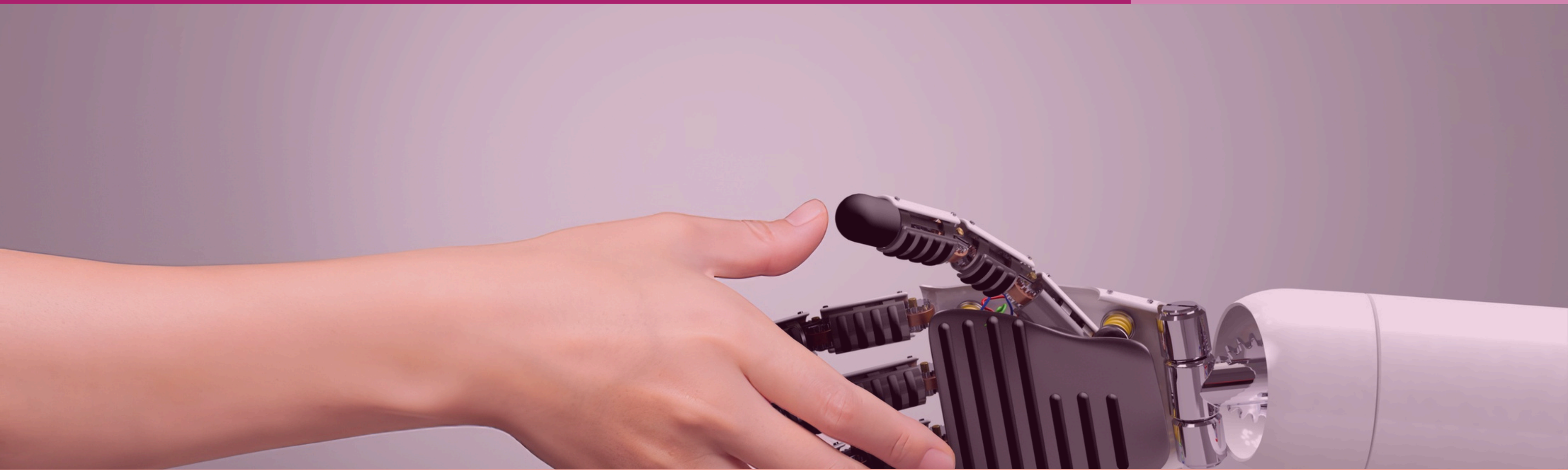


FULL PROGRAMME



AI FOR LIFE:

Empowering Adults through Artificial Intelligence

GENERAL INFORMATION

LEARNING MOBILITY FOR ADULTS IN BILBAO (SPAIN)

DURATION: 4-day itinerary (5 hours/day + optional

LOCATION: cultural visits)

FORMAT: Bilbao, Basque Country (Spain)

LANGUAGE OF INSTRUCTION: English

HOST: Media Creativa

KEY TOPICS:

- Understanding Artificial Intelligence in everyday life.
- Using AI tools for creativity and learning.
- Ethical and responsible use of AI.
- Digital confidence and leadership in the community.

TARGET GROUP:

Adults interested in learning how to use Artificial Intelligence in daily life, creative work, and community initiatives.

No prior technical training is required, but participants should be comfortable using a smartphone, tablet, or computer at a basic user level (e.g. browsing, writing, taking photos, or using messaging apps).

Curiosity, openness, and a willingness to experiment are the key ingredients for this course.

“Technology is best when it brings people together.”

– Matt Mullenweg

LEARNING OBJECTIVES

- To understand the key concepts of Artificial Intelligence and how it affects everyday life.
- To use accessible AI tools to create texts, images, and learning materials.
- To develop confidence and digital autonomy when using AI tools.
- To apply AI to community and social projects with an ethical and inclusive perspective.
- To reflect on ethical aspects such as bias, transparency, and trust.



METHODOLOGY

The course follows a **learning-by-doing approach**, combining **short theoretical sessions** with **interactive experiments, collaborative projects, and cultural visits**.

Gamified challenges, small-group reflection, and creative exercises help participants connect AI with real experiences.

Techniques include:

- **Participation and experimentation:** learn by testing tools directly.
- **Peer learning:** exchange of ideas and discoveries between participants.
- **Cultural immersion:** understanding innovation through the local Basque context.
- **Reflection and ethics:** promoting critical thinking about digital change.

The programme **concludes with a structured evaluation process**, both **individual and collective reflection**, receiving **feedback**, and **developing personal action plans** for applying and disseminating the results in their local communities and professional environments once the programme is over.

DAY 1 - Discovering AI: From Myths to Reality

Welcome and group integration. Presentation of the 4-day course, objectives, and expectations. Participants *share their experiences and perceptions about technology* and Artificial Intelligence.

What is AI? Understanding the basics. *Interactive session to explore what AI really is* —and what it isn't. Through examples like GPS, voice assistants, or online translators, participants identify *how AI is already part of their daily lives*.

Dynamic activity: “AI or Human?”. Gamified group challenge where *participants guess* whether *texts, images or videos* are *created* by *a human or by an AI tool*, reflecting on accuracy, creativity, and human touch.

Cultural connection: Innovation and identity in the Basque Country. *Short guided visit* or discussion linking the *region's innovative spirit* to the evolution of technology and culture.

**Training sessions run approximately from 9:00 – 14:00, with optional cultural activities in the afternoons.*

DAY 2 – Creating with AI: From Inspiration to Action

AI for creativity: Exploring generative tools. Participants will discover accessible tools like ChatGPT or Canva with AI to create digital content: texts, visuals, or short posts. Short demonstrations followed by individual and group experiments.

Hands-on challenge: From idea to creation. In small teams, participants design a creative product using AI (for example, a local event poster, a short community story, or a campaign slogan). They compare machine results with their own human versions, discussing creativity, quality, and ethics.

Reflection café: Humans and machines in dialogue. A guided discussion on how AI supports (but doesn't replace) human creativity and collaboration.

Cultural visit (optional): Local innovation spaces. Visit to a local creative hub or digital art exhibition to connect technology with artistic and cultural expression.

DAY 3 – Learning with AI: Your Digital Tutor

AI as a learning companion. Demonstration and guided practice on how **AI can simplify learning**: translating texts, summarising information, or explaining concepts in simple terms.

Practical activity: “My AI teacher”. Participants **formulate questions about topics** they’re interested in (culture, history, hobbies, health) and **test AI responses**. Trainers support them in **improving their “prompting” skills** to obtain clear, relevant answers.

Micro-lab: Designing learning prompts. Participants **collaboratively create a small Prompt Guide**: a set of simple, clear examples to help them (and others) use AI effectively for lifelong learning.

Outdoor reflection walk. A **short group walk** combining physical movement and conversation about **how AI could make learning more inclusive** and accessible for older adults.

DAY 4 – Leading with AI: Ethics and Community Projects

AI for good: from awareness to action. Recap of the main ideas learned during the course. Discussion on the ethical aspects of AI —bias, transparency, data use, and trust— with simple examples that invite participants to reflect on human values in technology.

Interactive session: “Decode the Scene”. Participants will watch short clips from films or news that feature AI and, in small groups, classify them as positive, negative or mixed examples. This relaxed and visual activity encourages critical thinking and connects media representations with real-world uses of AI.

Project challenge: “AI for my community”. In teams, participants will design a small community project using AI responsibly. They will present their ideas to the group, sharing creative and ethical ways to apply what they’ve learned.

Closing ceremony and certificates. Delivery of certificates, group photo, and farewell pintxo break. A final reflection on how to continue learning and leading confidently in the digital era.

Discovering AI: From Myths to Reality	Creating with AI: From Inspiration to Action	Learning with AI: Your Digital Tutor	Leading with AI: Ethics and Community Projects
Welcome + Icebreaker	Exploring generative tools	AI as learning companion	AI for good: from awareness to action
What is AI? Understanding the basics.	From idea to creation	“My AI teacher”	“Decode the scene” Classify as positive, negative or mixed
“AI or Human?”	Humans and machines in dialogue Reflection	Designing learning prompts	“AI for my community”
Innovation & identity in the Basque Country	Local innovation spaces Optional visit	Outdoor reflection walk	Closing ceremony and certificates

** Some changes in the programme are possible. The content of the course is always adapted to the participants' previous knowledge, expectations and requirements. The participants receive the informational kit a few weeks before the start of the course.*

COMPETENCES

to be acquired by the participant



Understanding AI fundamentals and its ethical implications.

Ability to use basic AI tools for learning and creation.

Improved digital and creative confidence.

Capacity to collaborate and lead small-scale community projects.

Enhanced critical thinking about technology and society.

METHODS OF MONITORING AND MENTORING the participant before, during and after the mobility



Ongoing contact with the mobility participant.



Questionnaire before and after mobility.



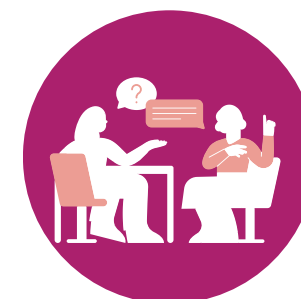
Mentoring by the host and the sending organisation.



Verification of the participant's concerns and expectations.



Individual interviews.



Reflections and debates where the quality of the learning outcomes will be assessed.



Meetings with other participants in the mobility.



Participant report.

Expected use of the RESULTS & EVALUATION

Participants will apply AI tools in daily tasks, communication, and community projects.

Participants will share experiences and skills with peers or local organisations, promoting digital inclusion.

Participants will act as ambassadors for responsible and human-centred AI use.

CERTIFICATION & MATERIALS

Certificate of participation (Erasmus+ format)

Digital access to learning materials and vocabulary sets.

Participant reflection journal.

Post-course learning recommendations.



Are you ready to learn how to use AI to your advantage?

Check dates and register your participation vía email.

Contact: info@mediacreativa.eu

