

## Webinar on

# AI in Public Administration: AI Competences and Best Practices of Using AI in the Western Balkans

22 July 2025, 10:00-11:30 am (CET)

Watch [HERE](#)

As part of its ongoing efforts to advance public administration reform and accelerate digital transformation across the Western Balkans, ReSPA and UNESCO are organizing this focused online webinar to explore the growing importance of Artificial Intelligence (AI) in the public sector. The event brings together members of the Digital Transformation and Human Resources thematic working groups—professionals at the forefront of public sector innovation and capacity development in the region.

Through expert presentations and interactive discussions, participants will gain a deeper understanding of global and European trends in AI adoption, the strategic value of AI for governments, and the institutional and human capacity required to ensure effective and ethical implementation. The webinar will address essential questions such as: What competencies do public institutions need to become AI-ready? How can training, reskilling, and cross-sector collaboration support this transformation?

The session will feature the presentation of the 2025 UNESCO Issue Brief on AI in the Public Sector, providing a global policy perspective, and introduce a Massive Open Online Course (MOOC) developed by the University of Oxford's Saïd Business School—designed to support capacity building in AI and digital governance for public servants.

In addition to knowledge sharing, the event aims to encourage peer learning through the exchange of practical experiences and best practices from the Western Balkans, identify key learning needs, and set the stage for continued regional collaboration in the field of AI and digital transformation in public administration.

## AGENDA

<b>10.00 – 10.05</b>	<b>Welcome and Opening Remarks</b> <i>Moderators: Ranka Bartula-Mušikić and Bojana Bajic</i>
<b>10.05 – 10.25</b>	<b>Why AI Matters for Public Administration?</b> <u><i>Speaker: Prateek Sibal, Programme Specialist, UNESCO</i></u> <ul style="list-style-type: none"> <li>- <i>Interactive Poll – Challenges of AI in the Public Sector</i></li> <li>- <i>Key global and European trends in AI use in the public sector</i></li> <li>- <i>Public sector challenges and opportunities for AI adoption</i></li> </ul>
<b>10.25 – 10.35</b>	<b>Q&amp;A</b>
<b>10.35 – 10.55</b>	<b>Massive Open Online Course (MOOC) on AI and digital transformation in the public sector</b> <u><i>Caroline Williams Saïd Business School, University of Oxford</i></u> <ul style="list-style-type: none"> <li>- <i>Discussion key reflections and participants' perspectives on what they would like to learn in the course</i></li> </ul>
<b>10.55 – 11.15</b>	<b>Competences for an AI-Ready Public Administration</b> <u><i>Speaker: Miriam Stankovich, Digital Governance Specialist</i></u> <ul style="list-style-type: none"> <li>- <i>What skills are needed across roles (policy, legal, technical, leadership)?</i></li> <li>- <i>Training, reskilling, and institutional readiness</i></li> <li>- <i>Role of cross-sector collaboration</i></li> </ul>
<b>11.15 – 11.25</b>	<b>Discussion: Best Practices from the Western Balkans</b> <i>Use cases and examples from the region</i>
<b>11.25 – 11.30</b>	<b>Concluding remarks and next steps</b> <ul style="list-style-type: none"> <li>- <i>Summary of key messages</i></li> <li>- <i>Opportunities for regional collaboration</i></li> <li>- <i>Announcement of follow-up actions, materials, or events</i></li> </ul>