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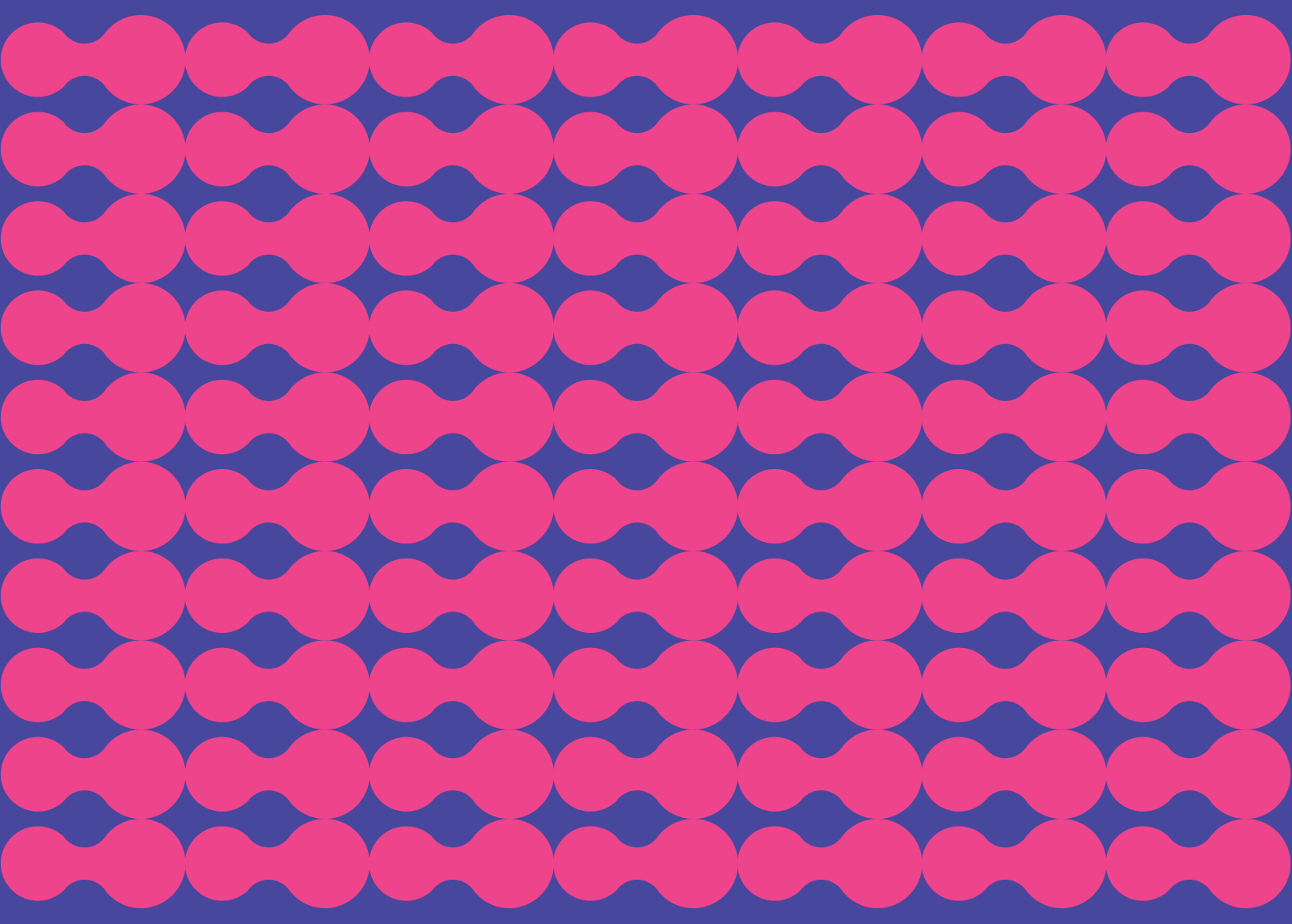
Erasmus+



# GENERATIVE ai

2024-2026

KA2 Capacity Building in the field of Youth  
ERASMUS-YOUTH-2024-CB - 101185815





# SUMMARY

## PROJECT SUMMARY

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# PROJECT SUMMARY

Online hate speech has become a major issue since **9/11**, posing a challenge for democratic societies. Factors like ideological crises, political polarization, and complex geopolitical tensions contribute to this issue. The rise of web 2.0 has increased concerns about disinformation and online propaganda, with AI contributing to the spread of fake content. Young people, particularly vulnerable youth groups, are particularly affected. A multidimensional approach is needed, including public policies, combating fake news, promoting media education, international cooperation, effective legislation, and civil society involvement. Youth associations and Youth Workers play a crucial role in identifying risk situations and preventing hate speech. AI has impacted youth work in Europe, using chatbots and VR glasses for online counseling and media literacy. The project **"Generative AI – Youth sector challenges and impact"** aims to equip NGO's, youth workers, and young people with digital skills to respond to changing socio-economic dynamics in an AI-driven society. It aims to develop innovative learning methods to develop critical thinking skills and limit hate speech among young people, promoting a culture of respect and tolerance. The project contributes to democracy by exposing citizens to a perspective and strengthening personal autonomy, fostering a more inclusive and equitable society. It also identifies new competencies needed in the job market to counter hate speech and fake news, and aims to create and disseminate narratives of peace and inclusion. The project also explores the potential design and use of Artificial Intelligence to match the objectives.



# BACKGROUND AND GENERAL OBJECTIVES

## THE OBJECTIVES OF THE PROJECT INCLUDE



Equipping NGO's, Youth workers, and young people to critically examine and learn in an AI-driven society to respond to changing socio-economic dynamics. Digital skills are crucial for democratic citizenship and education of young people, as digital transformation continues to shape socio-cultural norms



Elaborate innovative learning methods in order to develop critical thinking skills and limit hate speech among young people requires an integrated approach that enhances non-formal methods of education and prevention that are effective in engaging young people and promoting a culture of respect and tolerance. Non-formal education is essential in equipping individuals with the necessary tools to actively analyse and challenge discriminatory thinking structures.



Contribute to democracy in the involved countries. By exposure to a perspective and strengthening personal autonomy, the project promotes the formation of citizens aware and respectful of diversity, thereby promoting the construction of a more inclusive and equitable society.



Identify new competences needed in the job market to counter hate speech and fake news, also by imagining new business models for digital enterprises (as an alternative to data-driven ones)



Create and disseminate narratives of peace and inclusion. The digital realm needs to be inhabited - in an increasing way - by institutions, people and organisations who work towards peace and democracy; for this purpose, digital storytelling tools are needed to foster positive examples and narratives other than enabling criticism and debunking of hate speech.

**Finally, the objective is to explore potential design and use of Artificial Intelligence in order to match the previous objectives.**



## SPECIFIC OBJECTIVES

The project aims to increase and develop the capacities of the youth organizations involved, increasing the skills of the Youth Workers so that they can effectively identify, prevent, and counter hate speech, equipping them with concrete tools and innovative methodologies (AI), focused on critical thinking and media literacy to contribute to the positive transformation in the socio cultural landscape of young people in the territories involved.

1

Develop and implement tools for the assessment of social impact of hate speech and the relevant policies on the topic, in order to raise awareness in society and institutions concerning the policies that need to be implemented.

2

Improve digital technology and AI capabilities in youth organizations by strengthening pedagogical and educational capacities.

3

Use the existing knowledge in international cooperation and mediation of NGOs to facilitate the collaboration of grassroots movements and CSOs in the formulation of strategies to advance intercultural dialogue, thereby establishing a conduit for the exchange of knowledge and practical expertise across the Mediterranean.

# KEY PERFORMANCE INDICATORS (KPI'S)

## Policy Document and Study Review

at least 120 policy documents and studies across the six countries to establish a baseline understanding of hate speech prevalence and existing countermeasures.

## Training and development

Conduct training sessions for at least 1000 youth workers and NGO staff across the six countries, improving their digital literacy and critical thinking skills regarding hate speech within the first 18 months.

## Engagement and reach

directly engage with an impact at least 2.000 young individuals through workshops, online campaigns, and educational content by the end of the project.

## QUANTITATIVE KPI'S

## Hackathon

150 persons involved as participants; 30 experts involved as mentors; 60 stakeholders engaged in the accompaniment of the selected project.

## Policy impact

Reach at least 60 policymakers at local, national, and international level through training courses, online contents, and policy recommendations.



## QUALITATIVE KPIS

**Stakeholders Feedback:** collect qualitative feedback from at least 500 participants and stakeholders to assess the perceived effectiveness of the project activities in combating hate speech and promoting intercultural dialogue aiming for 80% positive feedback, increasing during the time of the project.

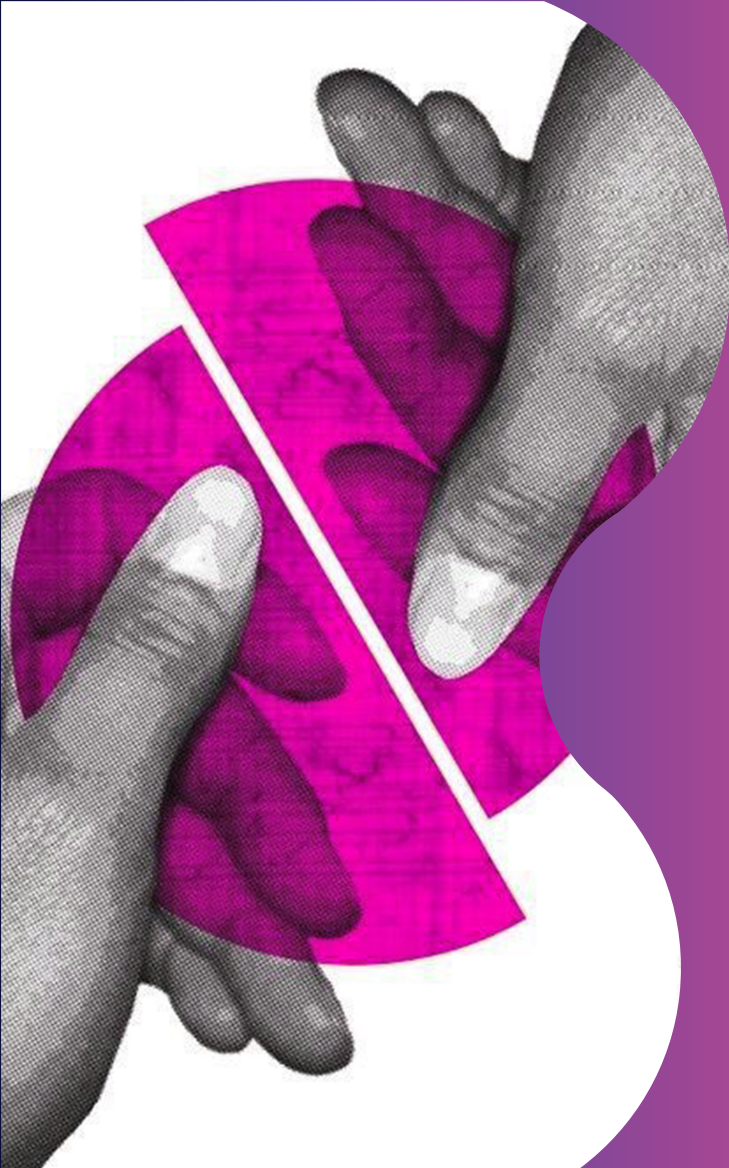
Improvement of youth workers' digital literacy and critical thinking skills regarding hate speech. The improvement will be observed through an initial and a final evaluation questionnaire to be filled by each participant, assessing hard skills, transversal competences, and awareness of participating youth workers.

**Policy Influence:** documental instance where project finding, and recommendations have influenced the adoption of new policies aGenerative AI<sup>nt</sup> hate speech in any of involved countries.

**Innovative Practices:** Identify and describe at least 18 innovative practices/tools developed during the project that will be used by youth organisation and will have effectively engaged youth and reduced hate speech, highlighting the role of AI and digital technologies. The effectiveness of these tools will be assessed through a specific testing activity with different audiences, including usually discriminated and marginalised categories, who will evaluate the ability to produce safe, caring, and welcoming narratives and practices.

**Partner and collaboration success:** evaluate the strength and productivity of cross-border partnership formed during the project, aiming for at least 5 sustainable partnerships that pledge to continue collaboration beyond the project file time. Trough the diligent monitoring of these KPIS, we commit to steering our project towards a significant and measurable impact aGenerative AI<sup>nt</sup> hate speech and in favour of promoting intercultural dialogue.





# PROJECT DESIGN AND IMPLEMENTATION



# THE PROJECT CONSISTS OF 4 WORK PACKAGES.

## **WP1** Management, Coordination & Quality Assurance

This work package is responsible for overseeing the project's implementation, ensuring activities are carried out as planned, and maintaining coordination among the Consortium. It plays a crucial role in leading the project, managing risks, coordinating effectively, and ensuring project objectives are met within the set timeframe and budget.



# Events Meetings and Mobilities

## Kick-off Meeting

Place : Brussels - Belgium

Duration : 3 Days

Number of participants: 12 (02 each partner)

Dates: 16 -19 January 2025

## Mid-term evaluation meeting

Place: Marrakech, Morocco

Duration: 3 Days

Number of participants: 12 (02 each partner)

Dates: (Month 12) - October 2025

## Final Evaluation Meeting

Place: Amman, Jordan

Duration: 3 Days

Number of participants: 12 (02 each partner)

Dates: (Month 22) - August - September 2026



# Deliverables

| Deliverables                                                                           | MONTH | DATE                          |
|----------------------------------------------------------------------------------------|-------|-------------------------------|
| 1-Action Plan                                                                          | 02    | January 2025                  |
| 2 -Quality Assurance Plan                                                              | 02    | January 2025                  |
| 3 -Evaluation reports                                                                  | 24    | November 2025<br>October 2026 |
| 4 -Internal Platform Digital tool for sharing information and documents among partners | 01    | November 2024                 |

## WP2 Development of a Collaborative platform for Youth Workers (Toolkit and Mobile App)

### A1. Comparative study on hate speech in the involved countries.

A comparative study to assess the hate-speech narratives and realities in the online space within the involved countries and outlining the prevention measures.

### A2. Training Course on AI and critical thinking

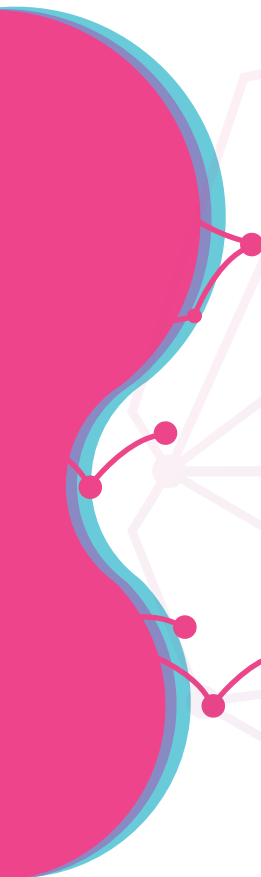
Enhancing the competencies and skills of Youth Workers in utilizing AI to counter hate speech, making them more adept at using AI as a powerful tool to counter hate speech and ensure a safer and more inclusive environment for young people (18-30). Youth Workers will have the opportunity to explore AI tools and learn how to use them to innovate and enhance their work with young individuals.

The Training Course includes:

- Workshop on AI and its applications in supporting critical thinking, monitoring, and managing hate speech (tools, methodologies, activities).

- Meetings with universities that can provide practical insights and experiences in the effective use of AI tools.

- Workshop on digital creative storytelling with AI, emphasizing learning by doing, exchanging experiences and ideas among Youth Workers from various countries. Case studies and scenarios demonstrating how AI can be used to counteract hate speech.



### **A3. Research and Study of New AI tools and benefits of AI in youth work**

Study about AI technologies and how to create new ways of communication in the youth field (between organizations as well as between youth workers and young people) which in turn might lead to a more democratic, diverse, and inclusive power structure. The toolkit includes educational methods, governance strategies and practices, communication and storytelling tools, and policies for diversity that are digital and/or AI powered.

### **A4. Training course on Design Thinking to co-design the Mobile APP**

Collaborating with Youth Workers from the 6 countries through Design Thinking Sessions to co-design the concept and the structure of the learning APP. The Training Course includes: training sessions on users experience and inclusive design of learning materials peer to peer exchange of existing good practices used by organizations and research on more possible tools, design sessions dissemination workshop with local actors and invited expert guests working in the field of IT education.

### **A5. Creation and testing of a toolkit and a Mobile app**

Findings from A1 to A4, will give birth to a toolkit (D2.4) and a mobile app (D2.5) which will undergo a local testing phase by partners in the 6 involved countries. We will create a shared testing protocol and coordinate its local implementation. Based on the feedback, the evaluation will lead to the creation of the final version for dissemination to stakeholders, etc.

# Events Meetings and Mobilities

## ● Training Course on AI and critical thinking

Place: Nabeul, Tunisia

Duration: 5 Days

Number of participants: 30 (05 each partner)

Dates: (Month 7) - May 2025



## ● Training Course on Design Thinking to co-design the Mobile App

Place: Paris, France

Duration: 5 Days

Number of participants: 30 (05 each partner)

Dates: (Month 10) - September 2025



# Deliverables

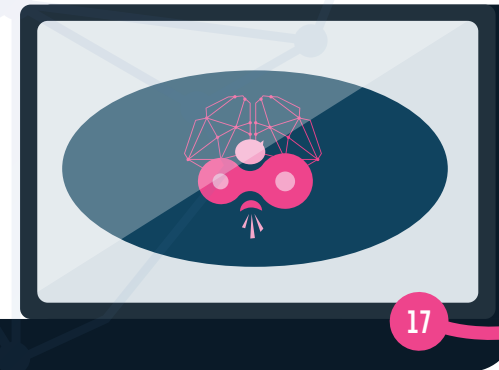
| Deliverables                                              | MONTH | DATE                  |
|-----------------------------------------------------------|-------|-----------------------|
| 5-Methodology Framework                                   | 03    | January 2025          |
| 6-Report on the Comparative study on hate speech          | 05    | March 2025            |
| 7-Training Course on AI and critical thinking             | 07    | May 2025              |
| 8-Repository of proposed strategies for AI in youth work  | 09    | July 2025             |
| 9-Training course on Design Thinking to co-design the APP | 10    | August–September 2025 |
| 10-Toolkit for CSOs on AI tools in youth work             | 14    | December 2025         |
| 11-Mobile App                                             | 14    | December 2025         |

## WP3 Social Hackathon: Together for Future

A 3-months blended Hackathon on innovative project ideas using AI in working with vulnerable youth, promoting methodologies that leverage AI. The Hackathon will involve STEM students especially women, youth workers and will be non-competitive (with a symbolic prize) and host experts as mentors to incentivize people's participation.

The project's Final Event (D4.6) will feature a final session and an awards ceremony, which will be attended by a jury consisting of institutions, experts, and relevant figures in the field of online communication.

The Consortium will evaluate the top projects for potential future implementation, both locally and internationally.





# Events Meetings and Mobilities

## International Hackathon & Final event:

Place: Paola, Italy

Duration: 02 Days

Number of participants: 30 (05 each partner)

Dates: (Month 20) June 2026



## Deliverables

| Deliverables                                   | MONTH | DATE          |
|------------------------------------------------|-------|---------------|
| 12-Methodology guidelines                      | 16    | February 2026 |
| 13-National Winners, final Project submissions | 19    | May 2026      |
| 14-International Competition – Award Ceremony  | 20    | June 2026     |



## WP4 Dissemination and Sustainability

This work package is designed to promote openness and exposure of the project's endeavours, raising awareness about the challenges it tackles. This involves communicating project results to stakeholders, organizations, and the public, contributing to debates focused on factors that support, improve, and inspire young groups dedicated to enhancing their communities.

Conducting workshops at local and national levels to share project outcomes with stakeholders and assess the initiative's impact. Attendance in European ICT policy events, like Eurodig, is expected to attract a wide audience.

All project outputs will be accessible in all consortium languages for universal access. Participants will utilize the project's social media platforms to share their creations.

Furthermore, the Consortium will host a Final Event upon completion of the project. The project's outcomes will be presented at the event. The event will involve local policymakers promoting the significance of youth work and improving new non-formal and digital learning techniques. It will provide an opportunity for international Youth Workers, Youngsters, and stakeholders to network and share ideas and experiences.

# Deliverables

| Deliverables                         | MONTH    | DATE          |
|--------------------------------------|----------|---------------|
| 15-Communication and Visibility Plan | 02       | December 2024 |
| 16-2 Short Movies                    | 20       | July 2026     |
| 17-Digital Campaigns                 | 07▶24    | 2026          |
| 18-Promotional Materials             | 07▶10▶24 | 2025/2026     |
| 19-Project Website                   | 24       | October 2026  |
| 20-Final Event                       | 20       | June 2026     |
| 21-Accompanying to Hackathon         | 20       | June 2026     |



# DELIVERABLES AND ROADMAP GENERATIVE AI 2024-2026

# Deliverables

- 1-Action Plan: to be delivered month 02 (**January 2025**)
- 2-Quality Assurance Plan: to be delivered month 02 (**January 2025**)
- 3-Evaluation reports: to be delivered month 13 and in month 24 (**November 2025 – October 2026**)
- 4-Internal Platform Digital tool for sharing information and documents among partners to be delivered month 01 (**November 2024**)
- 5-Methodology Framework: to be delivered month 03 (**January 2025**)
- 6-Report on the Comparative study on hate speech: to be delivered month 05 (**March 2025**)
- 7-Training Course on AI and critical thinking: to be delivered month 07 (**May 2025**)
- 8-Repository of proposed strategies for AI in youth work: to be delivered month 09 (**July 2025**)
- 9-Training course on Design Thinking to co-design the APP: to be delivered month 10 (**August –September 2025**)
- 10-Toolkit for CSOs on AI tools in youth work: to be delivered month 14 (**December 2025**)
- 11-Mobile App: to be delivered month 14 (**December 2025**)
- 12-Methodology guidelines: to be delivered month 16 (**February 2026**)
- 13-National Winners, final Project submissions: to be delivered month 19 (**May 2026**)
- 14-International Competition – Award Ceremony: to be delivered month 20 (**June 2026**)
- 15-Communication and Visibility Plan: to be delivered month 2 (**December 2024**)
- 16-2 Short Movies: to be delivered month 20 (**July 2026**)
- 17-Digital Campaigns: to be delivered month 7- 24 (**2026**)
- 18-Promotional Materials: to be delivered month 7-10-24 (**2025/2026**)
- 19-Project Website: to be delivered month 24 (**October 2026**)
- 20-Final Event: to be delivered month 20 (**June 2026**)
- 21-Accompanying to Hackathon to be delivered month 20 (**July 2026**)

# ROADMAP GENERATIVE AI 2024-2026

1

## Kick-off Meeting

Brussels - Belgium

3 Days

16 -19 January 2025

## Training Course on Design Thinking to co-design the Mobile App

Paris, France

5 Days

September 2025

3

2

## Training Course on AI and critical thinking

Nabeul, Tunisia

5 Days

May 2025





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# GENERATIVE AI

Youth sector challenges and impact



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