

## Call for Proposals

### **Equinet Training: Practical & Ethical Issues Surrounding the Use of AI in Communication**

**Ljubljana, Slovenia – 30-31 May 2024**

#### **Background and context**

**Equinet** is the European Network of Equality Bodies, a membership organisation bringing together 48 Equality Bodies from across Europe, including all EU Member States. It promotes equality in Europe by supporting and enabling National Equality Bodies' work.

**Equality Bodies** are independent public organisations contributing to an awareness of rights and a societal valuing of equality, assisting victims of discrimination, and monitoring and reporting on discrimination issues.

**Equinet's Working Group on Communication Strategies and Practices** gathers communication experts from Equality Bodies, and those working with digital communication would be the participants of this training, besides the staff from Equinet Secretariat.

To support the work of an Equality Body, the communication staff might engage in several activities, including (but not limited to) developing awareness campaigns, engaging in media relations, copywriting content for different media, and social media management.

With the advance of AI tools, the Equinet working group on communication strategies and practices wants to explore how AI tools can be effectively and ethically employed in their daily activities.

Artificial Intelligence (AI) is poised to reinvent the entire communication industry and pave the way for new ways of working by eliminating monotonous tasks and expanding creative potential. While AI has the potential to change the way we work if we understand how to apply it effectively, it also comes with ethical concerns that we need to consider, especially in the field of communicating equality.

#### **OBJECTIVES**

This training aims to explain how to effectively and ethically utilise AI to promote and support equality and non-discrimination within the context of Equality Bodies.

##### **A. Understanding AI in communication: Practical application**

- Introduction of various AI tools (for writing, creating photos and videos, trend identification)
- How to use AI tools in communication
  - Developing and personalizing messaging
  - Managing media contact lists
  - Social media management
- Uses of AI tools to identify trends

#### **B. Future-proofing AI in communication: Ethical questions**

- Potential ethical challenges and issues that could have an effect on a diverse array of practices, production procedures, and workflows
- Implications of AI for credibility in public communication
- Reliability of products generated by AI

#### **C. Communicating about AI**

- AI implications for public opinion and political communication
- Fake news and deep fakes: social media, truth and AI

### **Expected outputs**

- A 2-day practical training for 20 communication experts from Equality Bodies.
- Guidelines for Equality Bodies on how to best ethically sustain and expand the integration of AI in promoting equality and non-discrimination. Include checklists to make them easy to use.
- A two-hour follow-up online meeting (around November 2024 -February 2025), to share the results (experience, lessons learned, success) of training being put into practice.
- Good practices collected by members of the Working Group on Communication Strategies and Practices.

### **Expertise requirements**

The selected expert(s) or team to be chosen is expected to demonstrate:

- Proven knowledge and experience in the practical use of AI in communication.
- An understanding of how to apply these to the fields of equality and human rights and for a public organisation.
- Knowledge about the issues around AI and discrimination.
- Excellent drafting and presentation skills in English.
- Knowledge of the work of National Equality Bodies and their diversity is desirable.

## Selection process

The Equinet Secretariat and moderators of the Working Group on Communication Strategies and Practices will select the winning application. In the selection process, the following criteria will be taken into account:

- Quality and content of the proposal
- Demonstrated expertise in the field
- Price

The proposal offering the best value for money will be selected.

## Indicative timeframe

- **22 March:** Call for proposals closes
- **27 March:** Result of the selection process
- **Week of 1 April:** Start of the work based on kick-off meeting with Equinet & Working Group representatives
- **30-31 May:** Training
- **14 June:** Delivery of guidelines/checklist from training
- **November-February range:** Follow up meeting to discuss lesson learned and applied

## Budget

Equinet has a budget of **3.993 euros** to deliver the training & written materials.

We will hold this event in person in Ljubljana, Slovenia, and will cover the trainer's travel and accommodation, as well as local travel and subsistence expenses.

## Proposals

Your application should include:

- Brief approach, methodology and timeline proposal
- Letter of motivation explaining your interest & relevance for this training
- CV of the trainer(s)
- Proposed budget

Please **send your application by 22 March** to Teresa Pedreira, Equinet Communication & Membership Manager ([teresa.pedreira@equineteurope.org](mailto:teresa.pedreira@equineteurope.org)), with the subject 'Trainer Application – Use of AI in communication'.