

AI literacy survey

Fields marked with * are mandatory.

Introduction

The following questionnaire is designed to **gather information on your AI literacy practices** with the aim of including them in the public [AI literacy living repository](#). On a regular basis, the European Commission will verify that all contributions received meet the minimum criteria of transparency and reliability before accepting them into the public repository.

The questionnaire builds on **Article 4 of the [AI Act](#)** on AI literacy and will take you approximately **30 minutes** to complete.

- **Section 1** gathers your contact information to allow the European Commission to reach out to you in case of incomplete or insufficient information on the shared AI literacy practice.
- **Section 2** collects background information, which will be used to order your practice in the living repository.
- **Section 3** focuses on the AI system in use in your organisation.
- **Section 4** relates to your approach to AI literacy in general, as well as to the specific AI literacy practice you wish to share more information on.

Your participation in this survey is most appreciated. Survey responses will help us better understand existing practices, potential needs, and may feed into future activities on AI literacy. Please note that **not all the information collected through this questionnaire will appear in the published practice**. Some information is collected purely for analytical purposes.

To ensure consistency among the different contributions, please **follow the indications** given in the text in ***italics*** when you provide your written answers.

1. Contact information

- * 1.1 Name and surname of the respondent:

100 character(s) maximum

Giulia Cereseto

- * 1.2 Email of the respondent

gcereseto@actonline.org

2. Company background

* 2.1 Name of the organisation you work for:

150 character(s) maximum

ACT | The App Association

* 2.2 Size of the organisation you work for:

- ☐ Micro (1-15 employees)
- ☒ Small (16-49 employees)
- ☐ Medium (50-249 employees)
- ☐ Large (250 employees or more)

* 2.3 Headquarter of the organisation you work for - please select the most appropriate country:

BE - Belgium

* 2.4 Business sector of the organisation you work for - please select the most appropriate sector:

- ☐ Agriculture, Forestry and Fishing
- ☐ Mining and Quarrying
- ☐ Manufacturing
- ☐ Electricity, Gas, Steam and Air Conditioning Supply
- ☐ Water Supply; Sewerage, Waste Management and Remediation Activities
- ☐ Construction
- ☐ Wholesale and Retail Trade
- ☐ Energy
- ☐ Transportation and Storage
- ☐ Accommodation and food service activities
- ☐ Publishing, broadcasting and content production and distribution activities
- ☐ Telecommunication
- ☒ ICT
- ☐ Financial and insurance activities
- ☐ Real estate activities
- ☐ Professional, scientific and technical activities
- ☐ Administrative and support service activities
- ☐ Public administration and defense; compulsory social security
- ☐ Education
- ☐ Human health and social work activities
- ☐ Arts, sports and recreation
- ☐ Space
- ☐ Other

2.5 Link to the website of the organisation you work for:

<https://actonline.org/eu/>

3. AI system(s)

* 3.1 In the context of the AI Act, is your organisation:

- ☐ A provider of AI systems (as defined by art. 3(3) of the [AI Act](#))
- ☐ A deployer of AI systems (as defined by art. 3(4) of the [AI Act](#))
- ☐ A provider and deployer of AI systems
- ☒ None of the above

4. AI literacy

* 4.1 What types of initiatives is your organisation focusing on to address AI literacy?

- ☒ Trainings
- ☒ Awareness raising events
- ☒ Guidance/Written material
- ☒ Workshops
- ☒ Peer learning
- ☐ Other

* 4.2 Please provide a short overview of the AI literacy approach of your organisation.

In your text, **please make sure to include** the following elements (not necessarily in this order):

- short **summary of the initiatives your organisation** has in place, **whom they address** and their **main goals** (e.g. We have trainings for non-technical staff; bootcamps for our AI engineers to keep up-to-date; workshops with clients and contractors to raise awareness on. By 2026, we aim at training up to XX of employees)

- **whether AI literacy is responsibility of a particular department** in your organisation or is a cross-cutting issue (e.g. It is part of our overall AI governance approach)

- **whether your organisation foresees specific roles to take care of AI literacy** (e.g. It is an HR responsibility... We have specific AI literacy ambassadors...)

1000 character(s) maximum

ACT | The App Association has developed a series of resources to advance AI literacy for our community of small business developers, including:

- The App Association's comprehensive AI policy principles
- The App Association's Roles and Interdependencies Framework, which proposes clear definitions of stakeholders across the AI value chain, from development to distribution, deployment, and end use; and suggests roles for supporting safety, ethical use, and fairness for each of these important stakeholder groups that are intended to illuminate the interdependencies between these actors, thus advancing the shared responsibility concept
- Briefings and trainings for members during App Association conferences on AI policy and law developments that impact AI development and deployments.
- Numerous blogs such as:
 - o "Navigating the EU's AI Maze: What the AI Act, Pact, and Code of Practice Mean for Your Business"
 - o "The EU's AI Act Unpacked: What's in It for SMEs?"

* 4.3 Please provide a brief overview of the AI literacy practice that you wish to share:

In your text, **please make sure to include** the following elements (not necessarily in this order):

- the **type of practice** (e.g. The practice consists of a series of trainings)
- the **purpose of the practice** (e.g. The aim of the trainings is to delve into the basics of AI, starting from...)
- the **target audience** of the practice, including adaptation for specific gender/ethnicities/age-groups if any (e.g. The trainings are meant for all non-technical employees. The training content is offered on an e-learning platform accessible for visually impaired people.)
- the **duration of the practice** (e.g. The average duration of one training is 60 min. The trainings are organised across 3 weeks)
- the **method of delivery and accreditation of the practice** (e.g. The trainings are online and accessible through our e-learning platform. At the end of a cycle of trainings, the employees receive a certificate of attendance)

1500 character(s) maximum

The practice consists of the development and dissemination of (1) ACT | The App Association's comprehensive AI policy principles (<https://actonline.org/wp-content/uploads/Global-Policy-Principles-for-AI-Addressed-to-EU-Policy-Makers.pdf>); and (2) ACT | The App Association's Roles and Interdependencies Framework, which proposes clear definitions of stakeholders across the AI value chain, from development to distribution, deployment, and end use; and suggests roles for supporting safety, ethical use, and fairness for each of these important stakeholder groups that are intended to illuminate the interdependencies between these actors, thus advancing the shared responsibility concept: <https://actonline.org/wp-content/uploads/ACT-AI-Roles-Interdependencies-Framework-final-text-May-2024-UK-English.pdf>). These resources are not part of a formal or credentialed training programme, but both support broader literacy goals by demystifying complex AI systems and compliance expectations, especially for small and medium-sized enterprises (SMEs).

* 4.4 Is the practice described in question 4.3:

- ☒ Fully implemented
- ☐ Partially rolled-out
- ☐ Planned

* 4.5 In the context of article 4 of the AI Act, does the practice described in question 4.3 take into account the technical knowledge, experience, education, and training of the target group?

- ☒ Yes
- ☐ No

* Please specify how:

(E.g. Trainings are organized along knowledge level. Before accessing the training, employees need to undergo a placement test)

2000 character(s) maximum

Yes, the trainings take into account the technical expertise of SMEs.

* 4.6 In line with article 4 of the AI Act, does the practice described in question 4.3 take into account the context in which the AI system(s) of your organization is/are used –including sector, use, purpose?

- ☒ Yes
☐ No

* Please specify how:

(E.g. Some of the trainings specifically target how to use this AI system. ...Most of the trainings include examples relevant for our sector.... Real-case data is used etc.)

2000 character(s) maximum

Yes, the AI literacy practices are tailored to reflect the technical expertise of SMEs.

* 4.7 What has been the impact of the practice described in question 4.3 so far and how are you measuring this impact in qualitative and quantitative terms?

In your text, **please make sure to include** the following elements (not necessarily in this order):

- **how is the practice pursuing the AI literacy goals** of your organisation measured? (e.g. The training offer is part of a wider approach to achieve at least XX employees trained in AI by 2026)
- what is the **progress with respect to reaching these goals** (e.g. Currently, XX employees have completed the basic training)
- what types of **methods and metrics you use to monitor impact** (e.g. We track the number of employees completing each training... We include a feedback survey at the end of each training cycle...)

2000 character(s) maximum

ACT | The App Association's AI Policy Principles and Roles and Interdependencies framework have contributed meaningfully to our broader AI literacy goals by serving as a foundational reference for policymakers, SMEs, and other key stakeholders in the digital ecosystem. Although it is not embedded in a formal training programme, the framework plays an important role in our efforts to build awareness and understanding of the actors, responsibilities, and dynamics within the AI lifecycle.

At the moment, we do not yet have formal quantitative data on the reach or uptake of the framework, but it represents a valuable stepping stone in our strategic efforts to enhance AI literacy across diverse stakeholder groups.

* 4.8 What were challenges and lessons learned when implementing the practice described in question 4.3? How will these be used to adapt and improve the practice going forward?

In your text, **please make sure to include** the following elements (not necessarily in this order):

- what has proved to be **easier in the delivery of the practice and what has been more challenging** (e.g. It has been easy to include young employees but less older generations... The content requires constant adaptation due to the fast-evolving nature of AI)
- **how did you address the challenges** (e.g., We have included a peer learning programme to ensure both younger and older generations could collaborate and feel valued)
- **what is the plan for the next months** to improve the practice (e.g. We plan to expand our content courses...collaborate with a local university...extend the practice to other persons)

2000 character(s) maximum

ACT | The App Association's AI resources were developed based on the consensus of its membership, which is distributed across the EU and is diverse. We have not found immense difficulty amongst our members in the implementation phase of our resources, but both are intended be "living" documents that we will update in response to developments in the market and in regulation. We plan to raise them across our membership in future conferences and less formal discussions/fora; with universities; professional communities (e.g., bar associations, engineering professional communities, etc.).

Conclusion

Any other comment:

1000 character(s) maximum

We welcome this consultation as a vital step toward fostering a more inclusive and effective AI ecosystem. Promoting AI literacy is key to ensuring responsible development and empowering diverse actors—especially small businesses—to shape the future of AI. Clear roles, shared understanding, and accessible guidance are essential to building trust and innovation. This process is also an opportunity to align AI literacy with practical, risk-based governance. We emphasize the importance of proportionate, harm-based regulation that reflects actual risks. AI literacy enables stakeholders to identify, mitigate, and take responsibility for risks based on their role, knowledge, and capacity. Advancing targeted, accessible literacy fosters effective oversight, accountability, and innovation.

Background Documents

[Personal data protection - DPR-EC-01011](#)

Contact

[Contact Form](#)