AI FOR LIFE: EMPOWERING ADULTS THROUGH ARTIFICIAL INTELLIGENCE

Programme

"Artificial Intelligence is not about replacing human intelligence —it's about expanding it."
– Adapted from Garry Kasparov

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Course summary

This 4-day intensive programme introduces adults to the **practical and empowering world of Artificial Intelligence** (AI). Designed for non-technical participants, the course focuses on discovering, understanding, and applying AI tools for creativity, learning, and everyday problem-solving in personal and community contexts.

Through hands-on workshops, guided experimentation, and dynamic outdoor activities, participants will explore how AI can support real-life needs (from improving daily routines to enhancing collaboration and self-expression) while learning to use these tools ethically and responsibly.

Hosted by **Media Creativa**, an organisation specialised in innovative adult learning, the course combines short theoretical insights, creative challenges, and experiential learning moments in Bilbao to help participants turn curiosity into confidence and become digitally empowered citizens.

TARGET GROUP(S)

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).

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.

Learning objectives
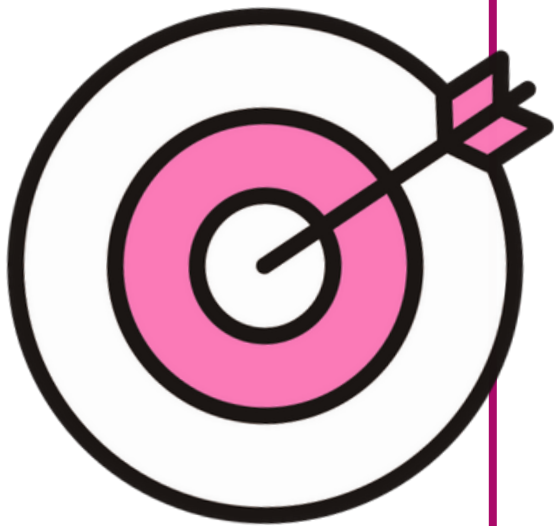
- To understand the key concepts of Artificial Intelligence and how it affects everyday life.

- 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.

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.
- **Digital exploration:** testing free AI-tools as resources for everytday life.

The programme concludes with a **structured reflection** and **evaluation process** that encourages participants to assess their learning journey and personal progress. Through **individual and group feedback**, they identify how to integrate AI tools into their daily routines and community initiatives in an ethical and practical way. Each participant develops a simple action plan to continue exploring AI confidently and to share their new knowledge with others in their personal or local context.

Training sessions run approximately from 9:00 – 14:00, with optional cultural activities in the afternoons. Duration and agendas are open for changes and adaptations to learners needs and interests.

DAY 1 – DISCOVERING AI: FROM MYTHS TO REALITY

Welcome

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 introduction to Artificial Intelligence –what it is and what it isn't. Through familiar examples such as GPS, voice assistants, and translation tools, participants identify how AI already influences their everyday routines. Short discussion on opportunities and fears around new technologies.

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

Creative workshop: "AI meets culture"
To close the day, participants use simple AI tools (such as image or text generators) to create short stories, slogans, or visuals inspired by the Basque Country –its people, traditions, or symbols of innovation. The activity invites reflection on how AI interprets culture, identity, and creativity, highlighting both its potential and its limits.
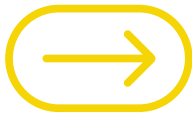
DAY 2 – CREATING WITH AI: FROM INSPIRATION TO ACTION
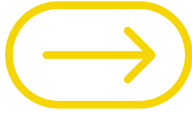
AI for creativity: Exploring generative tools.
Participants will discover accessible tools like ChatGPT or Canva with AI to create digital content – texts, visuals, or short posts. Short demonstrations followed by individual and group experiments.

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.
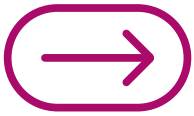A guided discussion on how AI supports –but doesn't replace– human creativity and collaboration.

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.
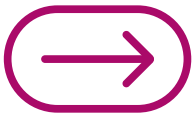
Micro-lab: Designing learning prompts.
Participants collaboratively create a small Prompt Guide –a set of simple, clear examples to help them (and others) use AI effectively for lifelong learning.
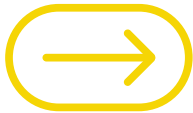
Outdoor reflection walk.
A short group walk combining physical movement and conversation about how AI could make learning more inclusive and accessible for older adults.
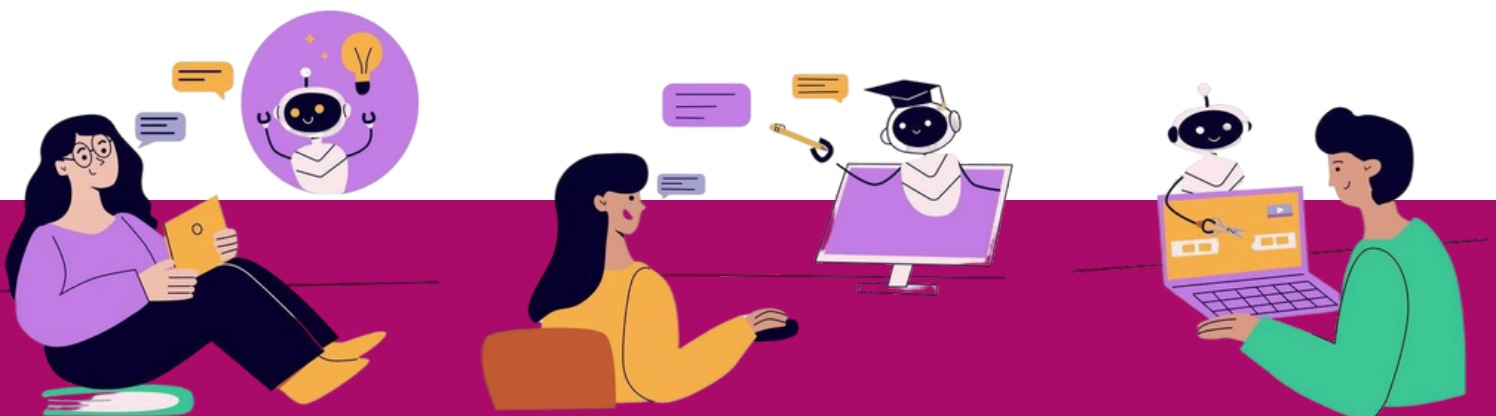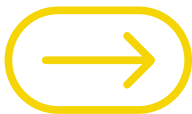
## DAY 4 – LEADING WITH AI: ETHICS AND COMMUNITY PROJECTS

AI for good: from awareness to action.
Short interactive recap of the course's key ideas. Using quick polls or "ethical dilemmas cards," participants debate real-life cases around bias, transparency, and trust in AI.

Interactive session: "Decode the Scene".
Participants watch and discuss short clips from films, news, or ads portraying Artificial Intelligence. In groups, they analyse how AI is represented —helpful, threatening, or misunderstood— and connect those narratives with their own learning.
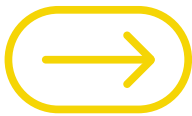
Design Sprint: "AI for my community".
A hands-on challenge where teams co-create a small community-oriented initiative using AI ethically and creatively (e.g., supporting seniors, improving communication, promoting wellbeing). Each group defines its purpose, target users, and AI tools involved, then prepares a short pitch.
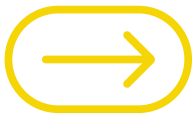
Exhibition & peer voting: "The AI Ideas Fair".
Teams present their mini-projects in a fun "ideas fair" format, moving from one table to another to share and receive feedback. Participants vote for the most creative, ethical, and useful ideas.

Closing ceremony and certificates.
Certificate delivery, group photo, and farewell pintxo break. A short final circle invites participants to share one word or idea that represents their journey — ending the course on a personal, motivating note about continuing to lead confidently in the digital era.

* 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.
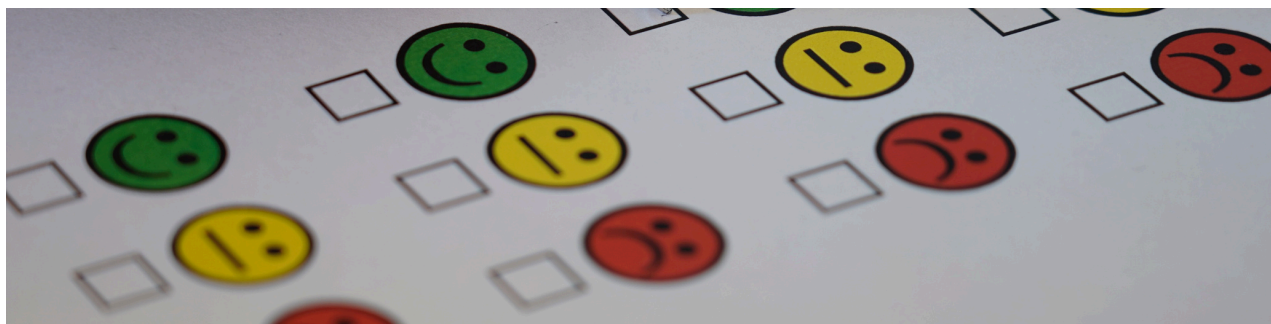
COMPETENCES

- 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.
- Participant report.
- Meetings with other participants in the mobility - reflections and debates where the quality of the learning outcomes will be assessed.

EXPECTED USE OF THE RESULTS AND 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 AND MATERIALS

- Certificate of participation (Erasmus+ format)
- Digital access to learning materials and supporting resources.
- Participant reflection journal.
- Post-course learning recommendations.

Ready to keep learning, creating, and leading with AI –the human way?

Check dates and register your participation vía email.

Contact: info@mediacreativa.eu

www.mediacreativa.eu

Mediacreativa

Pre-register now – no deposit required!