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ERASMUS+ | ERASMUS-YOUTH-2024-CB | Proposal No. 101185815

# GENERATIVE AI – YOUTH SECTOR CHALLENGES AND IMPACT

Work Package 3 – Social Hackathon: Together for Future



# SOCIAL Together for Future HACKATHON METHODOLOGY GUIDELINES

## DELIVERABLE 3.1

|                     |                                                                |
|---------------------|----------------------------------------------------------------|
| Lead Organisation   | AVEC – Association de volontariat et échange culturel (France) |
| Co-Lead             | Jordan Youth Innovation Forum – JYIF (Jordan)                  |
| Work Package        | WP3 – Social Hackathon: Together for Future                    |
| Deliverable No.     | D3.1                                                           |
| Due Date            | Month 16                                                       |
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### Disclaimer

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This document constitutes **Deliverable 3.1 (D3.1)** of the project **Generative AI – Youth Sector Challenges and Impact** (Proposal No. 101185815), funded under the Erasmus+ Programme (ERASMUS-YOUTH-2024-CB). It provides comprehensive methodology guidelines for all consortium partners involved in the organisation and implementation of the **Social Hackathon: Together for Future (Work Package 3)**.

These guidelines have been developed by AVEC (France), the WP3 co-lead, in close collaboration with Jordan Youth Innovation Forum (JYIF) and all six consortium partners. They serve as the primary operational reference document for all hackathon activities, from participant recruitment through to the international final event and follow-up support.

All partner organisations — Caleidoscopio (Italy), EuroMed EVE Belgium, AVEC (France), EuroMed EVE Tunisia, Jordan Youth Innovation Forum (Jordan), and EuroMed EVE Morocco — are expected to read, endorse, and implement these guidelines consistently across all six participating countries.

**Project :** Generative AI – Youth Sector Challenges and Impact

**Grant Agreement :** No. 101185815 | ERASMUS-YOUTH-2024-CB

**Deliverable :** D3.1 – Methodology Guidelines | Work Package 3

**Lead Author :** AVEC – Association de volontariat et échange culturel (France)

**Co-Author :** Jordan Youth Innovation Forum – JYIF (Jordan)

**Due Month :** Month 16 | Dissemination: Public (PU) |

**Language:** EN

## Hackathon Overview

**Hackathon Name**  
**Social Hackathon:**  
**Together for Future**

**Work Package**

WP3 – Social Hackathon: Together for Future

**Format**

Blended (online + in-person): national hackathons + international final

**Duration**

3 months (Months 17–20)

**Countries**

Italy, Belgium, France, Tunisia, Jordan, Morocco (6 countries)

**Total Teams**

30 teams (5 per country)

**Team Size**

5 members per team + 1 dedicated mentor

**Total Participants**

Approx. 150 participants + 30 mentors

**Competition Format**

Non-competitive with symbolic prize for national and international winners

**International Final**

Paola, Italy – Month 20 (hosted by Caleidoscopio)

**WP3 Leads**

AVEC (France) + Jordan Youth Innovation Forum – JYIF (Jordan)

## 2.1 Purpose and Rationale

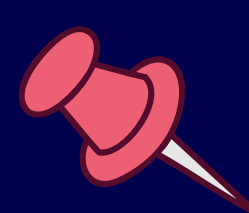
The Social Hackathon: Together for Future is designed to foster innovation at the intersection of **Artificial Intelligence and youth work**. It mobilises diverse stakeholders — youth workers, educators, students, young people, and social experts — around a shared challenge: developing **AI-powered solutions to counter hate speech and promote social inclusion** for vulnerable youth.

The hackathon is grounded in the belief that the most impactful solutions to social challenges emerge when technology meets lived experience. By bringing together multidisciplinary teams across six Euro-Mediterranean countries, it creates a unique transnational laboratory for socially responsible innovation.

## 2.2 Hackathon Themes

All projects must address at least one of the following thematic areas:

- ✿ AI-powered tools for detecting, monitoring, or countering online hate speech targeting youth
- ✿ Digital platforms and applications promoting inclusive narratives and intercultural dialogue
- ✿ AI-based educational tools fostering media literacy and critical thinking among young people
- ✿ Technology solutions supporting youth workers in identifying and responding to radicalisation risks
- ✿ Innovative counter-narrative systems using generative AI to create positive, inclusive content
- ✿ Ethical business models for digital enterprises serving youth wellbeing

 *Note : Projects must demonstrate a clear understanding of the target population (vulnerable youth and youth workers), propose a technically feasible use of AI, and reflect sensitivity to cultural diversity across the Euro-Mediterranean region.*

The hackathon unfolds across two interconnected phases, building progressively from national context to international collaboration.

## PHASE 1

### National Hackathons (Months 17–19)

**Duration :** 3 months (Weeks 1–12 per country)

**Location :** Each of the 6 partner countries – online launch + local in-person events

**Participants :** 5 teams × 5 members + 1 mentor each = 25 participants + 5 mentors per country

#### Description :

Each country runs a national hackathon including open call, team formation, 5-week capacity building programme, mentorship sessions, and national pitch day. The winning team advances to the International Final in Italy.

## PHASE 2

### International Hackathon & Final Event (Month 20)

**Duration :** 2 days – Month 20

**Location :** Paola, Italy (hosted by Caleidoscopio)

**Participants :** 6 national winning teams (30 participants) + international jury + keynote speakers + stakeholders

#### Description :

National winners present solutions before an international panel. One overall winning team is selected and awarded a symbolic prize, plus ongoing accompaniment and follow-up support (Months 21–23).

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Team Composition

Each team must include exactly 5 members representing different backgrounds. This multidisciplinary composition is a core design principle ensuring solutions are both technically sound and socially grounded. In addition, each team is assigned one dedicated mentor (external to the team).

| Role                 | Profile / Background                                                | Expected Contribution                                                                             |
|----------------------|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| 1 Youth Worker       | Active in NGO or youth organisation, 18–45 years                    | Field experience, understanding of youth needs; anchors solutions in practical youth work reality |
| 1 STEM Student       | University student in IT, engineering, or data science              | Technical AI expertise; responsible for feasibility and implementation of technology component    |
| 1 Teacher / Educator | Secondary or tertiary, formal or non-formal education               | Pedagogical design; ensures solutions are age-appropriate and educationally sound                 |
| 1 Young Person       | Age 18–25, ideally with lived experience relevant to theme          | End-user perspective; ensures solutions are youth-friendly and address real needs                 |
| 1 Expert             | Specialist in social discrimination, hate speech, or digital rights | Thematic depth; advises on ethical considerations, social impact, and policy                      |

Each team is also assigned 1 dedicated mentor (external to the team) who provides guidance throughout the full 3-month development process. Teams should recruit at least 2 reserve members to mitigate dropout risk.

Each of the 30 teams is paired with one experienced mentor. Mentors bring expertise in one or more of: AI and technology, youth work, social entrepreneurship, policy and advocacy, or social discrimination.

## 5.1 Mentor Responsibilities

- Participate in the orientation session prior to hackathon launch
- Provide a minimum of 3 mentorship sessions across the hackathon duration  
(Rounds 1, 2, and final coaching)
- Offer guidance on project framing, feasibility, and impact potential
- Review and provide feedback on submitted progress reports
- Attend the national judging event and, where possible, the international final
- Complete mentor feedback forms at mid-point and end of hackathon

## 5.2 Mentor Recruitment

Each partner organisation is responsible for recruiting 5 mentors from their national network.

Mentors may be drawn from universities, NGOs, tech companies, public institutions, or civil society organisations. AVEC will provide a shared mentor profile template and briefing package.

## Participant Eligibility

To participate, applicants must meet the following criteria:

- Resident in one of the 6 partner countries (Italy, Belgium, France, Tunisia, Jordan, Morocco)
- Aged 18 or above
- Able to communicate in English or the national language used by the partner organisation
- Willing to commit to the full 3-month hackathon process
- Applying as part of, or willing to join, a multidisciplinary team
- Agreement to the hackathon Code of Conduct and GDPR data protection terms

## Open Call Process

Each partner organisation launches and manages an open call in their country. The application form model (developed by JYIF) is available at: <https://forms.gle/o1jBaLbrptcFTQiN9> — partners adapt with national language versions. The process must follow these steps:

1. Publish the open call at least 6 weeks before national hackathon launch
2. Use AVEC-provided templates for call text, ensuring consistency across countries
3. Disseminate through partner networks, social media, universities, NGOs, and local youth organisations
4. Collect applications via the standardised online form
5. Review and score applications using the selection criteria matrix (Section 6.3)
6. Notify selected participants within 2 weeks of the application deadline
7. Maintain a reserve list of at least 5 additional qualified applicants

## 6.3 Selection Criteria Matrix

To participate, applicants must meet the following criteria:

| CRITERION                                        | WEIGHT | DESCRIPTION                                                                                               |
|--------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------|
| MOTIVATION AND COMMITMENT TO THE HACKATHON THEME | 25%    | CLEAR UNDERSTANDING OF HATE SPEECH / AI CHALLENGES AND PERSONAL MOTIVATION TO ADDRESS THEM                |
| RELEVANCE OF BACKGROUND / EXPERTISE TO TEAM ROLE | 25%    | EXPERIENCE OR SKILLS ALIGNED WITH THE REQUESTED PROFILE (YOUTH WORKER, STEM, EDUCATOR, ETC.)              |
| QUALITY OF INITIAL PROJECT IDEA                  | 20%    | CLARITY, FEASIBILITY, AND ORIGINALITY OF THE SUBMITTED CONCEPT NOTE                                       |
| DIVERSITY AND INCLUSION                          | 15%    | PRIORITY GIVEN TO APPLICANTS FROM UNDERREPRESENTED GROUPS, MINORITIES, OR FEWER-OPPORTUNITIES BACKGROUNDS |
| COLLABORATIVE AND TRANSNATIONAL CAPACITY         | 15%    | EVIDENCE OF EXPERIENCE WORKING IN DIVERSE TEAMS OR INTERCULTURAL SETTINGS                                 |

## 7

## Evaluation Criteria

The same evaluation framework applies at both national and international levels. Scores are provided by jury members on a scale of 1–10 per criterion. Final scores are weighted averages. In the event of a tie, the jury deliberates to reach consensus.

| EVALUATION CRITERION                | WEIGHT | KEY ASSESSMENT QUESTIONS                                                                                |
|-------------------------------------|--------|---------------------------------------------------------------------------------------------------------|
| INNOVATION AND CREATIVITY           | 25%    | DOES THE SOLUTION PROPOSE A NOVEL USE OF AI? IS THE APPROACH ORIGINAL AND CREATIVE?                     |
| SOCIAL IMPACT AND RELEVANCE         | 25%    | HOW SIGNIFICANT IS THE POTENTIAL IMPACT ON VULNERABLE YOUTH?<br>DOES IT ADDRESS A DOCUMENTED NEED?      |
| TECHNICAL FEASIBILITY               | 20%    | IS THE AI COMPONENT TECHNICALLY VIABLE? IS THE PROPOSED IMPLEMENTATION REALISTIC?                       |
| REPLICABILITY AND SCALABILITY       | 15%    | CAN THE SOLUTION BE ADAPTED OR SCALED TO DIFFERENT NATIONAL AND CULTURAL CONTEXTS?                      |
| TEAM COLLABORATION AND PRESENTATION | 15%    | DOES THE TEAM DEMONSTRATE EFFECTIVE MULTIDISCIPLINARY COLLABORATION? IS THE PITCH CLEAR AND COMPELLING? |

## 7.1 Project Submission Requirements

### AT LAUNCH (MONTH 17 / WEEK 1):

- Team registration form with member profiles
- Initial project pitch: concept note (max. 500 words + optional 1-page concept sheet)
- Statement of commitment signed by all team members

### AT MID-POINT CHECK-IN (MONTH 18 / WEEK 8):

- Progress report (max. 300 words) submitted to national partner
- Updated project concept or prototype description
- Evidence of completed mentorship Round 1 meeting

### AT NATIONAL SUBMISSION (MONTH 19 / WEEK 12):

- Final project presentation (max. 10 slides)
- Short demo video or prototype walkthrough (max. 3 minutes)
- Written project description (max. 1,500 words): problem addressed, AI solution, impact pathway, sustainability plan

## 8

## Jury Composition

### 8.1

### National Jury

Each partner country assembles a national jury of 3–5 professionals. The jury must include:

- 1 representative from the local partner organisation
- 1 AI or technology professional
- 1 representative from the youth sector (NGO, local authority, or social service)
- 1 policymaker or institutional representative (recommended)
- 1 young person representative aged 18–25 (recommended)

## 8.2 International Jury

The International Final jury consists of 5–7 members selected by consortium consensus. The jury must represent at least 4 different countries and include expertise in AI, youth work, social innovation, and policy. All jury members must declare any conflict of interest prior to the event.

## 9

## Hackathon Rules and Code of Conduct

All participants, mentors, jury members, and organisers are expected to uphold the following principles throughout the hackathon:

| Principle           | Description                                                                                           |
|---------------------|-------------------------------------------------------------------------------------------------------|
| Respect and Dignity | Treat all participants with respect regardless of background, identity, or opinion                    |
| Inclusion           | Actively foster an environment where all voices are heard and valued                                  |
| Integrity           | All work must be original; use of existing tools and open-source resources must be clearly attributed |
| Confidentiality     | Respect the privacy of all participants; do not share personal data without consent                   |
| Non-Discrimination  | Zero tolerance for hate speech, harassment, or discriminatory behaviour within the hackathon          |
| Commitment          | All team members are expected to participate actively throughout the full hackathon duration          |

*Violation of the code of conduct may result in disqualification. The national partner serves as the first point of contact for conduct complaints. All participants must sign the Code of Conduct form at registration.*

| Organisation                           | Key Responsibilities                                                                                                                                                                                            |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AVEC (France) WP3 Co- Lead             | Develop and distribute hackathon methodology guidelines (D3.1); design promotional materials; coordinate overall hackathon process; prepare national winners for international final; lead Phase 2 preparation. |
| JYIF (Jordan) WP3 Co-Lead              | Coordinate national hackathon implementation across all 6 countries; develop the application form model; lead hackathon follow-up programme for winning teams; compile and submit D3.2 national report.         |
| Caleidoscopio (Italy) WP1 / Final Host | Host the International Final/Multiplier Event in Paola, Italy; provide logistics; lead international award ceremony; connect winning teams with follow-up opportunities.                                        |
| All Partners                           | Launch and manage national open calls; form and support teams; recruit and brief mentors; organise national jury and judging; submit documentation; promote hackathon nationally.                               |
| EuroMed EVE Maroc WP4 Lead             | Lead digital campaigns and social media visibility; ensure Erasmus+ branding compliance; document and disseminate hackathon outcomes nationally and internationally.                                            |

# Detailed Phase-by-Phase Timeline

The national hackathon runs over 4 months total (including follow-up), structured in 5 phases. Each national partner follows this schedule independently but in parallel.

## Phase 1 – Preparation and Launch (Weeks 1–4)

| WEEK   | ACTIVITY                                                                                                              | OUTPUT                                               |
|--------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| WEEK 1 | INTERNAL COORDINATION WITH PROJECT PARTNERS. FINALISE HACKATHON STRUCTURE, EVALUATION CRITERIA, AND MENTOR SHORTLIST. | COORDINATION MEETING MINUTES; MENTOR SHORTLIST.      |
| WEEK 2 | LAUNCH OPEN CALL FOR PARTICIPATION (YOUTH WORKERS, TEACHERS,TECH STUDENTS, SOCIAL EXPERTS).                           | PUBLISHED CALL &AMP; APPLICATION FORM (ONLINE).      |
| WEEK 3 | COLLECT APPLICATIONS AND CONDUCT SELECTION PROCESS (INTERVIEWS/REVIEW).                                               | SELECTED TEAMS + PARTICIPANT LIST (GENDER-BALANCED). |
| WEEK 4 | ORIENTATION SESSION AND KICKOFF MEETING: INTRODUCE PROJECT GOALS, HACKATHON RULES, AND SCHEDULE.                      | KICK-OFF SLIDES, PHOTOS, AND ATTENDANCE SHEET.       |

## Phase 2 – Capacity Building and Ideation (Weeks 5–8)

| WEEK   | ACTIVITY                                                                                                          | OUTPUT                                       |
|--------|-------------------------------------------------------------------------------------------------------------------|----------------------------------------------|
| WEEK 5 | TRAINING WORKSHOPS 1+2: AI FOR SOCIAL GOOD + DESIGN THINKING FOR CHANGE                                           | PARTICIPANT REFLECTIONS + TRAINER SLIDES.    |
| WEEK 6 | TRAINING WORKSHOPS 3+4: EMOTIONAL INTELLIGENCE &AMP; LEADERSHIP +DIGITAL STORYTELLING &AMP; ETHICAL COMMUNICATION | TEAMS IDENTIFY THEIR CHALLENGE STATEMENT.    |
| WEEK 7 | TRAINING WORKSHOP 5: FROM IDEA TO PROTOTYPE &AMP; PITCHING                                                        | TEAMS BEGIN CONCEPT DESIGN.                  |
| WEEK 8 | MENTORSHIP ROUND 1: ONLINE CHECK-IN &AMP; IDEA REFINEMENT WITH ASSIGNED MENTORS.                                  | MENTOR FEEDBACK FORM + UPDATED CONCEPT NOTE. |

Phase 3 – Development and Mentoring (Weeks 9–11)

| WEEK    | ACTIVITY                                                             | OUTPUT                                |
|---------|----------------------------------------------------------------------|---------------------------------------|
| WEEK 9  | TEAMS WORK ON PROTOTYPES (APP MOCK-UPS, CAMPAIGNS, OR AI SOLUTIONS). | DRAFT PROTOTYPES OR STORYBOARDS.      |
| WEEK 10 | MENTORSHIP ROUND 2 + PEER FEEDBACK SESSION.                          | UPDATED PROTOTYPE + EVALUATION NOTES. |
| WEEK 11 | FINAL MENTORSHIP ROUND: PRESENTATION COACHING & DEMO TESTING.        | READY-TO-PRESENT PROJECT PITCH.       |

Phase 4 – National Hackathon Pitch Day (Week 12)

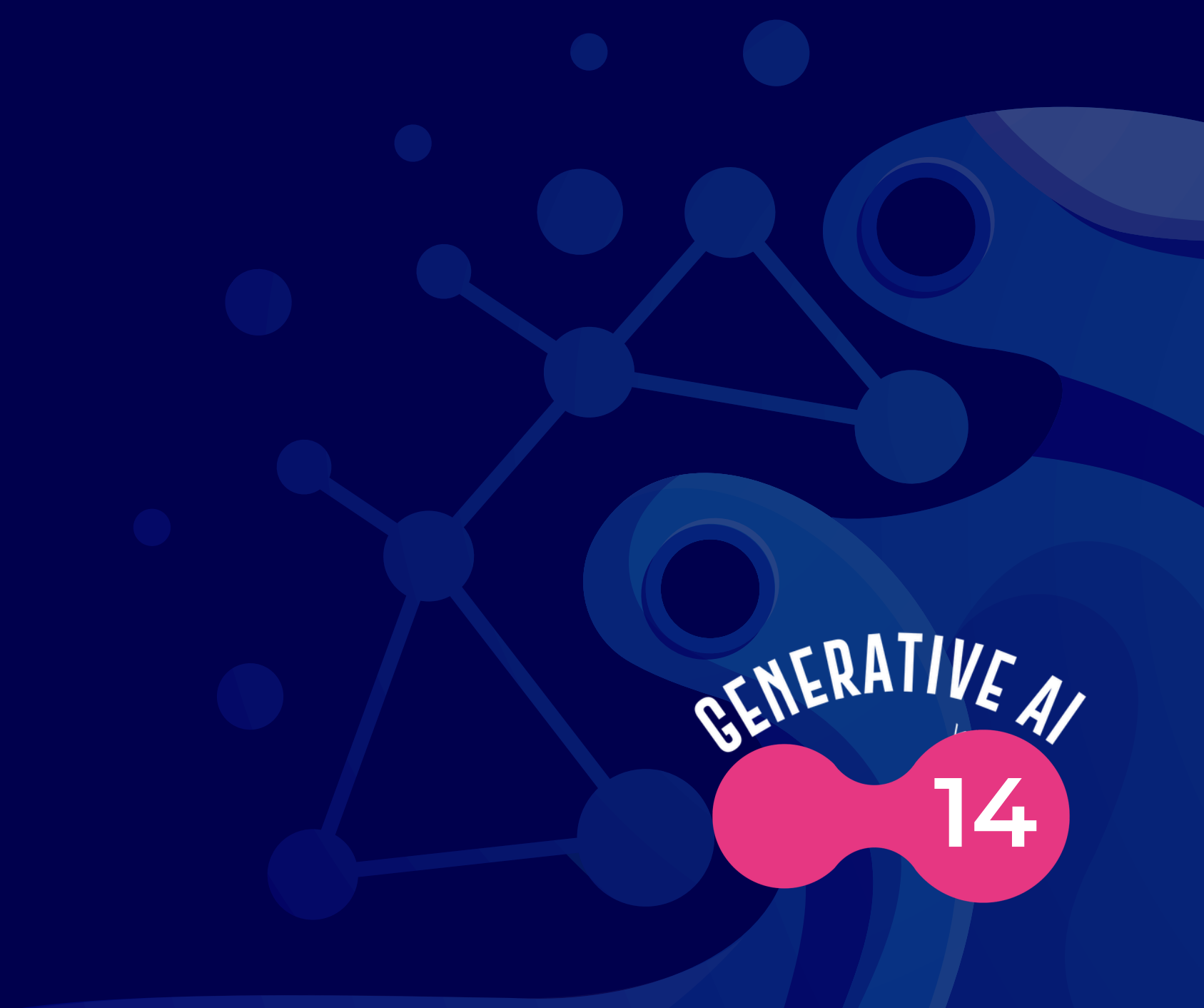
| ACTIVITY                                                                                    | OUTPUT                                                                     |
|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| PUBLIC PITCH EVENT — TEAMS PRESENT TO NATIONAL JURY (AI EXPERTS, EDUCATORS, YOUTH LEADERS). | FINAL SCORING SHEETS + PHOTO/VIDEO DOCUMENTATION.                          |
| JURY DELIBERATION AND WINNER ANNOUNCEMENT.                                                  | WINNING TEAM SELECTED TO REPRESENT THE COUNTRY AT THE INTERNATIONAL FINAL. |
| AWARD CEREMONY AND CLOSING REMARKS.                                                         | CERTIFICATE, SYMBOLIC AWARD, PRESS RELEASE.                                |

Phase 5 – Reporting and Follow-Up (Weeks 13–16)

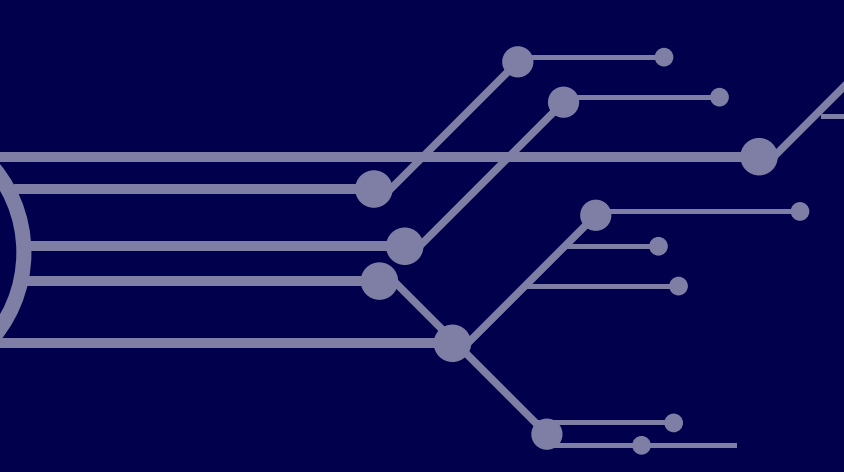
| WEEK        | ACTIVITY                                                                                                          | OUTPUT                                      |
|-------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| WEEKS 13–14 | COMPILE FINAL NATIONAL REPORT (D3.2): PARTICIPANT LIST, ATTENDANCE, MEDIA COVERAGE, OUTCOMES, EVALUATION RESULTS. | SUBMITTED NATIONAL HACKATHON REPORT (D3.2). |
| WEEKS 15–16 | CONTINUOUS MENTORSHIP FOR WINNING TEAM IN PREPARATION FOR THE INTERNATIONAL HACKATHON IN ITALY (M20).             | UPDATED PROTOTYPE + MENTOR REPORT.          |

# Master Project Timeline (All Countries)

| MONTH   | MILESTONE                        | ACTIVITIES                                                                                         |
|---------|----------------------------------|----------------------------------------------------------------------------------------------------|
| M16     | METHODOLOGY GUIDELINES PUBLISHED | AVEC PUBLISHES D3.1; DISTRIBUTION TO ALL PARTNERS; ORIENTATION WEBINAR FOR PARTNERS AND MENTORS    |
| M17     | NATIONAL HACKATHON LAUNCH        | OPEN CALLS LAUNCHED; TEAM REGISTRATION; MENTOR BRIEFING; ONLINE LAUNCH EVENT WITH ALL TEAMS        |
| M17–M19 | DEVELOPMENT PHASE                | TEAMS DEVELOP SOLUTIONS WITH MENTOR GUIDANCE; 5 TRAINING WORKSHOPS; MONTHLY CHECK-INS              |
| M18     | MID-POINT REVIEW                 | PROGRESS REPORTS BY ALL TEAMS; MENTORSHIP ROUND 1 COMPLETED; PARTNERS SHARE UPDATES WITH AVEC/JYIF |
| M19     | NATIONAL PITCH DAYS              | TEAMS PRESENT TO NATIONAL JURY; NATIONAL WINNERS SELECTED; PROJECT SUBMISSIONS ARCHIVED            |
| M20     | INTERNATIONAL FINAL              | NATIONAL WINNERS TRAVEL TO PAOLA, ITALY; 2-DAY INTERNATIONAL FINAL; AWARD CEREMONY                 |
| M21–M23 | FOLLOW-UP PROGRAMME              | JYIF LEADS ACCOMPANIMENT FOR WINNING TEAM: NETWORKING, FUNDING SUPPORT, VISIBILITY ACTIVITIES      |

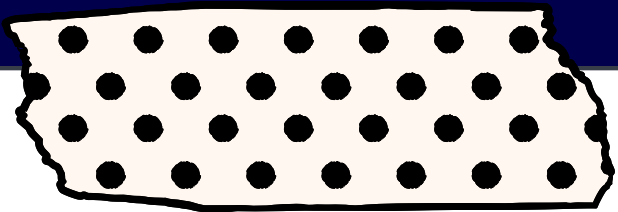
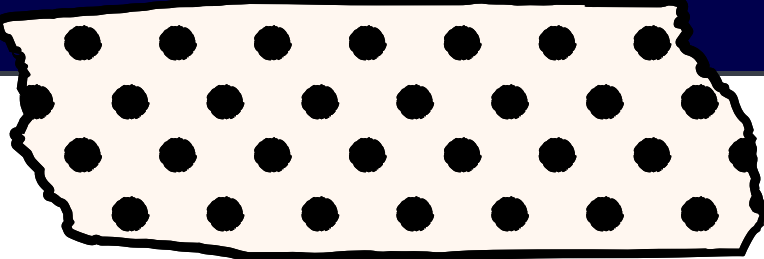


12



# Training Modules – Capacity Building Programme

The 5-week capacity building programme (Phase 2, Weeks 5–8) is delivered through five thematic training modules. Each module is designed to be facilitated by national partners using the accompanying trainer packs and participant handouts.

| MODULE 1                                                                                                        | INTRODUCTION TO AI FOR SOCIAL GOOD3 hours                                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div></div> <div>Purpose</div> | <div></div> <div>Build a common, non-technical understanding of AI, how it shapes online communication, how it can both amplify and mitigate hate speech, and introduce ethical guardrails.</div>                                                                                                                                                   |
| <div>Learning Outcomes</div>                                                                                    | <div><ul style="list-style-type: none"><li>• Explain basic AI concepts (ML, model, training data, bias) in plain language</li><li>• Identify concrete ways AI influences online discourse and youth experiences</li><li>• Recognise opportunities and risks of using AI to detect / counter hate speech</li><li>• Articulate ethical concerns (bias, false positives, freedom of expression) and mitigation strategies</li></ul></div> |

**MODULE 2**

**DESIGN THINKING FOR CHANGE**

4 hours

**Purpose**

Give teams a human-centred framework (Design Thinking) to define real problems related to hate speech and ideate practical, user-focused solutions.

**Learning Outcomes**

- Apply the five Design Thinking stages (Empathise, Define, Ideate, Prototype, Test) to a youth-work problem
- Produce a clear challenge statement based on user needs
- Generate diverse solution ideas and choose one to prototype
- Build a low-fidelity prototype (paper, storyboard, or mockup)

**MODULE 3**

**EMOTIONAL INTELLIGENCE & INNER LEADERSHIP**

3 hours

**Purpose**

Build participants' capacity to manage emotions individually and in teams – crucial for constructive work around charged topics such as hate speech.

**Learning Outcomes**

- Recognise emotional triggers and common reactions to online hate speech
- Practise tools to self-regulate (breathing, pause, reframe) before responding in digital environments
- Apply inner-leadership principles to teamwork: listening, feedback, conflict de-escalation

**MODULE 4**

**DIGITAL STORYTELLING & ETHICAL COMMUNICATION** 3 hours

**Purpose**

Teach teams how to craft positive narratives and counter-narratives using digital media and ethical messaging – a key prevention strategy against hate speech.

**Learning Outcomes**

- Analyse language and framing in messages (how word choice changes perception)
- Create short digital narratives (text, image carousel, short video script) that promote inclusion
- Apply ethical guidelines when producing content: consent, privacy, non-stigmatising language

**MODULE 5**

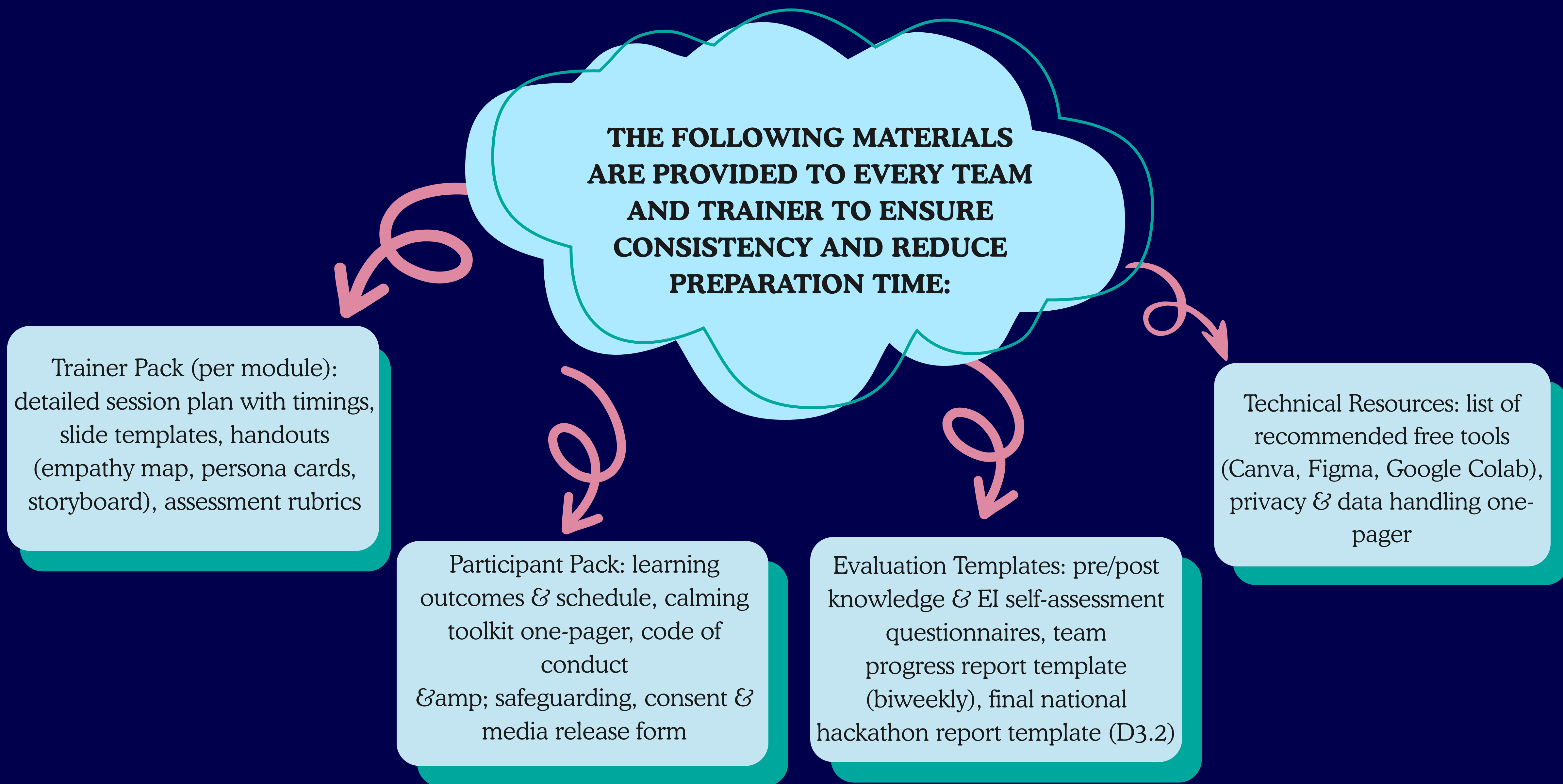
**FROM IDEA TO PROTOTYPE & PITCHING** 4 hours

**Purpose**

Help teams convert ideas into practical demos and prepare concise, persuasive pitches for judges and stakeholders.

**Learning Outcomes**

- Translate concepts into simple prototypes (wireframe, clickable mock, demo video, campaign plan)
- Deliver a clear 5-minute pitch covering: problem, solution, AI component, impact, and next steps
- Integrate mentor feedback quickly and iterate on the design



## 13 Promotional Materials and Visibility

AVEC, in collaboration with EuroMed EVE Maroc (WP4), develops a suite of promotional materials to support the open call and maximise reach across all 6 partner countries.

### 13.1 Materials to be Produced

- Open Call Poster (digital and print-ready): available in English + all consortium languages
- Application Form: standardised online form (Google Forms model by JYIF), adaptable for national languages
- Social Media Pack: ready-to-use posts, banners, and graphics for Facebook, Instagram, LinkedIn, TikTok, and X/Twitter
- Hackathon One-Pager: concise overview for distribution to universities, NGOs, and youth organisations
- Teaser Video Script: max. 90 seconds — each partner records a version in their national language
- Email Newsletter Template: for distribution to partner mailing lists
- Promotional Branding Kit: logos, colour palette, fonts, and visual guidelines

## 13.2 Erasmus+ Visibility Requirements

All materials must comply with Erasmus+ visibility requirements:

- ▶ Display the Erasmus+ logo and the EU co-funding statement: “Co-funded by the European Union”
- ▶ Display the project name: Generative AI
- ▶ Follow the AVEC/WP4 branding guidelines for visual consistency across countries
- ▶ All materials must be approved by AVEC before publication (submit drafts at least 10 working days before planned release)

## 14

## Data Protection and Ethical Considerations

All hackathon activities must comply with applicable data protection legislation, including the EU General Data Protection Regulation (GDPR) and equivalent national frameworks in partner countries.

- **Informed consent: all participants must provide written consent for data collection prior to participating**
- **Data minimisation: only data strictly necessary for hackathon administration should be collected**
- **Anonymisation: personal data must be anonymised in all publicly shared reports and outputs**
- **Data Protection Officers: each partner designates one DPO responsible for compliance at national level**
- **Audio-visual documentation: requires explicit individual consent; use the provided consent form.**

Partners must also ensure activities adhere to the project’s broader ethical commitments: gender equality, inclusion of persons with fewer opportunities, and respect for cultural diversity across the Euro-Mediterranean region.

Partners are required to document all hackathon activities and submit the following to AVEC/JYIF:

| WEEK                                              | ACTIVITY         | OUTPUT                               |
|---------------------------------------------------|------------------|--------------------------------------|
| SIGNED ATTENDANCE LISTS (ALL EVENTS)              | NATIONAL PARTNER | WITHIN 3 DAYS OF EACH EVENT          |
| PHOTOS AND/OR VIDEO RECORDINGS (WITH CONSENT)     | NATIONAL PARTNER | WITHIN 1 WEEK OF EACH EVENT          |
| COMPLETED APPLICATION FORMS FROM ALL TEAM MEMBERS | NATIONAL PARTNER | WEEK 4 (MONTH 17)                    |
| TEAM PROGRESS REPORTS (MID-POINT)                 | NATIONAL PARTNER | WEEK 8 (MONTH 18)                    |
| FINAL PROJECT SUBMISSIONS FROM ALL TEAMS          | NATIONAL PARTNER | WEEK 12 (MONTH 19)                   |
| NATIONAL JURY SCORING SHEETS                      | NATIONAL PARTNER | PITCH DAY (MONTH 19)                 |
| NATIONAL PARTNER EVENT REPORT (D3.2)              | JYIF (COORD.)    | WITHIN 2 WEEKS OF NATIONAL PITCH DAY |
| INTERNATIONAL FINAL DOCUMENTATION (D3.3)          | CALEIDOSCOPIO    | MONTH 20                             |
| HACKATHON FOLLOW-UP PROGRAMME PLAN (D3.4)         | JYIF             | MONTH 21                             |