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Orchestrating public innovation: Paradigm deploys AI in local administrations

Brussels, 10 March 2026 - Paradigm is taking a new step in the digital transformation of Brussels public services by supporting the deployment of chatbots. These will be accessible 24 hours a day 7 days a week within the municipal administration and the Public Centre for Social Welfare (PCSW) of Berchem-Sainte-Agathe.

This initiative marks a first in Belgium for the PCSW and a regional first for the municipal administration. It also illustrates a broader ambition: to structure, share and secure digital innovation for the benefit of all Brussels public authorities.

Supervised by the relevant local authorities, these artificial intelligence-based digital assistants are designed to complement the existing channels of physical counters, the telephone and email. They are being deployed using a controlled approach which ensures that technological innovation remains in the public interest and under public control.

The chatbots automatically adapt their interface and responses, taking into account the user's language (FR/NL) and local distinctions, e.g. for school enrolments, along with the browser's language settings. Such adaptations go beyond simple translation and are essential in an international region with high linguistic diversity. In particular, they respond more appropriately to requests from foreign users, who frequently visit services such as the PCSW, providing them with clear information in their own language.

Against a backdrop of constantly evolving digital uses, these tools enable local authorities to respond more effectively to citizens' expectations by guaranteeing continuous access to information.

A public service to serve the public

As a regional digital coordinator, Paradigm designs and deploys shared, reusable and secure digital solutions. Its role is more than just technical; it ensures that Brussels administrations adopt high-performance, interoperable and sustainable digital tools.

Paradigm also supports local teams in analysing chatbot usage and continuously improving content. An editorial committee, extra support during the first few months and dedicated training guarantee full commitment to these solutions.

A tried and tested dynamic

This approach builds on regional platforms such as:

- **MyPermit**, used by the 19 Brussels municipalities, with 90% of planning and environmental permit applications submitted online in 2025,
- **IRISbox**, the regional electronic one-stop-shop for administrative procedures,
- and **FixMyStreet**, which citizens can use to report incidents in public spaces.

All these initiatives are based on the same principle: pooling developments to accelerate digital transformation, ensure service consistency and generate economies of scale, while consolidating the agility of the Brussels public ecosystem.

A solution destined to expand

Designed from the outset with a view to pooling resources, the solution could subsequently be offered to other public services in Brussels. It contributes to the regional digital strategy, where local innovation becomes a collective lever.

With this initiative, Paradigm confirms its mission: to use digital technology to serve public institutions, so they in turn can better serve their citizens.

About the regional digital transformation

In 2025, digital transformation in the Brussels-Capital Region was based on:

- 147 partner administrations,
- steadily increasing volumes of digital exchanges,
- strong growth in citizen adoption,
- a shared, secure framework serving the general interest.

More information?
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Paradigm is the public interest organisation driving digital transformation in the Brussels-Capital Region. In this capacity it acts as an orchestrator of digital capabilities by developing greater coherence, pooling and cross-functionality, while accelerating the transition for the benefit of all.