ARTIFICIAL INTELLIGENCE FOR THE EUROPEAN THIRD SECTOR

PRACTICAL TRAINING · 90 MINUTES

UTOPIQ

SESSION AGENDA

BLOCK 1: WHAT IS AI?

Fundamental concepts: algorithms, data and prompts

20 min

BLOCK 2: WHAT CAN AI DO?

Tools and cultural change: Perplexity, NotebookLM, hypermodality, and Claude

20 min

BLOCK 3: PRACTICAL WORKSHOPS

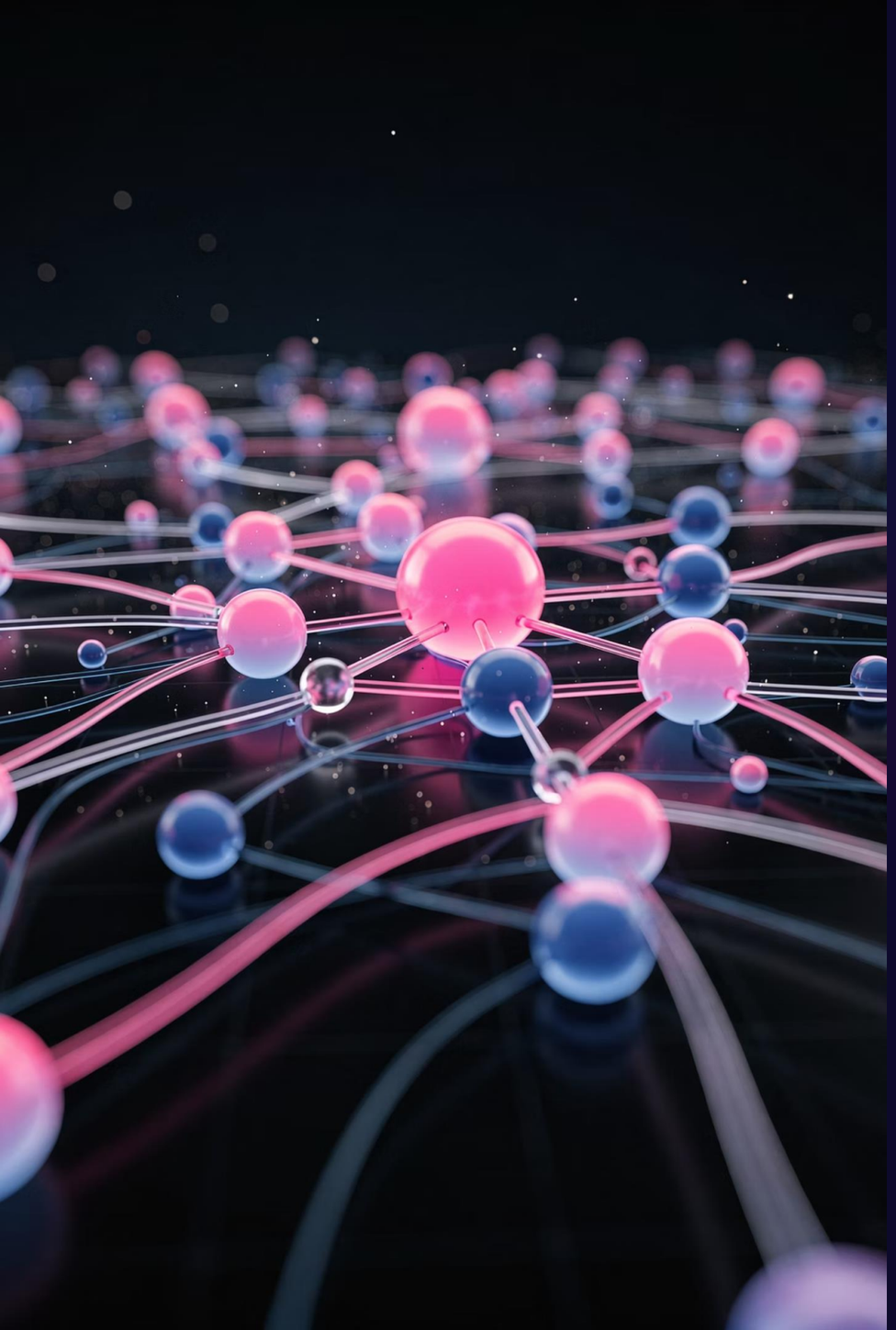
4 workshops applied to the reality of social entities

30 min

BLOCK 4: GOVERNANCE AND ETHICS

Regulation, sustainability, and responsible use

20 min

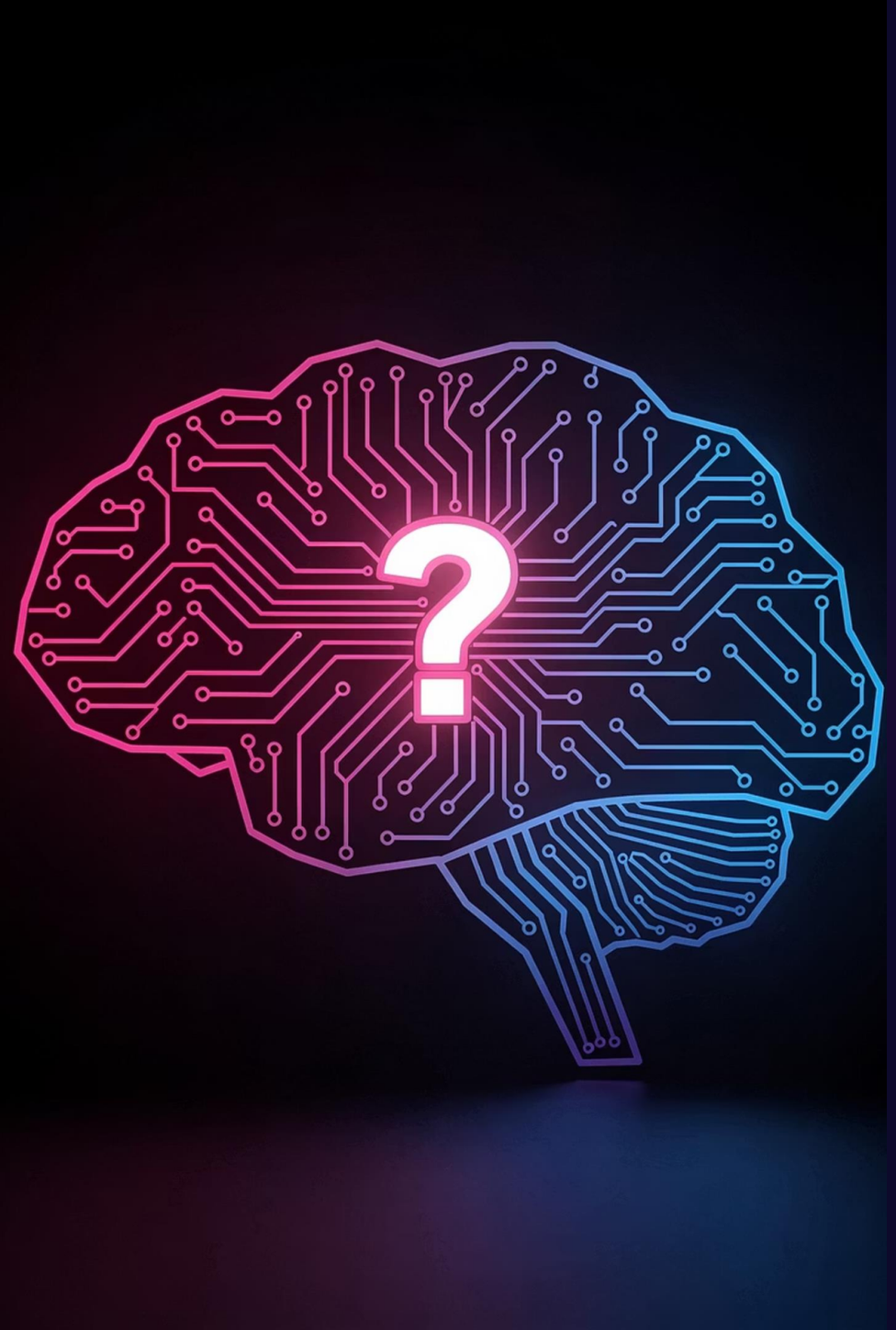


BLOCK 1

WHAT IS AI?

Before using it, we need to understand what it is

20 minutes



WHAT DOES "ARTIFICIAL INTELLIGENCE" MEAN?

Ignasi Llorente:

"When we talk about AI, we are not talking about a machine that thinks. We are talking about systems that analyse data, recognise patterns, make predictions and can generate content."

Joan Marc Claramunt:

"Exactly. It is not human 'intelligence': it is statistical calculation based on data. AI does not 'know' if something is true: it estimates what is probable."

TRADITIONAL AI

Predict demand
Detect spam
Complete text

GENERATIVE AI

Draft texts
Summarise documents
Create images

GENERAL AI

Advanced reasoning
Original content
Complex multitasking

ALGORITHMS: PATTERN RECOGNITION

Ignasi: "How does AI learn? It analyses many examples, detects patterns and predicts the most probable."

Joan Marc: "Think of it like the phone's autocorrect: if the data has errors or biases, the AI will repeat them."

1

1

Analyses
examples

2

2

Detects
patterns

3

3

Predicts
the probable

THE IMPORTANCE OF DATA

> *Ignasi: "AI is trained with very diverse data. It does not distinguish reliability: human judgement is needed."*

> *Joan Marc: "For the third sector, hallucinations can compromise credibility. The responsibility is always ours."*

✅ Good and up-to-date

⚠️ Good but outdated

⚠️ Popular but incorrect

❌ False or manipulated

AI does not know which category it is in. That responsibility is ours.

WHAT ARE PROMPTS?

> *Ignasi: "The prompt is the instruction. Context transforms generic answers into useful answers."*

PROMPT

The instruction we give. The more specific, the better.

CONTEXT

Who we are, objective, audience and output format.

BIAS

Distortions inherited from training data.

HALLUCINATION

When it invents data or sources with an appearance of truth.

> *Joan Marc: "AI is assistance and a draft. It does not replace professional judgement."*

BLOCK 2

WHAT CAN AI DO?

Technological change vs. cultural change

20 minutes

TECHNOLOGICAL CHANGE VS. CULTURAL CHANGE

The analogy of Gutenberg's printing press

📖 THE PRINTING PRESS (1440)

Visible change: More books, faster

Invisible change: Literacy, modern science, institutions

It changed WHO could access knowledge and transformed society.

🤖 AI (2024-...)

Visible change: Chatbots, images, automation

Invisible change: Post-Google, multiformat, hypermodality, hyperpersonalisation

An opportunity for inclusion and effectiveness for the third sector.

THE 4 GREAT SYSTEMIC CHANGES

POST-GOOGLE ERA

Tool: Perplexity

From 10 links to 1 answer with sources. Conversational search.

MULTIFORMAT

Tool: NotebookLM

One idea = many formats. Ideas 80% > Execution 20%.

HYPERMODALITY

Tool: ChatGPT / Gemini

Voice, image, documents and actions in one flow.

HYPERPERSONALISATION

Tool: Claude / Assistants

Answers adapted to the organisation: tone, documents, coherence.

POST-GOOGLE ERA: PERPLEXITY

The way we search for information has dramatically shifted, moving from a link-based approach to an answer-focused conversation.

BEFORE: GOOGLE

10 links > Click > Read > Compare
Time: 20 minutes

NOW: PERPLEXITY

1 answer with cited sources
Interactive conversation
Time: 2 minutes

PRACTICAL CASE: Voice bibliographic search

Imagine needing to **report on the impact of volunteering on mental health** (specifically for young people aged 18-30 in Europe).

Voice prompt: *"Search for recent studies on the impact of volunteering on the mental health of young Europeans between 18 and 30 years old. I need data from at least 3 academic sources, with concrete figures. Summarise it with cited sources."*

Result: a concise summary with verifiable sources and direct links, saving significant research time.

MULTIFORMAT: NOTEBOOKLM

THE INVERTED TRIANGLE

BEFORE
Ideas 20%
Execution 80%

NOW
Ideas 80%
Execution 20%

WHAT DOES NOTEBOOKLM DO (IN THIRD SECTOR TERMS)?

- Upload documents (reports, protocols, PDFs) and it answers from the sources.
- Generates summaries, FAQs and scripts.
- Ideal for transforming "long documents" into "quick decisions" with traceability.

HYPERMODALITY: WHEN AI UNDERSTANDS TEXT, VOICE AND IMAGE

Reads a folder

Interprets PDFs, reports and annexes.
Extracts key points.

Writes an email

Draft to funders, administration or families.
Coherent tone.

Fills in forms

Consistent answers.
Reuses project information.

QUICK EXAMPLE (30 seconds):

1) VOICE

"Summarise this PDF for the committee."

2) DOCUMENT

Reads the PDF and cites sources.

3) ACTION

Generates email, minutes or FAQ.

HYPERPERSONALISATION: ASSISTANTS ADAPTED TO EACH ORGANISATION

BEFORE: 1 answer for everyone

- Generic templates
- Inconsistent tone
- Repetition of work
- Difficult to maintain coherence

NOW: organisation's assistant

- Knows your tone
- Reuses reports
- Coherent answers
- Versions for audiences

CASE: "Grants / Quality Assistant"

We upload reports, policies and projects. Objective: consistent answers to forms + traceability of what is stated.

THE AUGMENTED PROFESSIONAL

AI does not replace professional judgement. It amplifies capabilities.

More time for impact

Fewer repetitive tasks.
More attention to people.

Better decisions

Synthesis of reports and data.
More evidence.

Inclusive communication

Easy reading, languages,
accessible formats.

Governance

Usage and review protocols.
Traceability and ethics.

BLOCK 3

PRACTICAL WORKSHOPS

Group dynamics · 4 applied workshops

🕒 30 minutes

DYNAMICS: HOW DO WE WORK?

OBJECTIVE

Each group works on 1 workshop. Draw the "before" and "with AI" flow, and choose 2 models to compare them.
At the end, 2 minutes of conclusions: value, risks and minimum governance proposal.

Facilitator

Manages time and turns.

Documenter

Writes flow and decisions.

Prompt lead

Tests prompts and variants.

Risks

Sensitive data, biases, traceability.

4 AI TOOLS: ONE PER GROUP

Each group will work on the same practical case with a different tool. Then we will compare results!

Gemini (Google)

Integrated and visual

Best for: Drafting, document analysis and multiformat content creation

Note: Integrated with Google Workspace

Ideal for: productivity + Google environment

Claude (Anthropic)

Rigour and long context

Best for: Analysis of extensive documents, accurate drafting and review

Note: Can process up to 200K tokens

Ideal for: quality + consistency

NotebookLM (Google)

Knowledge base

Best for: Upload PDFs/docs and ask questions

Note: Answers with source citations

Ideal for: reliable document consultation

Perplexity AI

Search and real sources

Best for: Answers with real web sources and verifiable links

Note: Combines generative AI + web search

Ideal for: research + updated data

Each group will use only one tool. At the end, we will compare: which one gave the best results for each objective?

PRACTICAL CASE · Challenge Presentation

Common scenario for the 4 groups

You are a European social organisation with Erasmus+ KA2 funding to develop «DigiInclude Europe»: a digital inclusion project for vulnerable groups at risk of social exclusion. Each group will work with their AI tool to prepare materials, research, document and communicate the project.

Each group uses ONE assigned tool:

Group A: Gemini	Group B: Claude	Group C: NotebookLM	Group D: Perplexity

PROJECT CONTEXT

- ▶ Project: "DigiInclude Europe"
- ▶ Objective: digital inclusion of vulnerable groups
- ▶ Partners: 4 organisations from 4 EU countries
- ▶ Duration: 18 months
- ▶ Erasmus+ KA2 funding

WHAT MUST EACH GROUP DELIVER?

1 Context research

(data, references): 3 key data points and 2 references on digital inclusion in Europe

2 Draft project proposal

Project title, main objective, 3 project activities and beneficiary group

3 Communication / dissemination

1 headline, 2 sentences for social media, a project poster and a summary video

4 Critical assessment of the tool used

3 strengths and 2 limitations of the AI tool used

🕒 45 min of group work + 15 min of pooling and tool comparison

POOLING · Tool Comparison and Learnings

15 minutes of guided debate
Each group presents their results (3 min/group). Then, open debate to compare the experience with each tool.
Tools to test (minimum 2 models):

QUALITY | EASE OF USE | RELIABILITY | ETHICS

Questions for the debate

- Which tool gave the best results?
- What limitations did you find?
- Did the tool hallucinate or invent data?
- Which one will you use at your organisation?
- What ethical risks did you detect?

Comparison matrix (all together)

- **Gemini:** Drafting and planning ★ _ / 5
- **Claude:** Analysis and regulatory rigour ★ _ / 5
- **NotebookLM:** Document management ★ _ / 5
- **Perplexity:** Research with sources ★ _ / 5

Conclusion: There is no perfect tool.
The key is knowing when to use each one!

Practical rule: choose the tool according to the task, not according to the trend. Combine 2-3 tools for optimal results.

CONCLUSIONS (2 MIN PER GROUP)

What value does it bring?

Time, quality, access, inclusion...

What risk do you detect?

Sensitive data, biases, hallucinations...

Which model worked best?

And why? (rigour, creativity, integration...)

What governance do you propose?

Protocols, human validation, traceability...

BLOCK 4

GOVERNANCE AND ETHICS

From use to responsibility

🕒 20 minutes

WHY IS IT CRITICAL IN THE THIRD SECTOR?

Sensitive data

Health, disability, socioeconomic situation, minors...

Rights and equity

Risk of bias and discrimination in services.

Responsibility

AI does not sign: the responsibility lies with the organisation.

Sustainability

Efficient use of models and infrastructures.

4 QUESTIONS BEFORE USING AI

1. Is there personal or sensitive data?
2. Could it affect a person's rights?
3. Does it automate a decision (directly or indirectly)?
4. Is there traceability and human review?

MINIMUM VIABLE GOVERNANCE (RECOMMENDED)

✅ Permitted/prohibited uses

What we can do with AI and what we cannot (by data type).

👥 Roles and responsibilities

Who validates? Who maintains templates? Who trains the team?

📄 Templates + register

Standard prompts and usage register in sensitive cases.

🛡️ Review and traceability

Review levels before publishing/deciding.

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AI IS A NEW INFRASTRUCTURE OF KNOWLEDGE.

THE THIRD SECTOR CAN LEAD A RESPONSIBLE AND INCLUSIVE USE.

Thank you very much! Q&A