



CONCEPT NOTE

European Youth Information Day 2025

Youth Info #OwnTheAI

Background

In an increasingly digital world, Artificial Intelligence (AI) is becoming an integral part of everyday life. From personalised music recommendations to autonomous driving, AI is reshaping how we live, work, and interact. However, as AI technologies continue to advance, there is a growing concern that traditional youth services may be overshadowed by digital solutions.

While AI offers significant potential to enhance efficiency and personalise experiences, **it cannot replicate the human component** essential to youth information and counselling services. Youth information work provides not only critical information but also personalised guidance, empathy, and emotional support, which are fundamental in helping young people navigate complex life decisions.

At the same time, **the rise of AI presents both opportunities and challenges for the field**. While AI tools have the potential to streamline administrative tasks and offer insights into young people's needs, their ethical implications cannot be overlooked. The spread of misinformation, the potential for algorithmic bias, and the risks of reducing young people's autonomy in decision-making are just a few concerns that need to be addressed.

As part of the EYID 2025 campaign, we aim to foster a **deeper understanding of AI's impact**, encouraging youth information workers to engage with AI tools in ways that complement their human-centred approach. By equipping them with the knowledge and resources to navigate AI's complexities, we ensure that **technology remains a tool for empowerment rather than a replacement** for the invaluable human support young people need.

The slogan **"Youth Info #OwnTheAI"** empowers youth workers and young people to **take control of AI**, shaping how it impacts their lives and work. It conveys a sense of agency, **promoting proactivity and leadership in navigating AI's complexities**. The slogan positions the campaign as forward-thinking and solution-oriented, focused on preparing for the future while maintaining the essential human element needed to master the technology.

The campaign will be divided into four initiatives:

1. AI: Bright Side, Dark Side

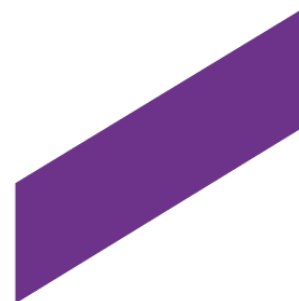
Artificial Intelligence (AI) is becoming an integral part of our daily lives, transforming the way we interact with technology. From AI-powered voice assistants that help us manage our schedules to personalised recommendations on streaming platforms like Netflix or Spotify, **AI is enhancing our experiences in ways we never imagined.** It helps us navigate cities, automate home systems, and make data-driven decisions with ease, all of which contribute to greater convenience and efficiency in our routines.

However, every innovation comes with its challenges. **AI systems can perpetuate biases that lead to harmful consequences.** For example, facial recognition software often struggles with darker skin tones, and recommendation systems, such as those on Netflix or Amazon, can create echo chambers, limiting exposure to diverse content. Additionally, AI-powered recommendations in shopping or streaming platforms can subtly influence consumer behaviour without transparency. While AI offers many advantages, it's crucial to remain mindful of these underlying issues.

Through this initiative, we aim to highlight both the bright and dark sides of AI. By showcasing how AI is already integrated into many aspects of our lives, we hope to raise awareness of its impact while showing the downsides associated with its use.



- **Format:** series of graphics in the form of carousel or short videos
- **Dates:** 1 April- 11 April



2. Owing the AI

This initiative invites youth information workers and young people to share how they interact with AI in their daily lives or work. Participants will post or share stories starting with "I #OwnTheAI when..." or "I #OwnTheAI by..." to showcase how they utilise AI responsibly—whether it's through enhancing productivity, understanding the AI tools embedded in platforms and apps, or actively shaping its use in ethical and empowering ways.

This action not only fosters **personal reflection and engagement** but also serves as a valuable tool for **good practice sharing** within the network. By highlighting how organisations and individuals proactively integrate AI into their workflows, we create a collective knowledge base that others can learn from and adapt to their contexts. These **examples will be featured in the EYID 2025 report**, offering inspiration and guidance to youth workers and organisations across Europe on how to effectively and responsibly "own" the AI in their work and daily lives.

- **Format:**
 - Graphic template to include their picture
 - Video template to include their video
- **Dates:** 14 April- 18 April



3. Reaffirming the Value of Youth Information Services in the Age of AI

As technology advances, many **governments are questioning the relevance of traditional youth information services** in the face of AI-driven digital solutions. However, these services offer irreplaceable human support that technology cannot match. The presence of trained professionals enables personalised, face-to-face guidance, fostering an environment where young people can access tailored advice and resources in a supportive and familiar setting.

Youth information services go beyond simply providing information—they offer the crucial element of *counselling*. This human support allows youth workers to draw on their unique skills, such as empathy, emotional intelligence, and moral advice. Unlike AI, youth workers are adept at interpreting both verbal and non-verbal communication, offering a holistic approach to young people's needs. Their ability to understand complex emotions and provide context-sensitive support is essential in helping youth navigate the challenges they face.

For the EYID on 17 April, we will highlight the continued importance of these human-centred services. **A position paper advocating for the preservation and strengthening of face-to-face youth information services will be developed, emphasising their role in promoting media and information literacy, critical thinking, and informed decision-making.** This paper will seek the endorsement of international organisations, ensuring its value as a reference for national and local governments, and reaffirming the essential role of youth information workers in shaping a better future for young people.

- **Format:**
 - Position paper
 - Online event to present the paper
 - 1 set of visuals for SoMe
 - LinkedIn article (ft. known youth information workers)
- **Dates:** 17 April- 18 April

Ready, Set, AI: Tools for Youth Work

Learning how to use AI is a job in itself, and while this technology can save hours of repetitive work, many youth information workers may not be familiar with how to effectively manage the right tools to fully harness its potential.

To address this, we will create a practical booklet featuring a selection of tools designed to enhance the work of youth information workers in tasks such as analysis, graphic design, work management or video/audio production, as well as clear guidance on how to leverage digital tools like ChatGPT to streamline repetitive tasks. By integrating these tools into their daily workflows, youth workers can significantly boost their productivity, allowing them to maintain their focus on the vital, human-centred support they provide.



- **Format:**
 - Toolkit
 - SoMe post gathering some tools
- **Dates:**
 - toolkit delivered in early March
 - SoMe post free to post



Additional information

All the **materials** will be sent to members on **24 February 2025**.

All **templates for Canva** will be made available to members. They will also be included in the Canva collaborative space. If your organisation is not in, please do not hesitate [to apply](#).

We encourage members translating EYID materials into additional languages to inform ERYICA's Communication Manager. All translated materials are uploaded to the EYID public folder, making them accessible for any organisation to use.

For questions related to the campaign, please contact beatriz.terreros@eryica.org

