



Artificial Intelligence for Operating Manual











Project title

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1. Introduction to the Erasmus+ Project FAITH

The Erasmus+ project **FAITH** emerged from a key insight: accessible, free-to-use AI tools are rapidly reshaping society, and organizations that fail to adopt them risk falling behind. AI's potential to optimize processes is increasingly clear, yet remains largely untapped within **Youth Work**. FAITH aims to bridge this gap by integrating AI into youth work practices, helping organizations stay relevant and effective as technology advances.

This collaborative project is led by **Associazione Agenzia per la Promozione dei Giovani** in Naples, Italy, alongside partners **Inercia Digital** from Huelva, Spain, and **Udruga za promicanje pozitivne afirmacije mladih u društvu "Impress"** from Daruvar, Croatia. Together, they seek to empower youth organizations to keep pace with technological change and address the unique challenges faced by today's youth, who are deeply influenced by digital communication and online interactions.

FAITH's primary goal is to make Youth Work more efficient while strengthening the capacity of youth organizations to support their communities. Specifically, FAITH seeks to:

- Enhance quality and innovation in Youth Work,
- Support digital transformation by building digital skills and resilience,
- Develop AI-based solutions for more effective Youth Work processes, and
- Equip youth workers and stakeholders with practical AI competencies.

Through this approach, FAITH promotes impactful youth work by identifying improvement areas, supporting data-driven decisions, and sharing knowledge through a comprehensive **Manual on Artificial Intelligence in Youth Work**. This guide will offer practical instructions for integrating AI, enabling organizations to embrace digital readiness and better serve the next generation.



2. Introduction to Artificial Intelligence and its application on the youth work

History of Al

Artificial Intelligence (AI) is a branch of computer science dedicated to creating systems that perform tasks typically requiring human intelligence—learning from experience, processing language, recognizing patterns, solving complex problems, and making decisions. These systems use advanced algorithms and models to simulate cognitive functions, enabling them to process information like text, images, and audio with speed and precision. By analyzing vast volumes of data in real time, AI can offer insights and solutions in ways that would be challenging for humans alone.

The idea of intelligent machines has intrigued humanity for centuries, appearing in myths and early literature. But it wasn't until the mid-20th century that AI became a viable scientific pursuit. In the 1940s and 1950s, pioneers like **Alan Turing** laid the theoretical groundwork with breakthroughs in computation and algorithms. Turing's 1950 paper, Computing Machinery and Intelligence, proposed the **Turing Test** as a measure of a machine's ability to exhibit human-like intelligence.

The formal study of AI began in 1956 at the **Dartmouth Conference**, organized by John McCarthy, Marvin Minsky, Nathaniel Rochester, and Claude Shannon. This event, often seen as the "birth of AI," sparked early research focused on symbolic AI, where programs used symbols and logic to simulate reasoning. Notable projects included **Logic Theorist** (capable of proving mathematical theorems) and **General Problem Solver**, both designed by Allen Newell and Herbert A. Simon to tackle a broad range of problems using algorithmic approaches.

In the 1960s and 1970s, optimism in AI led to the creation of programs like **ELIZA**, an early natural language processing chatbot, and **SHRDLU**, which could manipulate objects in a virtual space. However, limited computing power and unmet expectations eventually led to the "AI winter" of the 1970s and 1980s — a period marked by reduced funding and interest.

The 1980s and 1990s saw a resurgence as AI researchers shifted focus to **machine learning** — where algorithms learn patterns directly from data rather than relying solely on predefined rules. During this period, neural networks, inspired by the human brain, began to emerge as a powerful tool. In 1997, IBM's **Deep Blue** showcased the



strength of AI in specialized tasks by defeating world chess champion Garry Kasparov.

With the dawn of the 21st century, advancements in data availability, computational power, and **deep learning** (a subset of machine learning) ignited a new era of AI. Deep learning involves training multi-layered neural networks on large datasets, enabling them to recognize complex patterns. This era saw landmark achievements, such as Google **DeepMind's AlphaGo**, which defeated top human players in Go, a complex board game, demonstrating AI's growing capability in strategic decision-making. Today, AI is applied across numerous industries, from healthcare to finance, transforming our daily lives and enabling new possibilities.

From its theoretical roots in symbolic reasoning to modern machine learning and deep learning applications, AI has evolved into a field with immense potential to revolutionize industries, address global challenges, and enrich daily life. As AI technology advances, it continues to expand the boundaries of what machines can achieve, making it one of the most transformative fields of our time.

Al and Youth Work

The **FAITH Project** is pioneering the integration of **Artificial Intelligence (AI)** in youth work to elevate the quality, efficiency, and impact of youth organizations. As AI becomes increasingly accessible and free to use, FAITH recognizes the potential it holds for improving how youth organizations operate, especially by automating repetitive tasks, enhancing data analysis, and streamlining communications. This shift allows youth workers to focus on building direct, meaningful interactions with young people, reducing administrative burdens like scheduling, data entry, and managing inquiries. By handling these tasks, AI frees youth workers to concentrate on mentorship and program development, ultimately creating a more direct, impactful approach to youth engagement.

FAITH focuses on analyzing the processes within three organizations actively involved in youth work, identifying which AI tools can enhance these processes most effectively. These findings form the foundation of this manual, showcasing the practical applications of AI in youth work and illustrating its potential to foster highquality, efficient operations that benefit youth organizations and the communities they serve.

Preliminary research with consortium members pinpointed numerous applications for AI across youth work. AI can streamline organizational functions by automating



processes like data management and scheduling, offering real-time support through chatbots, or enhancing marketing efforts by generating effective logos and graphics. Al can also be used to understand young people's interests more deeply, analyzing data to identify needs and interests so that services can be better tailored. This potential for personalization allows youth workers to engage with youth on a more individualized level, making interactions more relevant and impactful.

Beyond efficiency, FAITH seeks to empower youth organizations to better understand and address the needs of young people. AI provides advanced data analysis capabilities, allowing organizations to identify trends, preferences, and challenges in their communities. These insights enable more targeted decision-making, ensuring programs are closely aligned with the specific needs of the youth. By supporting informed decision-making, AI helps organizations offer more relevant, effective programs, directly benefiting young people.



3. Process and tool selection methodology

With a vast landscape of AI tools available online, selecting the right solutions can be overwhelming. The FAITH team therefore adopted an organizational processcentric approach, closely examining the core functions of youth work to identify areas where AI could have the greatest impact. This method focused on both visible, frontoffice functions (such as marketing and direct youth engagement) and essential backoffice functions (such as HR and finance), ensuring a comprehensive review of where AI could add value.

For youth-focused organizations, critical functions include program management, communications, external relations, quality monitoring, and youth service. FAITH's team identified over fifty specific processes in these areas, selecting those most suitable for AI enhancement based on feasibility and strategic relevance. Using Business Process Modeling Notation (BPMN), the team mapped out these processes to pinpoint key activities where AI could be beneficial. For instance, a seemingly simple task like social media posting was broken down into design, content creation, strategy, and publishing steps, revealing where AI tools could streamline operations or improve engagement.

FAITH took a structured approach to identify the most suitable AI tools by conducting a thorough search and assessment of available solutions. Each AI tool was evaluated based on **functionality**, **accessibility**, **and stability**, focusing on tools that could be easily used by individuals without technical backgrounds. For each key process, FAITH identified two different tools and established specific performance indicators (KPIs) to measure the impact of AI tools in real-world applications. KPIs were computed both with and without the use of each tool, providing a clear comparison of the AI-enhanced versus traditional approaches. These KPIs were essential in identifying where AI introduced measurable improvements.

To offer practical guidance to readers, the results of this evaluation are presented in detailed tables within the manual, outlining the selected tools alongside information on their capabilities, advantages, and limitations. An annex also provides descriptions of each KPI used, enabling readers to understand the metrics that informed FAITH's selection process. This transparent and data-driven approach ensures that youth organizations can make informed decisions on integrating AI into their processes, grounded in evidence of the tangible benefits AI tools can bring to their operations.



3.1 Tools per process

Process	ТооІ
Video editing and video creation	Lumen5 - Descript
PPT creation	Zoho Show - Prezi
Communication with partner (co- operative platform)	Asana - Teams
Evaluation of application	Manatal - Recruit CRM
Taking minutes of call	Otter AI - Fathom
Analysing impact on social media	Brandwatch - SocialBee
Translations	Smartcat - DeepL
Project management	Taskade - Notion
Creation of images VI based	Freepic - Ideogram
App or website creation	Wix - Builder
Dissemination	Hootsuite - Buffer
Creation of communication	Jasper AI - Hubspot
Context-Need Analysis	Perplexity - Copilot AI
Automatic updates to community	WordTune - Piktochart
Software automation and consultancy relative to Communication	Jasper AI - Chat GPT



4. Processes and Tools | DATASHEETS





4.1. Video editing and video creation

Video creation involves planning, recording, and assembling footage to convey a story or message. It includes concept development, scripting, gathering media, and editing clips with transitions, effects, and sound to create a polished, cohesive video.





PERFORMANCE	LUMEN 5	DESCRIPT
Time needed to create video piece	-71,43%	-64,29%
Quality in message and aesthetics	+5,56%	+16,29%
Engagement generated	+14,23%	+19,59%

Performance compared with similar tasks done without Al tools. See Chapter 5.2 for more information about KPIs and tests.





4.2. PPT creation

The PPT creation process involves organizing content into key points, structuring slides for logical flow, and designing layouts with cohesive colors and fonts. Visuals like images, charts, or videos are added to support each point, and the presentation is reviewed for accuracy and clarity to effectively capture the audience's attention.





PREZI	ZOHO SHOW
-78,57%	-71,43%
-0,66%	-2,84%
+27,27%	+13,64%
	PREZI -78,57% -0,66% +27,27%





4.3. Communication with partner (co-operative platform)

This process typically involves updating tasks, sharing files, and tracking progress in real time. It enables transparent, organized communication, allowing partners to align goals and set timelines.







Performance compared with similar tasks done without AI tools. See Chapter 5.2 for more information about KPIs and tests.





4.4. Evaluation of application

Video creation involves planning, recording, and assembling footage to convey a story or message. It includes concept development, scripting, gathering media, and editing clips with transitions, effects, and sound to create a polished, cohesive video.









4.5. Taking minutes of call

This refers to the activity of taking minutes, usually done by a secretary or an assistant. Al support in taking minutes is a very tempting path, but it must come with safety precautions.











4.6. Analyzing impact on social media

Analyzing social media impact involves tracking metrics like likes, shares, and engagement to assess audience reactions and trends. This helps evaluate content effectiveness in achieving goals.







Performance compared with similar tasks done without Al tools. See Chapter 5.2 for more information about KPIs and tests

SOCIALBEE

https://socialbee.com/





4.7. Translations

Translations involve converting text from one language to another while preserving its meaning, tone, and context. This ensures clear and accurate communication, considering cultural nuances.











4.8. Project management

Project management starts with planning, where objectives, scope, schedules, budgets, and resources are defined. Then the project enters the execution phase: plans are implemented, team activities are coordinated, the project's progress is continuously monitored and controlled to ensure alignment with set goals and to manage any necessary adjustments.







- Free basic plan
 - Paid plans from 8€/user/month

content, embedding and boards.

Strengths: AI agents with different roles, able to collaborate effectively with humans. They can surf the Internet. There are a few things Taskade can NOT do, the latter mainly in the area of graphics.

Weaknesses: Requires an expert level of project management to integrate everything correctly.

Opportunities: Several agents can perform tasks autonomously. **Risks**: If left unchecked, Taskade's 'generality' can create redundant tasks. In addition, AI agents work 'autonomously', but their work must be reviewed as it can lead to 'hallucinations'.

HOW TO USE

PRICE

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A new user must know that Taskade is 'system-oriented'. Taskade allows you to create a 'Project': a space where tasks, AI assistants, documents and their outputs coexist. This makes it possible to: have IA assistants query the uploaded documents, set deadlines, suggest structured to-do lists and create other different outputs.



Taskade is an extremely powerful AI-based tool that requires an expert level of project management to be integrated with humans.



4.9. Creation of images

Creating images involves a mix of creativity, planning, and technical execution to produce visuals that meet specific needs or communicate a certain message. This process can apply to digital art, photography, illustrations, or graphics.





PERFORMANCE	FREEPIK	IDEOGRAM
Time taken to create images	-95,00%	-93,33%
Clarity of visual message	-27,63%	-2.63%
Image quality	+21,05%	-26,32%

Performance compared with similar tasks done without Al tools. See Chapter 5.2 for more information about KPIs and tests.





4.10. App or website creation

Creating an app or website is a structured process that involves several stages, each crucial to building a functional, user-friendly, and successful digital product.







Performance compared with similar tasks done without Al tools. See Chapter 5.2 for more information about KPIs and tests.





4.11. Dissemination

The Process refers to the structured way of sharing, communicating, and implementing processes, strategies, or knowledge across an organization or among stakeholders and sharing information.







Performance compared with similar tasks done without Al tools. See Chapter 5.2 for more information about KPIs and tests.





4.12. Creation of communication

This refers to the activity of creating copy text, graphics and in general visuals to better communicate your message towards your target group.









4.13. Context Need Analysis

This is the Process of researching information about a particular context and its several dimensions. The intersection of several factors, social identities, situations, cultures and diverse points of view brings a very complex forest of needs for the project designer to extricate into. The AI tools help the Designer in this endeavor.







Performance compared with similar tasks done without Al tools. See Chapter 5.2 for more information about KPIs and tests.





4.14. Automatic updates to community

A community needs engagement - this activity and/or process refers to the necessity to nudge it towards taking an active role and participating in activities and starting some of their own. The complex work of keeping people interested can very well use aid by AI assistants.









4.15. Easy software automation and Consultancy

The Process focused on delivering efficient and effective software automation solutions, aimed at transforming business processes through streamlined, technology-driven approaches, generative production of content and consultancy for research on materials.







Performance compared with similar tasks done without Al tools. See Chapter 5.2 for more information about KPIs and tests.









5. Additional Resources

White Papers

The present Manual has been developed through 3 phases:

- 1. Process analysis and identification of processes most in need of improvement.
- 2. Research, analysis and selection of artificial intelligence tools that can be used to significantly improve the processes identified in the previous phase.
- 3. Testing and final drafting of the Manual.

In the first phase, the three partners examined their processes and identified critical points where the introduction of AI-based solutions could have led to significant improvements.

The analysis was conducted through interviews, questionnaires and group work sessions with members of the partners' work teams.

The results of the analysis have been collected by each organization participating in the project in written and structured form; the resulting White Papers represented the first milestone of the project and can be found here: https://www.promozionegiovani.it/faith-eng

Glossary of KPIs and tests instructions

Want to know more about what indicators we measured and how?

We collected all of the specifications regarding KPIs and their measurements in a document we called "Glossary of KPIs". Inside you will be able to find:

- The nature of each KPI
- Calculation formulas and description of the variables
- Data collection procedure and how contingencies were managed.

Downloads

The White Papers and the Glossary of KPIs can be downloaded from the following website:

- https://www.promozionegiovani.it/faith-eng
- https://inerciadigital.com/project/faith-in-yw/

Alternatively, scan this QR Code:





6. The Partners

FAITH has been implemented by three organizations from Croatia, Italy and Spain.



APG is an Italian network of Youth Workers specializing in youth participation since 2008. We coordinate nation-wide Youth Participation Projects by training and mentoring youth workers, facilitators and trainers to deliver quality educational and participative activities at the local level.We promote excellence and innovation in Youth Work through research and experimentation on Youth Centers, AI in youth work, Community Organizing, Design Thinking applications to the Third Sector, structures and approaches to foster Youth Participation.

- Email: direttivo@promozionegiovani.it
- Website: www.promozionegiovani.it



Impress, founded in 2008, is a youth organization dedicated to fostering community empowering youth and development. Headquartered in Daruvar, Croatia, it operates youth centers in a few different cities, offers non-formal education, advocates for youth rights, and organizes international projects. Impress focuses on providing equal opportunities. promoting mental health, STEM education, and sustainability while actively engaging young people in leadership, innovation and youth participation.

- Email: info@udruga-impress.hr
- Website: https://udruga-impress.hr/



Inercia Digital is an innovative Andalusian organisation founded in 2010, specialising in training and innovation in digital skills at an international level. As Vocational Training for Employment officially, the main area of expertise is fostering digital and entrepreneurial skills, which we make accessible through our Virtual Campus. We have experience participating in innovative European educational projects. Our mission is to drive training and innovation in digital skills across Europe, for educational institutions as well as professionals, for the labour market and for all European citizens in general.

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