

ADA — North Macedonia's Discontinued Digital Assistant for Investors and Citizens

AI in the Public Sector · Good practice · North Macedonia

Quality score: 13/100

Evidence strength: Descriptive / self-reported

Summary

North Macedonia's ADA assistant answered investor and citizen questions in Macedonian, Albanian and English, serving 1,321 people in 48 hours in April 2023 — but it went offline around 2025 when its maintenance contract lapsed, echoing an audit finding no similar pilot lasted.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	1/3
Transparency, fairness & accountability	0/3
Transferability / demonstrated replication	0/3
Scalability beyond pilot	0/3
Governance, capability & sustainability	1/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-13

[Government of the Republic of North Macedonia, with the Fund for Innovation and Technological Development \(FITD\) and Invest North Macedonia](#) — accessed 2026-08-13

[Government of North Macedonia: ADA launch](#) — accessed 2026-08-13

[RFE/RL Macedonian Service on ADA](#) — accessed 2026-08-13

[EPI-Skopje: Aligning North Macedonia's AI Policy with the EU](#) — accessed 2026-08-13

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