

Artificial Intelligence for **YOUTH WORK**

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 AI

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.

AI 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 high-quality, 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. AI 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 process-centric 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, front-office functions (such as marketing and direct youth engagement) and essential back-office 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	Tool
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.



LUMEN 5

<https://lumen5.com/>



COMPLEXITY

Easy-to-use interface and smooth learning curve. The tool is rated by users as intuitive for new users with no experience in video editing.



AIM

Lumen5 is an AI tool for quickly creating quality video products using the data provided, creating video from text recordings, photos, or unedited video materials.



DATA HANDLED

Video, text, audio



PRICE

- Community Plan (limited content creation)
- Basic Plan \$19.99/month; - Starters Plan \$59/month



SWOT

Strengths: The platform is easy to navigate and can be used by all types of users. It has many customization options. It simplifies the video editing process, making it efficient, with excellent results.

Weaknesses: Very limited control over content (e.g., copyright, content policies, security); dependent on internet connection.

Opportunities: Cheap purchasing plans and expansion of visual library.

Risks: Competition from other platforms, offline application development, compatibility issues with non-PC devices.



HOW TO USE

To use Lumen5, log in, create a new video, and choose a format. Enter text content, then customize the video by organizing scenes, editing text, and adding media from Lumen5's library or your own files. Select a theme, add branding elements, and preview the video.



ETHICS & RESPONSIBILITY

The platform follows strict guidelines regarding data privacy, security and ethics in the video editing process.



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 AI tools. See Chapter 5.2 for more information about KPIs and tests.



DESCRIPT

<https://www.descript.com/>



COMPLEXITY

For new users without experience, some practice is needed to use the platform and create video content.



AIM

Descript is a video editor that offers a unique approach to video and audio editing, combining a text-based interface with powerful video editing capabilities.



DATA HANDLED

Audio, video, text.



PRICE

- Free Plan
- Hobbyist plan 12€/month; Creator plan 24€/month.



SWOT

Strengths: Multi-track editing, function for removing filler words, automatic transcription of audio.

Weaknesses: For users without experience in video editing, some practice is required to take full advantage of the platform's features. Also, the transcription accuracy and subscription model may be disadvantageous compared to other platforms.

Opportunities: Good pricing plans, with improved transcription accuracy.

Risks: Privacy and to data security, competition from other platforms; existence of offline tools, albeit non-AI.



HOW TO USE

To use Descript, log in, then start a new project by importing your audio or video file. Descript automatically transcribes the content, allowing you to edit the text to make changes to the audio or video. You can cut, copy, paste and delete sections directly from the text and add elements (music, images and effects).



ETHICS & RESPONSIBILITY

Descript ensures user privacy and data security by adhering to strict standards to protect sensitive information during transcription and editing processes. Data protection standards must be adhered to.

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

<https://prezi.com/>



COMPLEXITY

The platform is designed for all categories of users, with easy navigation to create high-quality presentations in a very short time.



AIM

Create professional slideshows effortlessly. Prezi enables users to create visually appealing slideshows customized to their specific needs.



DATA HANDLED

Text, images, video.



PRICE

- Free Plan
- Pro Plan: 15€/month



SWOT

Strengths: Prezi is a very simple platform for navigating and creating presentations. Free plan for users; integration with Google Slides.

Weaknesses: Dependence on Internet connection in the free version; fewer customization options than competitors.

Opportunities: Expand functionality and seize the ability to work offline with the paid version.

Risks: High competition with other PPT creation tools, security and copyright issues.



HOW TO USE

Prezi will first ask the user to choose a template; based on that, the AI assistant is on hand to develop the presentation. With the AI assistant, a theme is then created; it is on the basis of that theme that the platform is able to generate examples of content for review and acceptance.



ETHICS & RESPONSIBILITY

Terms of use should always be adhered to, including proper recognition of model creators where required.

PERFORMANCE	PREZI	ZOHO SHOW
Time needed to prepare the presentation	-78,57%	-71,43%
Clarity of the presentation	-0,66%	-2,84%
Effectiveness of the presentation in transferring knowledge	+27,27%	+13,64%

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



ZOHO SHOW

<https://www.zoho.com/show/>



COMPLEXITY

The interface of the platform is simple, but practice is needed for those without experience in PPT creation.



AIM

Zoho Show, as a platform that leverages artificial intelligence to create presentations, offers features such as intelligent slide layout suggestions, design themes, and formatting.



DATA HANDLED

Text, images, video.



PRICE

- Free Plan;
- Professional Plan €2.50/month



SWOT

Strengths: Ability to access offline mode; “easy-to-learn” interface...

Weaknesses: ...but at the same time “difficult to master.” That is, the tool takes time to learn and navigate the options for creating presentations. Options in the free plan limited compared to other platforms.

Opportunities: In addition to PPTs, this tool also performs video conferencing and document management. It is able to enhance the capacity of templates. Integration with other apps in the Zoho family.

Risks: Given the weaknesses, there is a possibility that innovation from other AI tools may be more competitive and accelerate its future obsolescence.



HOW TO USE

Sign in and start a new presentation by selecting a template or creating a blank one. Use the intuitive drag-and-drop interface to add and format text, images, shapes, and multimedia elements.



ETHICS & RESPONSIBILITY

Zoho Show is committed to maintaining high standards of ethics and privacy, ensuring the protection of user data. The usage guidelines must be adhered to.

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.



ASANA

<https://asana.com/?noredirect>



COMPLEXITY

Using the tool requires practice to take full advantage of the features it offers.



AIM

Asana is a project management tool designed to help teams organize, monitor and manage their work more efficiently: it allows users to create tasks, assign responsibilities and monitor progress in real time.



DATA HANDLED

Folders, text, video, documents.



PRICE

- Free Plan
- Starters Plan \$10.99/month; Advanced Plan \$24.99/month.



SWOT

Strengths: Versatile, useful for communicating with partners, managing projects and increasing productivity in collaborative projects. Customizable workflows, ability to track activities, accessibility from mobile devices. Simple user interface.

Weaknesses: Steep learning curve for new users, limited functionality for users of the free version.

Opportunities: Features related to project management. More options available with related subscription plans.

Risks: Testing showed a slight decline in stakeholder satisfaction.



HOW TO USE

It is suggested to first create a workspace, then invite partners, set up projects and assign tasks and related deadlines-remembering to give clear priorities.



ETHICS & RESPONSIBILITY

Asana respects user privacy and data protection by adhering to strict security measures to safeguard sensitive information: these guidelines must be followed.

PERFORMANCE	ASANA	TEAMS
Time devoted to communication	-50,0%	-62,50%
Stakeholder satisfaction (Partners)	-5,0%	+7,23%

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

AI TEAMS

<http://teams.com/>

COMPLEXITY

It is easy to use and does not require mentoring for new users to use the features of the tool.

AIM

Collaboration platform that combines chat, video conferencing and file storage. Allows partners to work together on documents in real time, schedule meetings and organize tasks.

DATA HANDLED

Folders, text, video, documents, video conferencing.

PRICE

- Free Plan
- Microsoft Teams Essentials starting at \$4/user/month

SWOT

Strengths: A very intuitive platform, suitable for all categories of users and requiring no prior experience. A time-saving, easy-to-use solution for organizing communication with partners, with several options for sharing materials and documents.

Weaknesses: Limited customization options; in addition, even moderately savvy users tend to prefer other, more agile platforms.

Opportunities: Allows for concentrated video conferencing and project management functions.

Risks: Compatibility issues with older operating systems.

HOW TO USE

Create an account and use the platform to schedule online meetings, create folders with documents and share them with partners, create documents and set deadlines for different projects and collaboration initiatives.

ETHICS & RESPONSIBILITY

Teams strictly protects user data in accordance with security statement agreements; Microsoft's terms must be adhered to.

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.



MANATAL

<https://www.manatal.com/>



COMPLEXITY

Integration with mailboxes requires a subscription. Some features, such as email templates, can be difficult to find.



AIM

Fully customizes the recruitment steps for each job within the ATS software. Provides, also within the tool, automatic analysis of resumes and automatic matching of candidates to vacancies.



DATA HANDLED

Integrated apps, .pdf, .doc, .docx and .rtf documents.



PRICE

- 14-day free trial.
- Professional Plan: \$15 USD/user/month.



SWOT

Strengths: Very intuitive to use, but you need to define selection criteria to get satisfactory results. Has a Job Description generator, automatically performs data analysis and candidate matching.

Weaknesses: No candidate engagement via text or chat: email limitation. Available only in English and Spanish.

Opportunities: Keep track of and streamline recruitment processes.

Risks: Data may be processed in other non-GDPR countries. Appears to have a bias in favor of people with higher levels of education, even when this is not required.



HOW TO USE

To use it directly and easily, upload the candidate's CV. The CV will be scanned and all data extracted. The "Preview" function of the candidate opens a new window with all the information about that candidate. The "Kanban" function displays the candidates in the relevant format. The drag-and-drop interface allows you to move candidates intuitively through the pipeline.



ETHICS & RESPONSIBILITY

Compliance with regulations such as GDPR must be met. Manatal's services operate in the cloud: Manatal's IT infrastructure is provided by the Amazon Web Services cloud platform.

PERFORMANCE	MANATAL	RECRUIT CRM
Time to evaluate applications	-69,8%	-89,57%
Time to provide feedback to candidates	-97,9%	-99,24%
Satisfaction of evaluators	+0,0%	-4,86%

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

AI RECRUIT CRM

<https://recruitcrm.io/>

COMPLEXITY

The platform can be a bit intricate with all the features present, but it can be configured as desired.

AIM

Comprehensive ATS + CRM system designed for recruitment. AI-based CV parser.

DATA HANDLED

.pdf documents, .doc, embedded apps, Excel files, CSV files.

PRICE

- Unlimited free trial.
- Pro Plan: \$85/user/month with annual billing.

SWOT

Strengths: No need to set criteria. Weight can be adjusted for selection criteria preferences. Customizable, automated follow-up, dashboard, analytics, and unlimited free trial.

Weaknesses: Complex interface and information overload in tutorials make the first impact intimidating. In the free plan shows only 2 CV matches.

Opportunities: Save time by quickly reviewing applications and identifying the most suitable candidates for open positions.

Risks: Some application documents (e.g., Canva) may not be read correctly..

HOW TO USE

There are multiple ways to add candidates: you can add CVs individually or upload them in bulk (click on "Import candidates" and upload your CSV or XLS file). Finally, click on "Resume Parser."

ETHICS & RESPONSIBILITY

All sensitive data is encrypted at rest with the Advanced Encryption Standard (AES) to ensure confidentiality. Recruit CRM's IT infrastructure is provided by the AWS cloud platform. Recruit CRM's security policy protects sensitive data, such as information collected, processed, stored, and communicated by our software.

4.5. Taking minutes of call

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



OTTER AI

<https://otter.ai/>



COMPLEXITY

Easy to use, especially for those who use Slack.



AIM

It offers an integrated platform with an AI for voice recording that can replace Slack.



DATA HANDLED

Audio of real-time conversations, text.



PRICE

- Free Basic Plan
- Pro Plan \$17/month; Business Plan: \$20/month;



SWOT

Strengths: Full integration with calendars and meeting apps.

Weaknesses: Otter AI has a 30-minute limit per call in the free trial mode, which is very limiting. No visible option to import documents. Transcripts are very accurate, but the export format available in the free trial (txt) is difficult to interpret.

Opportunities: OtterAI can recall oral decisions if they were lost in translation.

Risks: Potential for total surveillance, records both video and audio.



HOW TO USE

OtterAI integrates with your team and, in particular, with your calendar. You can grant or deny access to these resources. Meeting minutes will be stored in the cloud.



ETHICS & RESPONSIBILITY

Because OtterAI faithfully records audio, it is important to protect your personal information by using strong passwords, enabling two-factor authentication, and being careful with confidential content. Access OtterAI through secure connections, scan files with antivirus software, update software regularly, and review sharing settings.

PERFORMANCE	OTTER AI	FATHOM
Time taken to compile the minutes	-77,50%	-84,00%
Quality of minutes in terms of clarity and completeness	-9,57%	+25,93%

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

AI FATHOM <https://fathom.video/>

- COMPLEXITY** Easy-requires downloading the app.
- AIM** App that can be integrated with various meeting applications.
- DATA HANDLED** Audio of real-time conversations, text.
- PRICE**
 - Free basic plan
 - Pro plan and above: from 15€/month
- SWOT**

Strengths: Very effective in summarizing and identifying the most important issues when creating minutes (MOM). Requires a small amount of local software (download), but this gives more control to the owner. Supports several languages. Integration with calendars and meeting apps.

Weaknesses: Requires a Google or Microsoft account, as well as an extension for Chrome.

Opportunities: Not just a voice recorder, but also a meeting manager and time tracker with alarms and reminders.

Risks: AI-powered audio-video recording app on local device.
- HOW TO USE** Requires a Google or Microsoft account. You must download the app. Start the app at the meeting. Fathom will integrate with your team and, in particular, your calendar. Meeting minutes will be stored in the cloud.
- ETHICS & RESPONSIBILITY** Because FathomAI faithfully records audio, it is important to protect personal information by using strong passwords, enabling two-factor authentication, and being careful with confidential content. Access FathomAI through secure connections, scan files with antivirus software, update software regularly, and review sharing settings.

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.



BRANDWATCH

<https://www.brandwatch.com/>



COMPLEXITY

Requires practice to be used by new users.



AIM

The goal of the platform is to be used by organizations and companies to analyze the impact of content on social media.



DATA HANDLED

Posts, visual content



PRICE

- Free Basic Plan
- Pro Plan 32€/month



SWOT

Strengths: Comprehensive data analysis.

Weaknesses: The tool requires some learning to fully understand its functionality and make the most of its potential. It has high fee schedules and it is necessary to acquire knowledge to use it to its full potential.

Opportunities: The platform is very adaptable to the type of organization using it and to each objective and communication style.

Risks: Possible information overload and possibility of going off track for small organizations because of the need anyway to have to interpret the amount of data and choose a strategy by an expert; Competition from other AI platforms.



HOW TO USE

Create an account and navigate the sections of the app based on the data you want to analyze. Provide the platform with the link to the content you wish to analyze.



ETHICS & RESPONSIBILITY

The platform strictly follows the data privacy agreements used for analysis purposes. User Privacy and Author Privacy statements must be adhered to.

PERFORMANCE	BRANDWATCH	SOCIALBEE
Time needed to write the post	-60,00%	-70,00%
Accuracy of impact analysis	-9,47%	+2,53%

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

AI SOCIALBEE <https://socialbee.com/>

COMPLEXITY

It is easy to use for new users, who can benefit from the platform's features for analyzing social media data.

AIM

The platform provides data that can help organizations with the information they need to create new social media strategies.

DATA HANDLED

Visual content, metrics, posts.

PRICE

- Free basic plan
- Pro plan, and higher, from €27/month

SWOT

Strengths: Provides detailed data proven useful for creating content and strategies for social media. Interface is easy to navigate. Competitive subscriptions.

Weaknesses: Less functionality than other platforms with more demanding subscription plans.

Opportunities: Concentrate social media analytics and content creation in one.

Risks: Strong competition with other tools offering analytics.

HOW TO USE

Log in and choose the action you want to perform. Add a link in the section to analyze new content, wait for the app to perform the process, and then review the data provided.

ETHICS & RESPONSIBILITY

The platform is committed to protecting the privacy of data collected for analysis: terms of use must be adhered to.

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.



SMARTCAT

<https://es.smartcat.com>



COMPLEXITY

SmartCat can be challenging because of its steep learning curve and complex interface, which may overwhelm beginners.



AIM

SmartCat aims to simplify the translation and localization process for organizations and companies.



DATA HANDLED

Text, assignments (of translation of videos, websites, documents).



PRICE

- Free Basic Plan
- Pro Plan 99€/month



SWOT

Strengths: High translation memory, handles a wide range of data in addition to the translation itself.

Weaknesses: Accurate translation, but not immediate to use since the platform also offers other services.

Opportunities: Allows not only automatic translation, but hiring human translators for software localization, video translation, websites, as well as entire marketing campaigns.

Risks: Overbought for the needs of small organizations; competition from platforms with cheaper subscription plans.



HOW TO USE

Register and upload your document to the platform. SmartCat will analyze the content and complete the translation; you can review and export the final document in your desired format



ETHICS & RESPONSIBILITY

Using SmartCat ethically means respecting privacy, ensuring data security and maintaining transparency in all translation activities.

PERFORMANCE	SMARTCAT	DEEPL
Time taken for translation	-85,00%	-90,00%
Accuracy of translation	+11,32%	+12,97%

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

AI DEEPL <https://www.deepl.com>

COMPLEXITY DeepL is an easy-to-use platform for all categories of users, including those with no experience in using digital tools.

AIM The goal of DeepL is to provide high-quality, accurate and efficient translation services. DeepL can be used by organizations to obtain highly accurate translations of materials needed for their activities.

DATA HANDLED Text, documents.

PRICE

- Free Basic Plan
- Starter Plan 7.49€/month
- Advanced Plan and above from €24.99/month

SWOT

Strengths: Easy to navigate, high accuracy in translations. Offers extensive translation services in numerous languages.
Weaknesses: Depends on internet connection to perform translation services.
Opportunities: Ease of use and accuracy entice even educational use in Youth Work.
Risks: The “practically” always correct translation does not exempt from checking for typos.

HOW TO USE To use DeepL for the translation service, simply copy and paste the text to be translated into the input box or upload a document. Select the target language from the drop-down menu and DeepL will automatically translate the text. Download the text or document after reviewing it.

ETHICS & RESPONSIBILITY DeepL respects safety and security by implementing robust measures to protect user data and ensure confidentiality. Terms of service must be adhered to.

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.



NOTION

<http://notion.ai>



COMPLEXITY

Easy. The basics require only a few more steps than ChatGPT.



AIM

Advanced writing tool, similar to an IDE (integrated development environment), but instead of helping programmers, it supports project managers.



DATA HANDLED

Text, documents, images, tables, lists, calendars, embeddings, and boards.



PRICE

- Free basic plan
- Paid plans from €9.50/user/month



SWOT

Strengths: Intuitive environment in which you can do many things, from writing with autocomplete to querying documents using AI. Notion tries to integrate everything in one place. The result is not bad. You can ask the AI anything except surf the Internet. A new user will notice similarities to the Google Drive/Docs homepage, an integrated development environment, and Canva. Notion is minimalist and the tutorials are well done.

Weaknesses: No internet search.

Opportunities: Replaces many different tools currently used separately (Google Drive, Canva). Shareable with the team.

Risks: Handling of sensitive information.



HOW TO USE

Notion can create interesting pages because of its “block” system. When you create your first page in Notion and start typing, you are starting with a block of text. Every piece of content added to a page-text, image, table-is a building block. Each page is a combination of stacked blocks. Blocks can be modified by the AI.



ETHICS & RESPONSIBILITY

Using this tool ethically requires users to protect sensitive information, both personal and organizational, by complying with confidentiality agreements.

PERFORMANCE	NOTION	TASKADE
Time taken to create the workflow	-50,00%	-75,00%
Quality of workflow	+0,0%	+28,57%
PM load	-24,24%	-9,09%

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

AI TASKADE <https://www.taskade.com/>

COMPLEXITY Medium difficulty. Taskade is a powerful tool that can do many things, including the creation of agent-based AIs. Only the basic functions are quite intuitive.

AIM It acts as a second brain for a project, expanding the workforce and creating agents to perform specialised work.

DATA HANDLED Web search and knowledge, documents of all kinds, multimedia content, embedding and boards.

PRICE

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

SWOT

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 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.

ETHICS & RESPONSIBILITY 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.



FREEPIK

<https://www.freepik.es/>



COMPLEXITY

Easy to use, very intuitive.



AIM

Digitally generated artwork. Digital art, computer generated compositions, abstracts, logos, icons, cartoons. Generative models, creative AI and image processing.



DATA HANDLED

Generative models, creative AI and image processing.



PRICE

- Free basic functionality
- Paid plans from 30€/year



SWOT

Strengths: Easy to navigate, with a powerful search function that includes filters by colour, orientation, style and licence type. Keywords available in Spanish and English. High quality photos, videos, vectors, PSD and AI images, plus icons to turn ideas into extraordinary designs.

Weaknesses: Limited to 100 downloads per day in the free version.

Opportunities: Very intuitive. Covers a wide range of categories such as business, lifestyle, education, technology, nature and more.

Risks: Spelling mistakes need to be checked.



HOW TO USE

Images are generated through the descriptions you provide and can generate either images or text, or both. You have to choose the category and simply search.



ETHICS & RESPONSIBILITY

You must give credit to the author by using the 'Designed by Freepik' watermark. It allows you to use all free resources for personal and commercial projects.

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 AI tools. See Chapter 5.2 for more information about KPIs and tests.

AI IDEOGRAM <https://www.ideogram.com/>

- COMPLEXITY** Very intuitive design and easy to navigate.
- AIM** Creation of image-generated artwork, including logos and icons.
- DATA HANDLED** Generative models, creative AI and image processing.
- PRICE**
 - Free basic functionality
 - Paid plans 8/20/60 USD per month

Strengths: Creative generative AI models and image processing. You can search for quality content by typing in keywords. It is simple and intuitive, often requiring only input fields for keywords or queries.

Weaknesses: Limited to 20 downloads per day in the pro version. Quality of generated images can sometimes be inconsistent, especially for complex or highly detailed queries.

Opportunities: Photos, videos, vectors, high-quality PSD and AI images, as well as icons, to turn ideas into extraordinary designs.

Risks: Included words may be misspelled and need to be checked. Some images of humans are not well defined.

- SWOT**
- HOW TO USE** Images are generated through descriptions you provide and can include either images or text, or both. You have to choose the category and simply search.
- ETHICS & RESPONSIBILITY** Credit must be given to the author. This is done by using the watermark 'Designed by Ideogram'. You are permitted to use all free resources for personal and commercial projects.

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.



WIX

<https://www.wix.com/>



COMPLEXITY

It is easy to use and offers a simple four-step process.



AIM

Advanced web development platform. Aims to create customised websites with greater control over code and design.



DATA HANDLED

It offers visual editors for layout and style, also allowing users to insert custom code snippets or scripts for more complex functionality.



PRICE

- Free basic functionality
- Paid plans from 17€/month



SWOT

Strengths: The visual editing approach allows professional-looking sites to be designed without any coding knowledge, ideal for beginners.

Weaknesses: Backend access and database management flexibility are limited compared to more open-source platforms such as WordPress. It is not possible to migrate the site to a hosting other than Wix.

Opportunities: Manages data, servers, databases and everything else users do not see in a web application.

Risks: High price for removing advertising.



HOW TO USE

The process is structured in 4 simple steps.

The tool is easy to use and offers the possibility of creating avatars. After registration, you have to follow the questions concerning the purpose of the website and the sections. Afterwards, you can simply create the content.



ETHICS & RESPONSIBILITY

Terms of use must be observed during the registration process. Includes correct attribution to model creators when requested. Protects your personal information using secure passwords.

PERFORMANCE	WIX	BUILDER
Time taken to create the webpage/app	-41,67%	+9,50%
Visitors to the website	+91,55%	-30,99%
Relevance of the web page/app	-2,38%	+14,29%

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

AI BUILDER

<https://www.builder.ai/>

- COMPLEXITY** Basic computer knowledge (websites) required.
- AIM** AI-powered Application Builder, with Microsoft tools.
- DATA HANDLED** It enables organisations to apply artificial intelligence to automate processes and gain insights from data in Power Apps and Power Automate.
- PRICE**
 - Free demo
 - Studio Store: 75€/month
 - Builder Studio: Offer based on selected features
- SWOT**

Strengths: Useful for advanced applications, offering an artificial intelligence-based application solution for organisations. Manages data, servers and databases.

Weaknesses: Features generally not available remain in a preview state.

Opportunities: Allows users with little or no technical knowledge to create apps, websites and digital platforms.

Risks: Suggestions may be restrictive or limiting, especially if the AI does not fully understand the specifications of niche requirements. Due to technical constraints, some functionalities are released differently depending on the country of use.
- HOW TO USE** To begin, log in. Next, follow the required steps with the necessary information (questions and questionnaires) to use predefined templates and the drag-and-drop functionality for quick construction.
- ETHICS & RESPONSIBILITY** The terms of use must always be respected. Users must provide correct attribution to template creators when requested. Personal information must be protected using secure passwords.

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.



HOOTSUITE

<https://www.hootsuite.com/>



COMPLEXITY

Intuitive and easy to use with basic knowledge of social media management.



AIM

Plan, publish and monitor all posts in one place.



DATA HANDLED

Social media monitoring. It offers a suite of products for publishing, engagement, analysis and team collaboration.



PRICE

- Enterprise (customised demo)
- Professional: 99€/month
- Team: 249€/month



SWOT

Strengths: Drag-and-drop functionality and easy navigation. The visual content calendar makes it easy to schedule posts over days, weeks or months. Users can drag and drop posts, get an overview of future content and adapt the schedule as needed. It also helps to better manage social networks during the promotion phases.

Weaknesses: Requires minimal social media management skills.

Opportunities: Create reports that help measure the company's image. It is an easy way to use a Facebook Meta Business tool.

Risks: Updates to social media platforms may affect the functionality of Hootsuite, requiring additional updates or adjustments.



HOW TO USE

After registration, you can plan and publish everything with just one click. Provide text and images and choose the platforms to be planned.



ETHICS & RESPONSIBILITY

Attention must be paid to the specific social platforms included in the publication as several platforms are connected in one. It is important to take care of transparency, collaboration and data security on each platform connected to Hootsuite.

PERFORMANCE	HOOTSUITE	BUFFER
Time spent on dissemination activities	-5,88%	-41,18%
Visitor performance	+2,65%	+7,96%
Visitor engagement	-4,92%	+0,00%

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

AI BUFFER <https://buffer.com/>

- COMPLEXITY** Intuitive and easy to use with basic knowledge.
- AIM** Plan, publish and monitor all posts in one place.
- DATA HANDLED** Social media management platform. Generates meaningful engagement and results on social media.
- PRICE** Free basic version; for full use: 6€/month.
- SWOT**
 - Strengths:** Simple and user-friendly interface, easily navigable even for beginners. Clean layout and intuitive design make it an accessible option for users without advanced technical or social media skills.
 - Weaknesses:** Problems with social media integration and/or desynchronisation.
 - Opportunities:** Intuitive and convenient marketing tools for individuals and teams, allowing them to schedule content to be posted on social and create useful reports to measure their online reputation.
 - Risks:** Possibility of obsolescence.
- HOW TO USE** After registration, add the necessary information to understand the target audience, then provide text and images. Choose the platforms for which you plan to publish.
- ETHICS & RESPONSIBILITY** It is important to be aware of transparency. Collaboration and verification of data security must be controlled on every platform connected to Buffer.

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.



JASPER AI

<https://www.jasper.ai/>



COMPLEXITY

A little cumbersome at first.



AIM

It generates texts, translates languages, writes various types of creative material and provides useful answers to your questions. It can be used for multiple purposes, including customer support, email marketing, copywriting and content creation.



DATA HANDLED

Texts, documents.



PRICE

- 7-day free trial.
- Creator: 39€/user/month. *20% No-Profit Discount.*
- Pro: 59€/user/month. *20% No-Profit Discount.*



SWOT

Strengths: very precise and prompt-friendly, capable of natural vocabulary, fast and time-saving.

Weaknesses: timed free version. Initially cumbersome, struggles with niche topics.

Opportunities: Can save time in communication and create new topics.

Risks: As with all other AI tools working in the field of information, facts generated need to be verified.



HOW TO USE

Log in to your Jasper account, click on Templates, then on Unique Value Proposition. Enter a product description (e.g. what your website is about). Enter your preferred tone and language. Once you click on Generate AI content, Jasper will do the rest for you as an 'expert' in the subject matter.



ETHICS & RESPONSIBILITY

Jasper stores data in US data centres in compliance with national data protection and privacy regulations. It works with Transcend to provide privacy controls, offering authority over your data. Jasper participates in an annual external audit to conduct network and application penetration tests. You must comply with the Terms of Use.

PERFORMANCE	JASPER AI	HUBSPOT
Time spent on the activities of creating of communication	-11,63%	+47,09%
Number of views, interactions, contacts	-31,39%	-85,43%

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

AI HUBSPOT <https://www.hubspot.es/>

COMPLEXITY

Slightly cumbersome at first.

AIM

It allows all content to be managed, updated and distributed from one central location, ensuring that everyone has access to the most up-to-date and relevant material. The goal is to optimise workflow and keep content strategy in line with centralised resource management, seamlessly connecting data, teams and customers on an AI platform.

DATA HANDLED

Texts, documents.

PRICE

- Free: 0€/month (Free trial)
- Starter: 20€/month per station

SWOT

Strengths: Content Remix, brand voice, scalable CMS, AI-enabled blog writing, a complete time-saving platform with many communication tool options and real-time notifications on lead behaviour. It guides you step by step in writing really efficient texts. Even once embedded in WordPress, they score highly in readability.

Weaknesses: High cost associated with marketing add-ons, limited customisation in analysis. Retains capital letters within paragraphs. Still allows photos to be inserted in the text.

Opportunities: Convenient additional functions, still related to copywriting.

Risks: Migration of legacy systems to HubSpot complex, difficulty in unsubscribing from the platform.

HOW TO USE

Create new posts by providing the AI assistant with content prompts or topics, and let the software do the initial research and writing for you. Then edit the content to match your brand voice and audience preferences.

ETHICS & RESPONSIBILITY

The security programme is driven not only by compliance and regulatory requirements, but also by industry best practices such as OWASP Top 10 and CIS Critical Security Controls and threat intelligence. Do not share or sell your data between customers. Policies must be adhered to.

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.



COPILOT AI

<https://copilot.microsoft.com/>



COMPLEXITY

Low: extremely user-friendly.



AIM

General Assistance



DATA HANDLED

Texts, documents



PRICE

- Included in the Microsoft Office 365 pack
- Alternatively, 1 month free trial; then 20€/month



SWOT

Strengths: an assistant for many tasks as it integrates perfectly with Windows.

Weaknesses: needs an app to work best. Must be directed to reliable sources. Copilot searches for sources, but these are more basic and the result looks less professional - the assistant needs guidance.

Opportunities: Saves time in searching and discovering new possibilities.

Risks: As with all other AI tools working in the field of information, the facts generated need to be verified.



HOW TO USE

Log in to your account. Tap/click on Generate AI content.



ETHICS & RESPONSIBILITY

Copilot retains and manages personal data in compliance with applicable laws and also retains usage data for internal analysis purposes. It is Microsoft's policy not to share data with third parties unless you explicitly consent. You must comply with Microsoft's Code of Conduct.

PERFORMANCE	COPILOT AI	PERPLEXITY AI
Time spent on context research	-66,67%	-72,22%
Completeness of the research	+7,02%	+33,33%
Relevance of the needs that emerged	-24,00%	+24,00%

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

AI PERPLEXITY AI <https://www.perplexity.ai/>

- COMPLEXITY** Simple and accessible.
- AIM** Specialised assistant for source-based knowledge and information retrieval.
- DATA HANDLED** Texts, documents.
- PRICE**
 - Available in free version
 - Professional: 20€/month
- SWOT**

Strengths: Perplexity provides diverse and numerous sources, with natural syntax, and proposes brainstorming questions after the result to suggest possible directions for the conversation. It has a button that activates PRO generation with 5 credits; one credit is restored after 4 hours.

Weaknesses: less generalist than ChatGPT, it only performs functions related to navigation and knowledge gathering.

Opportunities: Can also improve the quality of writing and support the preparation of speeches.

Risks: As with all other AI tools working in the field of information, the facts generated need to be verified.
- HOW TO USE** The operation is that of a chatbot.
- ETHICS & RESPONSIBILITY** The Terms of Service reiterate that users retain ownership and control over any content provided as input to the Perplexity Engine, and prohibit the use of the services in ways that violate intellectual property rights. Perplexity's FAQ confirms that corporate customer data will not be used to train or improve their artificial intelligence models. The Privacy Policy must be followed.

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.



WORDTUNE

<https://www.wordtune.com/>



COMPLEXITY

Easy, intuitive.



AIM

Creative writing.



DATA HANDLED

Writing texts, emails, blogs, captions, advertisements.



PRICE

10 rewrites per day free of charge; then 7-10 euro per month.



SWOT

Strengths: Very prompt-friendly, sounds natural, fast and saves time. It has a browser extension and an online editor.

Weaknesses: Wordtune does not allow working in other languages, so it is of little use if communication must be in the original language of one's own country. Furthermore, it does not work on graphic content but only on text, making it of little use even for newsletters. The free version only allows 10 changes or rewrites per day.

Opportunities: Those of saving time in communication and creating new topics.

Risks: Its crutch identity may encourage a tendency in human resources to reduce the originality of content.



HOW TO USE

Starting to write and letting the tool complete is a good approach: it is an extremely intuitive tool.



ETHICS & RESPONSIBILITY

It should be used to support an engagement process, not to dilute the amount of information into long paragraphs that people will not read. The privacy policy must be followed.

PERFORMANCE	WORDTUNE	PIKTOCHART
Time taken to prepare the update	-4,11%	+63,70%
Quality of the update to the community	-22,22%	-22,22%
Induced involvement	-7,72%	-28,70%

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

AI PIKTOCHART <https://piktochart.com/>

- COMPLEXITY** Easy, intuitive.
- AIM** Turns any prompt into visual content.
- DATA HANDLED** Texts, emails, captions, announcements, graphics, reports, presentations, schedules, posters, banners, brochures, videos.
- PRICE**
 - Free plan (2 PNG downloads, 100MB storage)
 - Pro Plan: 14€/month
 - Business Plan: 24€/month

Strengths: Piktochart enables excellent graphics, including text and images, with just a few clicks. Compares with Canva for variety of projects and in the creation of newsletters and other templates.
Weaknesses: Only two downloads per day are allowed in the free plan. The existing layout for Gmail newsletters is not editable, making AI almost obsolete for newsletter creation, but very useful for creativity and organisation of ideas.
Opportunity: This tool is mainly oriented towards creative graphics, but also includes elements for text creation. Saves time in communication and creation of new topics.
Risks: Competition from new tools. Sometimes the functionality may be too advanced for the needs.
- SWOT**
- HOW TO USE** Piktochart is an environment that offers IA support for content creation: newsletters, documents (letters, contracts, projects...), presentations, charts, digital whiteboards, reels and posts for social media, web graphics.
- ETHICS & RESPONSIBILITY** Its crutch role may incentivise a tendency to reduce the originality of content. It should be used to aid an engagement process, not to dilute the amount of information into long paragraphs that people will not read. It's necessary to respect the Privacy Policy.

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.



CHAT GPT

www.chatGPT.com



COMPLEXITY

No prior knowledge is required.



AIM

A 'Large Language Model' or LLM, like all recent AI. Through 'supervised learning' and 'reinforcement' techniques, the overall system 'becomes' Artificial Intelligence, being able to answer questions.



DATA HANDLED

Text, documents.



PRICE

- Free plan
- Standard plan: 20€/month
- Pro Plan: 25€/month



SWOT

Strengths: Answers generated are generally consistent. Can handle a wide range of tasks, including writing, programming assistance, language translation, brainstorming, tutoring and general knowledge questions. Highly adaptable for users from different sectors.

Weaknesses: Can generate inconsistent answers, creating confusion for users. ChatGPT can be used as a guide to begin to understand the information sought, but needs to be followed up with other resources. It is necessary to check the output before using it.

Opportunities: Flexible, can be used for a wide variety of tasks.

Risks: Over-reliance may reduce the tendency of users to do research and analysis independently.



HOW TO USE

Enter your prompt on the ChatGPT main page. After ChatGPT provides a response, you have several options: edit the original prompt, insert or say a new prompt, copy the response, regenerate the response, indicate that you don't like the response or share it.



ETHICS & RESPONSIBILITY

ChatGPT may reproduce bias or false information, resulting in unethical consequences. Ways to use ChatGPT ethically include: following your institution's guidelines, critically evaluating outputs and being transparent about how you have used the tool.

PERFORMANCE	CHAT GTP	JASPER AI
Time taken	-86,11%	-85,22%
Quality of consultation	-13,89%	-13,89%
User satisfaction	-14,29%	-23,81%

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

AI JASPER AI <https://www.jasper.ai/>

- COMPLEXITY** A little cumbersome at first.
- AIM** It generates texts, translates languages.
- DATA HANDLED** It generates texts, documents and translates.
- PRICE**
 - Creator: 39€/month
 - Pro: 59€/month.

Strengths: Output generated from the prompt is accurate and vocabulary natural. It produces generally coherent, relevant and engaging text. Jasper's interface is intuitive and easy to navigate, making it simple for beginners and experts alike to quickly start generating content.

Weaknesses: Initially it can be cumbersome and has difficulties with niche topics.

Opportunities: Can be used as a translator or guide to begin to understand the information sought, but needs to be verified with a second source. Any unsatisfactory sentences can be reworded or checked for spelling or grammatical errors.

Risks: No verification of sources, competition from new tools.

HOW TO USE Log in to your Jasper account and click on Template. Click on 'unique value proposition' and enter a description of the desired output/product. Enter your preferred tone and language. Once you click on 'Generate AI content', Jasper will generate content, trying to use the data resources available to it as an 'expert' on the subject.

ETHICS & RESPONSIBILITY Jasper is certified to have systems in place to ensure the security, processing integrity, confidentiality and privacy of customer data. The Terms of Use must be respected.



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.promozione giovani.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.promozione giovani.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@promozioneegiovani.it
- Website: www.promozioneegiovani.it



Impress, founded in 2008, is a youth organization dedicated to empowering youth and fostering community 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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Erasmus+ Citizenship Education
Website: <https://erasmus.europa.eu>



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