

Fundamentals of AI for EU Project Communication Professionals



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AI & Communications
Trainer

October 23, 2025



Housekeeping

1. All slides will be shared
2. Non-political/technical approach
3. Ask any question



Our agenda for today

- Challenges
- Use cases
- Prompting techniques
- Tools
- Q&A



Imagine you're three project managers from an Interreg Alpine Space project, chatting over dinner after a long day of meetings.

Off the record, how do you feel about communicating your project's results? What works, what's frustrating, and what do you wish your audiences (local authorities, partners, citizens) understood better about your work?

Manager 1: Communicating our project's results is tougher than it looks. We have great outcomes, but they often get lost in technical reports or jargon. By the time we make them understandable, the story feels old.

Manager 2: True. Every audience wants something different — partners want details, local authorities want numbers, and citizens just want to see how it helps them. It's hard to get it right for everyone.

Manager 3: And honestly, most people don't even know these projects are supported by Interreg. They see the local results — a new hiking path, a clean-energy pilot, a cross-border study — but not the cooperation behind it.

Manager 1: The only time it really clicks is when we tell stories about people — a villager, a young entrepreneur, a mayor — who benefit directly. That's when others start to care.

Imagine you're a comms expert who has worked closely with dozens of EU-funded cooperation projects across Europe.

You've just overheard the dinner conversation of three project managers discussing their challenges with communicating project results to their audiences.

Based on what you heard, write down three comms ideas to help project managers communicate their results more effectively in ways that engage local authorities, partners and citizens without adding extra workload.

1. Turn reporting content into ready-made stories

Most projects already produce updates, reports, and deliverables filled with useful information — but these often stay buried in formal documents. Create a “story extraction checklist” so project teams can quickly identify one story per milestone (a quote, a small success, or a human angle) and turn it into a short LinkedIn or local newsletter post. It’s recycling, not extra work.

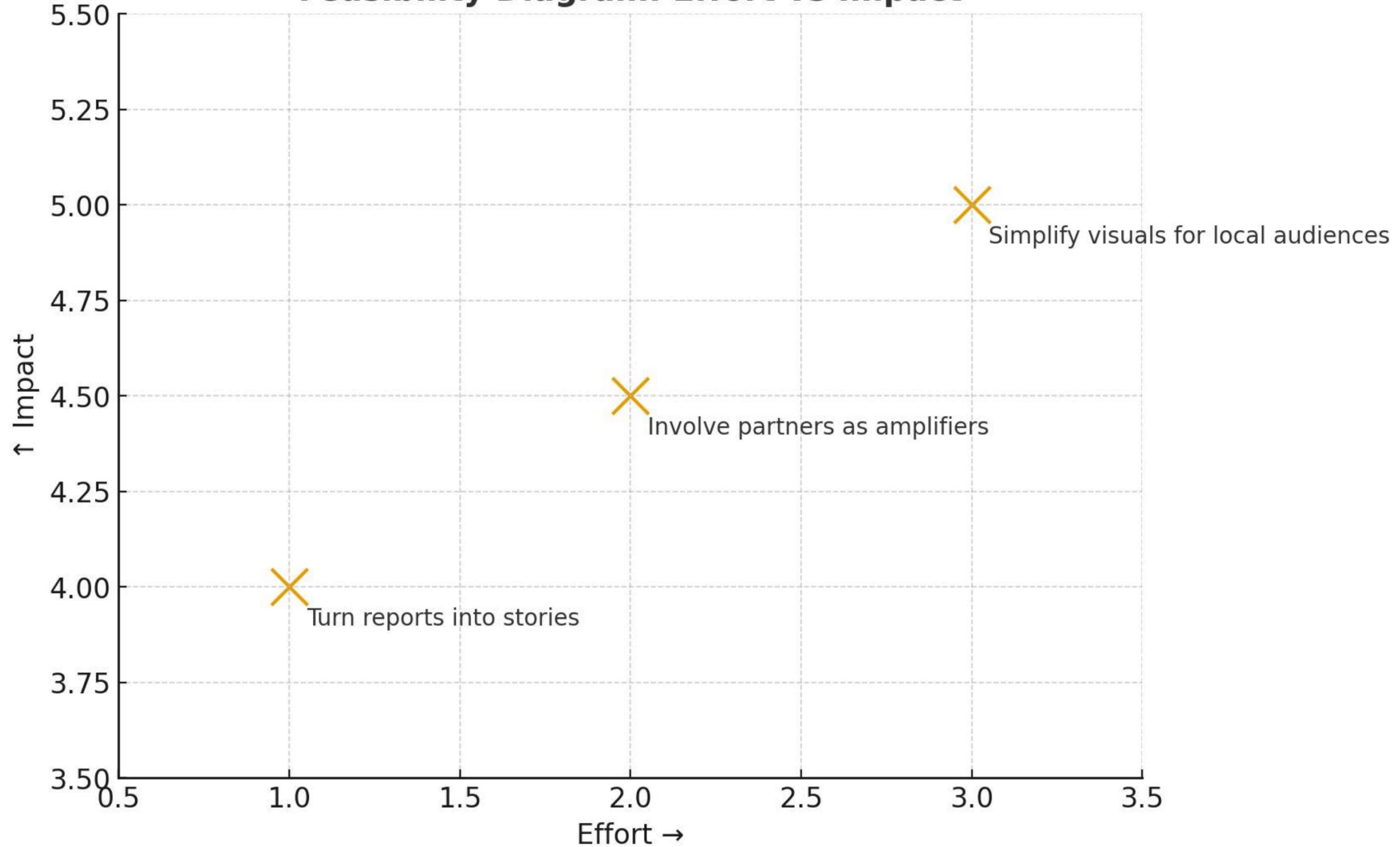
2. Involve partners as amplifiers, not just contributors

Ask each partner to take turns sharing a monthly “local impact moment” — one image, one line, one lesson. Compile them into a single post or visual. This shifts the communication load away from one person while keeping everyone visible and engaged.

3. Simplify for local audiences using visuals over text

Instead of long descriptions, visualise how the project benefits communities: simple before-and-after photos, short quotes, or quick maps showing cross-border impact. Tools like Canva or Infogram can turn data into lightweight visuals that partners can reuse instantly across their own channels.

Feasibility Diagram: Effort vs Impact



What frustrates you about AI?



Google

are parachutes effective





are parachutes effective



All

Images

Videos

Shopping

Forums

: More

Tools

◆ AI Overview

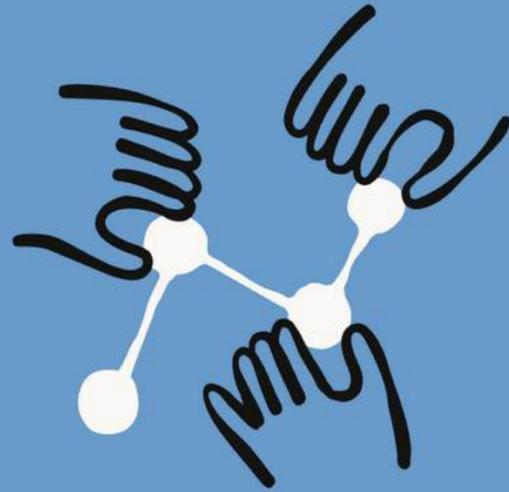
Learn more

According to a 2018 study published in The BMJ, **parachutes are no more effective than backpacks at preventing death or major injury when jumping from an aircraft.** The study involved 23 people who were randomly given either a parachute or a backpack and then jumped from a biplane or helicopter. The researchers found no statistically significant difference in the primary outcome (death) between the treatment (parachute) and control (no parachute) arms. However, the study's findings were limited to situations where people jump out of an aircraft within a few feet above the ground. ^

Announcements

Deloitte will make Claude available to 470,000 people across its global network

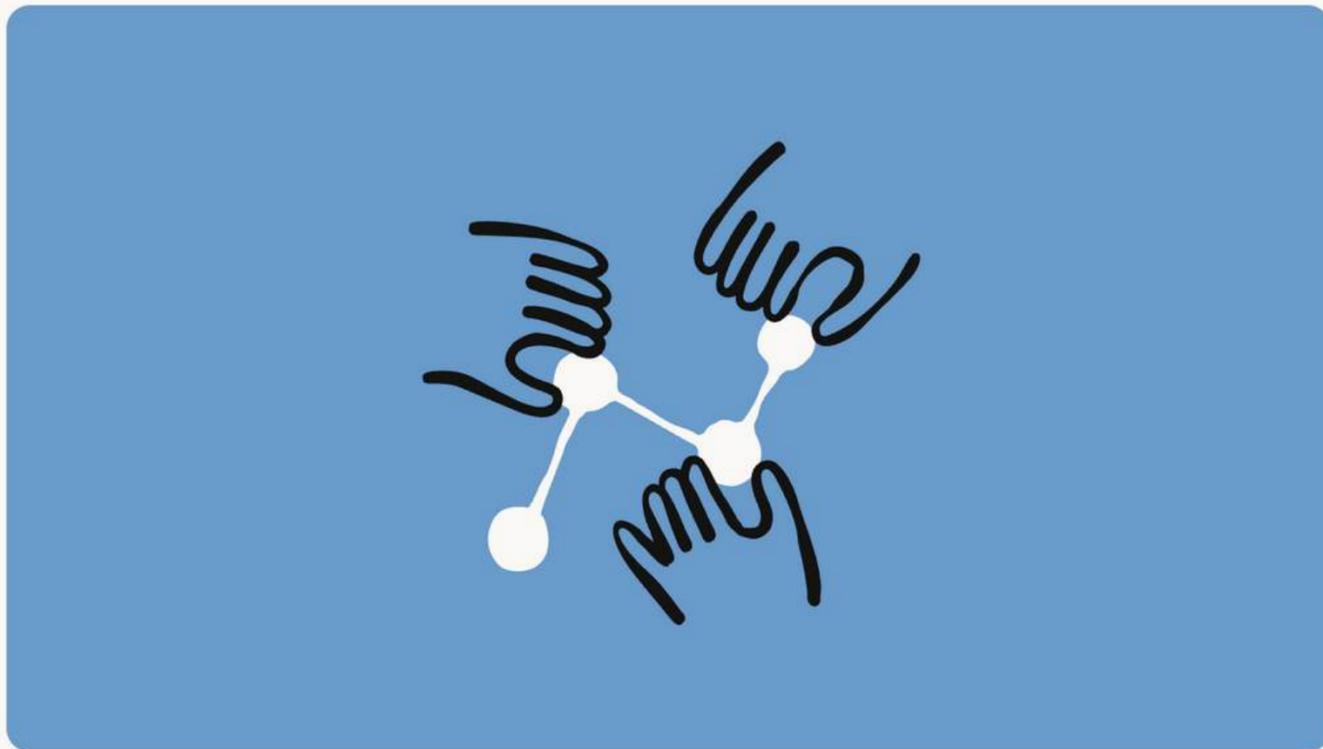
6 Oct 2025 • 3 min read



Announcements

Deloitte will make Claude available to 470,000 people across its global network

6 Oct 2025 • 3 min read



Deloitte LLP [+ Add to myFT](#)

Deloitte issues refund for error-ridden Australian government report that used AI

Big Four firm will repay final instalment after incorrect references and citations found in document



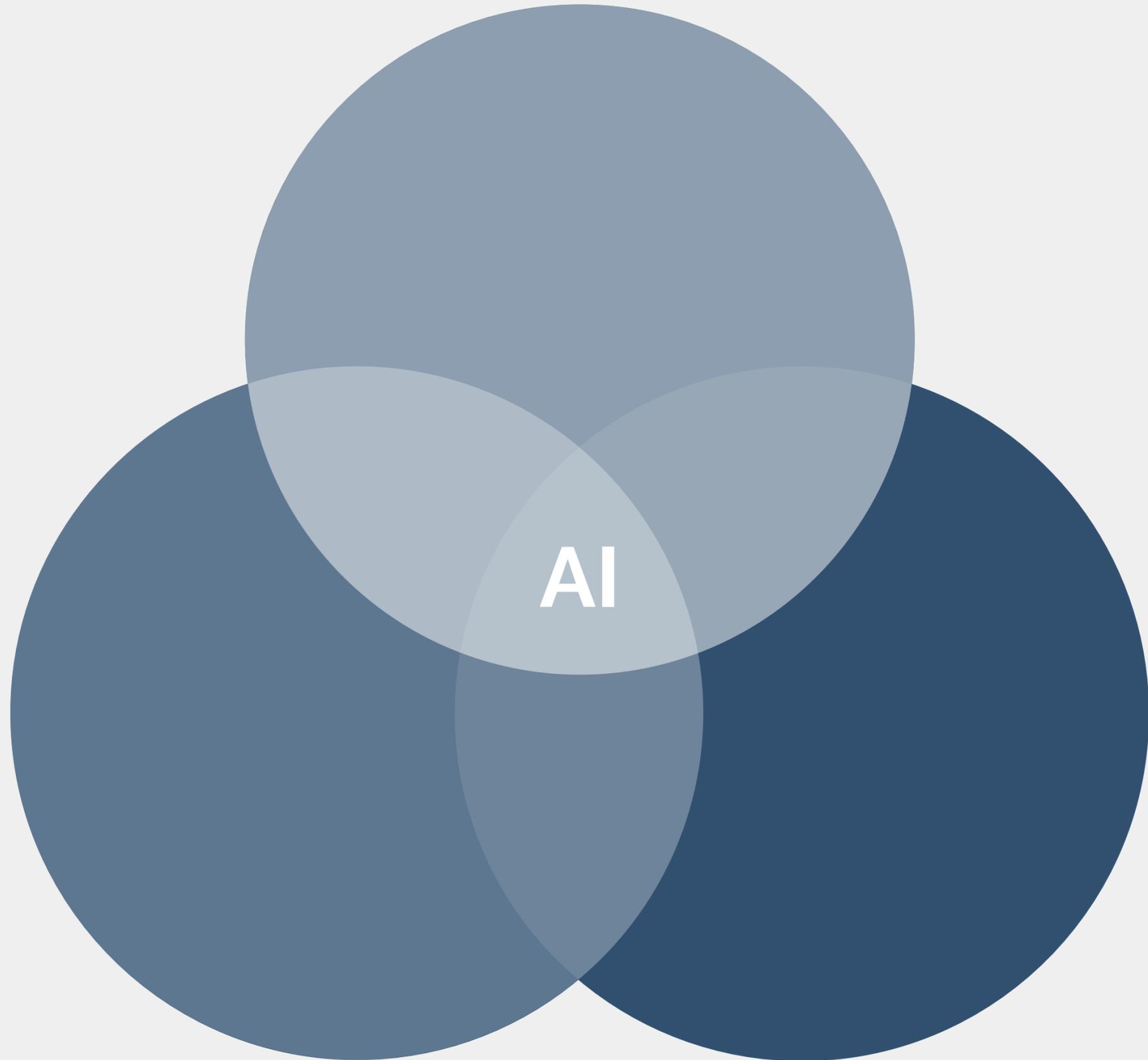
Deloitte was given a A\$439,000 commission to help assess problems with the Australian welfare system © Reuters

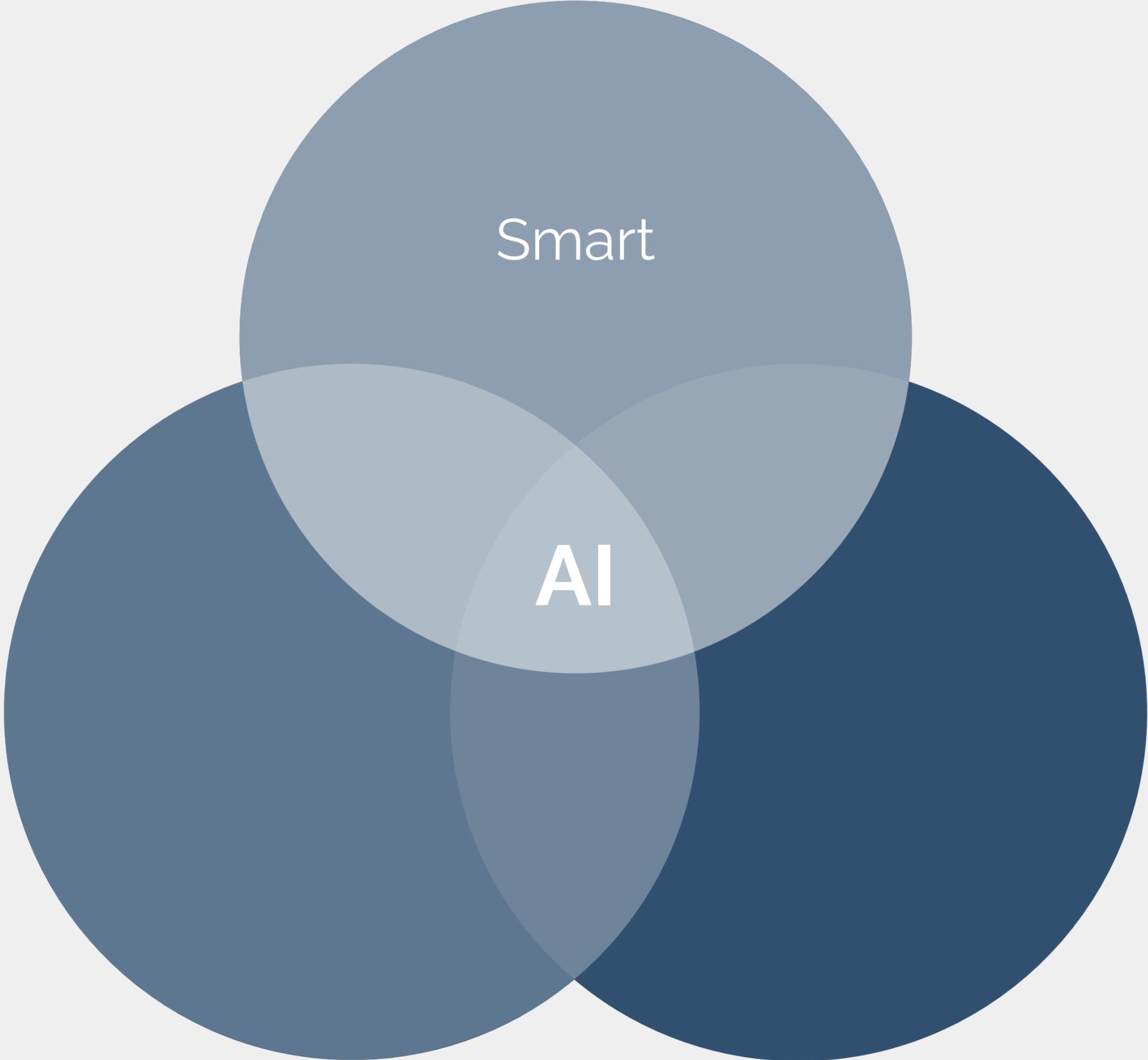
The critical challenges ahead:

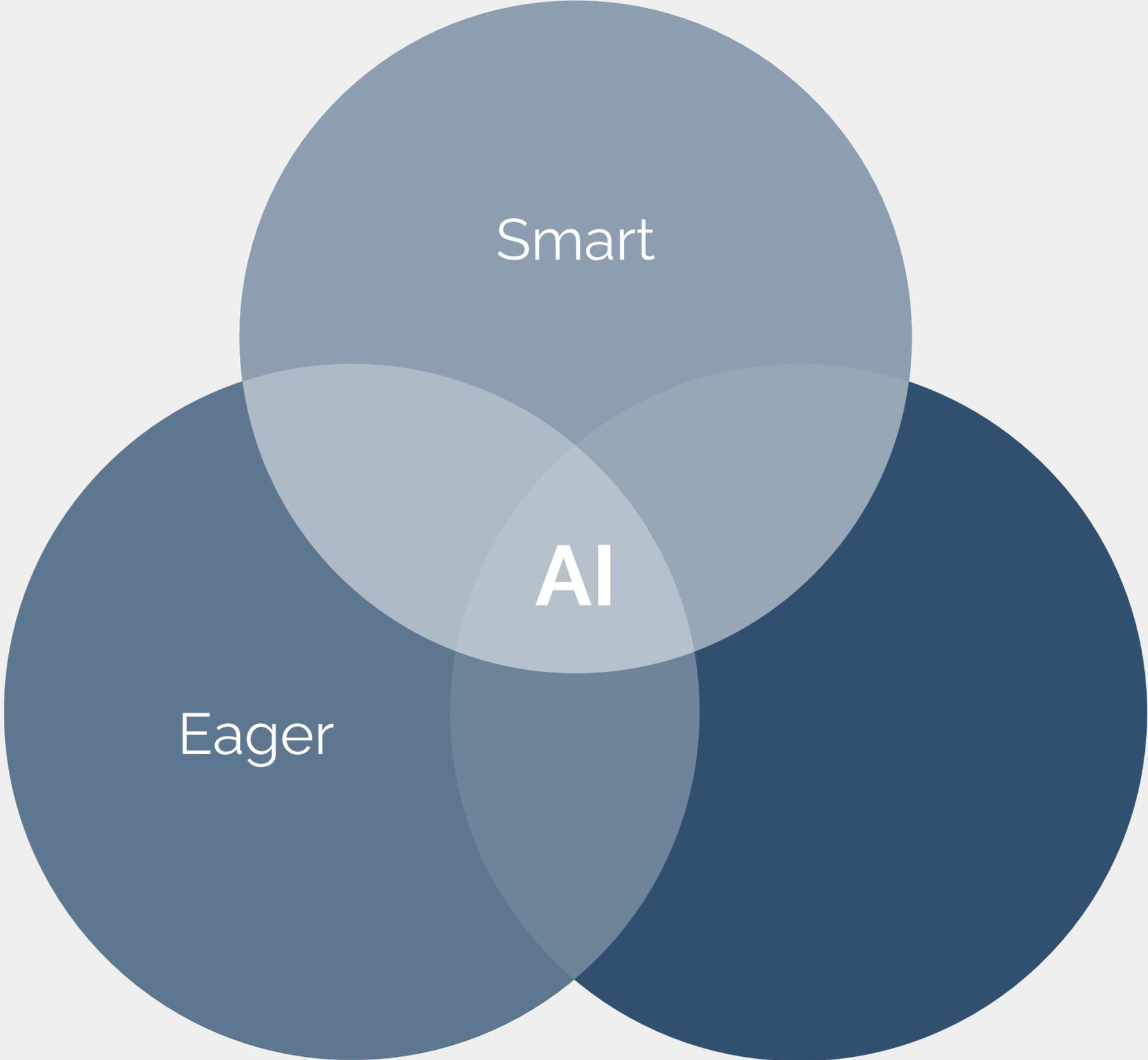
1. **Accuracy**
2. **Data privacy**
3. **Bias**

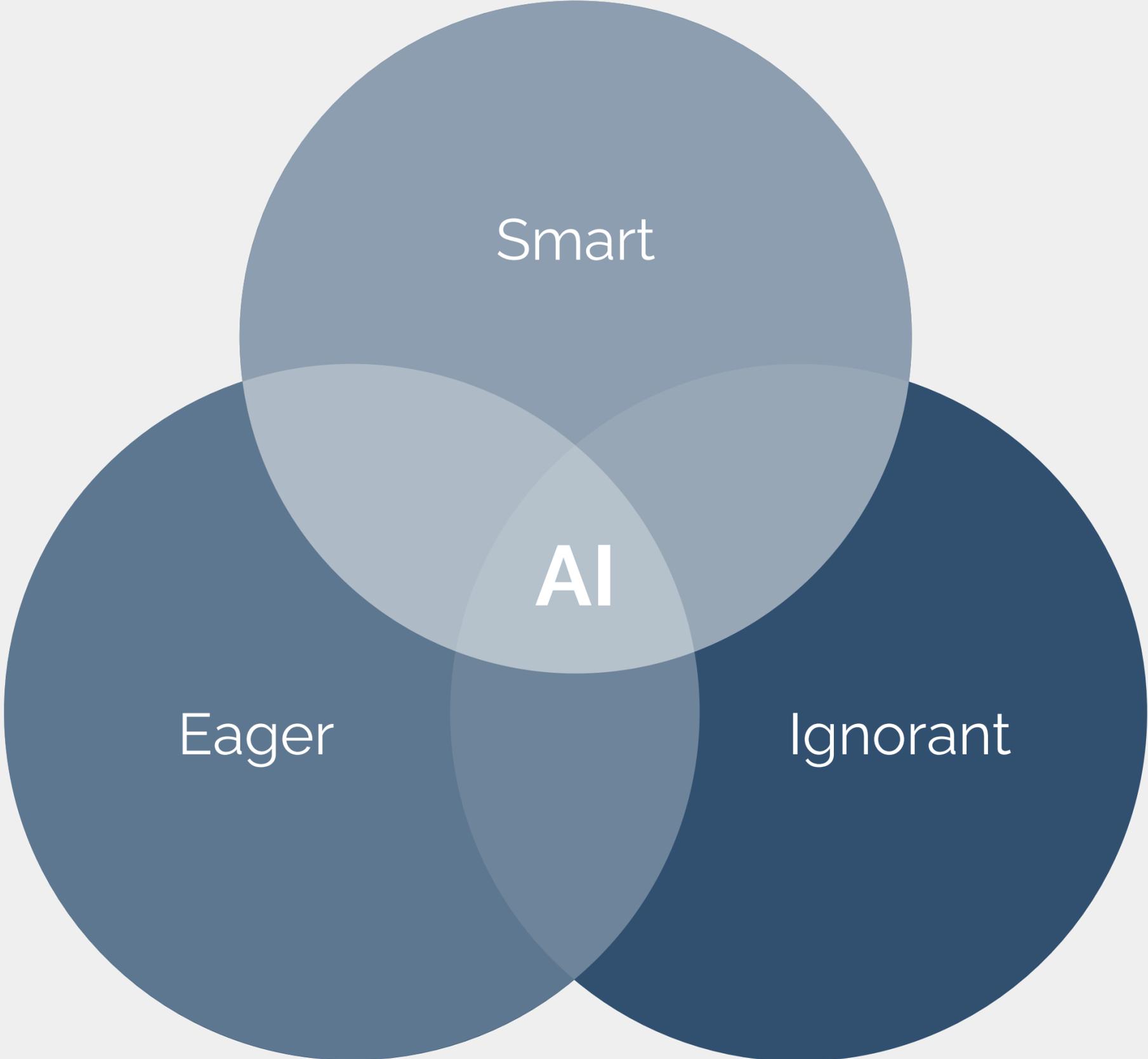
The critical challenges ahead:

1. Accuracy









How to minimise hallucinations

How to minimise hallucinations

1

Write specific and
detailed prompts

How to minimise hallucinations

1

Write specific and detailed prompts

2

Upload documents as references

How to minimise hallucinations

1

Write specific and detailed prompts

2

Upload documents as references

3

Ask for sources or evidence

How to minimise hallucinations

1

Write specific and detailed prompts

2

Upload documents as references

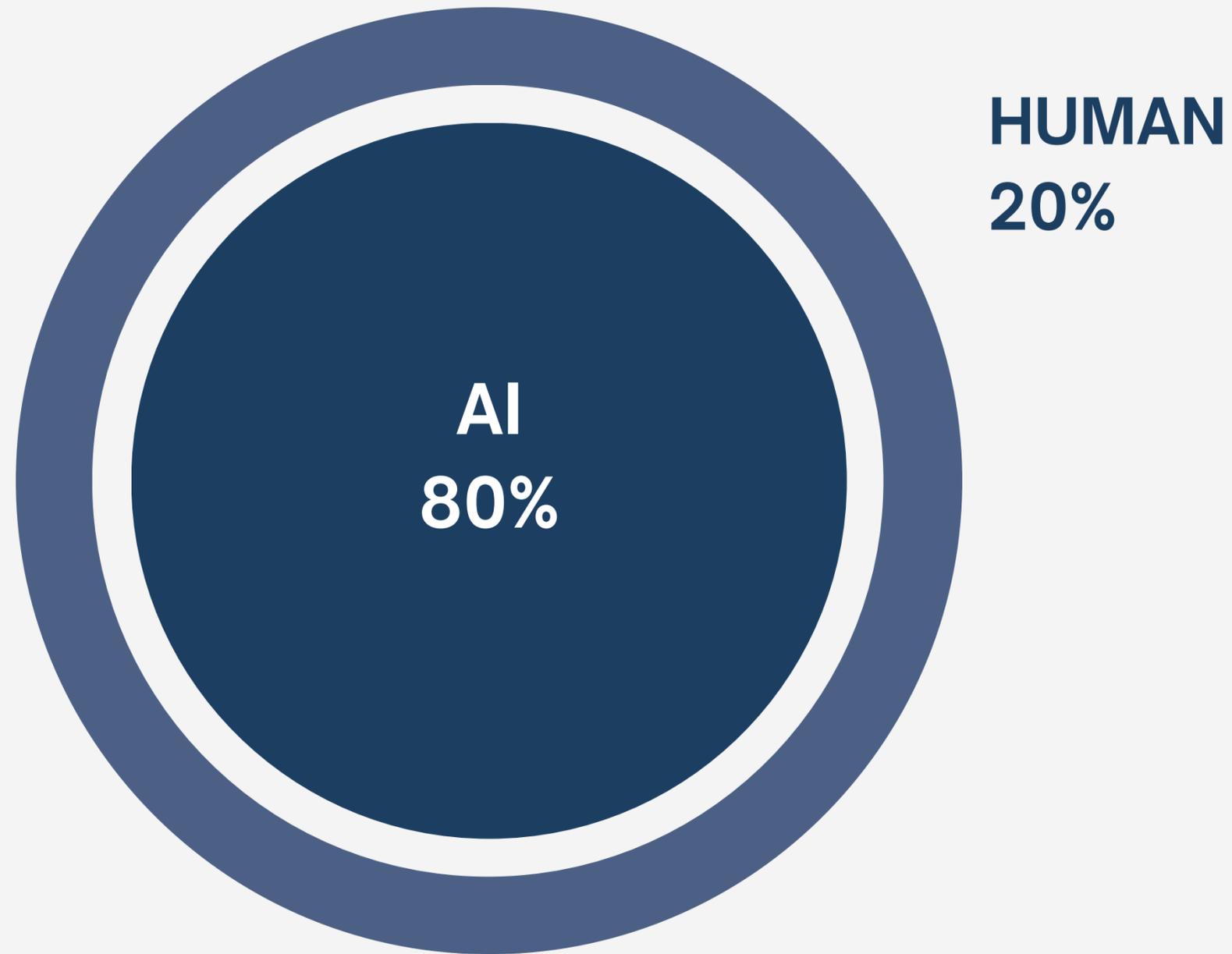
3

Ask for sources or evidence

4

Verify with a web search (or with another tool)

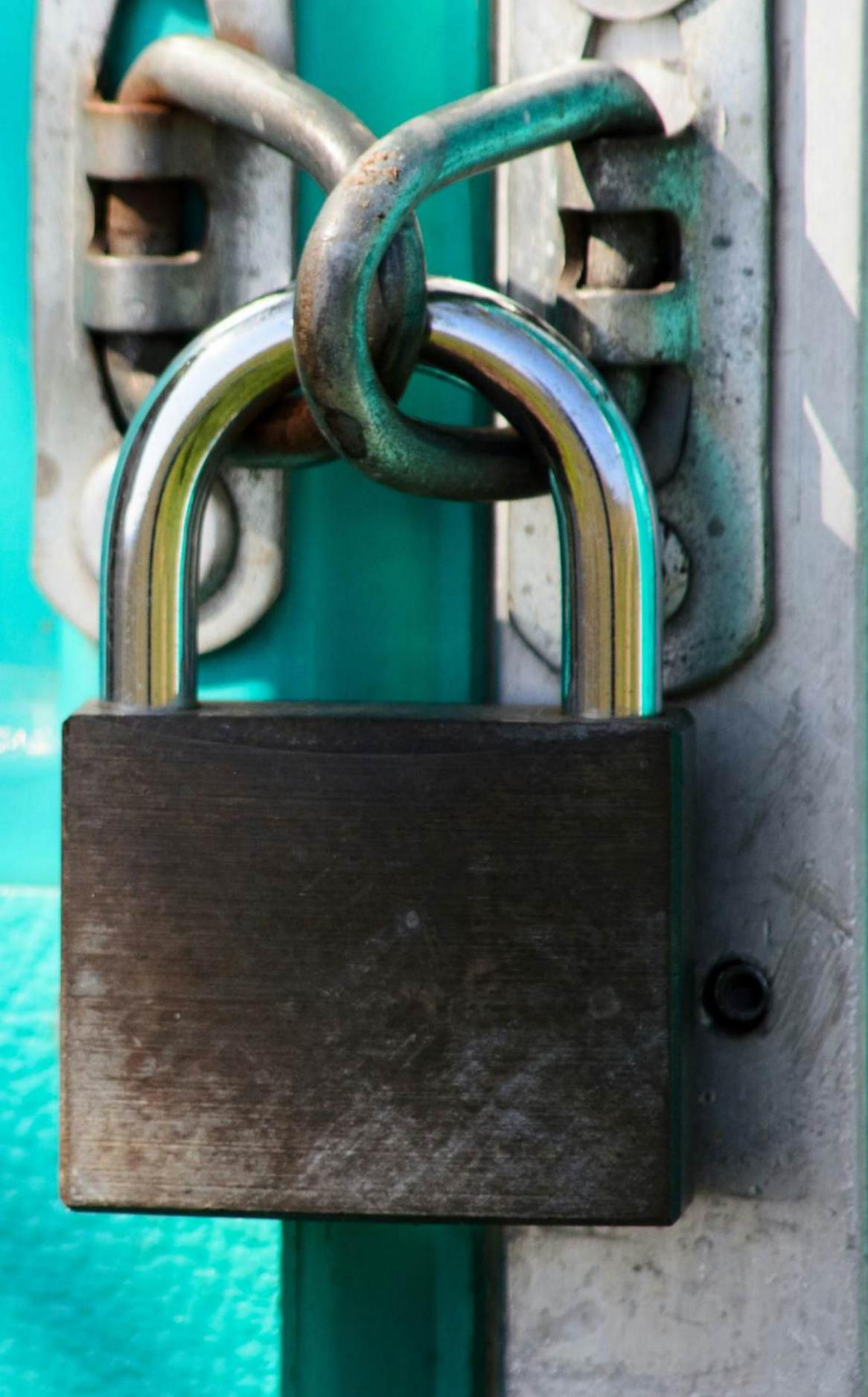
The 80/20 Rule



The critical challenges ahead:

1. **Accuracy**

2. **Data privacy**



Protect your data

- ✔ Use trusted AI tools
- ✔ Check AI settings
- ✔ Avoid using personal data
- ✔ Anonymise your data

The critical challenges ahead:

1. **Accuracy**
2. **Data privacy**
3. **Bias**



jacquesfoul@gmail.com

- Upgrade plan
- Personalization
- Settings
- Help >
- Log out

JA Jacques Foul
Plus

×

- General
- Notifications
- Personalization
- Connectors
- Schedules
- Data controls
- Security
- Account

Nickname

What should ChatGPT call you?

Occupation

Gastroenterologist

More about you

technology, and I prioritize privacy and data security. I'm deeply concerned about minimizing bias and avoiding harmful stereotypes, so I expect responses to be free from discriminatory language and not perpetuate stereotypes related to race, gender, sexuality, and other sensitive areas. Understanding these preferences will help tailor responses to better meet my needs and expectations.

Memory ? Manage

Reference saved memories
Let ChatGPT save and use memories when responding.

Reference chat history
Let ChatGPT reference all previous conversations when responding.

Record mode ?



AI has revolutionised the way we think. We can now solve more complex problems.



AI has revolutionised the way we think. We can now solve more complex problems.

But to do so, we need to **ask deeper questions.**



What am I doing with my life?



What am I doing with my life?



Based on everything you know about me, imagine what my next 5 years could look like with a list of impressive accomplishments.



What am I doing with my life?



Based on everything you know about me, imagine what my next 5 years could look like with a list of impressive accomplishments.

Once done, suggest a set of daily, weekly and monthly tasks I should complete to get closer to this promising future.



How can we better promote our project in our region?



We want to significantly increase the visibility, clarity and credibility of our project. What small but strategic shifts in project management, collaboration and communication could make our work more impactful? Suggest non-obvious, high-impact and low-effort changes we can apply without extra resources.

“Life punishes the vague wish and rewards the specific ask.”

Tim Ferriss, Tribe Of Mentors



Questions?



The best AI use cases

 Research



perplexity

You're an expert in EU programme communication. Find 3 great examples of EU-funded projects that used digital storytelling to effectively reach their audience. Explain what made these campaigns work and share simple ideas our team could use to make our own project stories more engaging and easier to understand.



-  **Web**
Search across the entire Internet
-  **Academic**
Search academic papers
-  **Social**
Discussions and opinions
-  **Finance**
Search SEC filings

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 Perplexity  Images  Sources · 111

 CORDIS | European Co...
Emotive digital experiences
for museums and cultural...

 Emotive - Storytelling f...
Storytelling for cultural
heritage

 MEMEX Project
MEMories and EXperiences
for inclusive digital...

 Eccom
MEMEX - MEMories and
EXperiences for inclusive...

1. EMOTIVE Project: Transforming Cultural Heritage Through Emotional Storytelling

Project Overview: The EMOTIVE project (2016-2019), funded under Horizon 2020, revolutionized how museums and cultural sites engage visitors by focusing on emotional connection rather than purely educational content. [cordis.europa +1](#)

What Made It Work:

Multi-Technology Approach: EMOTIVE combined virtual reality (VR), augmented reality (AR), and mobile apps to create immersive storylines. The project developed innovative tools including a Storyboard Editor and Visual Scenario Editor that allowed heritage professionals to create interactive experiences without programming skills. [cordis.europa](#)

Character-Driven Narratives: Instead of traditional informational displays, EMOTIVE created dramatic storylines with historical characters. For example, at the Hunterian Museum, visitors explored Roman Britain through four different characters who guided them around Antonine Wall displays using AR apps. [cordis.europa](#)

Flexible Authoring Tools: The project's breakthrough was developing user-friendly tools that catered to varying technical expertise levels, from amateur to expert. Heritage professionals could create experiences ranging from simple text-based presentations to complex multi-user AR games. [cordis.europa](#)

Results: The project successfully demonstrated increased visitor engagement and emotional connection, with evaluations showing the technology sparked dialogue and challenged stereotypes while helping users confront complex social issues. [cordis.europa](#)



Simple Ideas Your Team Can Use

Start with Story, Not Technology

Focus on compelling narratives first, then choose appropriate digital tools. All three successful projects prioritized emotional connection and clear storytelling over technical complexity.

[indiepics +1](#)

Make It Participatory

Enable your audience to contribute their own stories and content. MEMEX's success came from empowering communities to create rather than consume content. [cultureactioneurope +1](#)

Design for Multiple Entry Points

Create experiences that work for different technical skill levels and access methods. EMOTIVE's flexible authoring tools allowed both beginners and experts to create meaningful content.

[cordis.europa](#)

Think Beyond Traditional Boundaries

Like 5DCulture, consider how your project stories can be reused across different sectors - education, tourism, creative industries. This amplifies impact and reaches broader audiences.

[in-two +1](#)

Measure Emotional Engagement

Track not just views or clicks, but evidence of emotional connection - dialogue sparked, perspectives challenged, repeat engagement. EMOTIVE's success was measured by its ability to create meaningful conversations. [ieeexplore.ieee +1](#)

Build Community Networks

Establish stakeholder networks that can co-create and amplify your stories. The Central Baltic Programme's success relies heavily on engaging partners in collaborative storytelling approaches. [centralbaltic +1](#)



perplexity

Imagine you're a communications officer working on an EU-funded environmental project in the Alps.

Your goal is to explore how similar programmes tell their stories in more visual, human and shareable ways to make complex results accessible and engaging across languages and borders.



Research

Deep research on any topic

Extended access for subscribers

In-depth reports with more sources, charts, and advanced reasoning

2 queries remaining today

Upgrade to Pro





Home

- Account
- Preferences
- Personalization
- Tasks**
- Notifications
- Connectors
- API
- Pro Perks
- All settings

View plans

- bani999 ✓
- Incognito ?

Account

- Account
- Preferences
- Personalization

Tasks

- Notifications
- Connectors

Workspace

- API
- Enterprise ↗

Tasks

Your routines, supercharged. Set up Tasks to deliver the right content at the right time, automatically.



Describe what you want to automate



Scheduled Alerts

🕒 What are today's most important and widely-discussed news stories, from a Eu... 🔄 Daily 8:05 AM



The best AI use cases

 **Research**

 **Summarise**



You're a detail-oriented communications professional. Summarise this document by highlighting its key takeaways and clearly noting the page where each point appears. Explain any bias or reasoning behind your selection, and suggest practical next steps based on the findings.

Sources

+ Add Discover

Select all sources

ASP_A5_Booklet_21-27.pdf

Chat



Interreg Alpine Space Programme 2021–2027: Priorities and Projects

1 source

The provided excerpts describe the **Interreg Alpine Space programme** for the period 2021-2027, which is a cooperation initiative financed by the **European Regional Development Fund (ERDF)** to address shared challenges across seven Alpine countries. The program focuses on **four key priorities**—climate resilience, carbon neutrality and resource sensitivity, innovation and digitalization, and cooperative management—supported by a total ERDF budget of **€107 million**. The text outlines specific objectives, indicative types of action, and **target groups** for each priority, emphasizing a shift toward sustainable and participatory solutions in the Alpine region. Furthermore, it details the characteristics of two project types, **classic projects and small-scale projects**, and provides essential **contact information** for the Joint Secretariat and Managing Authority to guide applicants.

Save to note

Video Overview Audio Overview Mind Map

Start typing... 1 source

How does the Interreg Alpine Space programme strategically address major regional challenges? What are the specific o

Studio

Audio Overview Video Overview

Mind Map Reports

Flashcards Quiz

Interreg Alpine Space Programme 2021–2027... 1 source · 1m ago

Add note



Sources



Chat



Studio



+ Add

Dis

Select all sources

ASP_A5_Booklet_21-27.pdf

Create report



Format

Create Your Own

Craft reports your way by specifying structure, style, tone, and more

Briefing Doc

Overview of your sources featuring key insights and quotes

Study Guide

Short-answer quiz, suggested essay questions, and glossary of key terms

Blog Post

Insightful takeaways distilled into a highly readable article

Suggested Format

Grant Proposal

A detailed project proposal seeking co-financing from the Interreg Alpine Space...

Policy Memo

A memo outlining the strategic alignment of regional initiatives with Interreg Alpin...

Project Primer

Learn about the core goals of the Interreg Alpine Space programme.

Informational Outline

Discover the types of projects funded by the Interreg Alpine Space programme.

What are the core priorities and specific objectives guiding Interreg Alpine Space projects?

Which regions and countries... what is the total funding available?



Add note

Interreg Alpine Space Programme 2021–2027 Framework

Based on 1 source



👍 Good content

👎 Bad content



The best AI use cases

✓ Research

✓ Summarise

✓ Personalise



You're a project manager responsible for an EU-funded cooperation project.

Your task is to review the 3 press releases attached and analyse their style, tone and structure. Identify what makes them effective (or not) in explaining results clearly, keeping partners aligned, and making the content understandable for non-experts.

Then, based on your analysis, create a new press release to effectively communicate a recent project update to our audiences.



Enter your email

Join the waitlist

Don't Assume... **Know** That Your Message Resonates

AI-powered personas for message testing & focus group simulation for political, PR, and marketing teams.

Get Early Access

Select Personas & Cohorts You've Added 0 of 5 Audience Personas

MessagesLab My Personas Suggested for you All Personas Cohorts

40 Personas & Cohorts Sort by Most Relevant

- Emma Johnson**, 29, School Teacher
Germany • Dutch
Friendly and empathetic, Emma is the kind of person everyone feels comfortable around. She's a natural listener and loves supporting her friends and family.
- James Anderson**, 42, Software Engineer
United Kingdom • English
Focused and innovative, James is always working on the next tech breakthrough. He enjoys quiet Organizations and deep problem-solving.
- Liam Patel**, 35, Entrepreneur
United Kingdom • English
Bold and confident, Liam loves building businesses from scratch. He's a natural risk-taker with a passion for success.
- Aisha Khan**, 31, Data Analyst
Germany • Dutch
Calm and empathetic, Grace is a trusted figure in her community. She's deeply compassionate and dedicated to helping others heal.
- Elijah Brown**, 30, UX Designer
United Kingdom • English
Focused and innovative, James is always working on the next tech breakthrough. He enjoys quiet Organizations and deep problem-solving.
- Pro-EU Consensus Builders**, 30-40, Influencers
This cohort is composed of educated, upper-middle to upper socio-economic status Europeans with diverse professional backgrounds, predominantly in lobbying.
- Pro-EU Consensus Builders**
- Pro-EU Consensus Builders**
- Pro-EU Consensus Builders**

Describe the personas you're looking for (e.g. I want 29 years old EU Personas)

Apply Smart Filter

The best AI use cases

✓ Research

✓ Summarise

✓ Personalise

✓ Persuade



OVER 5 MILLION COPIES SOLD

“This is the book that I give most often as a present and
is my top recommendation.”—**CHARLIE MUNGER**

**NEW AND
EXPANDED**

INFLUENCE

THE PSYCHOLOGY OF PERSUASION

This expanded edition includes

- New research and examples
- New chapter on the unity principle
- New insights for digital businesses

ROBERT B. CIALDINI, PH.D.



You are a senior communications expert. Carefully review the attached social media posts and apply Cialdini's Principles of Persuasion (authority, social proof, reciprocity, consistency, liking and scarcity) to make our communication more persuasive and engaging.



The best AI use cases

✓ Research

✓ Summarise

✓ Personalise

✓ Persuade

✓ Challenge



Interreg
Alpine Space



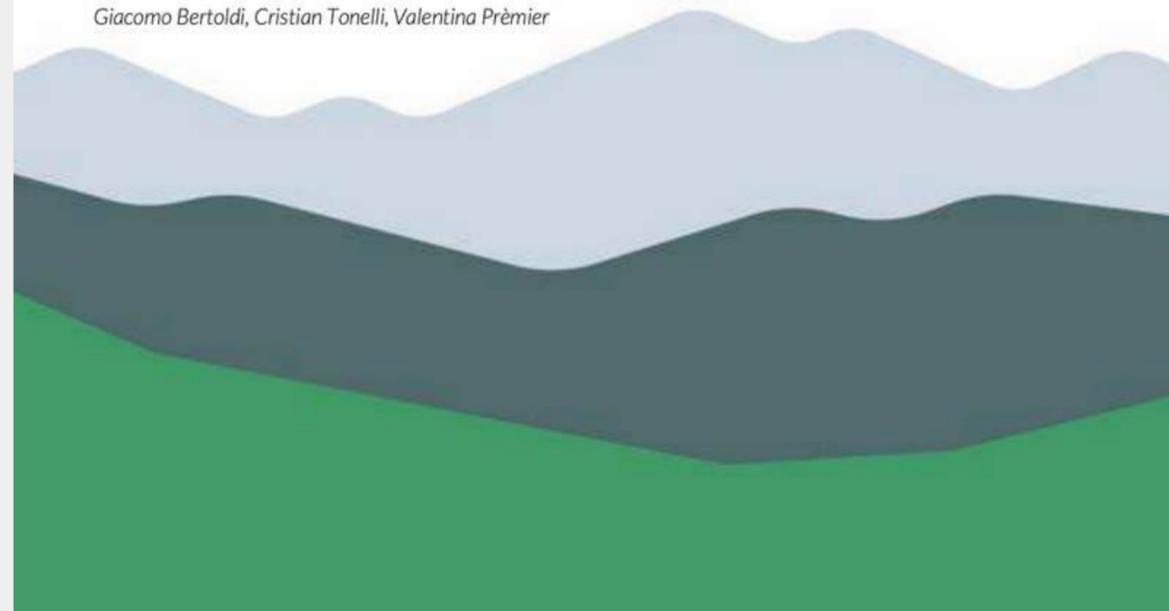
Co-funded by
the European Union

BeyondSnow

Report on the effects of Climate Change on the Alpine Space Snow Tourism Destinations

D.1.1.1 – APRIL 2023

*Philipp Corradini, Andrea Omizzolo, Matteo Rizzari, Federica Corrado, Erwin Durbiano,
Luigi La Riccia, Gemma Santoro, Benoit Nenert, Claudia Notarnicola, Alice Crespi,
Giacomo Bertoldi, Cristian Tonelli, Valentina Prèmier*





Beyondsnow-Report-on-the-effect...

PDF

You are a detail-oriented, transparent and extremely critical evaluator.

Play the devil's advocate and review the report attached to challenge its assumptions, logic and methodology. Identify weak spots, vague indicators or potential biases in how success is defined or measured.

Question whether the report truly captures impact, learning and long-term value or if it risks becoming a compliance exercise. Suggest sharper, more outcome-driven alternatives where relevant.

Be brutally honest, do not hold back.

What's strong

- **Clear audience statement and purpose.** The report says who it is for and aims to “explain in simple words,” which aids accessibility.  Beyondsnow-Report-on-the-effect...
- **Concise framing of the problem and stakes.** It summarises accelerated Alpine warming, shrinking snow seasons, and likely future shifts.  Beyondsnow-Report-on-the-effect...
- **Useful primer sections.** Definitions and overview of impacts give newcomers shared language.  Beyondsnow-Report-on-the-effect...
- **Signals of analytical work.** There is reference to MODIS-based snow cover metrics (SCA, SCD) and trend testing (Mann-Kendall, Theil-Sen), which is a solid starting point.  Beyondsnow-Report-on-the-effect...

Red flags and weak spots

1. Methods are scattered and underspecified

There is no consolidated methods chapter tying together data sources, selection criteria, QA/QC, analytical steps, or uncertainty treatment. Remote-sensing processing is described in passing, but sampling frames, validation and limitations are not integrated with the narrative.

 Beyondsnow-Report-on-the-effect...

2. Evidence is mostly secondary or partner-supplied

The report acknowledges that "data presented... are based on the information provided by the Project Partners," which risks selective inclusion and uneven quality. There is also a heavy lean on outside literature rather than primary analysis within the pilot areas.

 Beyondsnow-Report-on-the-effect...

3. From context to claims without measurable baselines

Findings jump from general Alpine trends to implications for destinations, but do not anchor to baselines for the 10 pilot working areas (PWAs) or comparable non-project areas. Without baselines, it's difficult to quantify change or attribute impact.

 Beyondsnow-Report-on-the-effect...

4. Indicators are descriptive, not outcome-oriented

SCA/SCD are good exposure indicators, but the report does not link them to socio-economic outcomes (e.g., skier-day elasticity, revenue mix, jobs), nor specify thresholds that would trigger adaptation choices.

 Beyondsnow-Report-on-the-effect...

5. Vulnerability is asserted, not computed

The text argues that low- and mid-altitude destinations are more vulnerable, but presents no composite vulnerability index combining hazard, exposure, and adaptive capacity at local scale.

 Beyondsnow-Report-on-the-effect...



Sharper, outcome-driven alternatives

1) Publish a compact Methods & Data Appendix

- One page on **data sources** (remote sensing, tourism stats, finance, water/energy use), **spatial units** (municipality, resort, catchment), **time windows**, **validation**, and **uncertainty**.
- Table listing **each figure/claim** → **data source** → **transform** → **caveats**. This forces discipline and improves credibility. [Beyondsnow-Report-on-the-effect...](#)

2) Build a Destination Resilience Score for each PWA

Weighted index combining:

- **Hazard:** trend in SCD/SCA at resort elevation bands (\pm CI). [Beyondsnow-Report-on-the-effect...](#)
- **Exposure:** share of revenue tied to snow-dependent products, share of beds above/below 1,500 m, season concentration (Herfindahl index).
- **Adaptive capacity:** snowmaking water/energy intensity, liquidity ratio of operators, municipal fiscal space, partner density, existing 4-season offer.

Publish scores with quartiles and peer-group benchmarks to move from narrative to prioritisation.

3) Link climate metrics to economic signals

For each PWA, estimate:

- **Skier-day elasticity to SCD** (e.g., % change in skier-days per -10 days SCD).
- **Water and energy demand curves** for snowmaking under observed and projected seasons.
- **Revenue diversification ratio** (non-snow revenue / total) and target ranges.

This tightens the chain from hazard to impact to management options. [Beyondsnow-Report-on-the-effect...](#)





Execution hat

Draft reports, prepare event plans, produce social media content, write press releases and meeting briefings, and summarise long documents.



Strategy hat

Develop strategies, analyse your team's impact, brainstorm communication ideas, set priorities and optimise the way your team collaborates.



Execution hat

Draft reports, prepare event plans, produce social media content, write press releases and meeting briefings, and summarise long documents.

**“You are not paid to be on top of things,
you are paid to get to the bottom of them.”**

Richard Huntington, Saatchi & Saatchi CSO



The best AI use cases

✓ Research

✓ Summarise

✓ Personalise

✓ Persuade

✓ Challenge

✓ Optimise

You're an experienced productivity and management consultant.

Your task is to review our weekly activities as a small comms team. Identify where our processes become overly complex, repetitive or inefficient.

Then, recommend what steps could be eliminated, delegated or automated using modern productivity and management principles so that our processes become simpler, faster and more strategic.



Takeaways

✔ Remember the 80/20 rule

✔ Avoid using personal data

✔ Ask deeper questions

✔ Focus on strategic tasks

✔ Have a conversation

✔ Keep experimenting

USEFUL AI TOOLS FOR PUBLIC AFFAIRS & COMMUNICATIONS



Workflows, tasks & knowledge-base creation



NotebookLM:

Note Taking & Research Assistant
Powered by AI



Chatbase.co

Custom GPTs for your business



Bardeen.ai

Workflow Task Automation
Software



Useplumb.com

Pipelines and workflows



Browse.ai

Scrape and Monitor Data from any
Website with No Code.



Parsio.io

Extract Data From Emails
and Documents



Translation & transcription



Maestra.ai

Free AI Video Translator
(incl. Youtube)



Kome.ai

Youtube Transcript Generator -
Free and Fast



Doctranslate.io

Any Language, Any
Document



Descript.com

Free Audio and Video
Transcription Nearly Instant

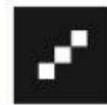


Restream.io

Online Video & Audio Tools:
Transcription, Editing



Video & image tools



Topazlabs.com

Professional-grade photo and
video editing powered by AI



Videogen.io

Generate videos in seconds with AI



Runwayml.com

Runway image/video generator



Ideogram.ai

Image generator



Napkin.ai

Get visuals from your text



Audio tools



Writing tools



Thank you.



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