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Partners

Academic partner

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Launch date + info,

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Other events,

Misc

Belgium

Partners

Academic partner

Embassy contact

Launch date + info

Other stakeholders

Other events

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Bulgaria

Partners

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Croatia

Partners

Academic partner(s)

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Executive Summary

Elements of AI: world's leading free online course on AI

Artificial intelligence is like electricity: it will impact all of our lives in ways we are just now discovering. It should not be left in the hands of a few elite coders. In addition, It is more important than ever to provide approachable access to future skills and technologies.

The Elements of AI is a free online course created by Reaktor and the University of Helsinki. It explains the implications of AI in real everyday situations with interactive

exercises, so that students can make informed decisions as *workers*, as *voters*, and as *media and product consumers*. In this course, we aim to equip as many people as possible, especially those not in tech, to learn what AI is and isn't, how it can be applied to real-life applications, and what the implications of this technology are for individuals, companies, and society.

After its launch in May 2018, over 360 000 students have signed up for the course, with nearly 40% of participants being women, and over 25% over the age of 45. The course is already available in English, Finnish, Swedish, Estonian and German.

Elements of AI is ranked as one of the top 100 massive open online courses and our students rated us the #1 Computer Science MOOC in the world, ahead of Stanford, Harvard, and MIT. (Class Central, Feb 2020).

We are on a mission to create a worldwide movement that helps people be empowered, not threatened by AI. For more information, visit <https://www.elementsofai.com/>.

Launch schedule main points

Country	Launch date	Launch Event	Participants
Austria	Fall of 2020		
Belgium	April		
Bulgaria	Early 2021		
Croatia	May		
Cyprus	Early 2021		
Czech Rep	Fall of 2020		
Denmark	April		
France	31.3.2020	AI Village	
Greece	Early 2021		
Hungary	April		
Ireland	Fall of 2020		
Italy	April		
Latvia	End of April		
Lithuania	Fall of 2020		

Luxembourg	May		
Malta	Early 2021		
Netherlands	May		
Poland	1.10.2020		
Portugal	Fall of 2020		
Romania	Fall of 2020		
Slovakia	Fall of 2020		
Slovenia	Fall of 2020		
Spain	Fall of 2020		

Launch concept

We encourage to organize an actual launch event for each individual country launch if possible. We have learned that these live events

- 1) increase the media interest
- 2) which lead to better media coverage
- 3) act as an initial boost to subscriptions (number of sign ups)
- 4) and give the audience context to why the course is important to various stakeholders

Where and when

The event can be held as a stand alone event (only for launch purposes) or can be organized as a part of an existing event or conference. Check upcoming events/conferences if there are any related to AI or with a target group of interest and see if launch could be organized at the simultaneously.

Who should attend

Have present representatives from all partners and preferably also ministry level representative with other industry influencers.

See examples from previous events:

- [Launch event](#) in Sweden 15.5.2019
- [Community Day](#) in Estonia 24.1.2020

Communication main points (to be updated in English)

- Digitalisaation aikakausi vaatii uutta osaamista, ja jokaisen EU-kansalaisen olisi hyvä ymmärtää tekoälyn perusteet.
- Tekoäly on EU:n yksi tulevaisuuden menestystekijöistä, joka tarjoaa mahdollisuuksia tulevaisuuden kasvuun ja vahvistaa kilpailukykyä.
- Yhdenvertainen mahdollisuus koulutukseen on Suomen vahvuus. Ihmisten osaamisella ratkotaan ongelmia ja luodaan kilpailukykyä.
- Suomi haluaa jakaa osaamistaan muille maille ja kouluttaa yhden prosentin EU-kansalaisista tekoälyn perusteisiin hankkimalla Elements of AI -kurssin kaikille jäsenmaille.

Other stakeholders that need to be mentioned and accredited within the communications:

- the European Commission, to be mentioned e.g.
 - Thanks to the #EU, the course will be available in all EU languages in 2020
 - The language translation has been provided by the European Commission, more specifically by the Directorate-General for Translation in collaboration with the Directorate-General for Communications Networks, Content and Technology.
 - Free AI education to every EU citizen: Commission provided the translations of the “Elements of AI” course that will now expand throughout the European Union
- Technology Industries of Finland Centennial Foundation, to be mentioned by e.g.
 - Initiative supported by the Technology Industries of Finland Centennial Foundation.”

Communications and media materials link? (logos, some materials, Q&A)

Partnership model and EU launches

The Finnish Presidency of the Council of the EU has decided to invest in people's future skills and will make the Elements of AI online course freely available in all official EU languages. The language translation has been provided by the European Commission, more specifically by the Directorate-General for Translation in collaboration with the Directorate-General for Communications Networks, Content and Technology.

Each language version will be launched in cooperation with local partners. In order to launch the course successfully, we will need:

1) **an academic partner** (coordinates the local online student community, supports peer review grading, global AI academic partner network)

2) **public/private sector partner** (leads the way for Elements of AI with funding, continuous promotional activities and public advocacy)

Country partners

Reaktor & University of Helsinki

Reaktor provides the successful Elements of AI concept together with the University of Helsinki and supports the campaign



Private sector partners

Leads the way for Elements of AI together with the university, leads the realisation of the campaign together with its partners



Public sector partners

Leads the way for Elements of AI together with the university, leads the realisation of the campaign together with its partners



University partner

Coordinates the online community, and supports peer review grading

Country specific plans

Austria

Partners

Organisation	Contact	Contact Details

Academic partner

Organisation	Contact	Contact Details

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Elements of AI presented at Ars Electronica museum, could we do something on their festival 9.-13.9.2020?

Belgium

Partners

Organisation	Contact	Contact Details
GOV + AI4Belgium, https://www.ai4belgium.be/	Nathanaël ACKERMAN	AI & Innovation Expert AI4Belgium Lead t +32 (0) 2 7407966 • gsm +32 (0)470 80 25 47 SPF Stratégie et Appui 30 Bd Simon Bolivar, WTC III 1000 Brussels nathanael.ackerman@bosa. fgov.be
Google Brussels	Fleur van Sambeeck	fleurvs@google.com AND Caroline Coesemans <coesemans@google.com>, Cathy Kremer <cathyk@google.com>

Academic partner

Organisation	Contact	Contact Details

Embassy contact

Launch date + info

Other stakeholders

Other events

Misc

UNA contact from University: KU Leuven

Bulgaria

Partners

Organisation	Contact	Contact Details

Academic partner

Organisation	Contact	Contact Details

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Croatia

Partners

Organisation	Contact	Contact Details

Academic partner(s)

Organisation	Contact	Contact Details

Embassy contact

Launch date + info,

Other stakeholders,

Other events,

Misc

LERU -contact from University: University of Zagreb

Contacted 21.2.2020 (Soile) sandra.kramar@unizg.hr and tamara.dagen@unizg.hr

Cyprus

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Croatia

Partners

Organisation	Contact	Contact Details

Academic partner

Organisation	Contact	Contact Details

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Czech Republic

Partners

Organisation	Contact	Contact Details

Academic partner

Organisation	Contact	Contact Details
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Embassy contact

Launch date + info,

Other stakeholders,

Other events,

Misc

LERU contact from University: *Prague (Charles University)*

Denmark

Partners

Organisation	Contact	Contact Details

Academic partner

Organisation	Contact	Contact Details

Embassy contact,

Launch date + info,

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Other events,

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France

Partners

Organisation	Contact	Contact Details

Academic partner

Organisation	Contact	Contact Details

Embassy contact,

Launch date + info,

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Other events,

Misc

LERU contacts from University: *Paris- Saclay, Sorbonne, Strasbourg*

Greece

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

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Misc

Hungary

Partners

Organisation	Contact	Contact Details

Academic partner

Organisation	Contact	Contact Details

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Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Ireland

Partners

Organisation	Contact	Contact Details

Academic partner

Organisation	Contact	Contact Details
University College, Cork	Barry O'Sullivan	b.osullivan@cs.ucc.ie +353 21 420 5951

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

St Patrick's Day 2021, launch or some sort of a celebration?

Italy

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Latvia

Partners

Organisation	Contact	Contact Details
Start(IT) Educational Foundation	Evija Celma	evija.celma@

Academic partner

Organisation	Contact	Contact Details
Riga Technical University	Janis Grabis	grabis@rtu.lv

Embassy contact

Anne Koskinen
Konsulipalvelu- ja hallintovastaava
Anne.Koskinen@formin.fi

Launch date + info

Launch at Riga Technical University student conference week that will take place from April 20th to 24th, date to be specified.

Joint presentation with TalTech representative?

At

Other stakeholders,

Other events,

Misc

Follow up call on Mon 24th with Start(IT) & Riga Tech Uni; go through roles and responsibilities and next steps

- Send Anne short notes on the discussion for their meeting on Monday

Lithuania

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

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Luxembourg

Partners

Organisation	Contact	Contact Details

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Academic partner

Embassy contact,

Launch date + info,

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Malta

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

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Misc

Netherlands

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

LERU contacts from University: *Leiden, Amsterdam, Utrecht*

Poland

Partners

Organisation	Contact	Contact Details
Digital Poland	Piotr Mieczkowski	Managing Director mobile: +48 605 132 645 email: piotr.mieczkowski@digitalpoland.org Linkedin: https://www.linkedin.com/in/piotrmieczkowski/ DigitalPoland Foundation Plac Europejski 1, 00-844, Warsaw, www.digitalpoland.org

Academic partner

UNI Helsinki needs to find one - they are difficult to get on board as it is "made in Poland".

Embassy contact,

Jukka Halkilahti
jukka.halkilahti@formin.fi

Marta Szewczyk
Advisor, Team Finland
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Mob. +48 722 205 605
marta.szewczyk@formin.fi
Embassy of Finland
Ul. Chopina 4/8, 00-559
Warsaw

Launch date + info,

Other stakeholders,

Other events,

Misc

19.2.2020: Launched their own AI-course 1.10.2019, based on Elements of AI when it was CC. No uni participation. 35k course takers.

Other partners are needed: Piotr needs resources (marketing funding + human)

LERU-contact from University: Warsaw

UNA-contact from University: Uniwersytet Jagielloński w Krakowie

Portugal

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Romania

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

Slovakia

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

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Other events,

Misc

Slovenia

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

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Other events,

Misc

LERU contact from the University: *Ljubljana*

Spain

Partners

Organisation	Contact	Contact Details

Academic partner

Embassy contact,

Launch date + info,

Other stakeholders,

Other events,

Misc

UNA contact from University: Universidad Complutense de Madrid