

Paloma — Madrid's AI Outreach System for Detecting Unwanted Loneliness in Older Residents

AI in the Public Sector · Good practice · Spain

Quality score: 67/100

Evidence strength: Descriptive / self-reported

Summary

Madrid's city government used an AI voice assistant to call 5,163 residents aged 75+ living alone; 646 were flagged for follow-up. A funded 'Paloma 2.0' expansion to all 65+ residents, with 337,000 planned calls, launches September 2026.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	2/3
Transferability / demonstrated replication	1/3
Scalability beyond pilot	3/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-19

[Ayuntamiento de Madrid — Delegación de Políticas Sociales, Familia e Igualdad \(Madrid Salud\)](#) — accessed 2026-07-19

[Ayuntamiento de Madrid – official PALOMA project page](#) — accessed 2026-07-19

[diario.madrid.es press release on the 2023 pilot results](#) — accessed 2026-07-19

[Libertad Digital coverage of the Paloma 2.0 budget and scale](#) — accessed 2026-07-19

[esmartcity.es coverage of Paloma 2.0 launch plans](#) — accessed 2026-07-19

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