



AI-WORK

AI-WORK (AI Up-Skilling for Senior WORKers in SME) addresses the growing need for AI literacy among small business owners over 50, helping them adapt to digital transformation. Through structured upskilling pathways, AI-WORK enables participants to understand and apply artificial intelligence in business contexts. The project fosters adult education by offering inclusive, replicable training formats and promoting transnational cooperation among educators and SMEs. AI-WORK empowers senior workers to remain competitive in the evolving labour market by bridging generational digital divides.

OBJECTIVES

- Develop tailored AI upskilling pathways for SME owners and managers over 50
- Enhance digital readiness and capacity for AI adoption within SMEs
- Support adult education uptake through adaptable AI training modules
- Improve SME competitiveness and productivity through AI applications

ACTIVITIES

- Development of an interactive study and simulation hub
- Delivery of AI training modules with teacher resources and video lessons
- Establishment of a transnational SME knowledge-sharing network
- Implementation of dissemination strategies including social media and forums

RESULTS

- Interactive digital platform hosting AI learning materials and simulations
- AI training course for senior SME owners, available in four languages
- Transnational SME network engaging 100+ participants via forums and events
- Increased adult education engagement through accessible and replicable resources

PARTNERS

- HAPAX AMBARINO SRL – Romania
- APOPSI S.A. – Greece
- CRSLaghi – Italy