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WORKSHOP

Communicating in the AGE OF AI

COMMUNICATING IN THE AGE OF AI: ETHICS, VOICE & VISIBILITY. EMERGING TECHNOLOGIES, AI AND THEIR IMPACT ON CIVIL SOCIETY COMMUNICATIONS.

KEY QUESTIONS

- HOW AI IS RESHAPING PUBLIC DISCOURSE, MEDIA, AND ADVOCACY.
- ETHICAL RISKS (BIAS, MISINFORMATION, SURVEILLANCE) AND HOW CIVIL SOCIETY CAN RESPOND.
- USING AI TOOLS FOR STORYTELLING, TRANSLATION, CONTENT CREATION — RESPONSIBLY.
- PROTECTING CIVIC VOICE IN ALGORITHM-DRIVEN SPACES.

English/Français/Español

This event will be **simultaneously interpreted** in **English, Spanish and French** by the following members of the Forus Interpreters and Translators Pool.Please click on the globe button 🌐 to select the language in which you would like to listen to this meeting.

Cet événement sera **interprété simultanément** en **français, anglais et espagnol** par les membres ci-dessous du Pool d'interprètes et de traducteurs de Forus. Veuillez cliquer sur le bouton en forme de globe 🌐 pour sélectionner la langue dans laquelle vous souhaitez écouter cette réunion.

Este evento será **interpretado simultáneamente** en **español, francés e inglés** por los siguientes miembros del Pool de Intérpretes y Traductores de Forus. Haga clic en el botón con forma de globo terráqueo 🌐 para seleccionar el idioma en el que desea escuchar esta reunión.
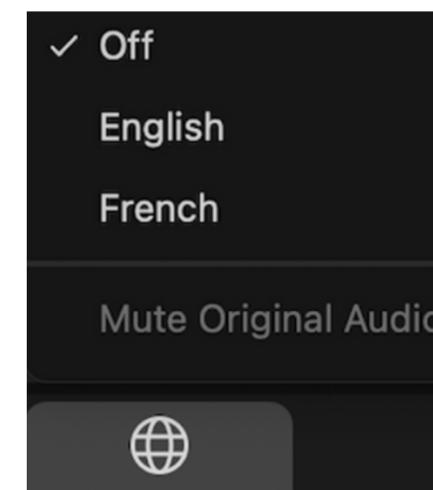
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✓ Off

English

French

Mute Original Audio

🌐

Data Confidentiality

During this Forus event, we will be using artificial intelligence to capture key points and next steps. If there are sensitive topics where you'd prefer to exclude AI capture, please inform the meeting host. Data collected will be exclusively used for creating the event summary and will not be shared with third parties or employed for any other purposes.

Confidentialité des données

Lors de cet événement, nous utiliserons l'intelligence artificielle pour capturer les points clés et les actions à venir. Si vous souhaitez exclure l'utilisation de l'IA sur des sujets sensibles, veuillez le signaler à l'animateur.ice. Les données collectées seront exclusivement utilisées pour créer le résumé de l'événement et ne seront pas partagées avec des tiers ou utilisées à d'autres fins.

Confidencialidad de datos

En este evento de Forus, utilizaremos inteligencia artificial para captar los puntos clave y los pasos a seguir. Si desea excluir el uso de inteligencia artificial en temas delicados, por favor, hágaselo saber al moderador/a. Los datos recopilados se utilizarán exclusivamente para crear el resumen del evento y no se compartirán con terceros ni se emplearán para otros fines.

WORKSHOP

communications

COMMUNICATING IN THE AGE OF AI

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WORKSHOP HIGHLIGHTS:

HOW IS AI RESHAPING COMMUNICATIONS

USING AI TOOLS FOR STORYTELLING

ETHICAL RISKS & HOW TO PROTECT CIVIC VOICE

Mika Välitalo
Advisor, Innovation and Development at Fingo

Fernanda K. Martins
Directora de incidencia y estrategia – Fundación Multitudes

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Fingo

Passionate about international development, technology, innovation, private sector collaboration, and design thinking.

- Mika has been supporting Fingo's member organizations in Finland and East Africa on digital tools, AI, experimentation, and private sector collaboration.

Mika Välitalo
Advisor, Multistakeholder Partnerships and Digital Development at Fingo – Finnish Development NGOs
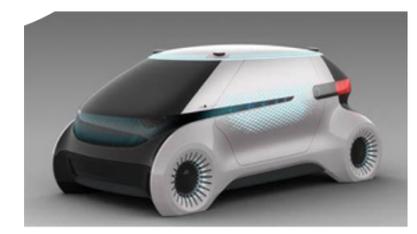
Artificial Intelligence

Challenges and opportunities for civil society

Wed 27th August 2025

Mika Välitalo / Fingo

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We are already surrounded by AI today

It's often invisible, subtle and supporting

Classic AI

NETFLIX

Generative AI

Google Translate

English ⇄ Spanish

Tap to enter text

Camera   Handwriting   Conversation   Voice

G

amazon

facebook

AI

fingo
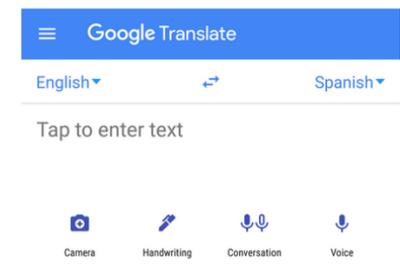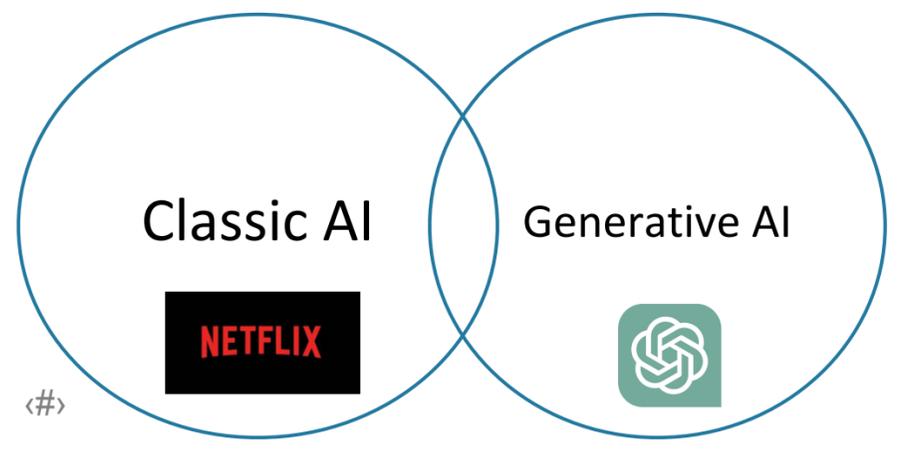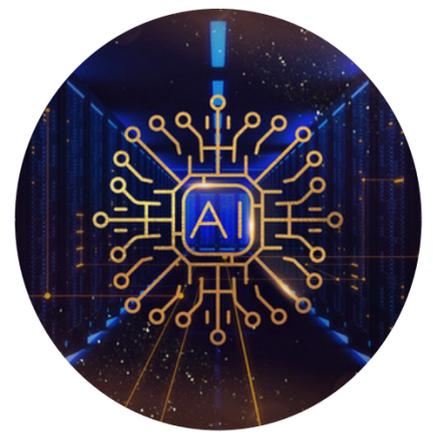
Challenges and opportunities

- Transformation of working life and unemployment
- Privacy violations (automatic monitoring)
- AI bias and discrimination
- Responsibility and decision-making (who is responsible when the AI makes the decision)
- Concentration of power and increasing inequality
- Regulation and governance (how should artificial intelligence be regulated in the world?)
- The relationship between artificial intelligence and humans (psychological, social, cultural effects)
- Environmental effects
- Copyrights

- Promotion of science and research (new breakthroughs)
- Healthcare (e.g. disease identification and treatment)
- Training (personalized materials and methods)
- Accessibility (machine vision, real-time translations)
- Productivity and economic growth
- Supporting humanitarian work (e.g. disaster analysis, forecasting)
- Environmental protection (waste recycling, improving energy flows)

An oil painting by Matisse of a humanoid robot playing chess

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AI reshaping comms

Speed & scale of content production: Generative AI (text, audio, video, imagery) enables rapid production of professional-looking content without large budgets.
**Personalization at scale:** AI-driven segmentation, message tailoring, and adaptive storytelling in multiple languages.

Civil society context:
- Smaller NGOs can now reach audiences without large comms teams (e.g. translations, design, comms plans).
- The "attention economy" is moving even faster — algorithms boost content that is timely, provocative, and engaging.

A is for algorithm

When asked, "*Have you used AI?*" many people think of recent AI tools that can analyze and create text, images, or music. However, AI - especially its subset, machine learning - has already been a part of our everyday lives in various forms for a long time.
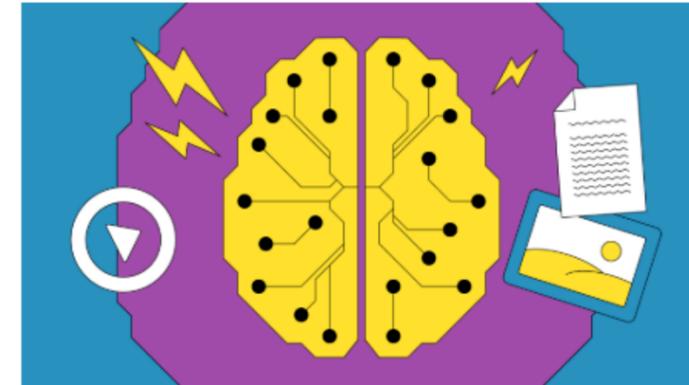
EXERCISE: Sweet Scrolling

The main goal of digital social media platforms is to keep you engaged for as long as possible. The longer you scroll on Instagram or YouTube, the more ads you'll see - and the more money the platform makes. That's why algorithms are optimized to serve you the most addictive content. Unpredictability and emotionally triggering posts release dopamine in your brain, energizing and pleasing you. It's like your brain is playing chess against a supercomputer - and the winner decides where your attention goes. No wonder we're so easily swept away by our feeds.

a) Analyze what kind of content triggers your dopamine the most.

b) Confirmation bias means we're more likely to believe information that aligns with our worldview. Can you remember a time when you believed something that later turned out to be false? Did confirmation bias play a role?

Intelligence changing the world

A major shift occurred for the general public when ChatGPT, a tool that generates text and images, was launched in 2022. For the first time, AI didn't just classify or recognize information—it could create new stories, summaries, articles, and illustrations based on ordinary human prompts.

In recent years, many ChatGPT-like generative AI tools have emerged. Their ability to learn and handle all kinds of information has expanded rapidly.

Whether it's a service that creates text, like Google Gemini; images, like DALL-E; videos, like InVideo; or natural-sounding speech from text, like ElevenLabs—they're all based on large language models trained on vast amounts of material. These models don't truly "understand" the content—they predict the next most likely word, image, or sound fragment using complex calculations. The results often feel surprisingly creative, real, and convincing.
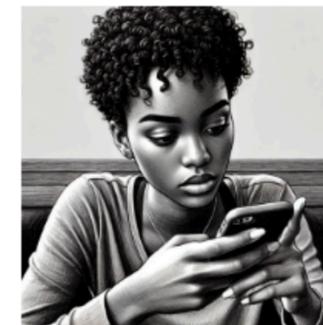
There is a fierce race around AI development. Both companies and governments aim to develop breakthroughs quickly so they don't fall behind. On a larger scale, the goal is to move from narrow AI (designed for specific tasks) to Artificial General Intelligence (AGI), a system that resembles human intelligence and can adapt to many contexts.

No one knows exactly how many years it will take to achieve AGI. Estimates range from a few years to several decades. AGI would fundamentally transform societies, work, politics, and our relationship with technology.

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Ethical considerations and risks for civil society

Trust erosion: Audiences may (and should) doubt if images, voices and videos are real. Credibility becomes harder to maintain.

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Power concentration - Big Tech's control over AI infrastructure risks reproducing colonial patterns in the digital space.

Nimi	Market value/GNP (trillions) 2024	Logo / Flag
Apple	$3.6	
UK	$3.5	
NVIDIA	$3.4	
France	$3.1	
Microsoft	$3.1	
Brazil	$2.3	
Italy	$2.3	
Canada	$2.2	
Russia	$2.1	
Mexico	$2.0	
Alphabet (Google)	$2.0	
Amazon	$1.9	
Meta Platforms (Facebook)	$1.5	
Finland	$0.3	
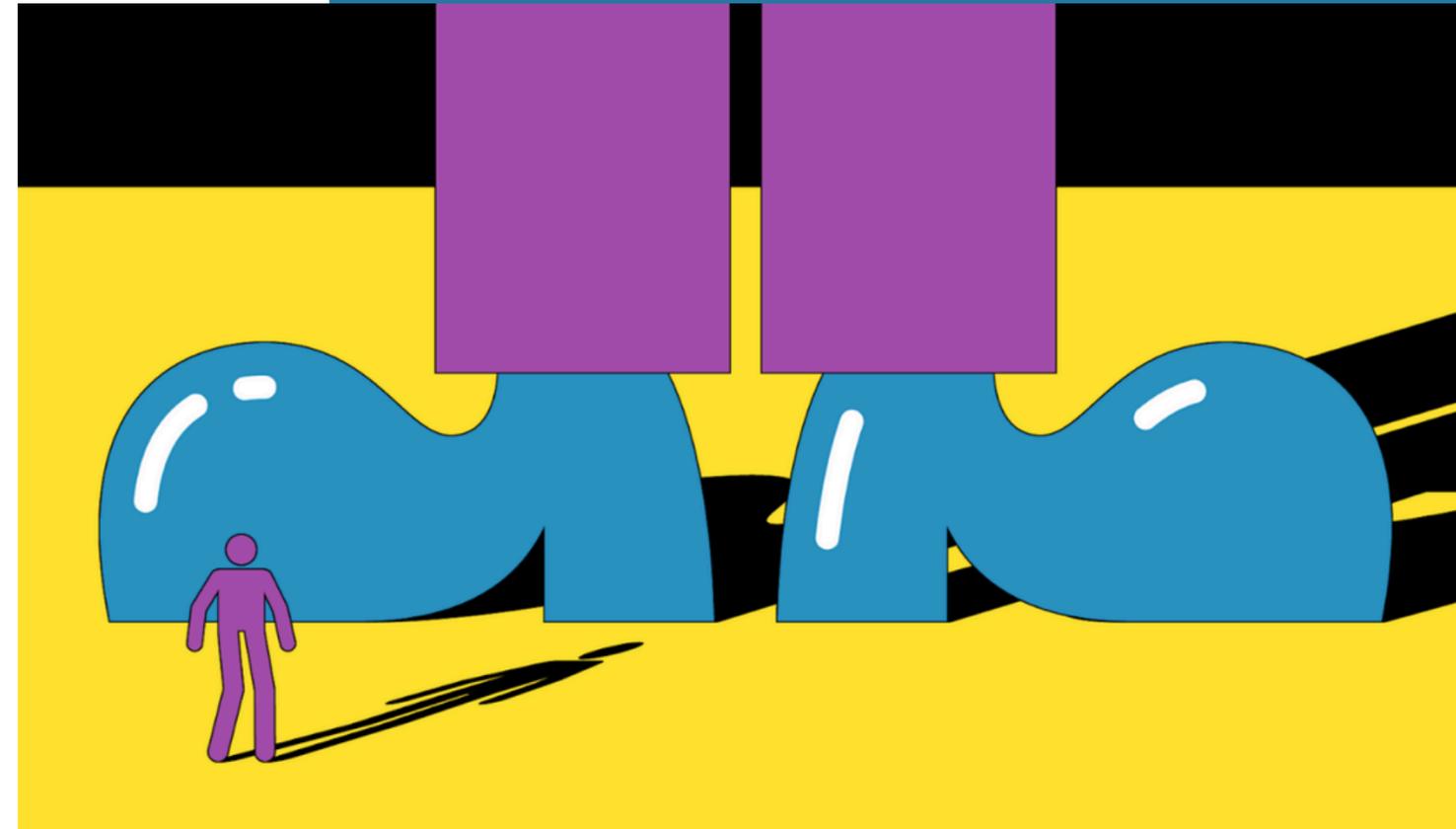
Eemil Friman

Markkina-arvot: 10/24 https://companiesmarketcap.com/
BKT: IMF (arvio vuodelle 2024)

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Do you want to be a master or a messenger?

High effort

info

Processing information in your brain
(connect, compare, big picture)

Insight

Expertise

"Master"

Generative AI results

Illusion of learning

"Messenger"

Low effort

Adapted from Justin Sung
https://www.youtube.com/watch?v=6sJ50Ybp44I

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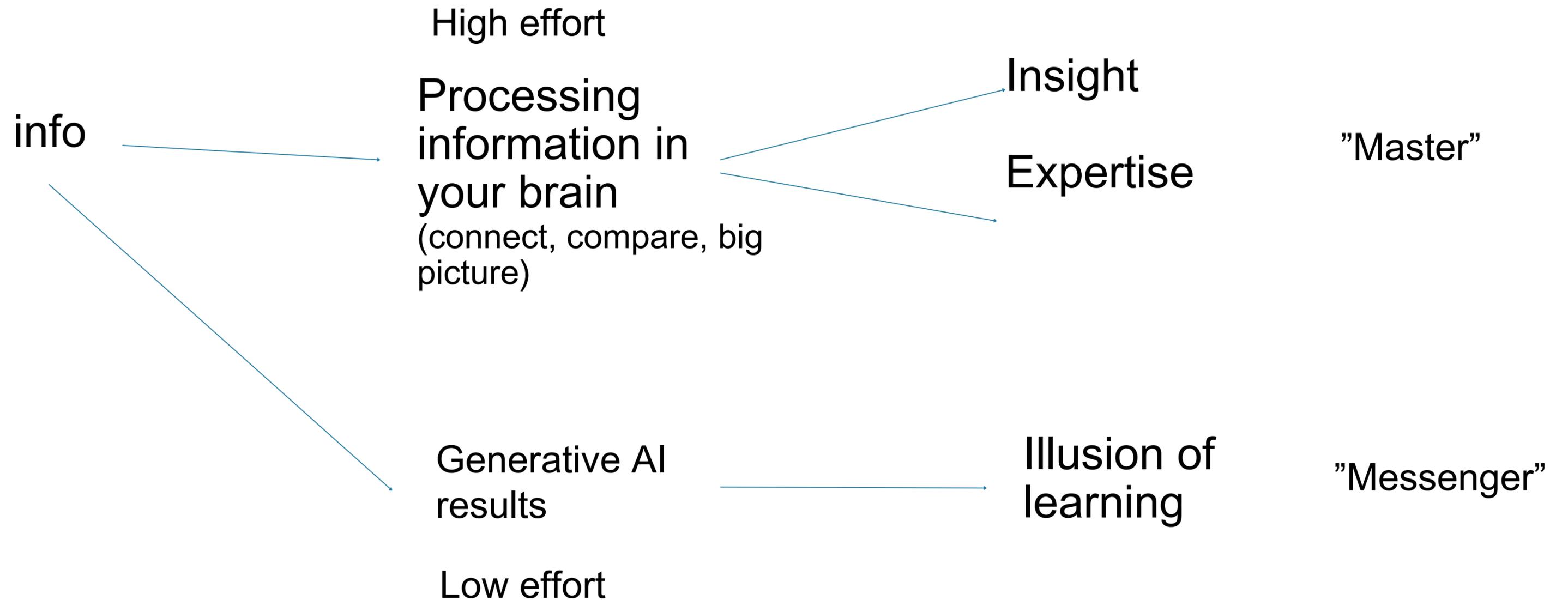
Opportunities to enhance visibility, content creation, and advocacy using AI tools

- Kenyan NGO uses AI translation to release climate policy briefs simultaneously in English, French, Swahili, and Arabic.

- Grassroots group creates AI-powered WhatsApp chatbot to answer questions about women's rights.

- Small activist network uses AI video dubbing to adapt a campaign video to 10 languages in 24 hours.

- Finnish NGO uses AI to create illustrations to an online course and translates it into English for wider reach.

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Equalizers of Digital Power

https://fingo.fi/en/equalizers-of-digital-power
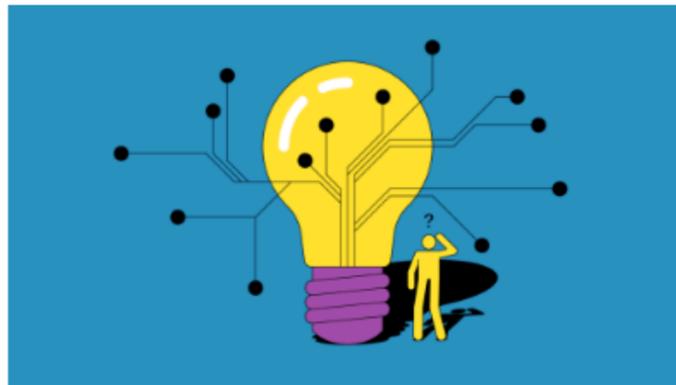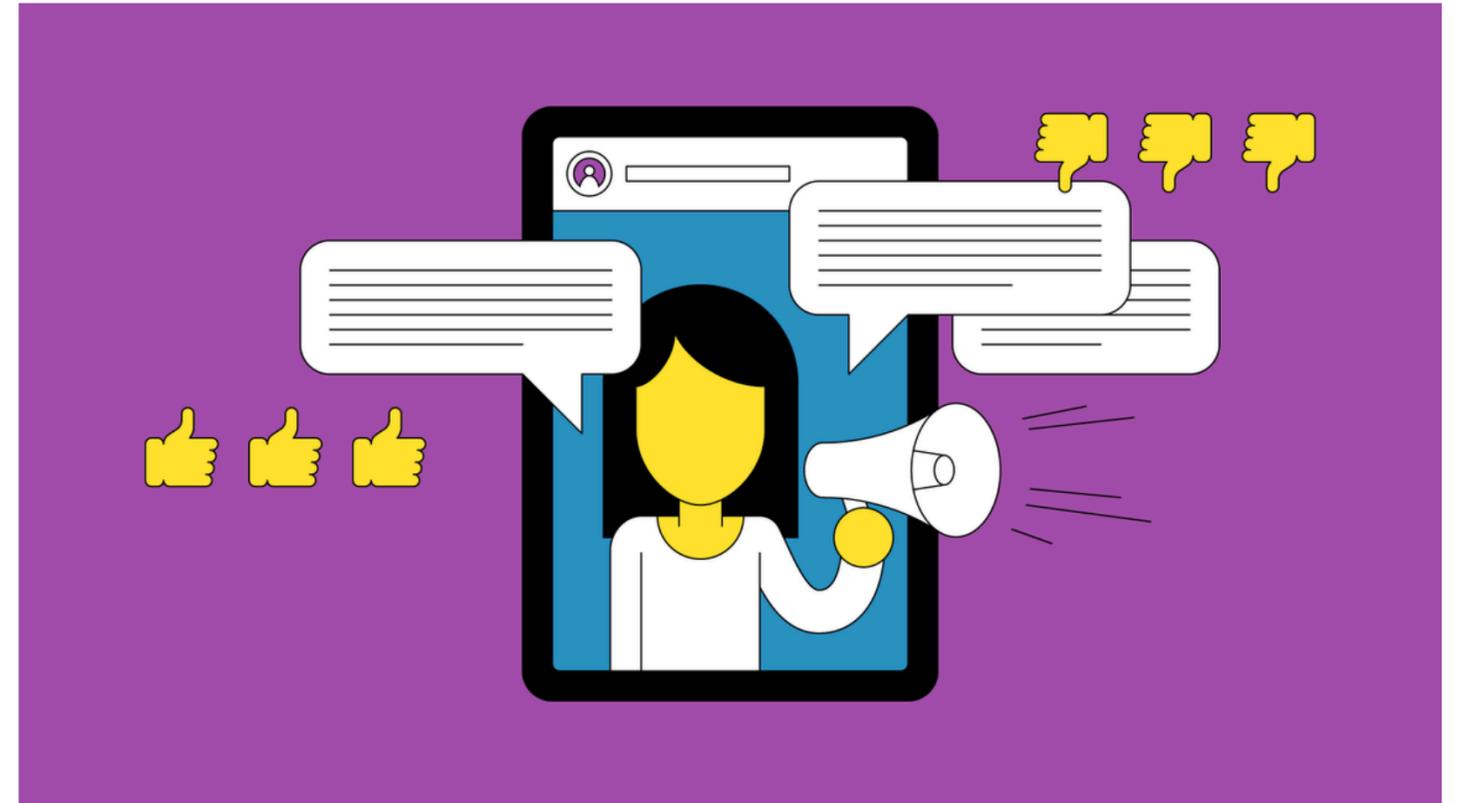
1. Understand digital power

Start

2. Power to all

Start

3. Use your power

Start

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1.1. Giants and other actors

Start

1.2. Artificial Iintelligence and algorithms

Start

1.3. The rules of the game

Start

1.4. Environmental impacts of digitalization

Start

2.1. Democracy and active citizenship

Start

2.2. A worker at the mercy of the data economy

Start

2.3. Gender and technology

Start

2.4. Disability inclusion

Start

2.5. Immigrants and language minorities

Start

2.6. Shifting power and digitalization

Start

Test your knowledge!

Start

3.1. Value-based digital development

Start

3.2. Organizations as data communities

Start

3.3. Artificial intelligence in organizational work

Start

3.4. Digital Public Goods

Start

3.5. Handling online harassment and hate speech in organizations

Start

3.6. Power and influence in social media

Start

3.7. Digital future power

Start

Test your knowledge!

Start

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Q & A

JOIN THE CONVERSATION!

REJOIGNEZ LA CONVERSATION !

¡ÚNASE A LA CONVERSACIÓN!

Fundación Multitudes

Fundación Multitudes strengthens democracy by supporting citizen participation and civil society.

- Training citizens with tools to influence public policy.
- Monitoring laws through research, reports, and digital platforms.
- Advocating by connecting civil society with authorities to build alliances and shape decisions.

Fernanda K. Martins

Directora de incidencia y estrategia – Fundación Multitudes

Civil society Manifesto
for Ethical AI

OUR 10 RECOMMENDATIONS

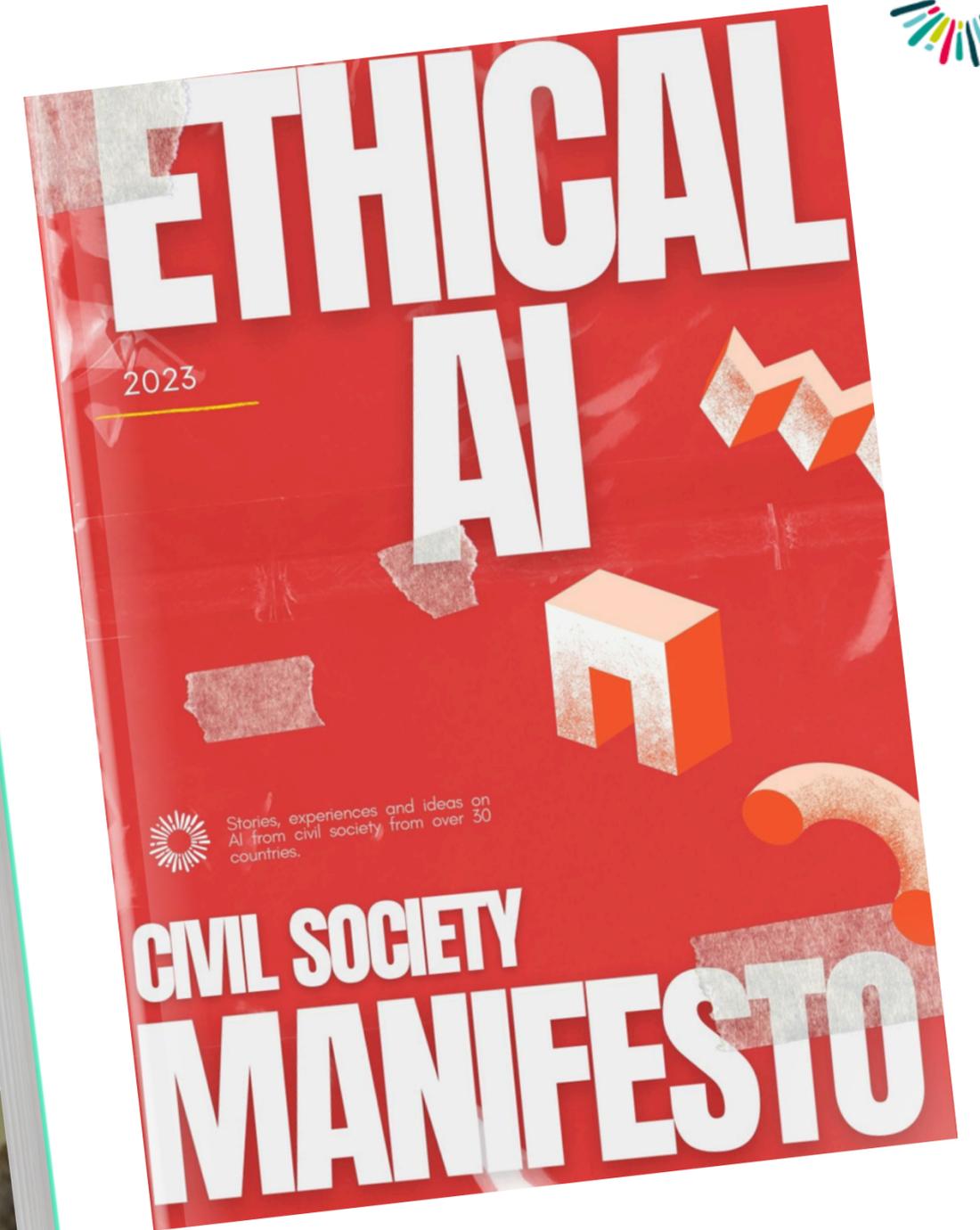The recommendations presented in this Manifesto have been collaboratively developed with input from a civil society advisory group. They encompass key elements such as human rights, civic space, capacity development, and inclusivity in the context of AI and machine learning.

CIVIL SOCIETY MANIFESTO FOR ETHICAL AI

2023

THESE ARE OUR STORIES

In the pages ahead, you'll find real-life examples, letters, stories, and personal experiences that delve into how AI intersects with topics like youth perspectives, workers' rights, capacity building, civic engagement, inclusivity, and much more.

AI AND CIVIL SOCIETY RESOURCES

Find a curated list of initiatives, toolkits and transformative ideas on AI!

Civil society Manifesto For Ethical AI

forus

NEXT STEPS

Join the launch

Join us on December 6 to discuss the stories, visions and recommendations of the Civil Society Manifesto for Ethical AI in various languages! The meeting will benefit from simultaneous interpretation in English, French and Spanish.

Register here.

Share your story

Would you like to share your experience and resources on AI? We are developing a digital, interactive & multilingual platform open to contributions.

If you would like to join, sign up to the Manifesto here.

FOR MORE INFORMATION

Bibbi Abruzzini
bibbi(at)forus-international.org

Civil society Manifesto   For Ethical AI

LIST OF ORGANISATIONS

AIPP / Asia-Pacific
Alianza ONG / Dominican Republic
Association INFO-COM 'Jeunes de
Guelma / Algeria
Act Church of Sweden / Sweden
Asia Development Alliance / Asia
Asociación Chilena Pro Naciones Unidas
(ACHNU) / Chile
Balkan Civil Society Development
Network / The Balkans
Both Nomads / Belgium
Brazilian Association of NGOs
(ABONG) / Brazil
CCOAIB / Rwanda
CNONGD / Democratic Republic of Congo
CONCORD Europe / Europe
Connect Humanity / USA
Creativity Lab for Empowerment and
Innovation / Palestine
DanChurchAid (DCA) / Denmark
Machine Learning for Peace / USA
Digital Grassroots / Global
ECNL / Europe
EDRI / Europe
Feminist Humanitarian Network
Fingo / Finland
FONGTO / Togo

Forus / Global
Fundapi / Ecuador
Guinée Juristes / Guinea
IDAY Liberia Coalition Inc. / Liberia
Hitesh Bhatt / India
Jalpa Patel / India
Jun-E Tan / Malaysia
Instituto para el Futuro Común Amerindio
IFCA / Latin America
Koj Hub Afrika / Uganda
Lafede.cat / Spain
MAKAIA / Colombia
National Campaign for Sustainable
Development Nepal / Nepal
Nigeria Network of NGOs / Nigeria
Nyéléni - The international food sovereignty
movement / Global
Oxfam / Global
Paradigm Initiative / Nigeria
PFNOSCM / Madagascar
Public Organization "Dawn" / Tajikistan
REPONGAC / Central Africa
Sask / Finland
UDYAMA / India
Uganda National NGO Forum (UNNGOF) /
Uganda
Unitas / Bolivia

ETHICAL AI

2023

Stories, experiences and ideas on AI from civil society, from over 30 countries.

CIVIL SOCIETY MANIFESTO

AI tools mapping

WHAT TOOLS?
FOR WHAT PURPOSE?

We have put together a small list of AI tools to hopefully ease your day-to-day tasks as communications professionals.

What tools work best and for what purpose?

AI tools mapping

CONTENT CREATION & STORYTELLING

- **ChatGPT / Claude / Gemini** → Draft press releases, blog posts, reports, speeches.

- **Copy.ai / Jasper** → Generate campaign copy, mails, social media posts.

- **Grammarly / LanguageTool** → AI-powered editing, clarity, and multilingual tone adjustment.

- **Open source** - https://www.linkedin.com/pulse/open-source-ai-uprising-how-grassroots-innovation-big-bryan-kenneweg-zdbbc/

AI tools mapping

VISUAL COMMUNICATION

- **Canva** (Magic Write, AI Image Generator) → Social media graphics, campaign visuals, presentations.
- **DALL·E / Stable Diffusion / MidJourney** → Create powerful images for advocacy campaigns.
- **Lumen5 / Pictory / Synthesia** → Turn text into short videos, explainer animations, or AI-generated presenters.

AI tools mapping

SOCIAL MEDIA & ENGAGEMENT

- **Buffer / Hootsuite (AI features)** → AI-assisted scheduling, content optimization.
- **Ocoya / Predis.ai** → Generate captions, hashtags, and designs for Instagram, Twitter, LinkedIn.
- **Heyday / Tidio** → AI chatbots to engage supporters in real time.

AI tools mapping

TRANSLATION & MULTILINGUAL OUTREACH

- **DeepL / Google Translate (AI-enhanced)** → High-quality translations for reports & posts.
- **Wordly / KUDO** → AI-based live translation for webinars and conferences.

AI tools mapping

MEDIA MONITORING & INSIGHTS

- **Meltwater / Brandwatch** → Track NGO mentions, donor interest, narratives in media.
- **Talkwalker** → AI-powered sentiment analysis of campaigns.

AI tools mapping

ACCESSIBILITY & INCLUSION

- **Otter.ai / Sonix / Trint →** Automatic transcription and captioning for videos & webinars.

- **Microsoft Seeing AI / Be My Eyes AI →** Accessibility tools for inclusive communications.

Using AI Responsibly in NGO Communications

Using AI with professional and ethical caution:

Data protection: Avoid entering sensitive data into public AI tools.

Fact-checking: AI content can be inaccurate and biased, always verify facts and sources.

Human voice matters: AI should support, not replace, your voice. Include AI use in your communications strategy and carry out open discussions with your members or secretariat staff. What are they using AI for? How is AI supporting your content production?

Bias & inclusion: AI often reproduces stereotypes and excludes minority voices.

Transparency: Be open about when AI is used in reports, images, or campaigns – use disclaimers.

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Q & A

JOIN THE CONVERSATION!

¡ÚNASE A LA CONVERSACIÓN!

REJOIGNEZ LA CONVERSATION !

Your opinion is very important for us!
¡Su opinión es muy importante para nosotros!
Votre avis est très important pour nous !

forus

Please take **20 seconds** to **tell us how satisfied you are** with today's meeting! **Scan the QR code** or **click on the link in the chat box**

Your feedback enables us to continuously plan and adapt our activities in accordance with the opinions of our members and partners, ensuring that they align with their needs and expectations.

Merci de donner votre avis sur la réunion **en 20 secondes !**
Scannez le Code QR ou **cliquez sur le lien dans la chat box**

Vos retours nous permettent de planifier et d'ajuster nos activités en continu, en tenant compte des avis de nos membres et partenaires, afin de répondre à leurs besoins et attentes.

Por favor, ¡tómese **20 segundos** para indicarnos su nivel de satisfacción con la reunión! **Escanee el código QR** o **haga clic en el enlace en el cuadro de diálogo**

Su opinión nos permite planificar y adaptar continuamente nuestras actividades de acuerdo con las opiniones de nuestros miembros y socios, asegurándonos de que se ajusten a sus necesidades y expectativas.

Thank you for your participation!

Merci de votre participation !

¡Gracias por su participación!

Thanks to the interpreters for enabling effective multilingual communication & dialogue within the Forus network.

Consult upcoming Forus events

Consulte los próximos eventos de Forus

Consultez les prochains événements de Forus

https://www.forus-international.org/events

www.forus-international.org
contact@forus-international.org