. You are also expected to care for and engage with the vulnerable and/or marginalised groups of your urban communities. You need to be ready to explore their realities and reach out to them. You must get the problem definition right and only then proceed towards finding the pilot teams. Thus, ask yourself:

Can your City adhere to the key principles of CommuniCity? (see a draft on the slide 2, by Demos Helsinki)

Orchestrating open calls and piloting

Adopting the CommuniCity approach is a major commitment for any City. For cities that have little previous experience of piloting, it may be difficult to anticipate what it can mean in practice. Having decided to follow the approach, your City carries the main accountability for the series of interventions that result from the open calls. You may get some fame from successful solutions, but you need to be prepared to carry the entire blame if something goes wrong. Thus, ask:

Can your City carry the accountability for the chosen approach as a whole?

Resourcing required

Depending on the funding you have available for your City to manage the open calls and to support the pilot teams, both time and money may prove to be limited resources. Dealing with possible problematic situations can also feel burdening. The City needs to learn a lot on the go, but it also needs to support and teach others who are new to the approach or may fail to follow key principles for other reasons. Ask:

Does your City have the available resources and skills to live up to the high expectations?



Advice for the design of research and innovation funding schemes that may contain piloting:

When wishing to involve ‘unusual suspects’ in innovation piloting, you need to devote considerable amount of time for the preparatory phase. Please note that many pressing urban issues require other than technology-based solutions. Based on CommuniCity, an alternative route for non-tech solutions should parallel the tech-focused piloting process.

Phase 2

Before the Pilot

(Planning, Preparation)

Setting up (Strategic Groundwork, Pre-engagement)	Before the Pilot (Planning, Preparation)	During the Pilot (Execution, Evaluation)	After the Pilot (Adjustment, Possible Scaling)	Follow-Through (Post Pilot learning, Governance, Evolution)
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Preparation Guide

Ethics by design: Being considerate and thorough

Cities need to consider how they can embed the approach in the local context, to get properly rooted.

Catering for access and inclusion

The success of CommuniCity pilots hinges not only on the strength of the technological solutions but also on who gets to participate in shaping and implementing them. Cities must pay careful attention to the way their open calls are framed and communicated. The tone, language, and choice of dissemination channels will all affect who feels welcome to apply. Civil society organisations and NGOs can play a vital role here, not only as intermediaries between the City and marginalised groups, but also in helping applicants articulate their ideas. Yet, language skills and digital literacy can become barriers, especially in international or multilingual settings. Submission platforms and reporting portals may feel inaccessible to those with limited training or experience. Thus, Cities must ask:

Can we make our process accessible enough so that people with lived experience of vulnerability — not just professional developers — feel encouraged to engage?

Spending time with the challenge formation

One of the most significant phases in the CommuniCity journey is the careful shaping of the challenges to be addressed. If the City defines the challenges solely through the lens of its sector-based services, it risks being disconnected from lived realities. Pilots that emerge from poorly grounded problem definitions are unlikely to generate meaningful impact. Ideally, the challenge should emerge through close engagement with the affected communities — spending time with them, understanding how they see the issue, and co-defining the terms. This process may take time, involve some back and forth, and feel slower than anticipated. But without it, even the best solutions may fall flat. Ask:

Can your City commit to this kind of groundwork, even if the ecosystem for such engagement does not yet exist?



Advice for the design of research and innovation funding schemes that may contain piloting:

Fund grounded, inclusive, and context-aware schemes. Require prioritising of initiatives that demonstrate meaningful engagement with affected communities, thoughtful challenge definition, and clear strategies to ensure access and inclusion from the outset.

Phase 3
During the Pilot
(Execution, Evaluation)

Setting up (Strategic Groundwork, Pre-engagement)	Before the Pilot (Planning, Preparation)	During the Pilot (Execution, Evaluation)	After the Pilot (Adjustment, Possible Scaling)	Follow-Through (Post Pilot learning, Governance, Evolution)
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Preparation Guide

Ethics implemented: Being helpful, patient and critically constructive

Cities need to consider how actors with differing levels of experience can act and raise difficult questions

Giving and taking in the pilot phase

Piloting is not just about testing solutions — it is a profoundly relational process. For many community groups and less experienced applicants, the availability and responsiveness of the City team (Pilot Manager and Pilot Hosts) can make or break their journey. The City team must be ready to give: to offer guidance, make themselves available for dialogue, and help connect pilot teams with the communities they aim to serve. But the City must also be prepared to take: to uphold high expectations around ethical integrity, inclusion, and accountability. Pilots must be asked to reflect critically on their legitimacy to intervene, their respect for diverse lived experiences, and the clarity of their consent and privacy protocols. Ask:

Is your city embracing the dual role of a generous facilitator and a firm guardian of the CommuniCity approach?

Embracing reflection and navigating power

As pilots progress, they must be accompanied by a strong culture of reflection. Pilot managers, hosts, and city actors need to pay attention not only to the technical progress but to the human and relational dimensions of the work. Awareness of local power structures, hierarchies, and historical dynamics is essential — especially when working with marginalised communities. Equality impacts cannot be assessed by ticking boxes; they must be understood in context. Cities should exclude approaches that demonstrate inadequate understanding or questionable practices. At the same time, they should recognise and reward those who show openness, care, and transparency.

Can your City create an environment where this kind of critical, ethical reflection is actively encouraged?



Advice for the design of research and innovation funding schemes that may contain piloting:

Fund pilots as ethical learning processes, not just solution tests. Require prioritising of proposals that commit to relational work, critical reflection, and ethical responsibility — especially in engagements with marginalised communities.

Phase 4
After the Pilot
*(Adjustment, Possible
Scaling)*

Setting up (Strategic Groundwork, Pre-engagement)	Before the Pilot (Planning, Preparation)	During the Pilot (Execution, Evaluation)	After the Pilot (Adjustment, Possible Scaling)	Follow-Through (Post Pilot learning, Governance, Evolution)
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Preparation Guide

Ethics evaluated, lessons learnt: Being fair and accountable

Cities need to consider how recognition is shared if outcomes are mixed or impacts uneven – and improve

Sharing the fame and taking the blame

As the work unfolds and outcomes begin to emerge, Cities must remain mindful of how recognition and accountability are distributed. When pilots succeed, it is essential to acknowledge all contributors — including community members, grassroots organisations, and support staff — not just the solution developers. When things go wrong, the City must be ready to take responsibility. Moreover, even so-called "successful" solutions can feel extractive if local value creation was minimal or if communities felt sidelined in the process. Recognising the effort, cherishing the empowerment of those involved, and maintaining humility even in moments of achievement — these are the hallmarks of a City that aligns with the ethos of CommuniCity. Ask yourself:

Can your City ensure that credit is shared fairly and that accountability is never displaced?

Improving one's own conduct and helping others

Is CommuniCity "legacy" also about helping possible future cohorts?



Advice for the design of research and innovation funding schemes that may contain piloting:

Fund approaches that centre shared credit and accountable practice. Support initiatives that plan for fair recognition, local value creation, and transparent responsibility.








Phase 5

Post-Pilot Follow-Through

*(Post Pilot learning,
Governance, Evolution)*

Setting up <i>(Strategic Groundwork, Pre-engagement)</i>	Before the Pilot <i>(Planning, Preparation)</i>	During the Pilot <i>(Execution, Evaluation)</i>	After the Pilot <i>(Adjustment, Possible Scaling)</i>	Follow-Through <i>(Post Pilot learning, Governance, Evolution)</i>
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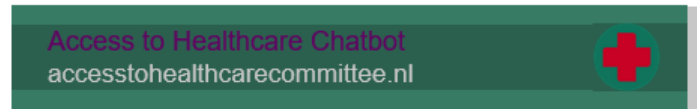
Checklist for cities

-  What did we **institutionalise** from this pilot? (e.g., advisory boards, review cycles)
-  Have **learnings been documented and shared** with other city units?
-  Are community representatives included in **future governance structures?**
-  Are **lessons feeding forward** into upcoming pilot rounds or programs?
-  Have we assessed and addressed **historical/systemic imbalances** revealed during piloting?
-  Can we establish **ongoing monitoring or ethical foresight** systems?
-  Are we sharing what worked—and what didn't—with other cities or networks?

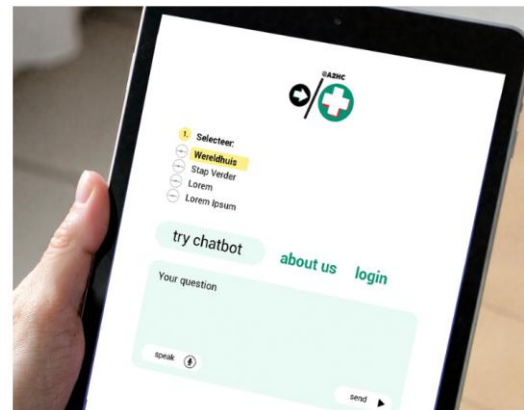
Wildcard: Any AI solution to any issue of any marginalised group

- Provide info on right and access to healthcare to undocumented people
- Originated bottom up, fully co-created
- Privacy safe
- Open source
- Can easily be modified and used by organisations working on other rights/issues
- Very accessible (many languages, speech)

Time permitting: brief description of the pilot by autistic students



Access to Healthcare Chatbot



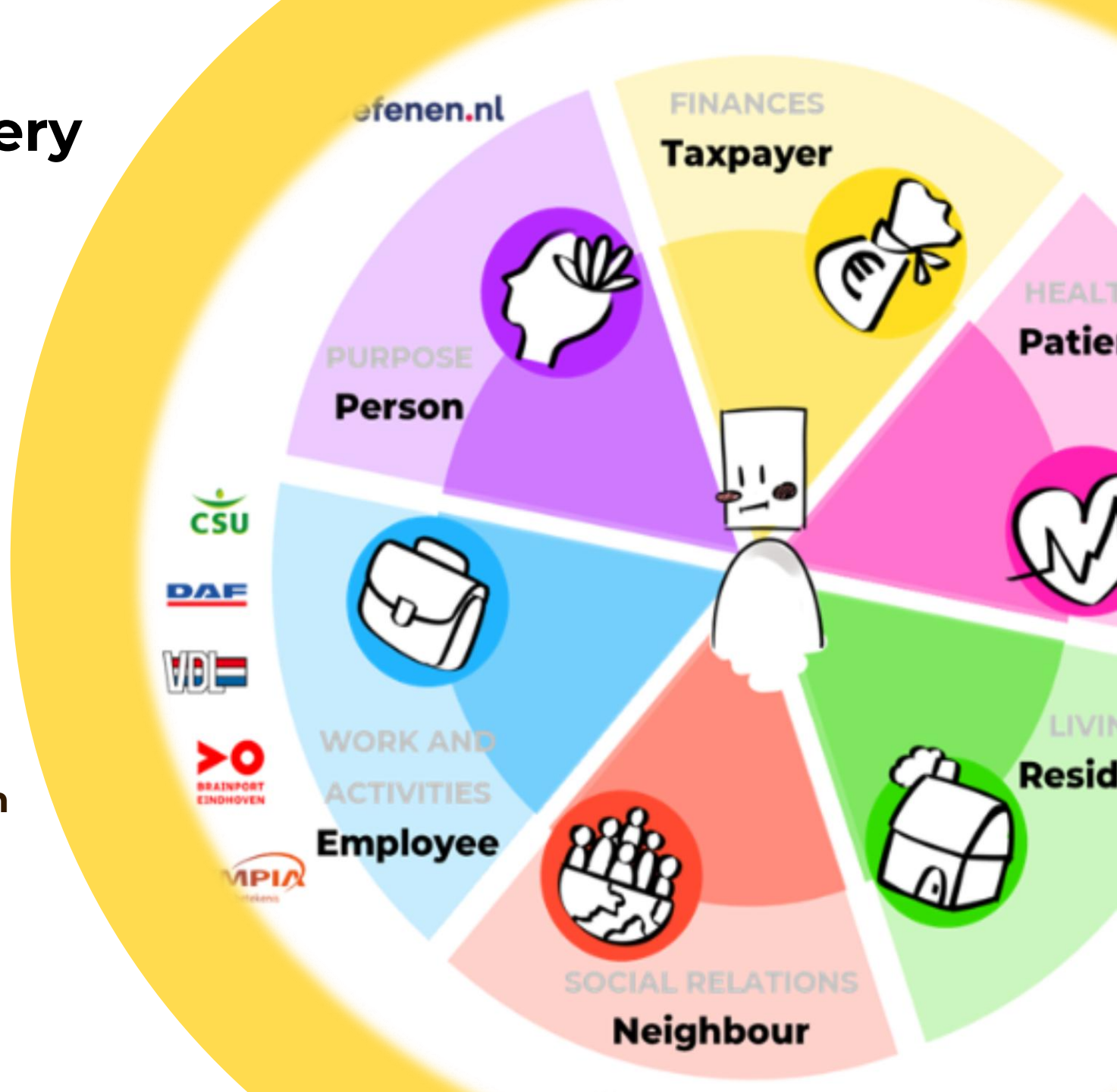
MIJKE THE MATCHBOT

How can we connect every life domain through technology that keeps people at the centre?



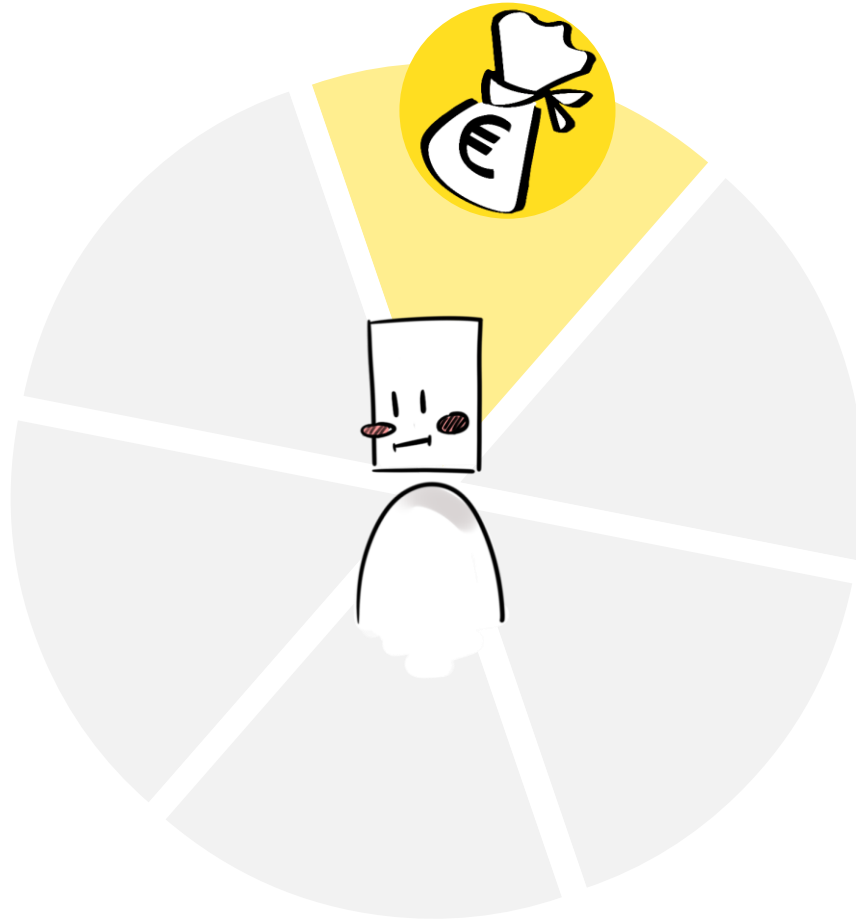
We are humanizing digital systems.

EU webinar – trust & transparency in the age of AI and algorithms



DOMAIN APPROACH

Finance



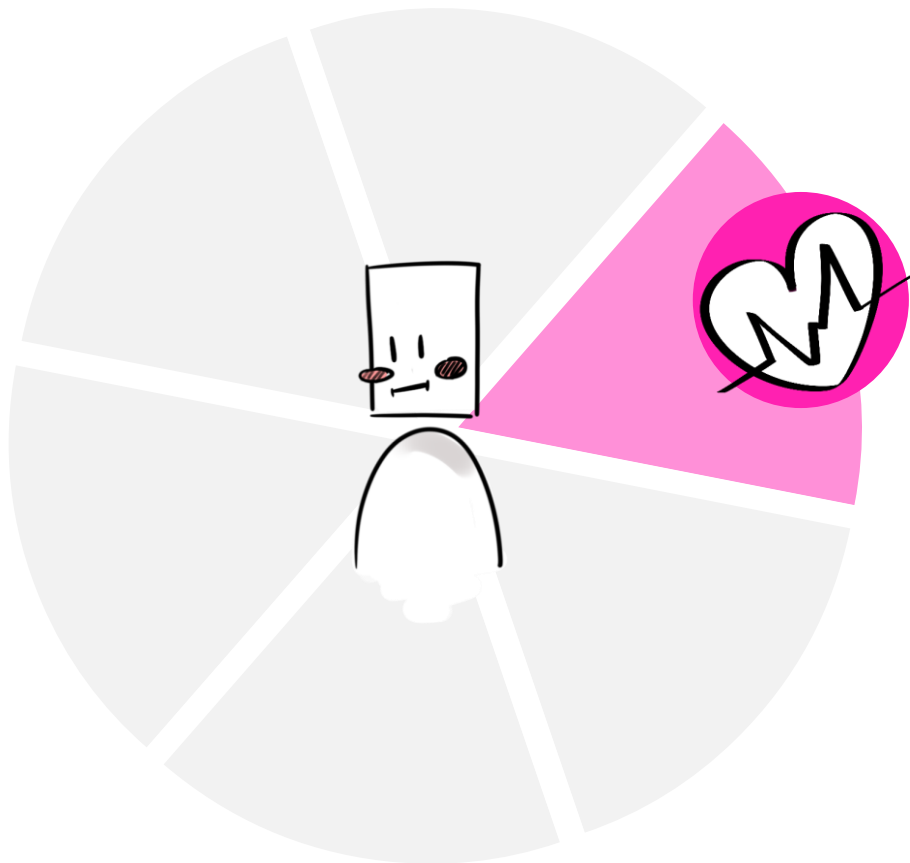


**Vulnerable to WhatsApp and
phone scams: difficulty
recognizing and assessing
fraudulent messages.**



DOMAIN APPROACH

Health

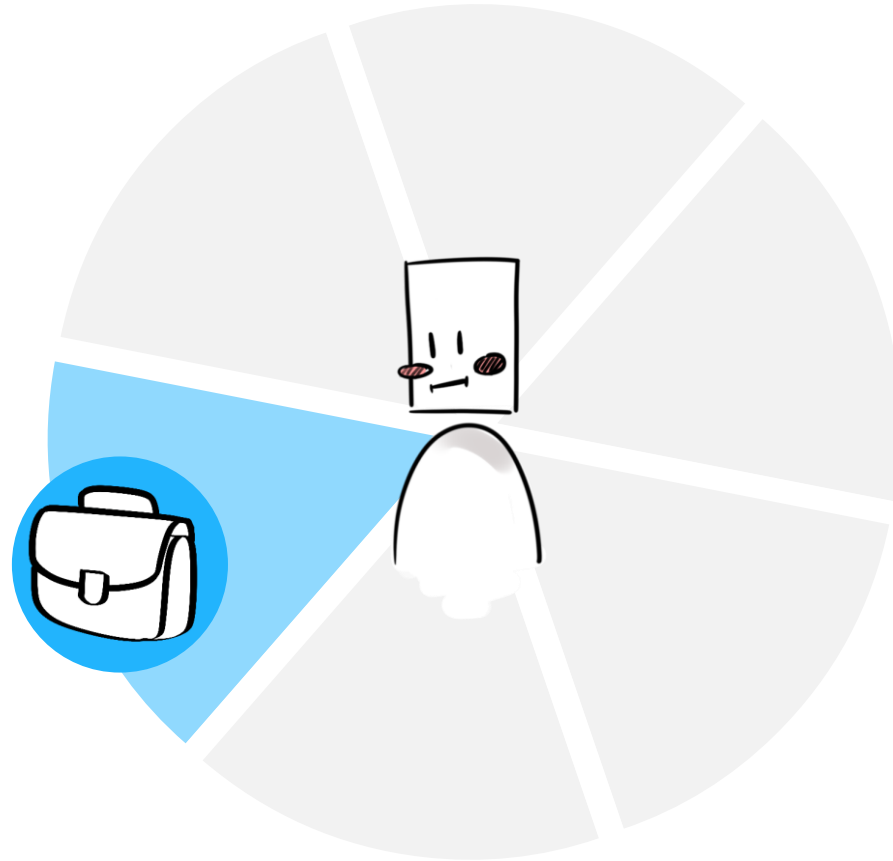




**1 in 3 Dutch citizens have limited
health literacy**



Work and activities

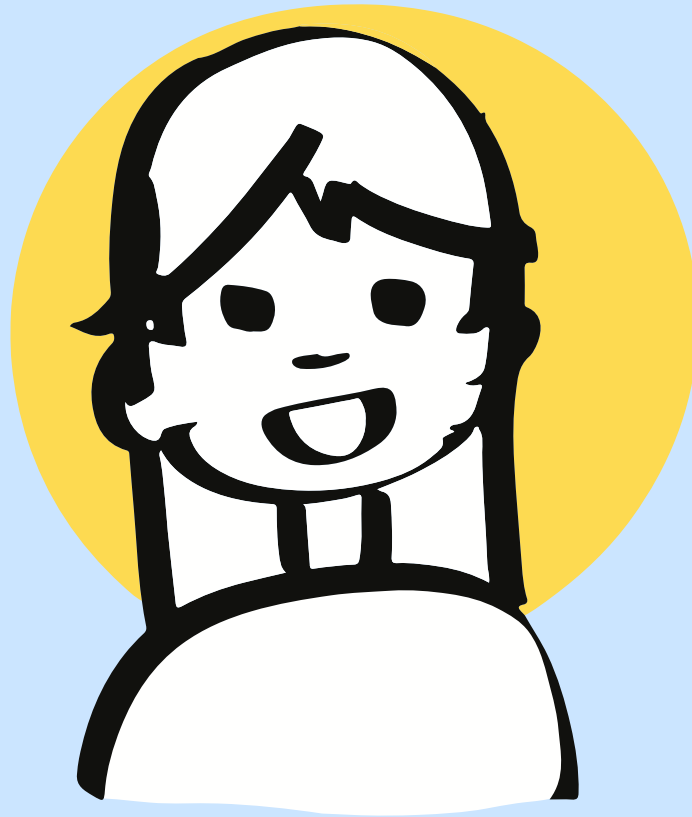




**6 out of 10 workers with limited
basic skills fall into the lowest
income groups**



MEET MIJKE



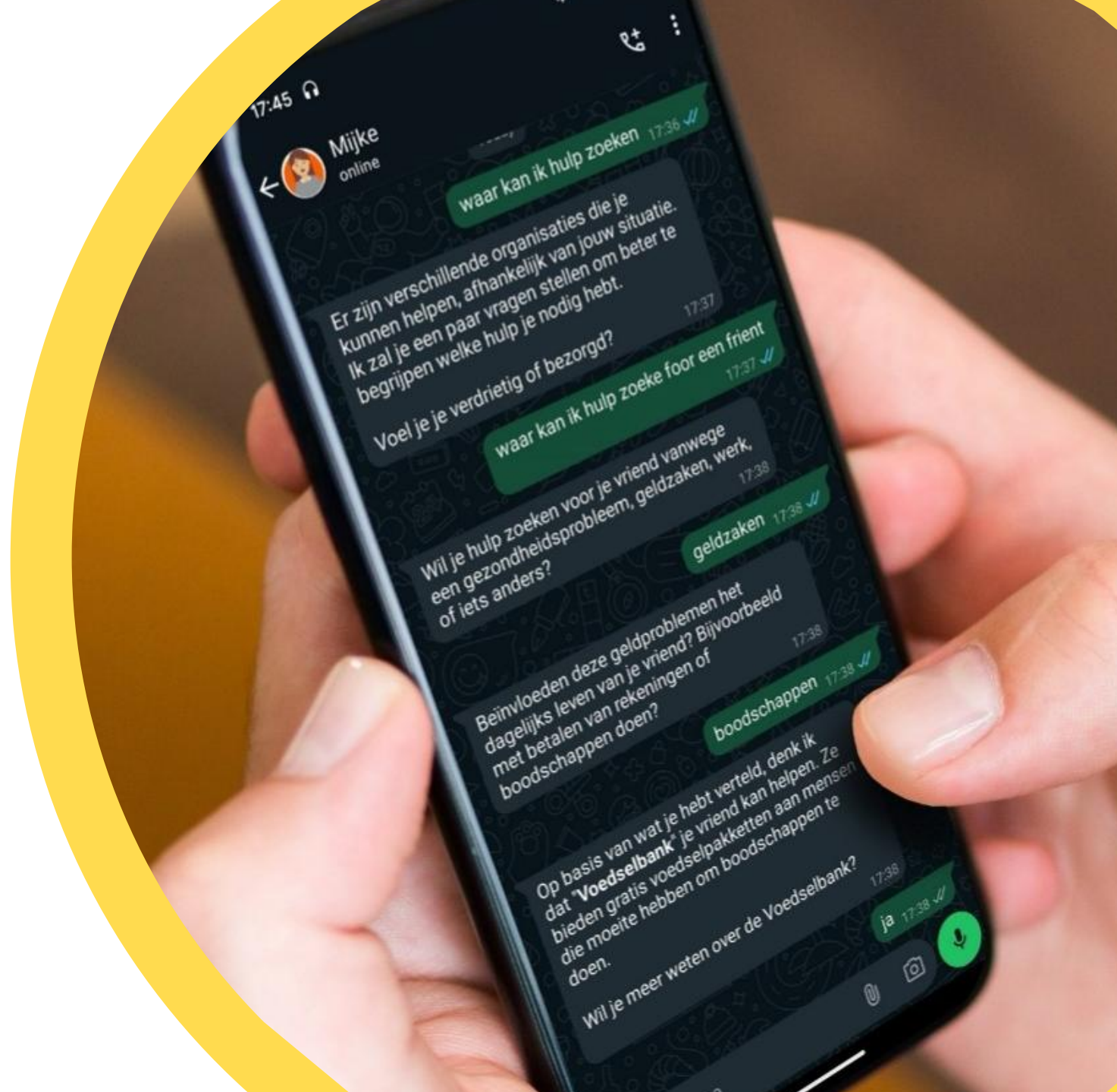
Mijke the Matchbot



Scaling humanity in the jungle of service desks, a social AI assistant for public value.



EINDHOVEN



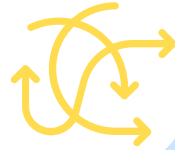


Why a social AI assistant for public value



PUBLIC CHALLENGE

human-to-human interaction works, but it doesn't scale; demand grows faster than capacity.

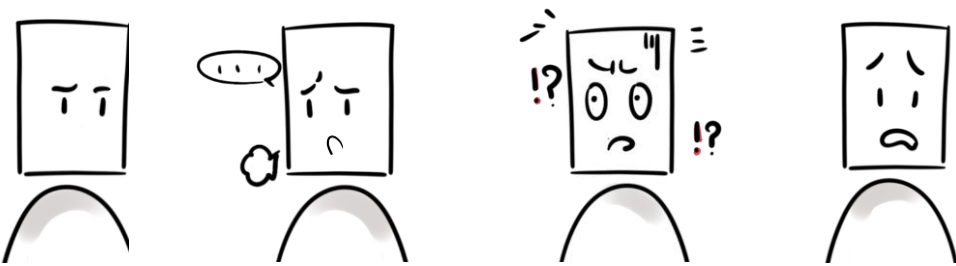


PROPOSITION

Mijke supports navigation and activation; decisions remain in human hands.).

TRUST & TRANSPARENCY

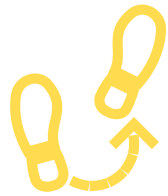
what should be automated (navigation), and what must not (entitlements and decisions) AI can extend human connection.





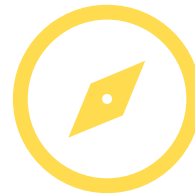
What Mijke does

What Mijke does not: never assigns or denies rights. **It assists; it does not decide.**



EASY ACCESS

24/7, multilingual, via
familiar channels



CLEAR NAVIGATION

step-by-step guidance to
the right service



SAFE SPACE

judgment-free, human-
in/on/over-the-loop

“This is AI that listens, without judging, and strengthens, not replaces, professionals.”



Trustworthiness by design

Governance, Safeguards and Accountability

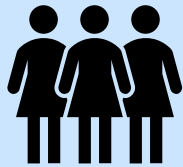


- **Society-driven and co-creative approach:** co-created with citizens and basic skills experts to scale human connection with help of technology
- **Transparency in-conversation:** clear explanations of what Mijke does, what data it uses, and why.
- **Privacy-by-design:** working on data minimisation, consent flow, limited retention, safety triggers for vulnerable users.
- **Accountability chain:** defined roles – technology provider, implementing organisation, human professional.
- **Public algorithm card:** purpose, data flows, limitations, feedback channels.
- **Alignment with EU frameworks:** AI Act, Living-in.EU, and CommuniCity Ethical Framework.

Wicked Problem approach



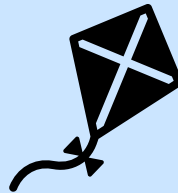
PROBLEM



ECOSYSTEM



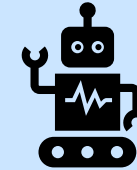
MISSION



FREEDOM



CO-CREATION

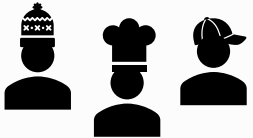


TECH IMPACT



GROW

Insights:



**NOT HOMOGENEOUS
BUT HETEROGENEOUS**



**VISUALIZE
OVERVIEW**



**NOT COLLECTIVE BUT
INDIVIDUAL LEVEL**



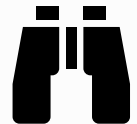
**2 APPROACH DIRECTIONS
IDENTIFIED**



**TARGET GROUP
PART OF TEAM**



**DON'T JUMP TO TECH
SOLUTIONS
IMMEDIATELY**



**MAINTAINING
FUTURE VIEW**

Timeline and Milestones



CREATION



Q1 '23 – Research phase and understanding the problem's complexity

Q4 '23 – **Concept idea validation** (test with internal team and representatives of the target group and Municipality)



IMPLEMENTATION



Q2 '24 – Base Mijke's behavior definition and concept prototype

Q3 '24 – First **test round** with end users at CSU to validate conversation and overall idea.
Q4 '24 – Semi-finalist of CSU Innovation Award 2024



INTEGRATION



Q1 '25 – WhatsApp prototype

Q1 '25 – Definition of **strategies** to reach out target users

Q1 '25 – Second **test round** with end users at CSU



EXPANSION



Q1 '25 – Initial experimentations of **audio function and multilingual**

Q1 '25 – Third **test round** with target users at CSU



VALIDATION



Q2 '25 – Validation of **experience** and usability with target group

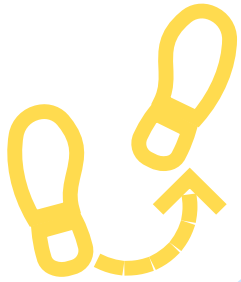
Q3 '25 – **Matching and conversation** flow checked by social workers

Q3 '25 – Complete **GDPR** compliance + analysis dashboard prototype + Testing **100 concurrent**





Impact that matters

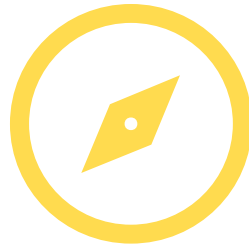


FIRST TIME RIGHT

Acceptance within 7–14 days;
shorter time-to-right-service

ACTIVATION to LIFELONG LEARNING

“Activation-to-training” rate per
employer / sector



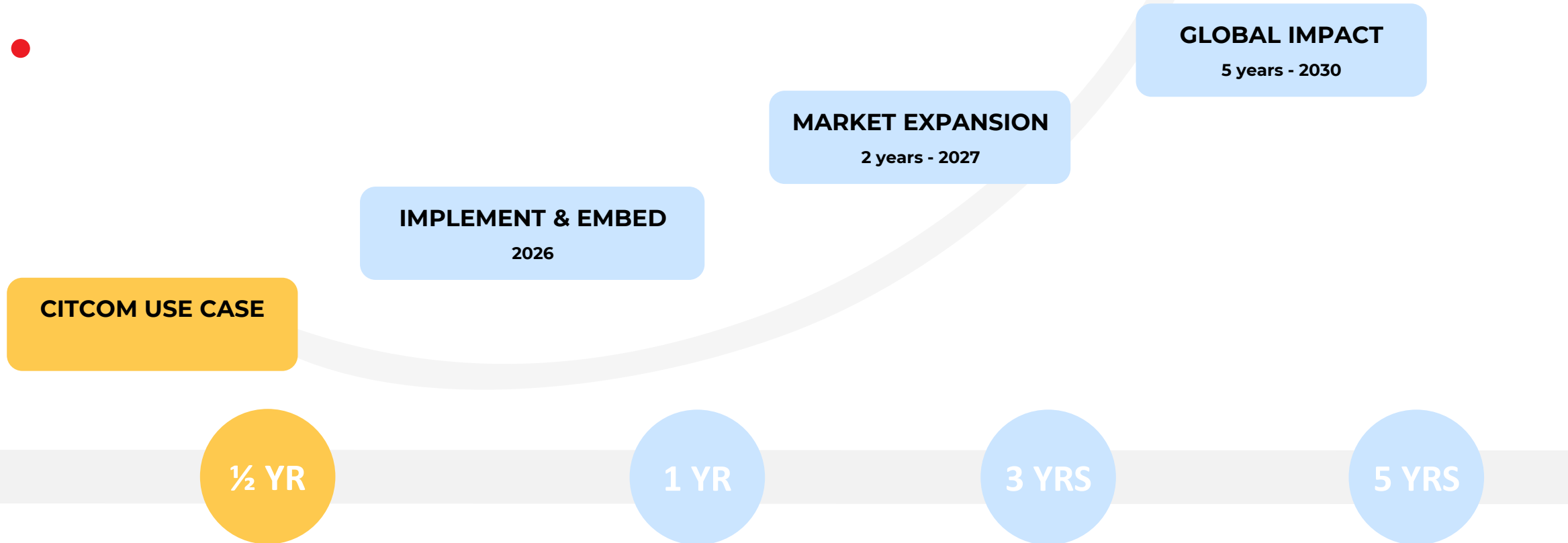
EFFICIENCY & CAPACITY

Minutes per intake; cases per
coach; trust & safety score



Replicable and responsible scaling

“Start small, embed governance from day one, document what works, and share it – regionally and EU-wide.”





Let's talk!



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Lotte Geertsen



Mijke de Matchbot - Video



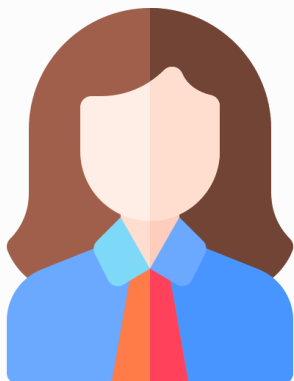
EINDHOVEN



Questions & Answers

Thinking from Different Perspectives

Case: AI system allocates school places



Municipal Officer



Civil Society Representative



Policymaker



Innovation partner

https://miro.com/app/board/uXjVJzBfGUE=/?share_link_id=860741511066

Share on last word or sentence on the topic



LIVING-IN.EU

Thank you for your attention!