



## Welcome!

Hello and welcome to the first newsletter of the AI-WORK project! Coming up in this issue, you will find:

- Short overview of our project.
- Profile of our partners.
- Updates on our activities.

## What is AI-WORK?

The main motivation of AI-WORK is to empower small business owners, particularly those over the age of 50, with the necessary skills and knowledge to effectively leverage Artificial Intelligence (AI) and stay ahead of the competition.

## The People Behind AI-WORK

AI-WORK is currently being developed by organisations from Romania, Italy, Greece, including:

- Hapax Ambarino (RO)
- CRSL (IT)
- APOPSI SA (GR)

## AI WORK First Activities!

The rapid evolution of technology has made it increasingly challenging for small business owners to keep up with the latest advancements, especially in the field of AI. This poses a significant obstacle for small businesses as they strive to meet customer expectations, streamline operations, and remain competitive in the market. However, several factors contribute to the low adoption of AI among small businesses, including cost, lack of knowledge, and a shortage of skilled professionals. AI-WORK aims to address these challenges and provide a comprehensive solution. By up-skilling small business owners in AI, the project will increase their digital readiness and enhance their competencies in this field.

Over the past few months, AI WORK project partners have been working to develop the first result of our project – INTERACTIVE STUDY AND SIMULATION HUB, which will be ready soon.

## Project kick-off meeting

On October 10, the kick-off meeting of our project took place in Bucharest, Romania. Please meet the partners:

### Hapax Ambarino-Coordinator

Hapax is a social enterprise aiming to provide training, support, counselling and research activities to diverse groups of people. Mainly Hapax works with youth and individuals belonging to vulnerable groups, supporting them on multiple levels to facilitate their integration or re-integration into society or world of work and upgrade their basic literacy skills.

**APOPSI S.A.** was established in 1995 and operates in the field of Vocational Training, Career Counselling, Information and Communications Technology and business consulting. It is one of the largest Vocational Training and Lifelong Learning Centres in Greece with national range, being certified and duly licensed by the Hellenic Ministry of Education and Religious Affairs.

**CRS Laghi** is an academic spin-off, dedicated to research and business training. Its mission is bridging the gap between academia and enterprise.

