Artificial Intelligence:
Genuine Impact

Interreg Knowledge Fair session report | March 2024

Overview

More than 45 Interreg programme management colleagues representing various fields of expertise as well as diverse programme bodies joined this session, where three instructors from Interact provided an overview of the use of AI in Interreg programme management.

Artificial Intelligence models, and by extension their tools, are increasingly penetrating more areas of work life of people dealing with knowledge and audio-visuals. Interreg is inevitabily impacted by the use of AI tools by individuals and gradual adoption by organisations. Though small, we are already seeing active use of AI tools by Interreg programme managers and their stakeholders. It is safe to assume as time passes and the AI models get more sophisticated and easy to use, the exponential trend will continue.

Communication experts in Interact have already been studying and –together with Interreg communication officers- exploring AI tools and their relevance to Interreg programme communications.
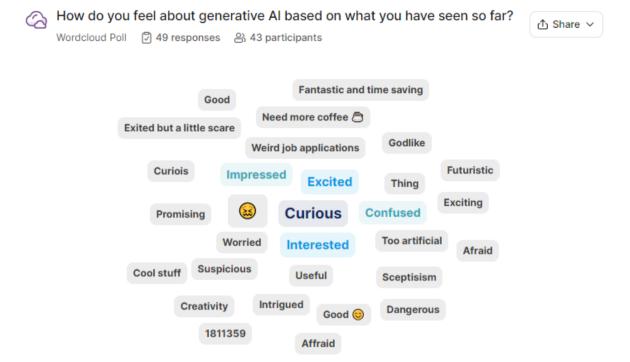
In this session, we expanded the scope to the use of AI for wider programme management, with Interact interventions and lively group discussions and Q&A session with the participants.

Methodology

We built the session on the existing know-how on generative AI that we have accumulated it over the past year, and expanded it. Interact intervention was supported by various slido questions, as well as free Q&As, and a group discussion session.

We opened with a slido word cloud exercise, and this was the result:

How do you feel about generative AI based on what you have seen so far?

Wordcloud Poll ☑ 49 responses ☺ 43 participants   ⇪ Share ⌄

Fantastic and time saving

Good

Need more coffee ☕

Exited but a little scare

Weird job applications   Godlike

Curiois   Impressed   Excited   Thing   Futuristic

Promising   😖   Curious   Confused   Exciting

Worried   Interested   Too artificial   Afraid

Cool stuff   Suspicious   Useful   Sceptisism

Creativity   Intrigued   Good 😊   Dangerous

1811359   Affraid

The Interact intervention included:

Large Language Models (LLMs) – by Nebojsa
LLM use for storytelling and other communication work, introduction to ChatGPT, Co-Pilot, Gemini, etc.

Text-to-image and text-to-video models – by Arkam
Introduction to models, quick demonstration of Midjourney, Stable Diffusion, Runway, Pika Labs, Free tools,

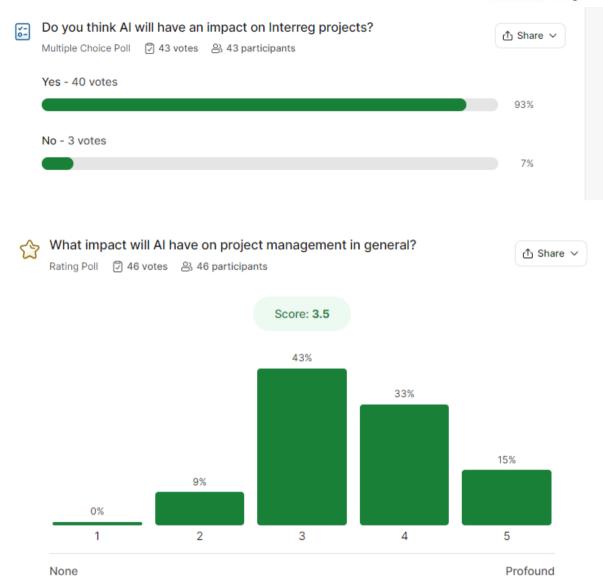**AI application in general programme management** – by Stoyan
Use of existing tool on the market for assessment, reporting, application etc.

We carried three other slido polls, the results of which largely overlapped with our earlier predictions:

Are you using AI in programme management?

Multiple Choice Poll ☑ 47 votes ☺ 47 participants   ⇪ Share ⌄

Yes - 15 votes

32%

No - 32 votes

68%

Do you think AI will have an impact on Interreg projects?

Multiple Choice Poll · 43 votes · 43 participants

Share ∨

Yes - 40 votes

93%

No - 3 votes

7%

What impact will AI have on project management in general?

Rating Poll · 46 votes · 46 participants

Share ∨

Score: **3.5**

0%	9%	43%	33%	15%
1	2	3	4	5

None · Profound

Group discussions:

As the area is quite novel, we printed 'cheat sheets' with a list of generative AI capabilities matching programme management tasks to inspire the discussions.

> **Cheat Sheet of AI application:**
>
> **General Programme management**
> - General Programme management & Administration: automation in administrative checks, procedures and task planning. Suitable AI tool: AI task planner, open AI
> - Education, Training & Capacity building: upskilling and reskilling for programme officers and potential applicants. Suitable AI tool: Natural language processing (NLP)
> - Programming & Planning: automated analyses, distributions and service designs. Suitable AI tool: open AI

- Project application and selection: providing information services and excerpts from assessment, Q&A management. Suitable AI tool: AI guide, Human digital assistant
- Project implementation: communication, exchange, information services. Suitable AI tool: Chatbot, Augmented programme officer
- Monitoring and evaluation: Data collection, extraction and summarization. Suitable AI tool: Natural language processing (NLP), open AI
- Programme closure: data repositories, extraction and summarization. Suitable AI tool: Natural language processing (NLP), open AI

Communication
- Summarise project description (e.g. from application form)
- Make project description understandable in plain language
- Generate or refine project story out of project summary
- Generate textual programme communication material (e.g. about programme)
- Aggregate data for communication purposes
- Go through number of projects, identify the ones with a specific priority, place, budget, duration, etc or a combination of them
- etc

- Generate realistic photos in absence of actual project photos (e.g. before the start of the project)
- Edit an exist photo with in-painting features
- Visualise data, generate infographics
- Create short videos
- Animate an image into a video for social media posts
- Etc

- Generate communication strategies/plans
- Fine-tune or optimise communication plans
- Evaluate communication plans

Discussion outcomes:

Group work which was followed by free discussions confirmed some of the predictions included in the cheat sheet, while also showing that the interventions so far are largely at individual level, and in small steps.

The participants appreciated the inspirations from Interact and other Interreg peers, and expressed interest in exploring the opportunities and risks brought by the AI tools further. There also was a large expression of interest in any future joint activity or event on the topic.

More detailed discussion outcomes from the flipcharts:

→ Evaluation: cross checking data or info. during assessment

→ Communication

→ AI to analyse & summarize results in qualitative survey (stakeholder consultation)

→ Chatbot for beneficiary / applicant FAQ

→ AI to check copyright use by project beneficiaries + Programme use

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COMMUNICATION

1. During the project Proposal Procedure → the chatbot is ideal as the applicants could submit question to and the chatbot would answer.

2. Data analysis for reports

3. Communication (social media posts, press release, video material ...)

Concerns

1. errors

2. not qualified or trained staff – who can apply AI? who has the legal rights to implement and share this information/product? MA? (Limited legislation to protect staff with copy-right?)

• COMMUNICATION (Content generation)
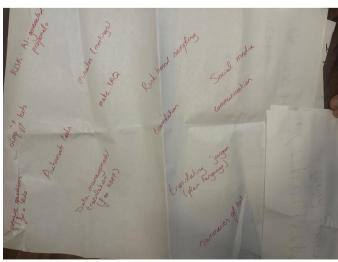
• INTERACTION WITH APPLICANT & BENEFICIARIES

• IDEAS & INSPIRATION

• BIG DATA MANAGEMENT & ANALYSES

• IMPROVE WORDING

• Future - project assessment

We use it for: images
• Communication – SOME, Website,
• Summarizing texts + "popularism" easier language
• Program management in assessment process

⟶ Chat GPT
⟶ rezoomer
⟶ Microsoft Co-Pilot

Legal:
— both encouraging and discouraging

RISK: AI-generated proposals

minutes (meetings)

make FAQ

Risk based sampling

Social media

communication

survey questions for a data

Automate labs

translation

Data management (translation (of a MEER?)

translating "jargon" (plain language)

summaries of text

Finally, we concluded with a slido, the result of which would provide a starting base for the keywords through which AI-generated royalty-free photography stock that is under preparation by Interact:

Please give us three keywords you use for searching images for your programme communication material.

Wordcloud Poll   80 responses   34 participants

⬆ Share ⌄

Renewable energy   Seminar   International

tourism functional area   Process

functional touristic area

European   Crossborder cooperation people   joy   Proposal

Sustainability   Meeting   Networking   Nature

Support

Success   Innovation   Cooperation   sea   opportunities

Workshop   People

people cooperation

Topics of the programme   Territory   border region

Collaboration

Heritage site   Workshop, best practices, news alert

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