



Navigating AI Regulations:
Practical Guide

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Inclusiveness and Diversity Review Report



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1. Executive Summary

This *Inclusiveness and Diversity Review Report* evaluates how the training program “*AI-Driven Creativity: Advanced Training for Digital Innovators*” and its five supporting videos address inclusiveness and diversity. The review builds upon work conducted during Activity 1 (Needs Analysis) and Activity 2 (Training Program Development).

The report finds that inclusiveness and diversity have been actively embedded into the program design:

Representation of diverse perspectives: Needs analysis involved participants from Germany, Bulgaria, and associated countries, including professionals from rural regions, freelancers, SMEs, and underrepresented creative sectors.

Gender balance: Women and men participated equally in focus groups and content co-creation, ensuring that examples and case studies reflect both genders.

Accessibility: Video subtitles are available in German and Bulgarian, and content is structured in clear, jargon-free English.

Cultural sensitivity: Case studies reflect creative practices across Europe, though representation from non-EU contexts remains limited.

Barriers were identified, such as unequal digital literacy levels among participants, linguistic challenges for non-native English speakers, and limited availability of accessibility tools for persons with disabilities. Despite these, the project partners systematically integrated inclusiveness features and designed concrete improvements for future iterations.

2. Introduction

Project Overview

The Erasmus+ project “*Navigating AI Regulations: Practical Guide*” addresses a critical gap in AI literacy within the creative industries. The training program is not only a technical resource on AI regulation and compliance but also an inclusive tool designed for diverse creative professionals: freelancers, SME founders, educators, and cultural entrepreneurs.

Inclusiveness and Diversity Evaluation

This report evaluates how the program achieved inclusiveness and diversity, what obstacles were faced, and how different perspectives were integrated into training development. It

builds on the consortium's recognition that training on AI must not privilege a narrow group of digitally skilled professionals, but must instead empower people of different genders, languages, and abilities.

Alignment with Project Objectives

Collecting timely, high-quality feedback is pivotal to three overarching project goals:

- Effectiveness – Verify that workshops and videos genuinely enhance participants' knowledge and skills.
- Usability – Ensure materials are accessible, intuitive, and culturally appropriate.
- Impact – Detect early signals of behavioural or attitudinal change that inform future iterations.

By linking each questionnaire item to these goals and closing the feedback loop with rapid reporting, the methodology transforms raw participant impressions into actionable intelligence. This approach fosters a culture of evidence-based refinement across the entire project lifecycle.

3. Framework for Inclusiveness and Diversity

The consortium operationalized inclusiveness through three key dimensions:

Participant Diversity (Activity 1): Involving stakeholders from varied geographies (urban/rural), genders, professional backgrounds (freelancers, SMEs, educators), and experience levels (novices and advanced AI users).

Accessible Training Design (Activity 2): Ensuring that the developed modules and videos are usable by learners with different levels of digital literacy and linguistic proficiency.

Cultural and Ethical Responsiveness (all activities): Aligning with EU values by avoiding stereotypes, ensuring gender balance, and embedding accessibility features.

These dimensions were cross-checked against EU guidance, including:

- Erasmus+ Horizontal Priorities (inclusion and diversity).
- The European Digital Education Action Plan.
- The AI Act and GDPR (as frameworks ensuring ethical fairness and data protection).

4. Inclusiveness Achieved in Activity 1

During Activity 1, INI-Novation (Germany) and Budakov Films (Bulgaria) conducted a comprehensive needs analysis through interviews, surveys, and focus groups.

Inclusiveness Achievements

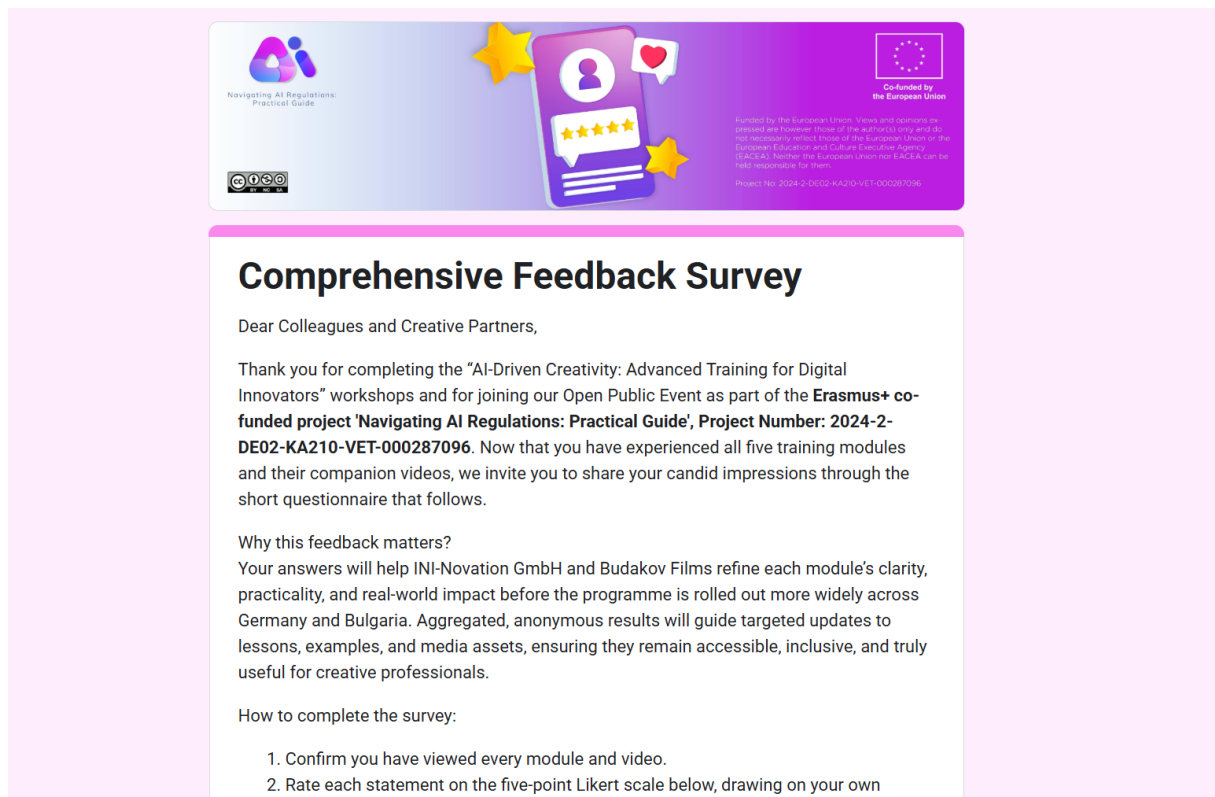
- Diverse stakeholder mix: Participants included women-led design agencies, young digital entrepreneurs, rural creative hubs, and educators. This diversity influenced the final training modules, ensuring they were not tailored only to large agencies or tech-savvy firms.
- Gender representation: Female and male participants were equally represented, and women often highlighted overlooked barriers (e.g., lack of accessible AI learning materials).
- Regional diversity: Rural participants emphasized connectivity and digital literacy challenges, which influenced the consortium's decision to use concise videos with subtitles rather than long, text-heavy materials.
- Different literacy levels: Participants ranged from advanced coders to artists with minimal technical background. This prompted a “layered” learning approach with self-assessment tools.

Barriers Faced

- Language: Non-native English speakers struggled with legal terminology. This highlighted the need for simplified language and multilingual subtitles.
- Digital divides: Some rural creatives lacked confidence in using AI tools. The consortium addressed this by including scenario-based learning with practical, low-threshold examples.
- Representation of disability: Few participants with disabilities were engaged at this stage, representing a gap to be addressed in Activity 2.



Image 1: QR Code which leads to the survey



Comprehensive Feedback Survey

Dear Colleagues and Creative Partners,

Thank you for completing the "AI-Driven Creativity: Advanced Training for Digital Innovators" workshops and for joining our Open Public Event as part of the **Erasmus+ co-funded project 'Navigating AI Regulations: Practical Guide', Project Number: 2024-2-DE02-KA210-VET-000287096**. Now that you have experienced all five training modules and their companion videos, we invite you to share your candid impressions through the short questionnaire that follows.

Why this feedback matters?
Your answers will help INI-Novation GmbH and Budakov Films refine each module's clarity, practicality, and real-world impact before the programme is rolled out more widely across Germany and Bulgaria. Aggregated, anonymous results will guide targeted updates to lessons, examples, and media assets, ensuring they remain accessible, inclusive, and truly useful for creative professionals.

How to complete the survey:

1. Confirm you have viewed every module and video.
2. Rate each statement on the five-point Likert scale below, drawing on your own

Image 2. Desktop version of the Comprehensive Feedback Survey. Link:
<https://forms.gle/upv5HSHrDvV4HKuD6>

5. Inclusiveness Achieved in Activity 2

Based on the findings, the training program was deliberately designed to reduce barriers and foster inclusion.

Specific Measures:

- **Module Content:** Each of the five modules contains examples from different creative fields (design, filmmaking, branding, digital entrepreneurship), preventing a one-dimensional view of AI use.

Accessibility:

- Subtitles were created in German and Bulgarian.
- Language was simplified, with complex legal terms broken down through visuals.
- Videos were storyboarded to ensure clarity and avoid culturally biased imagery.

- **Gender and Cultural Balance:** Examples of women entrepreneurs and creative leaders were integrated into Modules 2 and 5. Narratives avoid reinforcing stereotypes (e.g., AI as a male-dominated technology field).
- **Diverse Learner Engagement:** Self-assessment tools were added to allow learners of different skill levels to reflect and track progress at their own pace.

Barriers Encountered and Responses:

- **Accessibility Tools:** Producing sign language versions exceeded current resources. To mitigate, the consortium prioritized high-quality captions and plans to add transcripts in future updates.
- **Multilingual Needs:** While subtitles exist in German and Bulgarian, feedback showed demand for other EU languages. A plan for incremental expansion is proposed.
- **Cultural Reach:** Case studies currently focus on EU contexts; expansion to global creative practices is recommended for broader inclusivity.

6. Review of the Training Program (PDF Modules): Inclusiveness in Content Design

The five PDF-based training modules are the backbone of the program, delivering in-depth theoretical knowledge, regulatory guidance, and practical exercises. In line with the consortium's inclusiveness commitments, the modules were developed to be *accessible, culturally sensitive, and adaptable* to learners with different needs.

6.1. Inclusive Module Design Strategy

The consortium applied a *multi-layered inclusiveness approach* to the creation of the training program:

Layer 1 – Language Accessibility

- **Plain and Clear English:** Complex legal and technical terms (e.g., “risk classification,” “data governance”) were explained in simple, jargon-free language, making the content accessible to learners without a legal or technical background.
- **Glossaries and Definitions:** Each module includes a glossary of key terms, allowing learners with lower familiarity to follow along without frustration.
- **Multilingual Support:** Modules are available in English, with key terminology clarified in German and Bulgarian. This multilingual layer responds to the barrier identified during Activity 1, where non-native speakers found AI Act terminology difficult to grasp.

Layer 2 – Representation of Diverse Learners

- Inclusive Examples: Case studies reflect different scales of creative work (freelancers, SMEs, and large agencies), ensuring that the program does not privilege large, resource-rich organizations.
- Gender Balance: Narratives and scenarios use gender-neutral pronouns or deliberately balance male and female characters. For example, compliance examples feature both male and female creative entrepreneurs.
- Regional Diversity: Modules include cases drawn from various European contexts (Germany, Bulgaria, and beyond), acknowledging the geographic spread of the Erasmus+ community.

Layer 3 – Visual Inclusiveness

- Accessible Graphics: Charts, infographics, and icons were designed with high contrast and clear labelling to meet WCAG 2.1 accessibility standards.
- Alt-Text for Images: Visuals are accompanied by descriptive text to ensure that learners using screen readers can access the content.
- Avoidance of Stereotypes: Imagery avoids reinforcing clichés (e.g., “men coding / women designing”), instead depicting a mix of roles and contexts.

Layer 4 – Structural Accessibility

- Modular Layout: Each PDF follows a consistent, predictable structure with short paragraphs, headings, and bullet points to support readers with lower literacy levels or attention challenges.
- Self-Assessment Tools: Embedded reflection exercises and quizzes allow learners with different learning speeds to engage actively and track progress.
- Screen-Reader Compatibility: PDFs were formatted to be accessible with screen-reading software, addressing barriers for visually impaired learners.

6.2. Inclusiveness by Module

- *Module 1 (Risk Classification)*: Uses practical examples from graphic design, branding, and media production to ensure inclusiveness across different creative fields. Clear risk categories avoid jargon overload.
- *Module 2 (Compliance)*: Integrates GDPR and copyright explanations in plain language. Scenarios include SMEs and freelancers, ensuring that smaller actors feel represented.
- *Module 3 (Transparency)*: Strong on ethical inclusiveness, with emphasis on disclosing AI’s role in decision-making. More cultural diversity in examples would enhance impact.

- *Module 4 (Data Governance)*: Highlights IP protection for both established companies and emerging artists. Alt-text and accessible layouts improve usability for learners with visual impairments.
- *Module 5 (Ethics in Entrepreneurship)*: Focuses on fairness and bias mitigation in AI. Explicitly addresses inclusiveness in creative workflows and emphasizes human oversight as a universal principle.

6.3. Benefits of the Inclusive Module Strategy

- *Accessibility*: Clear formatting and screen-reader compatibility ensure modules are usable by learners with visual impairments or low literacy.
- *Cultural and Gender Balance*: Examples and narratives reflect the diversity of Europe's creative professionals, encouraging broader learner identification.
- *Scalability*: Multilingual glossaries and plain language design make it easier to extend to additional languages.
- *Empowerment of Underrepresented Groups*: Freelancers, women entrepreneurs, and rural creatives are explicitly represented, reducing the risk of exclusion.
- *Consistency with Video Approach*: By aligning inclusiveness measures (subtitles in videos, alt-text in PDFs), the program delivers a coherent, accessible learning ecosystem.

6.4. Overall Evaluation of Module Inclusiveness

The PDF training modules demonstrate a high level of inclusiveness by design. They are not text-heavy, overly technical, or tailored to a privileged subset of learners. Instead, they balance clarity, accessibility, and diversity, ensuring that a wide spectrum of creative professionals can benefit equally from the training.

Remaining challenges relate to *expanding language options, strengthening disability representation, and diversifying case studies beyond EU contexts*. These will be addressed in the recommended action plan.

7. Review of the Five Training Videos: Inclusiveness in Video Production

The five training videos were designed as a core component of the program, complementing the written modules by providing *visual, auditory, and practical learning support*. From the outset, the consortium recognized that video production would be a decisive factor in determining how inclusive and accessible the training program would be.

7.1. Inclusive Video Production Strategy

The consortium applied a multi-dimensional inclusiveness strategy during video development. This strategy was not only technical (subtitles, captions) but also cultural and representational, ensuring that the videos spoke to a diverse and multilingual European audience. The following *principles* guided the process:

Principle 1 – Use of AI Avatars for Representation:

- **Rationale:** Traditional video production often depends on the availability of presenters, which can unintentionally privilege certain accents, genders, or cultural contexts. By using AI avatars, the project could diversify representation at scale while maintaining professional consistency.
- **Application:**
 - Different avatars were selected across the five videos to ensure variation in gender representation (male and female avatars).
 - The avatars were configured to reflect neutral European cultural identities, avoiding overly regionalized accents or visual stereotypes.
 - The consortium deliberately chose avatars with a professional but approachable appearance, ensuring that learners with different cultural backgrounds could relate to the presenters.
- **Benefit for Inclusiveness:** AI avatars made it possible to avoid privileging one specific accent, nationality, or physical presentation, creating a more neutral and universally relatable learning experience.

Principle 2 – Multilingual Accessibility

- **Subtitles in German and Bulgarian:** To reflect the linguistic diversity of the partner countries, captions were embedded in both languages in addition to English. This addressed the barrier identified in Activity 1, where non-native English speakers struggled with legal and regulatory terminology.

- *Neutral English Narration:* Avatars were configured with clear, neutral English pronunciation, ensuring that the audio track was understandable even to learners with limited English proficiency.
- *Future Scalability:* The AI-driven production method allows rapid generation of subtitles or dubbed audio in additional EU languages, making the videos adaptable for broader dissemination.

Principle 3 – Storyboard-Driven Structure

- *Clarity and Predictability:* Each video followed a carefully designed storyboard, combining narration, visuals, and text overlays in a predictable sequence. This consistency reduced cognitive barriers for learners with lower digital literacy.
- *Cultural Sensitivity in Visuals:* Stock images, graphics, and icons were reviewed for cultural neutrality to avoid stereotypes (e.g., avoiding gendered imagery in technology roles).
- *Accessibility:* The storyboard ensured that spoken content was reinforced visually, benefitting learners with hearing or concentration difficulties.

Principle 4 – Visual and Auditory Accessibility

- *High-Contrast Graphics:* Font choices and color contrasts were optimized according to WCAG 2.1 accessibility standards, ensuring legibility for learners with visual impairments.
- *Concise Length:* Each video was limited to digestible segments, preventing cognitive overload. This format particularly benefitted learners from rural or low-digital-literacy backgrounds who requested shorter, clearer content in Activity 1.
- *Background Music:* Where used, it was minimal and non-intrusive to avoid distracting learners with attention difficulties.

Principle 5 – Inclusive Content Framing

- *Examples and Case Studies:* Scenarios were selected to reflect diverse professional realities—SMEs, freelancers, and creative entrepreneurs—ensuring that learners from small-scale enterprises felt equally addressed as those from larger organizations.
- *Gender-Neutral Narratives:* Avatars and examples avoided stereotypical associations, e.g., not portraying AI developers as male by default or creative workers as female.
- *Balanced Representation:* Videos highlighted ethical and inclusiveness challenges in AI, explicitly addressing how bias can emerge in AI tools and how to mitigate it.

7.2. Benefits of the Inclusive Video Strategy

The applied strategy brought several concrete benefits:

1. *Lowered Language Barriers* through subtitles and neutral narration, enabling non-native English speakers to follow regulatory content.
2. *Balanced Representation* by using avatars of different genders and neutral cultural identities, ensuring learners feel equally represented.
3. *Increased Accessibility* with high-contrast visuals, short digestible segments, and captioning.
4. *Consistency and Scalability*: AI avatars and storyboard-driven design ensured consistency across all videos and created the possibility to quickly adapt for additional languages or cultural contexts.
5. *Trust and Engagement*: Transparent communication of AI's role (disclosing that avatars are AI-generated) encouraged reflection on AI ethics while maintaining learner engagement.

7.3. Overall Evaluation of Video Inclusiveness

The consortium successfully leveraged AI avatars and accessibility features to create videos that addressed barriers identified in Activity 1. While not fully inclusive for all disability groups, the videos represent a significant step forward in democratizing access to complex regulatory knowledge. Importantly, they show how AI technology itself can be harnessed as a tool of inclusiveness—if designed with fairness, diversity, and accessibility at the forefront.

8. Conclusion

The development of the training program “*AI-Driven Creativity: Advanced Training for Digital Innovators*” and its five supporting videos has demonstrated that an intentional inclusiveness and diversity approach yields tangible benefits for learners, educators, and the creative industries at large. By embedding inclusivity from the earliest stages of the project (Activity 1—Needs Analysis) through to the production of training materials (Activity 2), the consortium ensured that the outputs do not serve a narrow or privileged group but instead address the real diversity of Europe's creative workforce.

Benefits for the Target Audience

- Improved Accessibility of Complex Topics

Legal and technical frameworks such as the AI Act, GDPR, and copyright can present steep learning curves. By applying inclusive design principles—using simplified language, subtitles in multiple languages, and scenario-based learning—the program enabled creative professionals of varying literacy levels and technical expertise to engage meaningfully with regulatory content. This ensured that learners with limited legal knowledge were not excluded from acquiring vital compliance skills.

- Equal Representation and Gender Balance

By deliberately integrating case studies and examples from both women- and men-led initiatives, the program countered the stereotype of AI as a male-dominated domain. Female participants in particular highlighted that this balance not only improved relatability but also fostered confidence in applying AI tools within their own professional contexts.

- Cultural and Regional Relevance

Involving participants from both urban and rural regions during the needs analysis allowed the training materials to reflect the realities of diverse working environments. Freelancers from rural hubs reported that the use of video-based modules with subtitles lowered participation barriers, making advanced knowledge on AI accessible to professionals who might otherwise be excluded from such training.

- Practical Tools for Diverse Professional Roles

Inclusiveness in design meant that the training was not confined to one “ideal learner profile” but instead offered flexible self-assessment tools and exercises adaptable to different levels of AI literacy. This benefited newcomers to AI as well as experienced digital innovators seeking advanced compliance practices.

Benefits for Final Beneficiaries

- A More Equitable Creative Ecosystem

The program ensures that knowledge of AI integration, compliance, and ethics is not limited to large agencies or well-resourced companies. SMEs, freelancers, and start-ups—often with fewer resources—now have access to learning materials tailored to their realities. This democratization of AI knowledge supports more equitable participation in Europe’s digital economy.

- Strengthening of Social Cohesion and Representation

By actively avoiding cultural bias and including diverse examples, the program contributes to a sense of belonging among learners from different cultural and linguistic backgrounds. This diversity enriches creative outputs and ensures that AI-driven innovations reflect multiple perspectives rather than a homogenous viewpoint.

- Contribution to Ethical and Responsible AI Adoption

Inclusiveness in the program was not limited to representation and accessibility; it extended to teaching learners how to identify and mitigate bias in AI systems. By equipping creative professionals to recognize discrimination risks in AI tools, the program indirectly benefits society at large, ensuring AI is applied more ethically in areas such as design, media, and branding.

- Sustainability of Inclusive Practices

The inclusiveness approach fostered during training development has ripple effects: the methods, tools, and values embedded in the program are transferable to other projects, institutions, and training initiatives. This multiplies the benefits for future learners, organizations, and industries, creating a lasting legacy of accessible and inclusive AI education.

Final Reflection

The review confirms that inclusiveness and diversity were not simply aspirational values but operational principles that shaped every stage of the training program and video development. This inclusive approach has:

- Broadened participation to professionals who might otherwise have been excluded.
- Enhanced the quality and relevance of training content through diverse inputs.
- Ensured the program reflects European values of fairness, accessibility, and equal opportunity.

Ultimately, the benefits of inclusiveness are twofold: they empower individual learners—who gain the confidence and skills to responsibly integrate AI into their creative practice—and they strengthen the broader ecosystem by ensuring that AI-driven creativity is shaped by diverse voices, equitable opportunities, and responsible innovation.

The consortium's commitment to inclusiveness ensures that this training program is not only a technical guide to AI regulations but also a model of how European educational projects can embody the principles of diversity, accessibility, and fairness in practice.

About the Project

The Erasmus+ co-funded project Navigating AI Regulations: A Practical Guide (Project Number: 2024-2-DE02-KA210-VET-000287096) aims to bridge critical gaps in AI knowledge, digital skills, and EU policy awareness among trainers and freelancers in the creative industry. Grounded in an in-depth Needs Analysis conducted during the preparation stage, the project adopts a targeted approach to support the digital transformation of this dynamic sector.

The project has three core objectives:

- **Improving AI and Data Usage Competence:** By delivering a tailored training program to 57 participants, the project will enhance understanding of AI Act provisions, including risk classification, compliance, transparency, and data governance. This knowledge will empower trainers to guide young entrepreneurs in leveraging AI for business innovation while adhering to regulatory standards.
- **Enhancing Digital Skills for AI in Creativity:** Participants will gain proficiency in AI-powered tools, data analysis, and AI literacy, enabling them to integrate cutting-edge technologies into creative processes. This objective focuses on fostering innovation, improving creative workflows, and building digital resilience in the sector.
- **Boosting EU Policy and AI Act Awareness:** By increasing familiarity with EU policies and ethical frameworks, the project will ensure participants operate responsibly and in compliance with the AI Act, fostering trust and sustainable growth in the creative industry.

The project's output will directly contribute to equipping trainers and freelancers with the tools and knowledge to thrive in an AI-driven future while aligning with EU regulatory and ethical standards.