

Interreg Knowledge Fair 2024

AI tools for writing, research and storytelling

Nebojsa Nikolic/ Interact / 05.03.2024

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The difference between an **AI beginner** and an **AI wizzard** is in the **prompts**.

Image generated by Microsoft Copilot

The writing tools

[ChatGPT 3.5](#): Research, writing, drafting



[Microsoft Copilot](#): Chat GPT 4 + Dall-E 3 + Bing



[Google Gemini](#): Multimodal (text, image, audio, code, etc.)



[Resoomer](#): Summarize and analyze argumentative texts



[Grammarly](#): Check grammar, tone and generate text



[QuillBot](#): Paraphrase, grammar and improve English



[Hemingway editor](#): Improve readability, colour coded guide



Prompt ideas

“Summarize this text, make it shorter and with a touch of humor.”

“Create a target audience profile for this project: (copy/paste project summary)”

“Give me ideas how to promote this project with ... budget, in ...area”

“Help me write a professional response to this rude comment on my social media”

“Draft ten social media posts for this project: (copy/paste project summary)”

“Help me write a 2-minute video script for a promo video about my programme...”

“Help me draft a social media strategy for a project about...”

“Rewrite this project description in the style of J.R.R. Tolken”

Let's test the ideas

Project story: Forgetting no one, even if they forget us!

Author: Dani Bárdos, Interreg IPA CBC Romania - Serbia

Dementia is one of the most common mental illnesses which is not curable yet. Cities of Vrsac and Resita face the challenges of providing optimal quality of life to their ageing citizens, especially those with dementia. As a consequence of population ageing, prevalence and incidence projections indicate that the number of people with dementia will continue to grow.

What if we start to take the necessary steps for implementing preventive measures to slow down the incidence of dementia and to improve the quality of life of existing patients? Through infrastructural investments and training sessions for doctors and staff, we raised the quality of treatment for patients with Dementia. We raised awareness to reduce stigma and to promote action.

Firstly, we started building a dementia department in Vrsac and procuring the medical equipment in Resita while launching the awareness campaign about the prevention of dementia. Secondly, we organized events where doctors and other medical staff exchanged knowledge, know-how and good practices regarding preventing dementia beyond borders. Finally, we researched the risk factors for dementia in the region. The knowledge shared and the infrastructure provided allows medical experts to focus on vulnerable groups and improve the situation. In 24 months:

- 2 spaces in Vrsac and Resita were rehabilitated and equipped,
- 108 doctors and other experts attended various exchange events,
- 13.000 locals were involved in the project's activities,
- 600 disadvantaged persons either participated in activities or were part of a research study,
- 155.000 citizens from both regions learned more about preventing dementia from the awareness campaign.

Now, the community is aware of dementia prevention, and people have direct access to higher-quality medical care.

Analyse readability: Hemingway

Hemingway App makes your writing bold and clear.

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Write Edit

Readability 

Grade 12

OK. Aim for 9.

Words: 281

Show more stats ▾

2 adverbs, meeting the goal of 3 or fewer.

2 uses of passive voice, meeting the goal of 4 or fewer.

2 phrases have simpler alternatives.

3 of 18 sentences are hard to read.

7 of 18 sentences are very hard to read.

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Rewrite: example from Gemini

Prompt: “Help me rewrite this story, to make it shorter and relatable. It should read like a short inspirational article, and without bullet points:”

Imagine a community grappling with rising dementia rates, its citizens facing a future clouded by forgetfulness and isolation. This was the reality for Vrsac and Resita, two cities in Romania struggling to provide quality care for their aging population. But instead of succumbing to despair, they chose action.

Their 24-month journey began with a simple yet powerful idea: empower the community to fight back. First, they built and equipped dedicated dementia departments in each city, offering patients a haven of specialized care. But they didn't stop there. Recognizing the importance of prevention, they launched a knowledge exchange program, bringing doctors from across borders to share best practices and identify risk factors.

The ripples of change spread far and wide. An awareness campaign reached 155,000 citizens, dispelling myths and equipping them with tools for prevention. Vulnerable groups, often overlooked, received targeted support, ensuring no one was left behind.

Today, Vrsac and Resita stand as testaments to the power of community action. Residents have direct access to quality care, empowered with knowledge to protect themselves and their loved ones. This story isn't just about fighting dementia; it's about hope, collaboration, and the unwavering spirit of a community united against a seemingly insurmountable challenge.

If Vrsac and Resita can do it, so can others. Their story serves as a beacon, reminding us that even in the face of daunting challenges, collective action can pave the way for a brighter, healthier future.

Target audience: example from Chat GPT 3.5

Prompt: “Can you make a general audience profile for this project? I'm trying to decide who to target with this story on social media.”

Name: Maria

Age: 45

Occupation: Marketing Manager

Location: Bucharest, Romania

Background:

Maria is a **busy professional** living in Bucharest, Romania's capital city. She leads a fast-paced lifestyle, **juggling her career, family responsibilities, and personal interests**. Although she is not directly impacted by dementia, Maria is keenly aware of the growing prevalence of the condition, especially as **her parents approach old age**. She values staying informed about health-related issues that could affect her family's well-being and is always on the lookout for meaningful stories that inspire positive change.

Challenges:

Limited time to stay updated on current events and societal issues amidst her busy schedule. **Desire to find practical solutions** and resources for potential health concerns affecting her family, including dementia. Preference for content that is informative, engaging, and relevant to her personal experiences and interests. **Need for credible sources** of information to guide her decision-making process regarding health-related matters

Goals:

Access reliable information and resources about dementia prevention, care, and community support initiatives. **Find inspiration and encouragement** from real-life stories of individuals and communities taking proactive steps to address dementia. Share meaningful content with her network on social media platforms to raise awareness and spark conversations about important societal issues. Connect with like-minded individuals and organizations working towards improving dementia care and support services.

Target audience: Help me visualise

Generated on the platform: www.this-person-does-not-exist.com

Name: Maria

Age: 45

Occupation: Marketing Manager

Location: Bucharest, Romania

Background:

Maria is a **busy professional** living in Bucharest, Romania's capital city. She leads a fast-paced lifestyle, **juggling her career, family responsibilities, and personal interests**. Although she is not directly impacted by dementia, Maria is keenly aware of the growing prevalence of the condition, especially as **her parents approach old age**. She values staying informed about health-related issues that could affect her family's well-being and is always on the lookout for meaningful stories that inspire positive change.



Social media: example from Copilot

Prompt: “Write three separate but engaging social media posts about this project:”

🌟 Post 1: “Empowering Our Community Against Dementia”

🗨️ Did you know that dementia affects millions worldwide? In Vrsac and Resita, we’ve taken bold steps to improve the lives of our aging citizens. Here’s how:

- 🏠 **Upgraded Spaces:** We transformed two facilities, creating safe havens for dementia patients.
- 👤 **Expert Exchange:** 108 doctors and experts shared knowledge across borders.
- 🌱 **Prevention Awareness:** 155,000 citizens learned about dementia prevention through our campaign.

Join us in the fight against dementia! ❤️ #DementiaAwareness #CommunityImpact

🔍 Post 2: “Unlocking Hope: Dementia Prevention Insights”

🌍 As our population ages, dementia cases rise. But what if we could slow down its incidence? Here’s how we’re making a difference:

- 🚀 **Infrastructure Boost:** Our dementia department in Vrsac is now a beacon of care.
- 💛 **Cross-Border Wisdom:** Doctors and staff exchanged best practices, bridging gaps.
- 📊 **Research Clues:** We dug deep into regional risk factors, empowering our experts.

Together, we’re rewriting the dementia story! 🌟 #DementiaPrevention #KnowledgeIsPower

❤️ Post 3: “From Awareness to Action: Dementia Matters”

🌱 Dementia isn’t just a challenge—it’s an opportunity for change. Look at our progress:

- 🌟 **Local Engagement:** 13,000 community members actively participated.
- 🌐 **Stigma Breakdown:** We’re reducing misconceptions about dementia.
- 🏥 **Quality Care:** Direct access to better medical support is now a reality.

Join hands with us! Let’s create a dementia-friendly world. 🤝 #DementiaCare #TogetherStrong

Video script: example from Copilot

Prompt: “Help me write a script for a short 2-minute promotional video about this project.”

[Opening Shot]

- [Visual: A serene view of Vrsac and Resita, transitioning to the faces of hopeful citizens.]

Narrator (Warm Voiceover): *“In the heart of Vrsac and Resita, where history meets hope, a silent battle unfolds. Dementia—a common yet incurable mental illness—touches lives, leaving families searching for answers.”*

[Cut to: Clips of elderly individuals looking out windows, families supporting them.]

Narrator: *“But what if hope wasn’t lost? What if together, we could improve the quality of life for our aging citizens?”*

[Transition to: The construction and rehabilitation of spaces in Vrsac and Resita.]

Narrator: *“Introducing our dementia prevention project—a beacon of care, a promise of resilience.”*

[Cut to: Doctors and experts exchanging knowledge at events.]

Narrator: *“108 doctors and experts united, sharing wisdom beyond borders. A symphony of collaboration, a chorus of compassion.”*

[Showcase: Locals participating in project activities.]

Narrator: *“13,000 community members engaged; every hand joined makes us stronger.”*

[Highlight: Disadvantaged persons receiving support.]

Narrator: *“600 souls touched directly; every life uplifted writes a story.”*

[Closing Scene: The community coming together; images from the awareness campaign reaching thousands.]

Narrator: *“And the numbers speak: 155,000 citizens enlightened on preventing dementia. Today, we stand aware and equipped—ready for tomorrow.”*

[Final Frame: A hopeful sunrise over Vrsac and Resita with text – “Together for a brighter tomorrow.”]

Narrator (Softly): *“Empowering minds, transforming lives. Join us.”*

A joke from Gemini

Prompt: “Tell me a joke about project managers”

What do you call a project manager who's always on time and under budget?
Fictional.



Tips

Prompt your way to success:

- Start playing with different tools
- Do not share confidential or personal info
- Always check the sources
- Never copy/paste the text – refine
- Share tips with colleagues



Image by Google DeepMind, Pexels, CC

Cooperation **works**

All materials will be available on:

Interact website