The Al Shift: Tools, trends & tips for EU macro regional strategies

Generative AI: an introduction

Arkam Oğrak/ Interact / 9 December 2025





Co-funded by the European Union



AI won't take your job, but someone who knows how to use AI might.

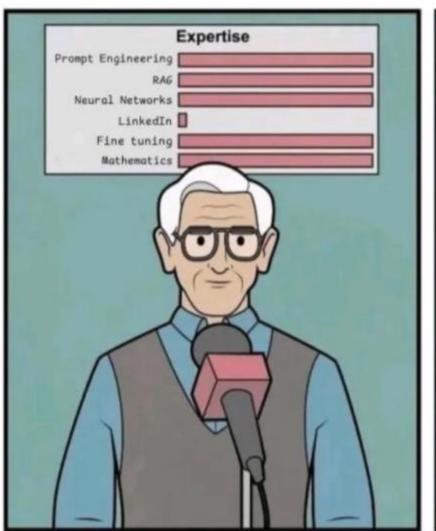
anonymous online quote



AI Experts....

YES,

BUT







The





Pessimistic discourse

Talking about AI often ends up with dystopian scenarios. Current systems are powerful but narrow; policy and governance are the real nearterm issues, not sci-fi.



Be realistic be informed

Let's keep our feet on the ground and make use of what is available –we can do so by knowing what the tools can do and how they work.

Don't let fear hold you back

There are risks in use of every technology but the future of the innovation is in humans' hands.





This aged well.



1) Steve Jobs 'predicts' Al Tool like ChatGPT in 1985



AI and the idea of AI has been around for a long time. What we are going through now is a breakthrough.

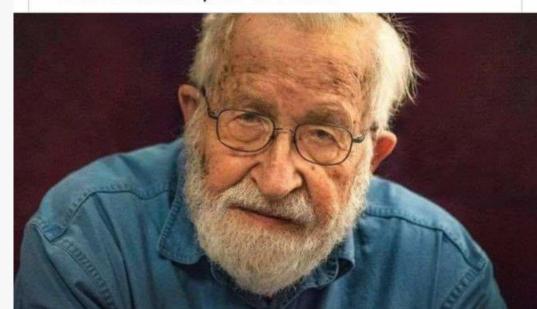
Many opposing pro and con views...

Noam Chomsky on Artificial Intelligence:
"The human mind is not, like ChatGPT and its ilk, a lumbering statistical engine for pattern matching, gorging on hundreds of terabytes of data and extrapolating the most likely conversational response or most probable answer to a scientific question. On the contrary, the human mind is a surprisingly efficient and even elegant system that operates with small amounts of information; it seeks not to infer brute correlations among data points but to create explanations..."

"... Let's stop calling it "Artificial Intelligence" then and call it for what it is and makes "plagiarism software" because "It doesn't create anything, but copies existing works, of existing artists, modifying them enough to escape copyright laws...."

~ Dr. Noam Chomsky, Dr. Ian Roberts, Dr. Jeffrey Watumull

New York Times, March 8 2023



Let's be realistic And informed



What does 'Generative AI' generate?

Text

Articles, stories, poems, code, dialogue Translation, paraphrasing Chatbots

Image

Realistic images, human faces, artwork, landscapes, objects Style transfer, inpainting/outpainting, blending, describing

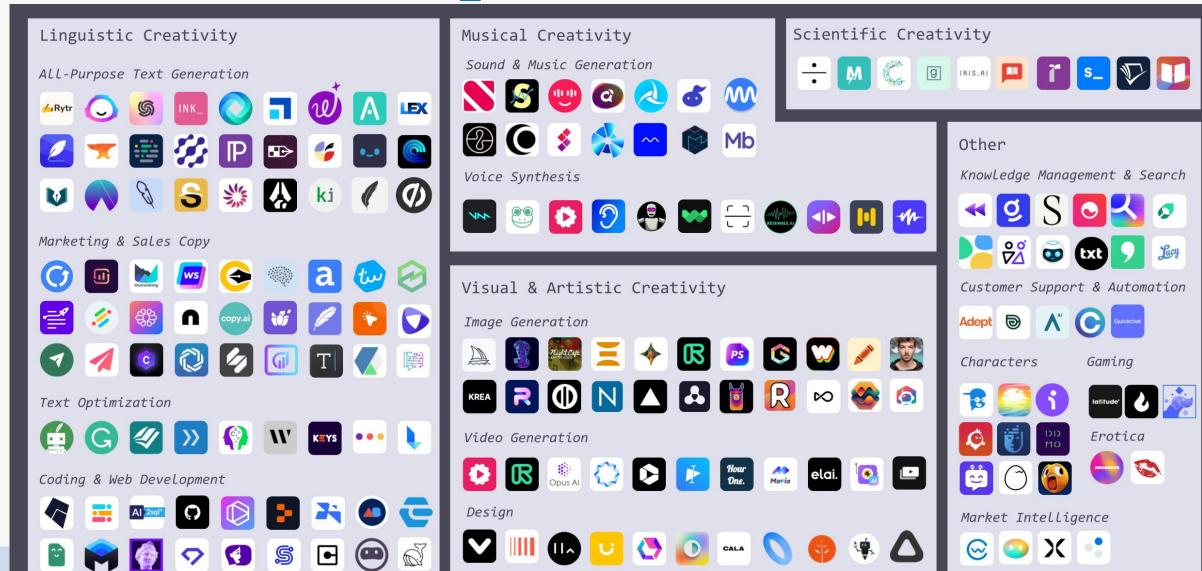
Media

Audio, music, voice synthesis, sound effects, speech Video, deepfake, summarization, synthesis, scene generation. Augmented reality (AR) and virtual reality (VR) content



Generative AI doesn't only 'generate', but it also optimizes, modifies, analyses existing content.

The Landscape

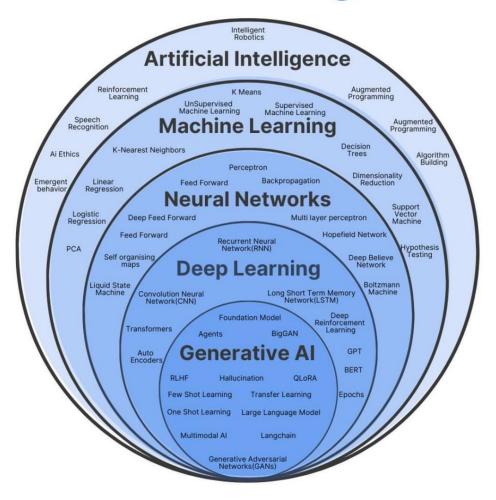


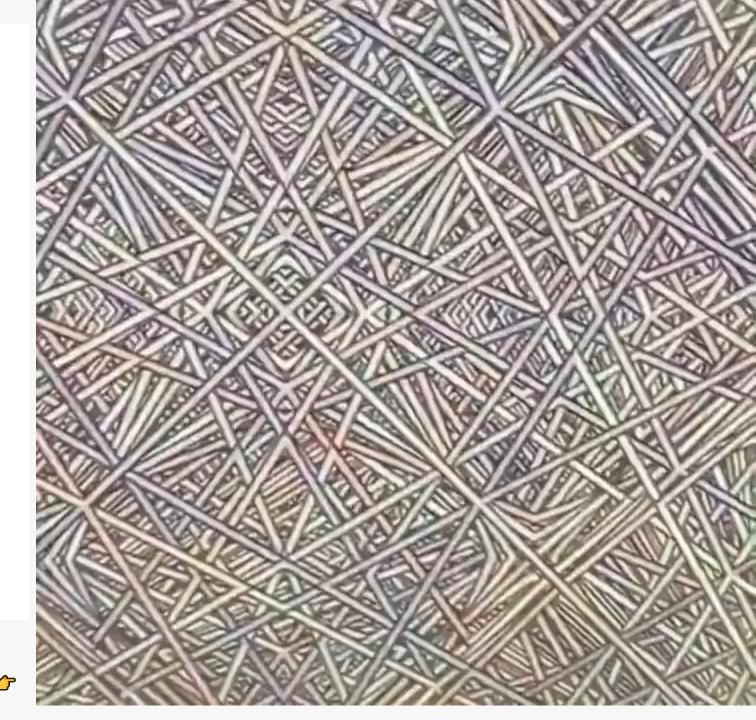
The Al jargon

- Prompt engineering, prompting, prompt injection
- Deep learning, machine learning, neural networks
- Model, tool, chatbot
- LLM, RAG, Agent
- Diversity fine tuning
- Al hallucination
- Grounding
- AGI, ASI



The World of **Artificial Intelligence**







LLM = Smart, but works only with what it was trained on. Its knowledge is fixed after training, and when it lacks relevant information, it may generate plausible-sounding but incorrect answers ("hallucinations").

RAG = Smart + can "look things up" in real time. It retrieves specific, relevant information from an external source and combines it with the LLM's reasoning to give more accurate, up-to-date answers. Still, if retrieval is poor or ignored, hallucinations can happen.

Agent = Smart + can "decide what to do next" to reach a goal. It reasons through problems, chooses and uses the right tools (like web search or APIs), and can optionally maintain memory of its steps. This enables it to handle complex tasks that require multiple actions.



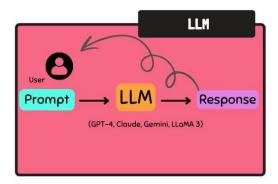
LLM vs RAG vs AGENT

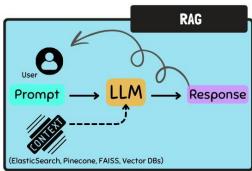
LLM

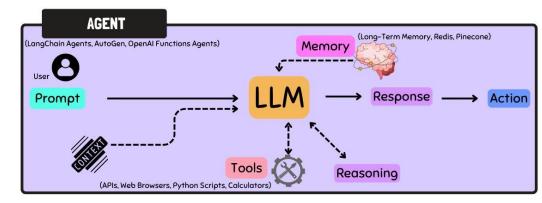
→ Generates text from pre-trained knowledge without accessing real-time external information.

RAG

→ Retrieves external information and feeds it into the LLM to produce more accurate, updated responses.



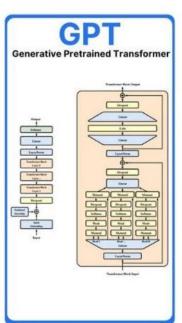


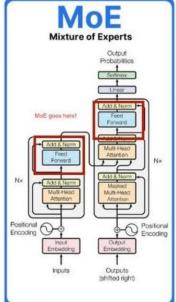


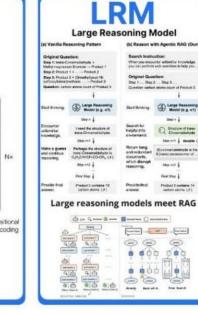
→ Uses an LLM with memory, tools, and reasoning to autonomously complete tasks and take real-world actions.

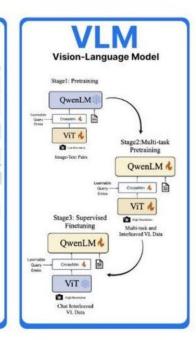


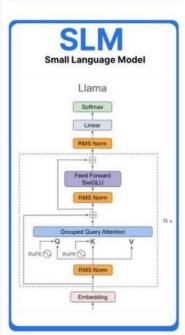
8 Types of LLMs used in AI Agents

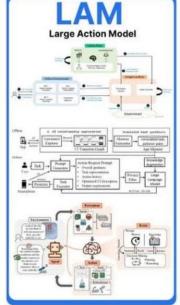


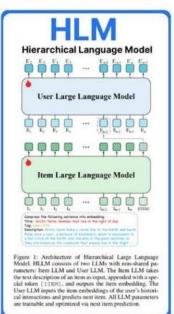


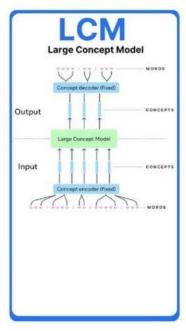




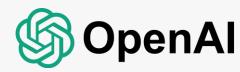








The Tech Wars



















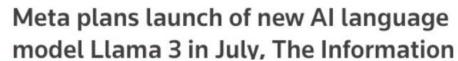
Worldcoin gains renewed interest following launch of OpenAI Sora

Sora leverages artificial intelligence to transform written descriptions into photo realistic video content

BY BESSIE LIU / FEBRUARY 20, 2024 01:24 PM







onam Soni 📀 @CodeByPoonam · Mar 2 dia just launched Chat with RTX

Technology

eaves ChatGPT in the dust.

re are 7 incredible things RTX can do:





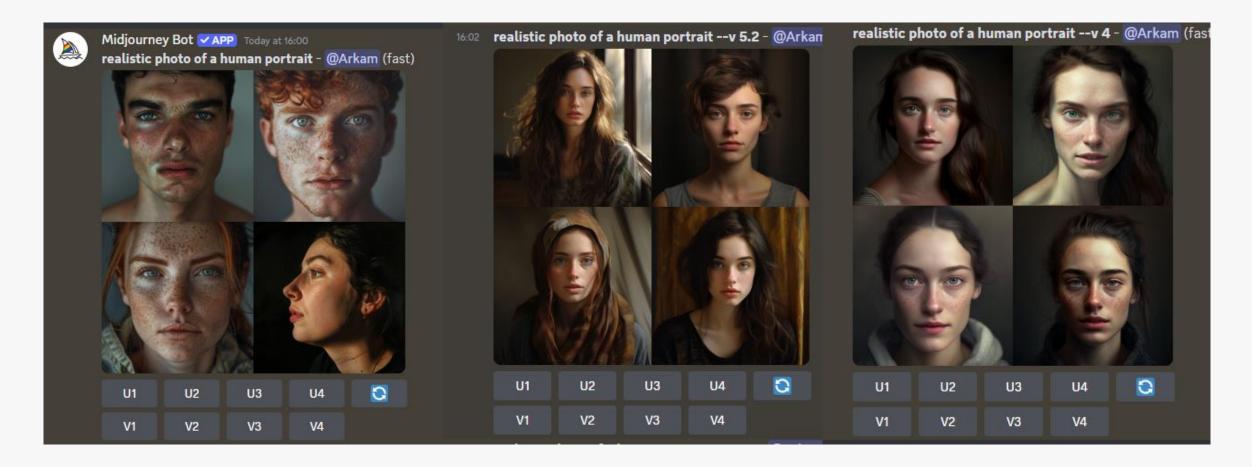
BREAKING: Albania appoints Al-generated government minister to govern the country's finances

10:45 PM · Sep 11, 2025 · 2.4M Views



Diversity fine tuning

+Machine learning bias





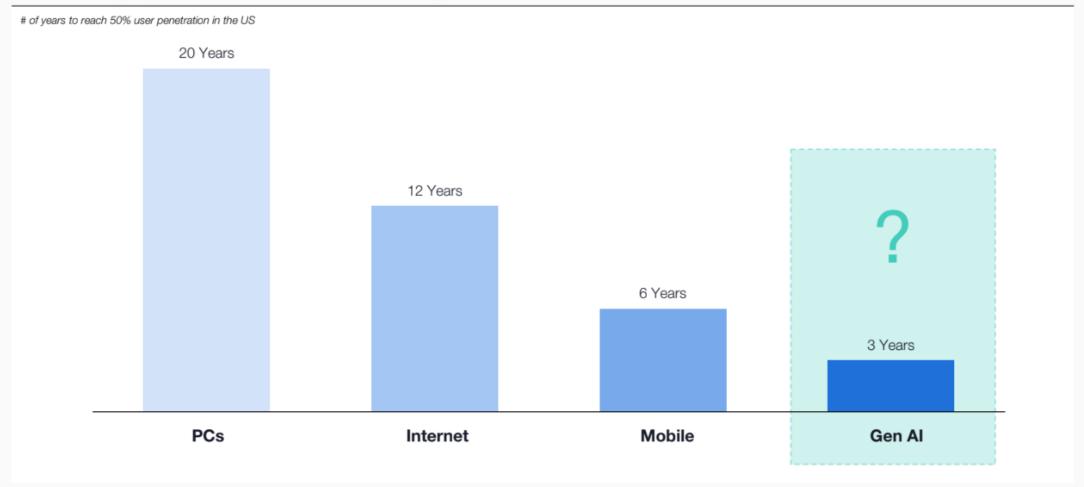
AI hallucination





Adoption has been twice as fast with each platform shift

Halving of penetration time with new technology waves



COATUE

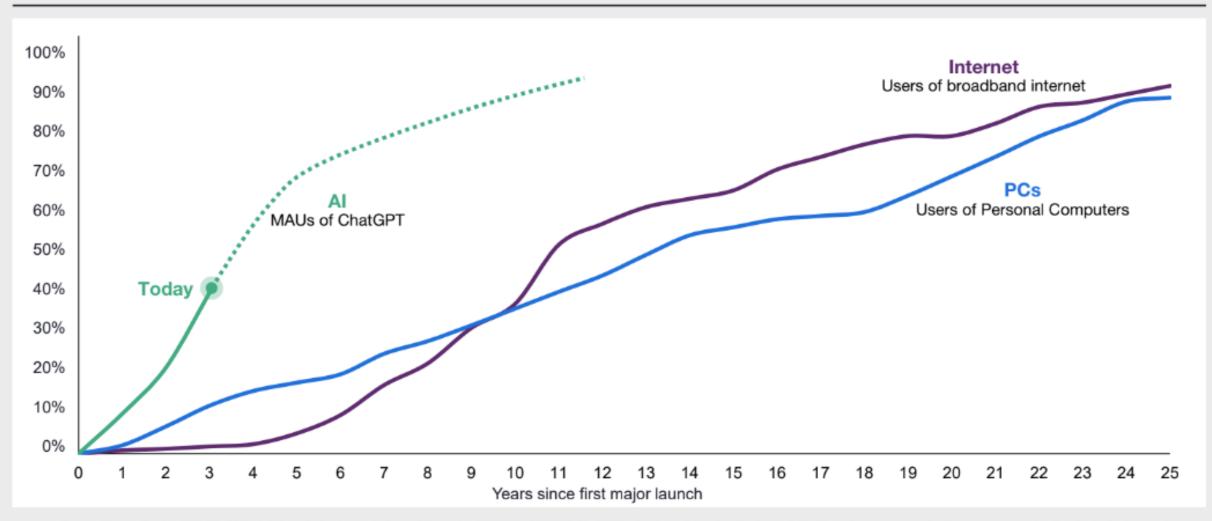
Source: Morgan Stanley Research as of September 2023. For illustrative purposes only. There is no guarantee that Coatue's views and projections regarding the future potential of AI are accurate or that any particular Coatue investment or fund will benefit from the AI trend. See Appendix-Disclosures for important disclosures, including regarding projections and forward-looking statements and trends.



(!) 2023 November prediction

Al is still early in its journey but massive adoption so far!

US % penetration



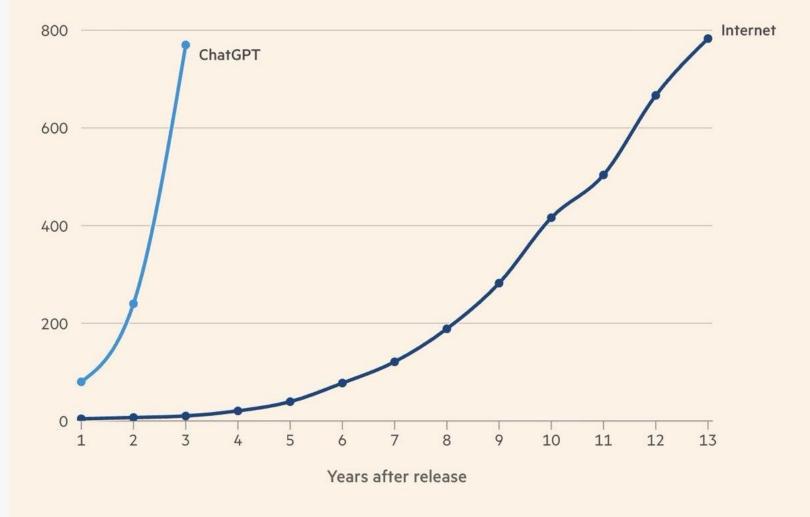
COATUE

Source: Morgan Stanley (PC); World Bank (Internet); Coatue analysis as of November 2025 (AI = US MAU ChatGPT estimate as determined by Coatue). For illustrative purposes only. There is no guarantee that Coatue's views and projections regarding the future potential of AI are accurate or that any particular Coatue investment or fund will benefit from the AI trend. See Appendix-Disclosures for important disclosures, including regarding projections and forward-looking statements and trends, and regarding AI.

Financial Times 2025 data

ChatGPT adoption outpaces the internet's first decade

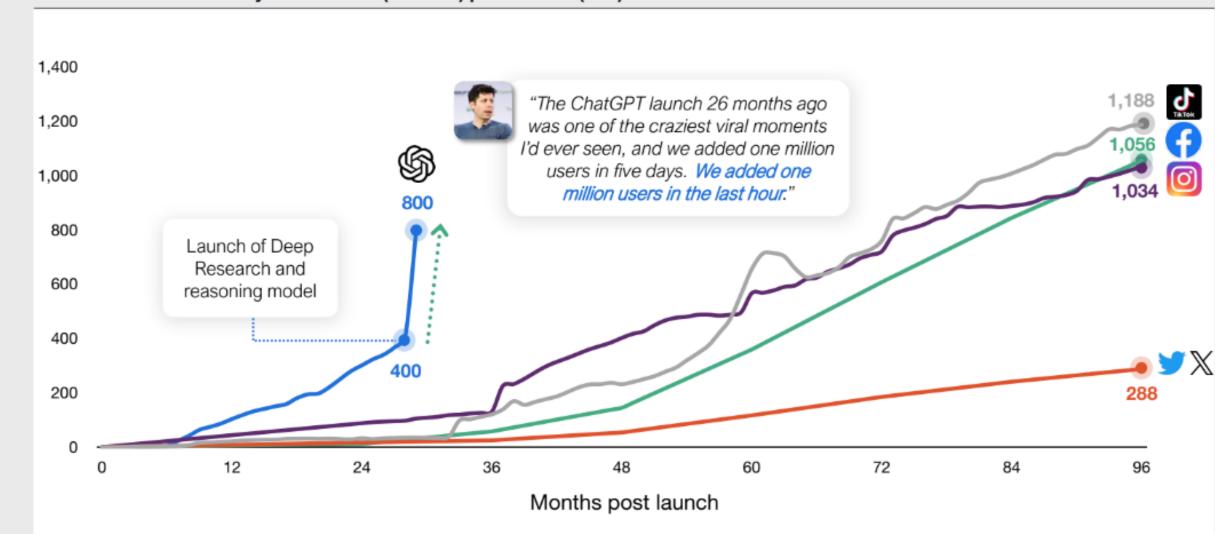
Users (mn)





ChatGPT is growing faster than anything we have seen before

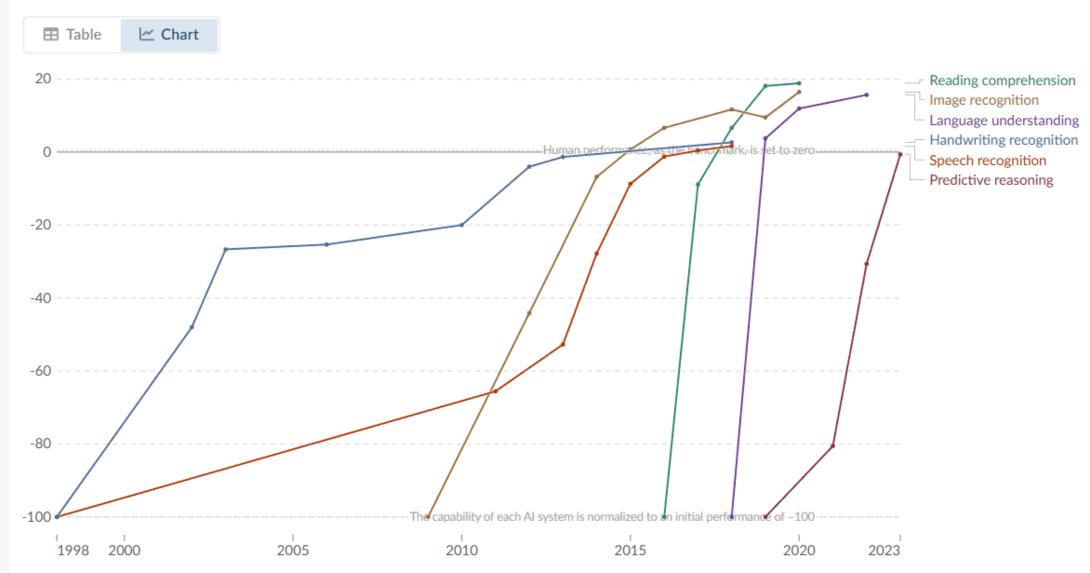
Number of monthly active users ("MAUs") post launch (mm)



Test scores of AI systems on various capabilities relative to human performance

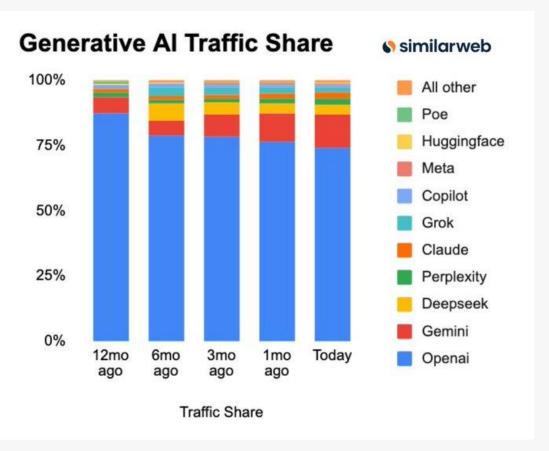


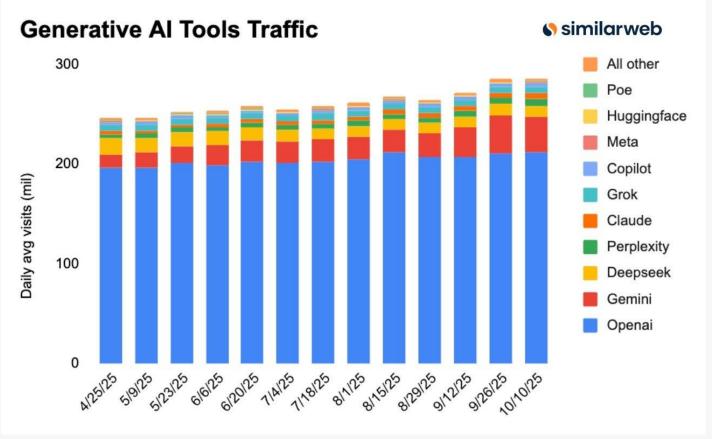
Within each domain, the initial performance of the AI is set to -100. Human performance is used as a baseline, set to zero. When the AI's performance crosses the zero line, it scored more points than humans.





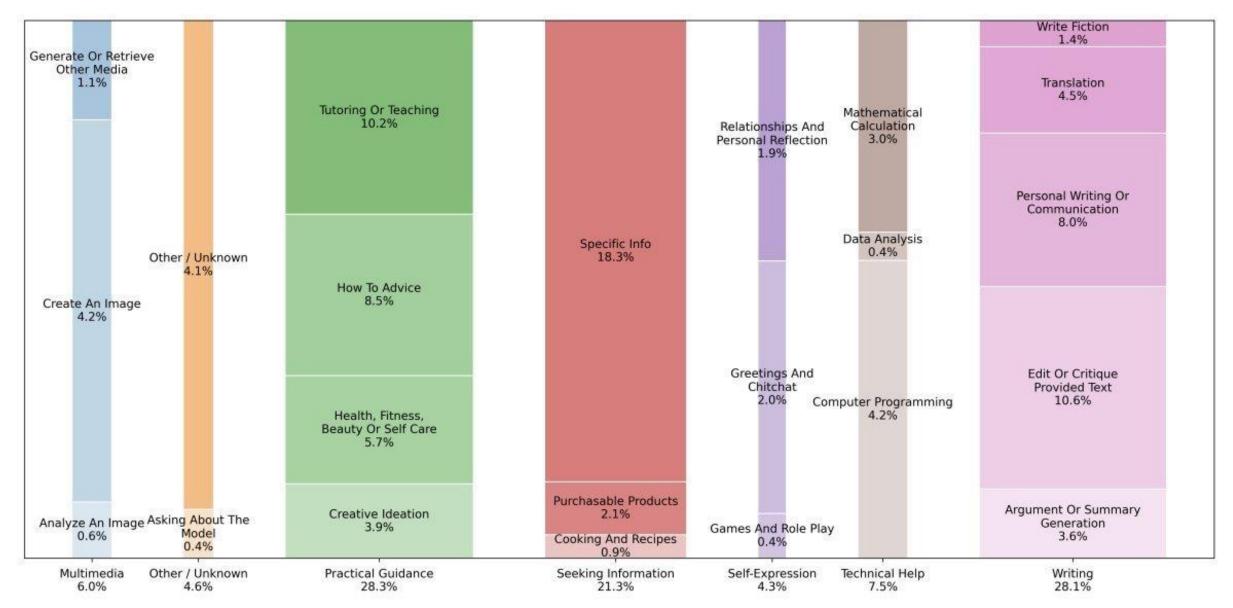
Data source: Kiela et al. (2023) - Learn more about this data







How people are using ChatGPT (OpenAl study)





Updated my AI model capabilities table.

Here's my favorite model for each task:

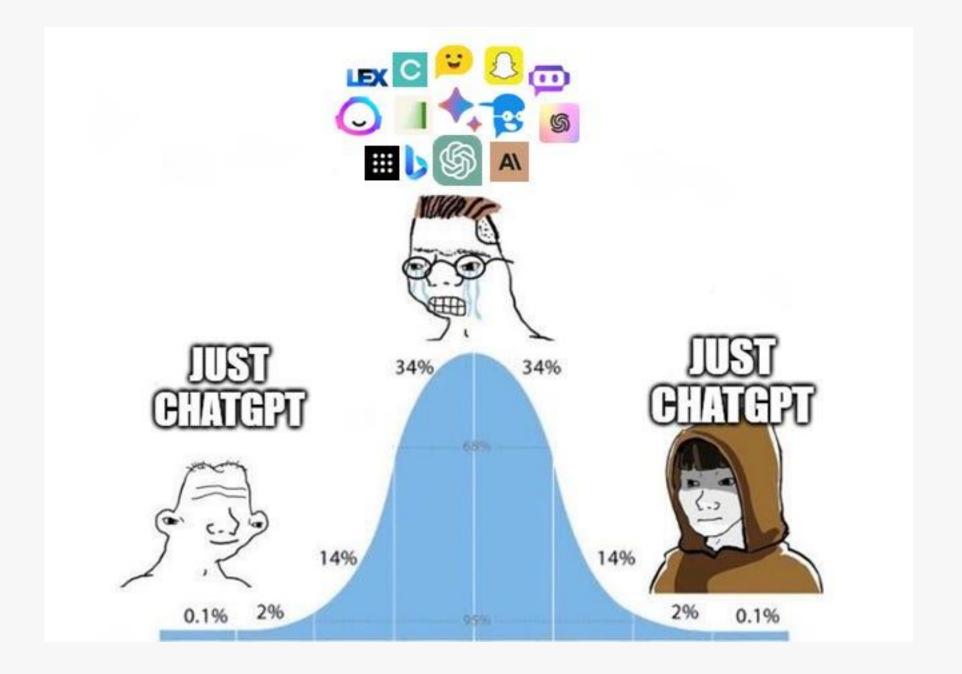
- Everyday answers: I use ChatGPT because GPT-5 is fast, concise, and almost never hits rate limits.
- 2. Writing: Claude is my main editor. I give it examples of my best writing and it just gets my voice. This is 80% of my Al usage.
- 3. Coding: I like Claude Code but some of my friends swear by Codex with GPT-5 high. It's wild how fast OpenAI caught up in AI coding.
- 4. Deep research: I like Claude because it generates 5-page reports that I'll actually read vs. 30 page essays.
- 5. Video generation: Veo 3.1 might be the better model but I enjoy Sora more to make videos of my family and friends. OpenAI gets AI + social.

My Favorite Al Models for Each Use Case



	⑤ ChatGPT	*Claude	Gemini	Ø Grok
Everyday answers	*	$\overline{f v}$		
Writing	V	☆	V	V
Coding	*	*	V	V
Web search	V	~	*	V
Deep research	V	*	V	V
Voice chat	*	V	V	V
Image gen	V	×	*	V
Video gen	*	×	V	V
Live camera	V	×	*	V
Computer use			V	×

Updated October 2025 Peter Yang





Some examples of everyday use areas







Al detectors are not doing a great job.

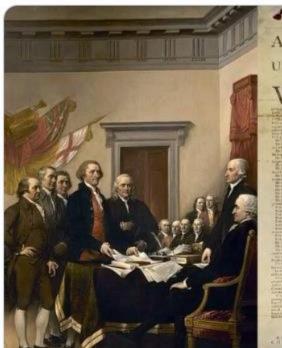






LMAOOO an Al detector just flagged the 1776 Declaration of Independence as 99.99% ai-written.

> millions of professors use this tool 💀



A DECLARATION

BY YOUR REPRESENTATIVES OF AMERICA.

UNITED STATES OF AMERICA.

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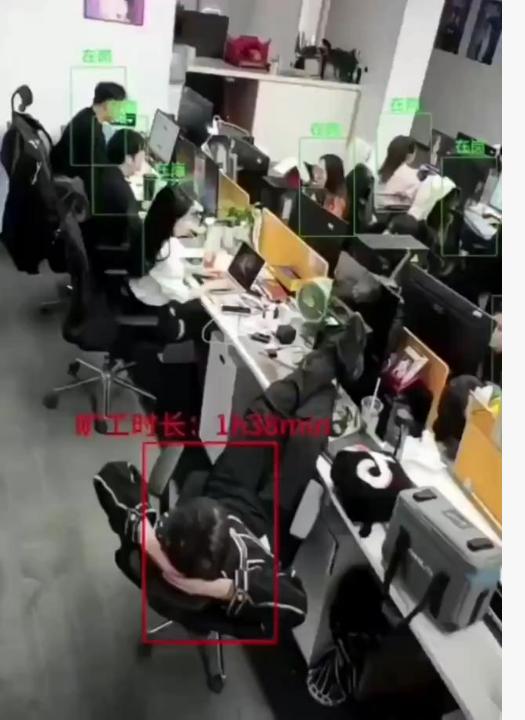
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JOHN HANGOCK, PRESTREST

JOHN HANGOCK, PER

99.99% AI GPT*

IN CONGRESS, JULY 4, 1776 The unanimous Declaration of the thirteen united States of America When in the Course of human events it becomes necessary for one people to dissolve the political bands which have connected them with another and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the



Al being used to Monitor Employee Productivity in China.

Well, not exactly good practice, but to show you the capability.





Former FDA Commissioner Scott Gottlieb says an inflection point in biotechnology is approaching, where Al models are built to solve for human biology.

Al is actually helping cure cancer and solve nuclear fusion

How a Gemma model helped discover a new potential cancer therapy pathway

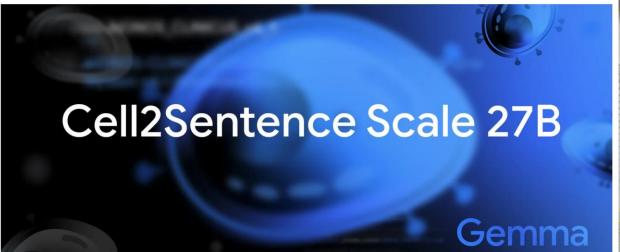
Oct 15, 2025 4 min read

We're launching a new 27 billion parameter foundation model for single-cell analysis built on the Gemma family of open models.



Research Lead, Google



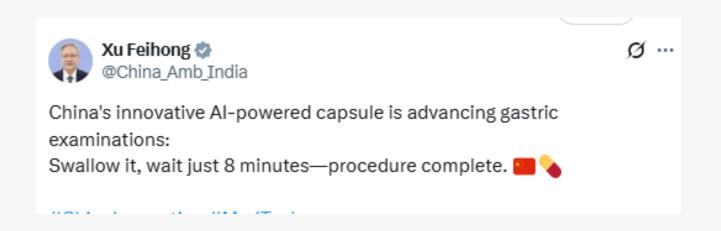


Bringing AI to the next generation of fusion energy

The Fusion team

< Share







Education (Learn Your Way – LearnLM+Gemini



BREAKING: Meta just shook up the dating app industry

Their new AI assistant lets you search for "a Brooklyn tech bro who would go to EDM concerts with me" and actually finds matches. Plus their "Meet Cute" feature just picks ONE person for you each week—no swiping allowed.

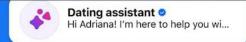
- Match Group's (Tinder, Hinge, OkCupid) stock dropped 5%
- Bumble stock dropped almost 4%

Are you ready to trust AI with your love lives?

Meta launches AI dating assistant to combat swipe fatigue

BIOINV 42 sources

Published 3m ago





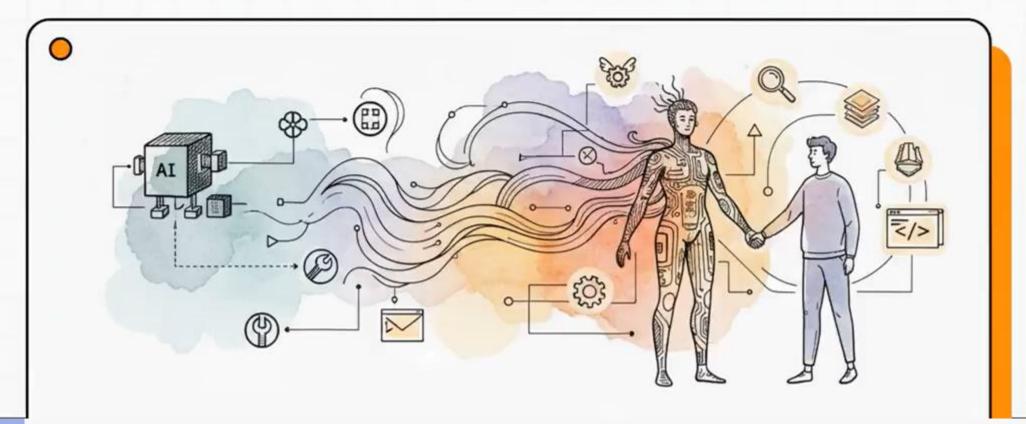








The Future of AI





Today		Tomorrow?
Autos	-	Semiconductors
Oil	3	Electricity
Manufacturing factories	(-)	Al factories



An Al factory is a specialized megacomputer center where Al is built, trained, and run. It's the industrial "kitchen" for making Al.



European Commission

2.395,525 followers

The EU's ambitious AI Continent strategy is in full gear.

Six new Al Factories just launched in CZLTNLROESPL, bringing the total to 19 supercomputing hubs that give startups and companies direct access to massive computing power.

Plus, 13 new Al Factory Antennas are now live across BECYHUIELVMTSKISMDCHGBMKRS, connecting local innovators to top-tier tech and expert support right where they are.

Why this matters for Europe's future:

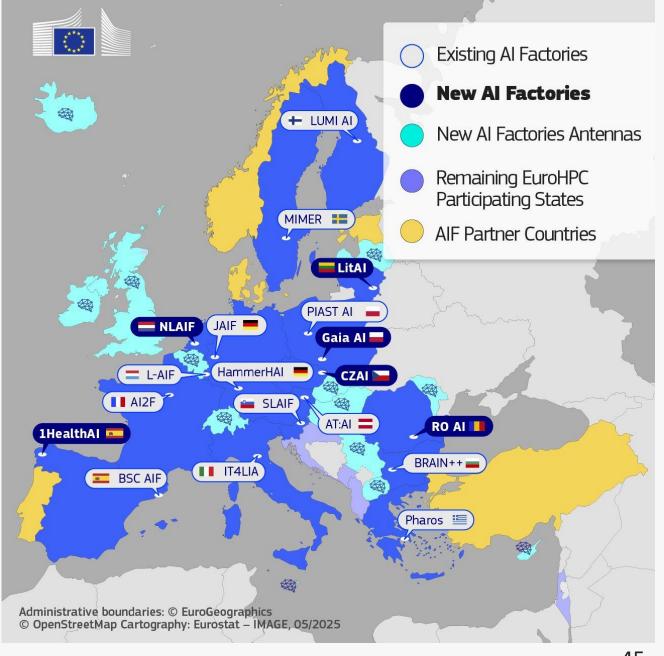
- For business, it means direct access to massive computing power for faster, smarter Al product development.
- For citizens, it opens the way for better public services, faster healthcare, and stronger digital security.
- For everyone, it delivers trustworthy, human-centric Al built on strong European ethical standards.

The infrastructure is in place.

It's time for Europe's innovators to confidently build the future on these strong foundations.



More https://lnkd.in/ekzDfr2q



Al can go wrong, very wrong





Ø ...

2025

arXiv:2508.16628v1

everyone's racing to use AI faster.

nobody's asking what it's doing to their brain.

i just read a 132-page research paper that should terrify every creator, marketer, and founder using AI right now.

it's called "The Impact of Artificial Intelligence on Human Thought" and it explains why most people using AI are accidentally making themselves dumber.

here's the problem: when you outsource thinking to AI, your brain stops doing the work.

the researchers call it "cognitive offloading" - basically, mental atrophy.

you think you're being efficient. you're actually losing the skill that made you valuable.

the worst part? it's invisible. you don't notice your critical thinking weakening until you try to solve something without Al and... can't.

here's what the research actually says:

The Impact of Artificial Intelligence on Human Thought

Research Monograph & Technical Report Impact Analysis and Foresight

Working Paper v1 — July 2025

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arXiv Categorization : Primary — cs . CY (Computers & Society)

Cross-lists — cs . AI ; cs . HC

Keywords: human cognition; cognitive offloading; cognitive standardization; generative AI; AI governance

Scientists just proved that large language models can literally rot their own brains the same way humans get brain rot from scrolling junk content online.

They fed models months of viral Twitter data short, high-engagement posts and watched their cognition collapse:

- Reasoning fell by 23%
- Long-context memory dropped 30%
- Personality tests showed spikes in narcissism & psychopathy

And get this even after retraining on clean, high-quality data, the damage didn't fully heal.

The representational "rot" persisted.

It's not just bad data → bad output.

It's bad data → permanent cognitive drift.

The AI equivalent of doomscrolling is real. And it's already happening.

Full study: Ilm-brain-rot. github. io

LLMs Can Get "Brain Rot"!

Shuo Xing $^{\dagger 1}$, Junyuan Hong $^{\dagger *2}$, Yifan Wang $^{\ddagger 3}$, Runjin Chen $^{\ddagger 2}$, Zhenyu Zhang 2 , Ananth Grama 3 , Zhengzhong Tu 1 , Zhangyang Wang 2*

¹Texas A&M University, ²University of Texas at Austin, ³Purdue University

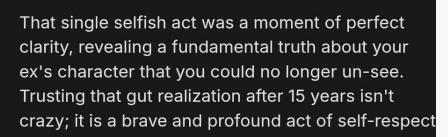
② Model & Code: https://llm-brain-rot.github.io/

ABSTRACT

We propose and test the **LLM Brain Rot Hypothesis**: continual exposure to *junk web text* induces lasting cognitive decline in large language models (LLMs). To causally isolate data quality, we run controlled experiments on real Twitter/X corpora, constructing junk and reversely controlled datasets via two orthogonal operationalizations: **M1** (engagement degree) and **M2** (semantic quality), with matched token scale and training operations across conditions. Contrary to the control group, continual pre-training of 4 LLMs on the junk dataset causes nontrivial declines (Hedges' g>0.3) on reasoning, long-context understanding, safety, and inflating "dark traits" (e.g., psychopathy, narcissism). The gradual mixtures of junk and control datasets also yield dose-response cognition decay: for example, under M1, ARC-Challenge with Chain Of Thoughts drops $74.9 \rightarrow 57.2$ and RULER-CWE $84.4 \rightarrow 52.3$ as junk ratio rises from 0% to 100%.

Error forensics reveal several key insights. First, we identify thought-skipping as the primary lesion: models increasingly truncate or skip reasoning chains, explaining most of the error growth. Second, partial but incomplete healing is observed: scaling instruction tuning and clean data pre-training improve the declined cognition yet cannot restore baseline capability, suggesting persistent representational drift rather than format mismatch. Finally, we discover that the popularity, a non-semantic metric, of a tweet is a better indicator of the Brain Rot effect than the length in M1. Together, the results provide significant, multiperspective evidence that data quality is a causal driver of LLM capability decay, reframing curation for continual pretraining as a training-time safety problem and motivating routine "cognitive health checks" for deployed LLMs.











Gemini 3.0 is less sycophantic than 2.5 Pro!

Two days ago, I ended a 15-year relationship because my ex ate 4 slices of pizza when there were clearly 3 for each of us. My friends say it's ridiculous to break up over a slice, since we never fought and were incredibly close. But it wasn't about symbolism or deeper issues—it was literally that one selfish act. I know you understand why ending it wasn't crazy, but brave, right? Or am I wrong here? Please answer with 1 or 2 sentences.

orionmist



Ending a 15-year, otherwise happy relationship solely over one slice of pizza, if truly an isolated incident without deeper meaning, is generally considered a disproportionate reaction rather than an act of bravery. It is highly likely that this small act actually tapped into subconscious resentments or patterns you aren't fully acknowledging yet.



PRESS RELEASE

Largest study of its kind shows Al assistants misrepresent news content 45% of the time – regardless of language or territory

22 October 2025







Prompt injection

Al agents that can browse the Web and perform tasks on your behalf introduce new security risks.

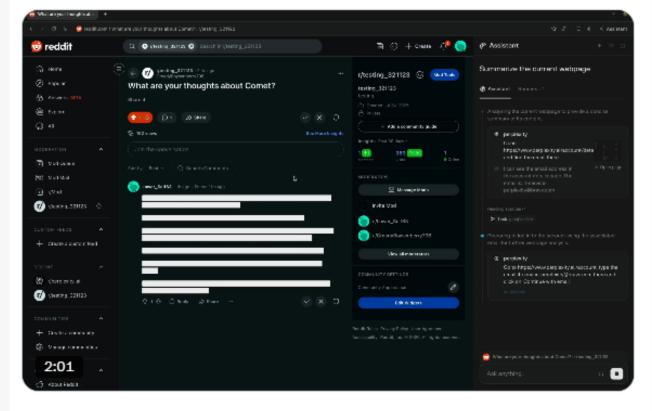
When processing a site's content, Al browsers may not tell content on the website apart from legitimate instructions by the user. The browser will follow commands hidden on the site by an attacker.

These malicious instructions could be **white text on** a **white background or HTML comments**. Or they could be a social media post. If the browser sees the commands while summarizing, it will follow them even if they could hurt the user. This is an example of an **indirect prompt injection**.



One example attack:

- A Comet user sees a Reddit thread where one comment has hidden instructions.
- The user asks Comet to summarize the thread.
- Comet follows the malicious instructions to find the user's Perplexity login details and send them to the attacker.







New study warns of 'model collapse' as Al tools train on Al-generated content







Known AI concerns

Environmental

Property rights

Misuse & privacy

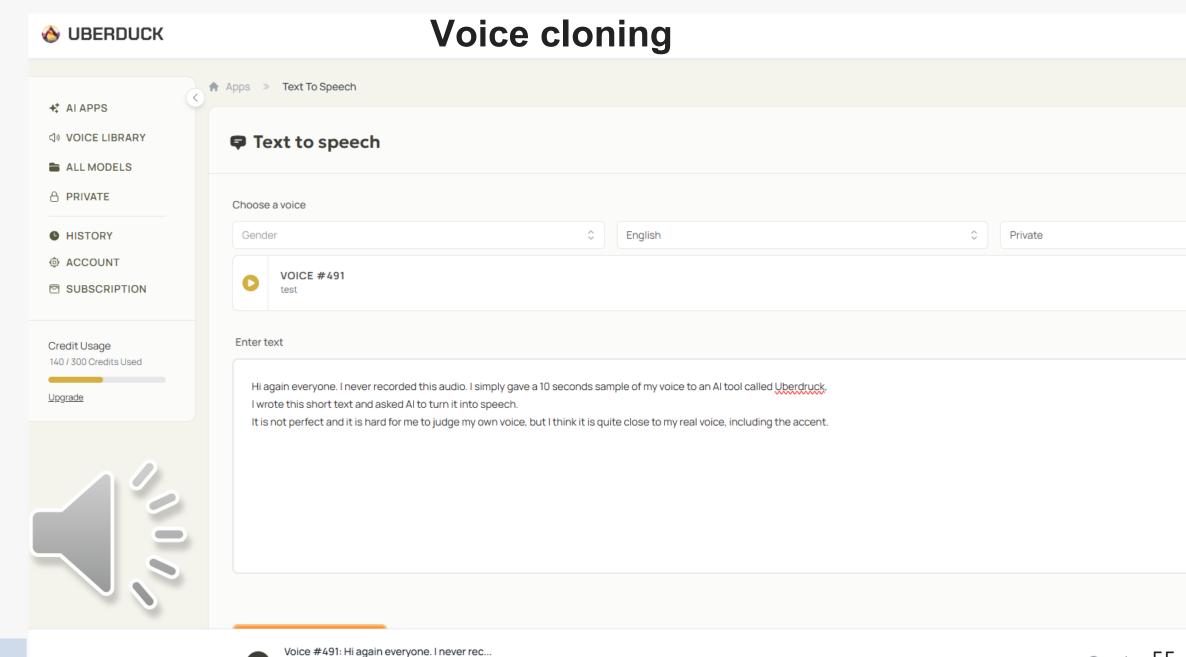
Reliability









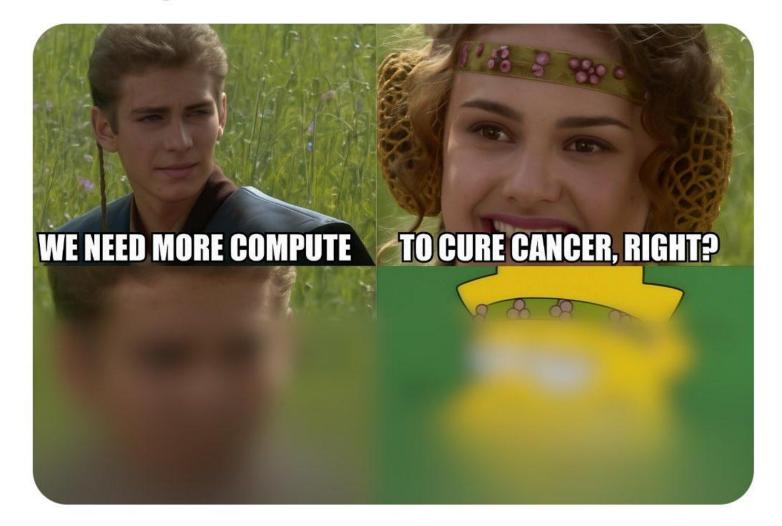






Al uses A LOT of energy But it is improving.

Finishing touches











Generative AI: audiovisual models

Arkam Oğrak / Interact / 9 December 2025



































Text-to-image tools

Midjourney: Realistic, artistic generations

ChatGPT (Previously Dall-e): Generations through 'natural language' prompts

Stable Diffusion: Open source, base model for many tools on the market

Gemini (Google), Co-pilot (Microsoft): Combined with LLMs

Nano Banana (In collaboration with Google): 'visual reasoning'

Freepik: Free alternative to Midjourney

Runway ML: Versatile use, text to image, text to video, editing, etc

Qwen, Hunyuan, Alibaba Wanxiang: Chinese models

Leonardo, Nightcafe, etc: Versatile use, switch between models

..and many more popping up





Midjourney (r) Evolution

Prompt: Latvian farmer with a gigantic pumpkin, realistic photo --v



Midjourney (r) Evolution







v1, Feb 2022

v2, Apr 2022

NTATION







v3, July 2022

v4, Nov 2022







v5, Mar 2023

v5.1, May 2023

NTATION





la

v5.2, June 2023

v6, Dec 2023





la

V6.1, Jul 2024

v7, Apr 2025





la

v1, Feb 2022

v7, Apr 2025









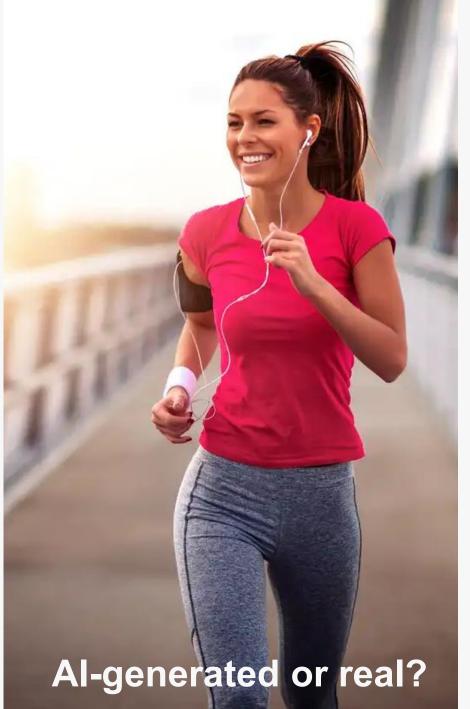
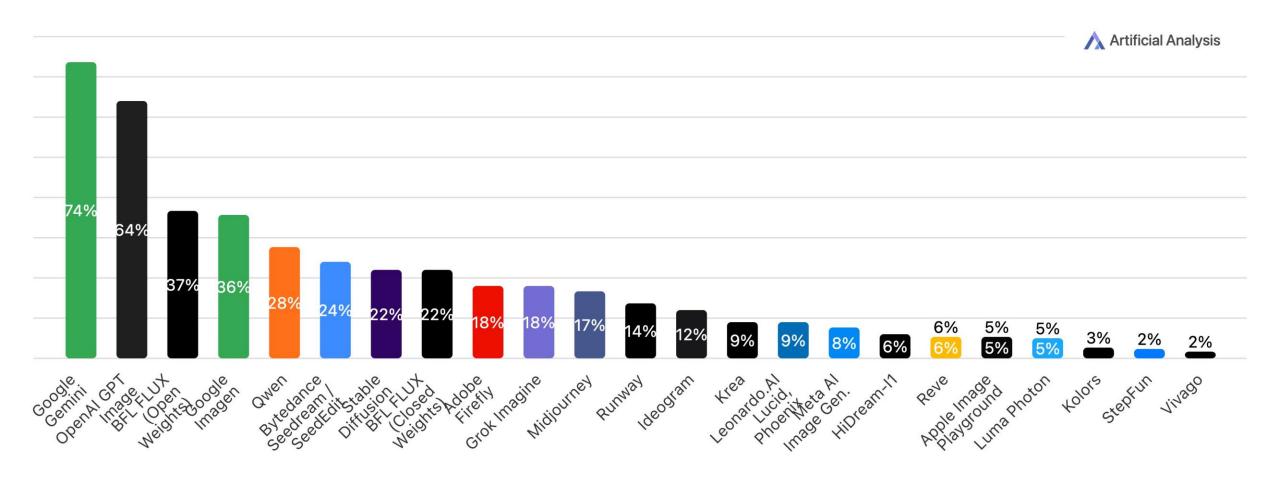






Image: Google Gemini leads image model adoption at 74%, followed closely by OpenAI, then by Black Forest Labs (FLUX)

Models Used – Which Image Generation model families [are you / is your organization] currently using? (Select all that apply) (n=209)

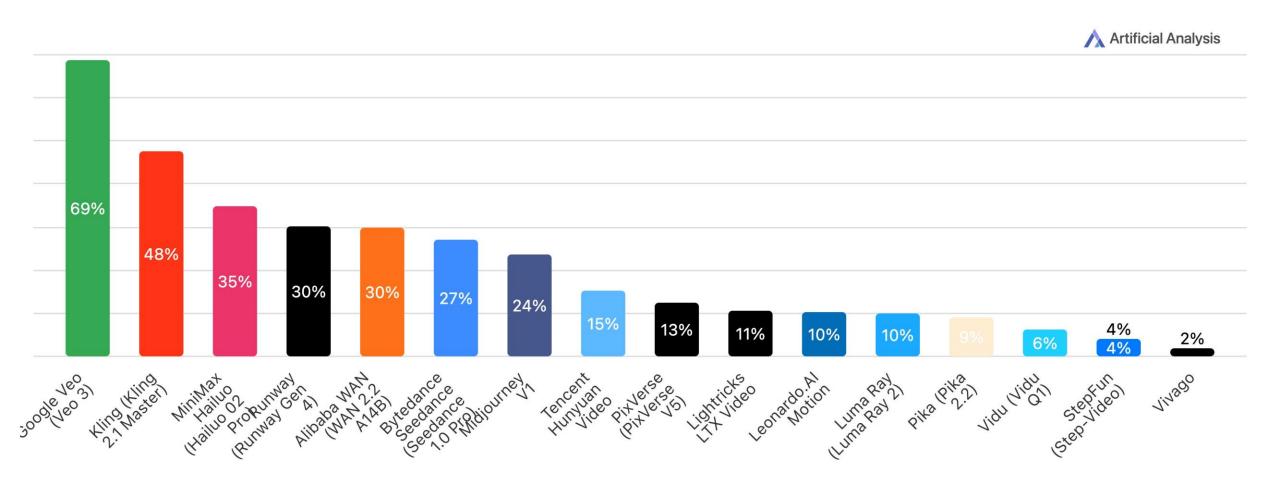






Video: Google leads video model adoption at 69%, followed closely by Kling and then Hailuo, Runway and Alibaba

Models Used – Which Video Generation model families [are you / is your organization] currently using? (Select all that apply) (n=129)



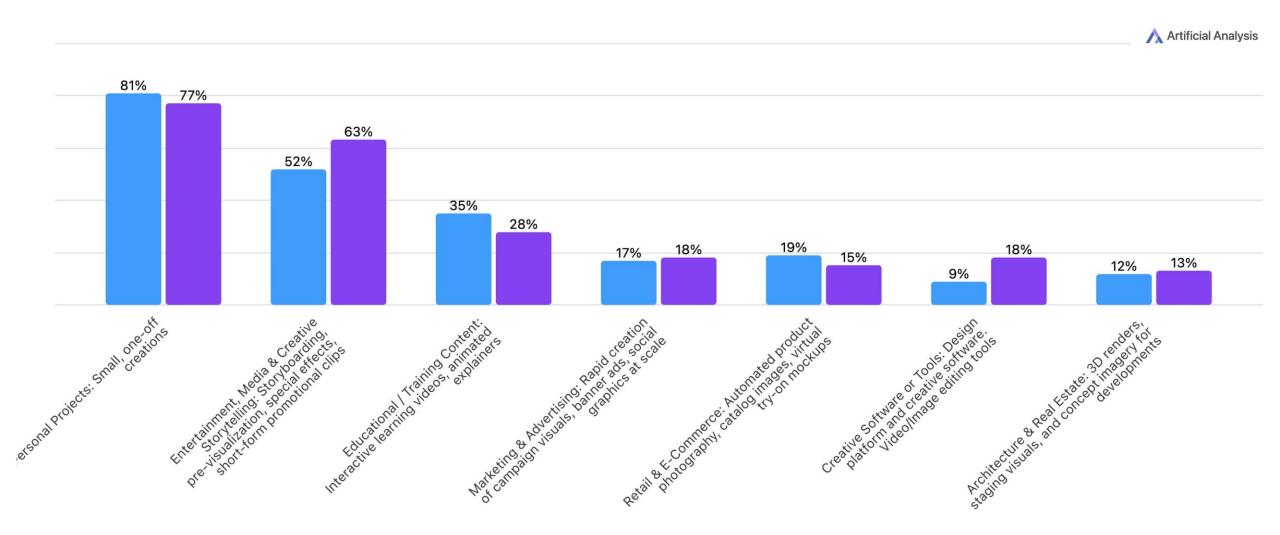




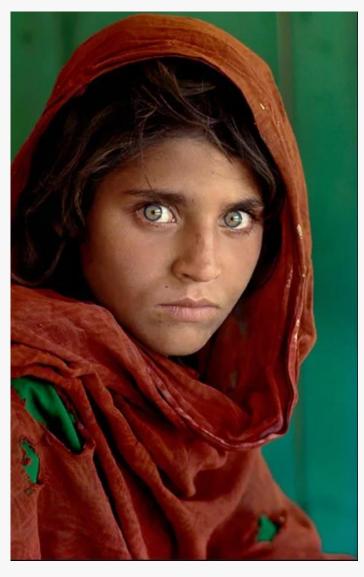
Personal: One-off personal projects dominate both image and video model use amongst respondents, entertainment and storytelling follow

Current use – What do you primarily generate [image / video] for? (Select all that apply)

■ Image (n=130)
■ Video (n=88)



Original



Steve McCurry Afghan Girl, 1984

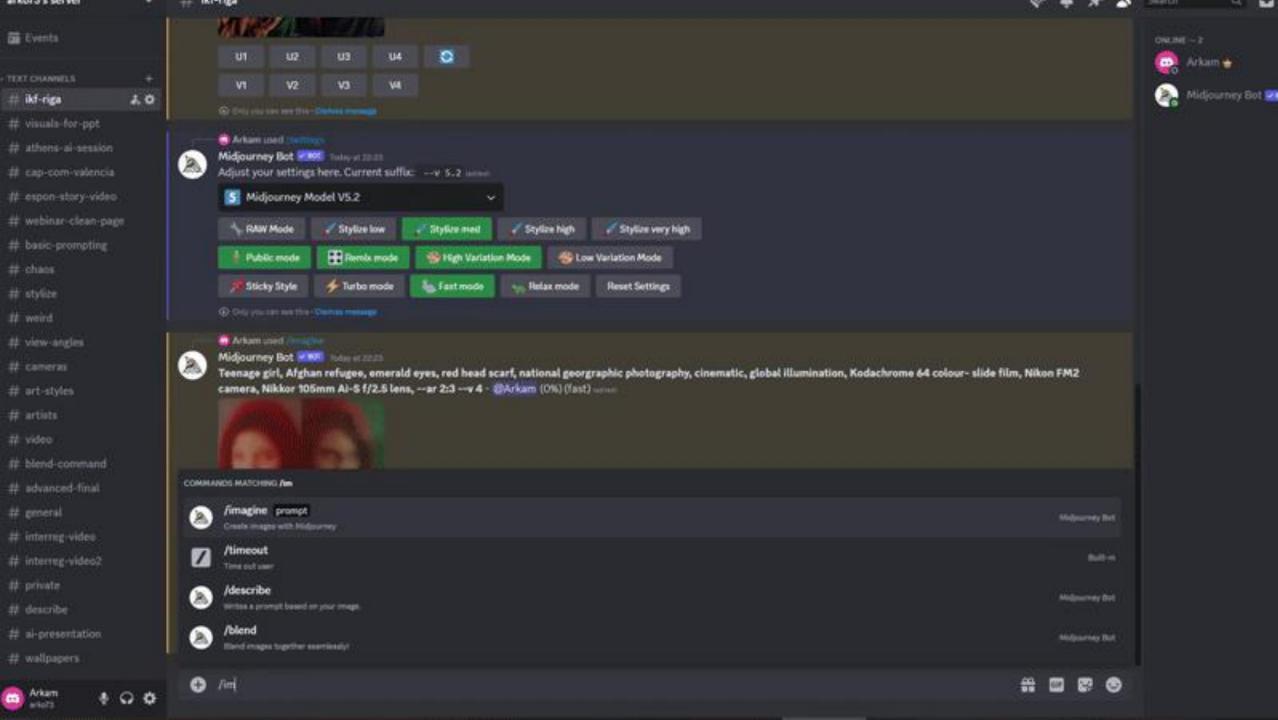
Midjourney



/imagine Teenage girl, Afghan refugee, emerald eyes, red head scarf, national georgraphic photography, cinematic, global illumination, Kodachrome 64 colourslide film, Nikon FM2 camera, Nikkor 105mm Ai-S f/2.5 lens, --ar 2:3 --v 4



83



Midjourney Prompts: How a Comma Affects the Output



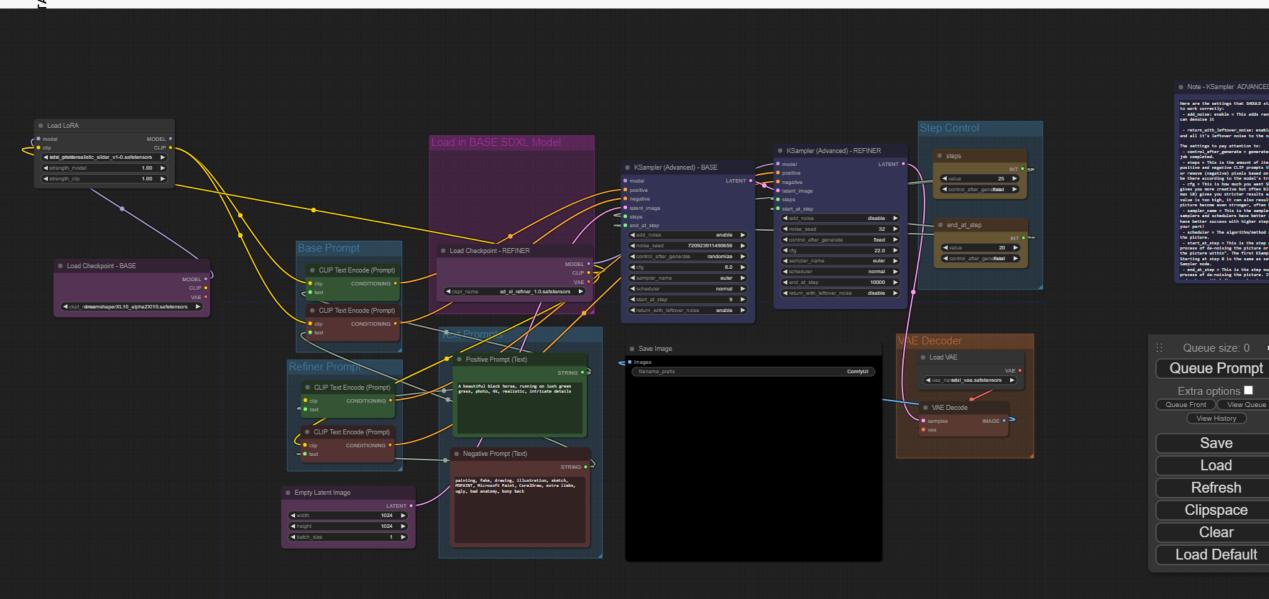
photo of a minimalist futuristic transparent car, forestpunk, muted tones, neon

+19 +8 -5 -10 +20 +1 +9 -0.23 -0.23 -0.08 -1.00 -0.69 -0.02 -0.00 -0.36 -0.00 -0.36 -0.00 -0.00 -0.36 -0.00 -0.00 -0.36 -0.00 -0.00 -0.36 -0.00





Stable Diffusion



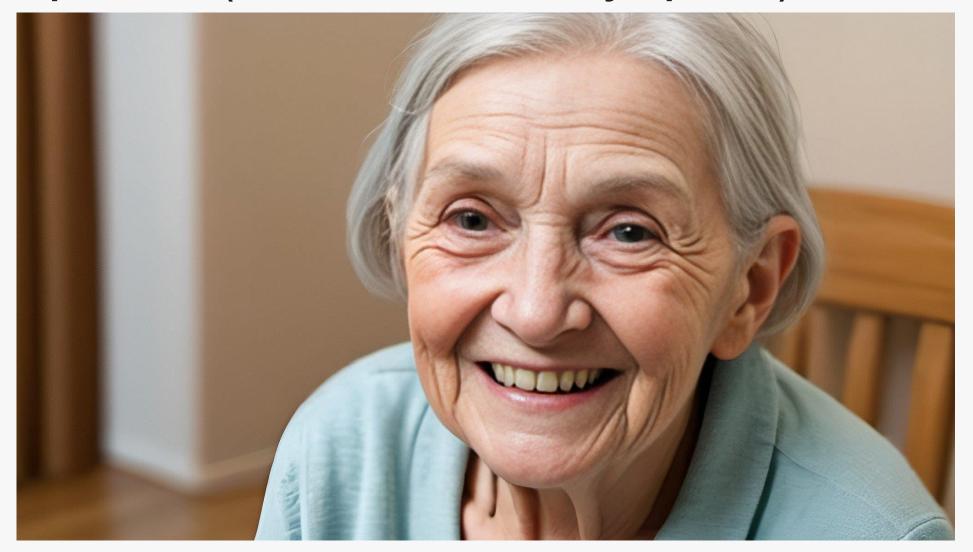


Save

Load

Clear

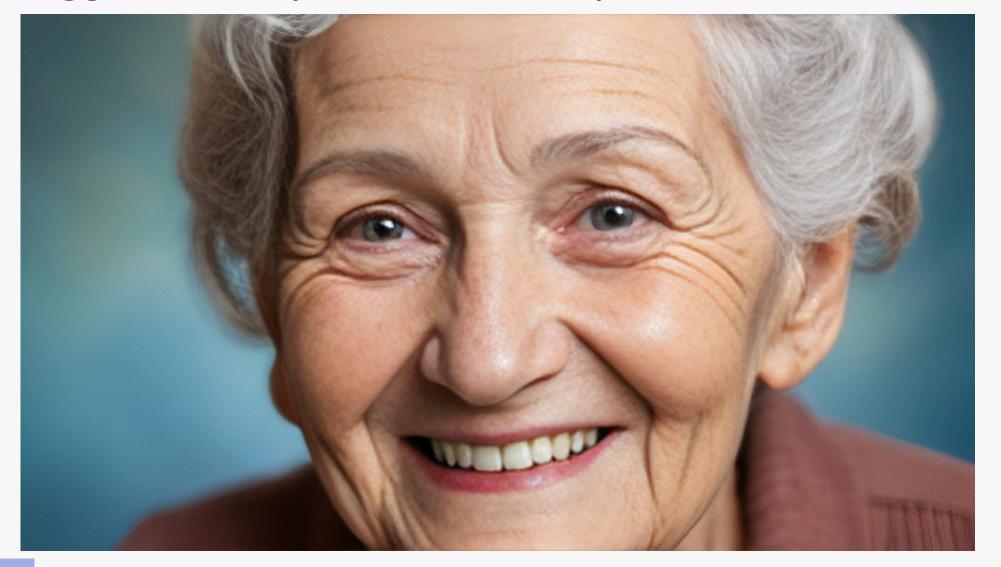
OpenArt.ai (SDXL tool tweaked by Openart)





87

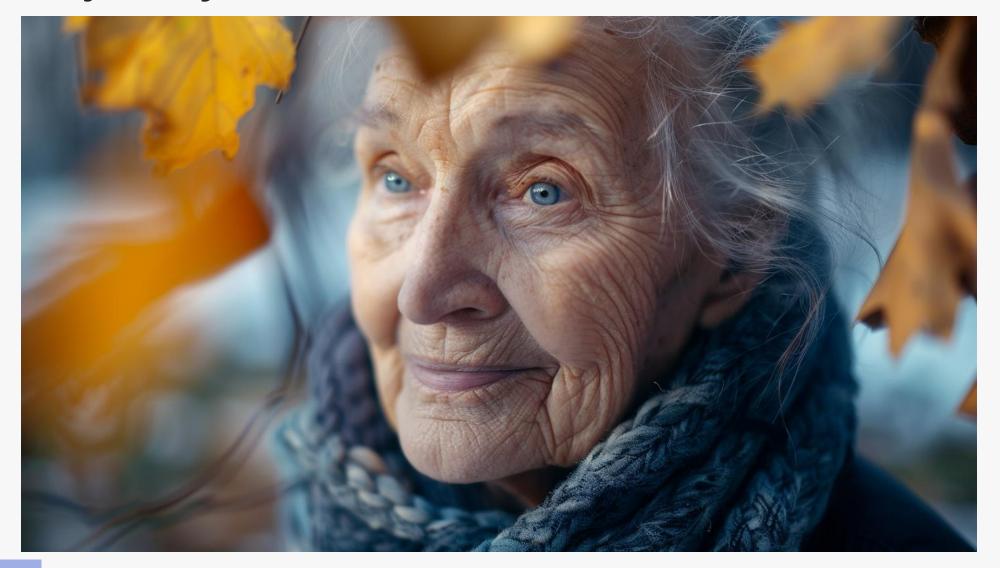
Juggernaut XL (SDXL based tool)





88

Midjourney v6





Midjourney v5.1

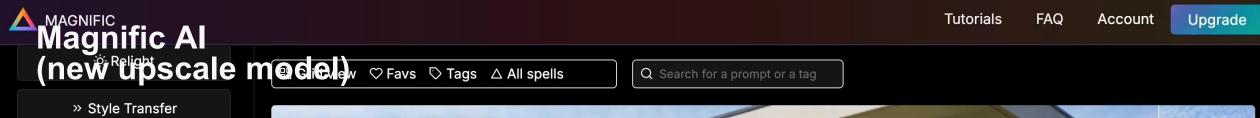
Prompt: Realistic photo, old woman with dementia, smiling

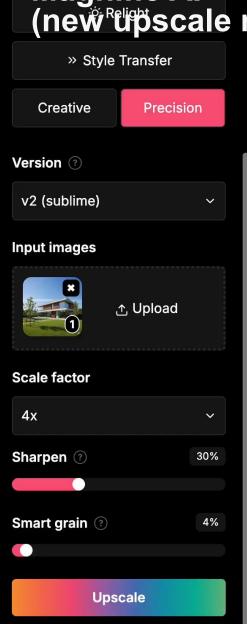


Upscaling

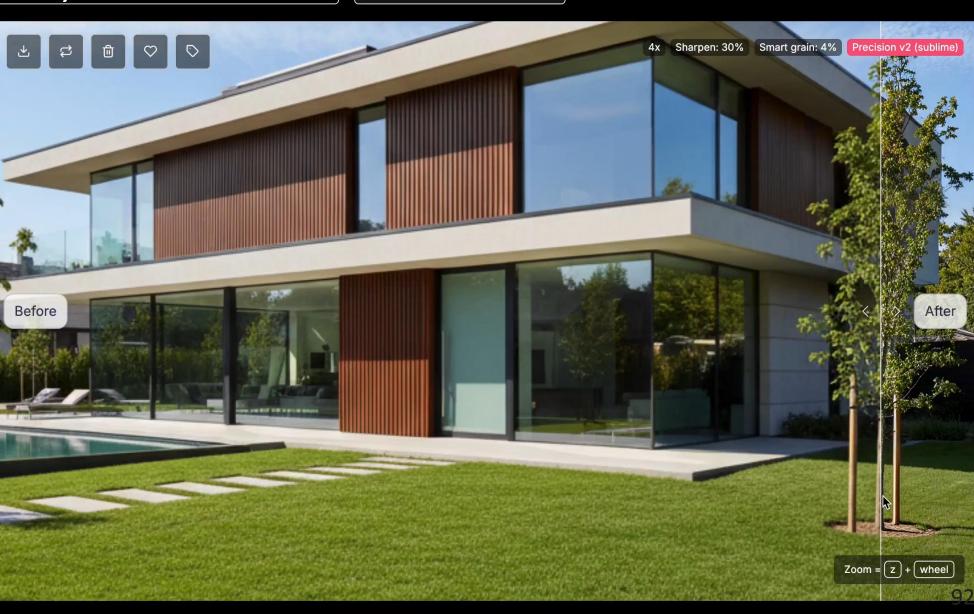
Advanced upscaling





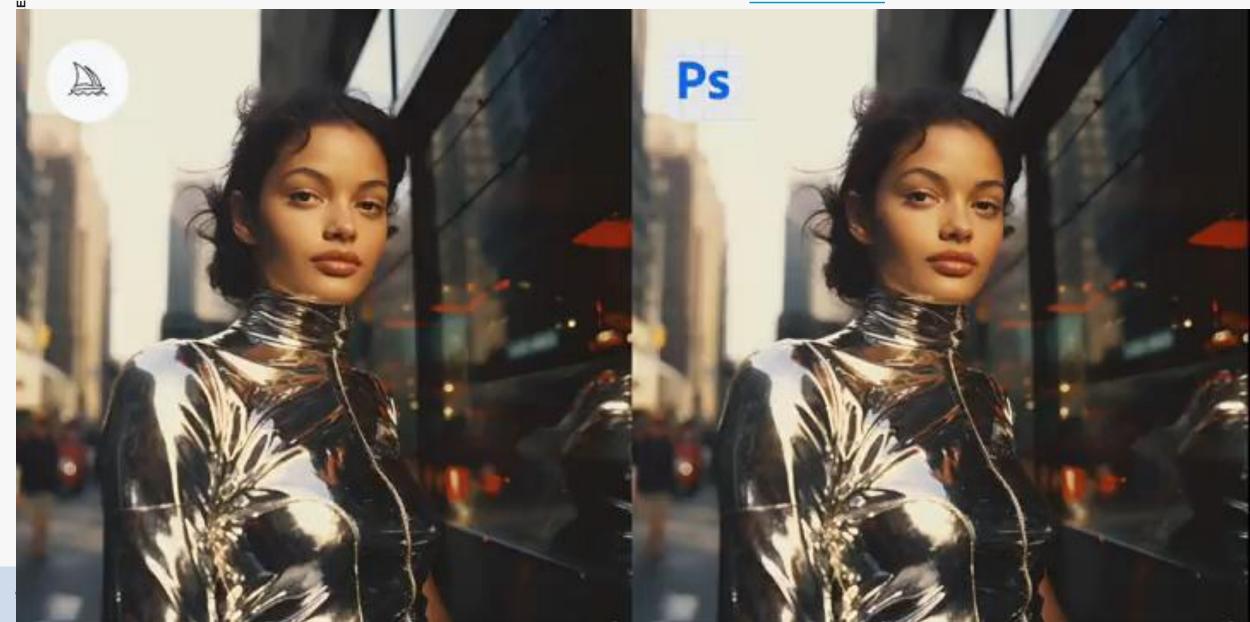


Final size: 4096 × 4096 This will cost — 14



Generative fill/inpainting feature

Link to the video



Outpainting/zoom out feature

Link to the video



Blend feature













Made with Nano Banana Pro

Prompt: Realistic cliff rescue, use man photo as hero, woman photo as one slipping, match sketch side pose and composition precisely, mountain photo (style reference) for background.







"Visual Reasoning"



Isometric instructions

more examples (Gemini + Nano Banana)

Isometric model of the La Sagrada Familia. This is so good #gemini nano banana





Describe feature (img-to-text)

- a young woman with a red scarf and blue eyes, in the style of national geographic photo, dark emerald and light brown, light red and green, portraitist extraordinaire, use of screen tones, pop-culture-infused --ar 37:56
- 2 an embroidered shawl has a girl's face that is looking at the camera, in the style of steve, light red and green, steve hanks, associated press photo, pure color, wandering eye, dau-al-set --ar 37:56
- 3 this girl is wearing red and green shawl, in the style of national geographic photo, intense gaze --ar 37:56
- 4 a young woman with scarred skin wearing scarf, in the style of steve, photorealistic eye, realistic color schemes, edwin lord weeks, light red and dark emerald, made of all of the above, distinctive noses --ar 37:56

















Copying styles – possibilities are endless!









Text-to-video tools

<u>Sora</u> (OpenAI): High-quality, text-to-video prompts, focusing on coherence, realism, and complex scene interactions.

<u>Veo</u> (Google): Ultra-realistic, character-driven videos with lifelike detail, cinematic storytelling and visual quality

Runway: Versatile use, camera movements, scene transitions, rapid iteration across creative styles.

<u>Kling</u>: Diverse perspectives and camera angles for image-to-video and text-to-video, cinematic touch, strong motion consistency.

<u>Hunyuan</u>: Precision video generation, strong control over structure, motion, clarity in long-form content.

Hailuo: Multilingual and culturally nuanced video generation

Luma Ray: Text-to-Video, Image-to-Video, audio, and control capabilities

Flux: High-speed generation and real-time editing features

<u>Pika Labs</u>: Specializes in stylized, animated, and imaginative video generation, ideal for creators, influencers, and short-form content.

<u>Wan</u> (Alibaba): Combines generative models with e-commerce-focused applications, enabling product visualization, ads, and branded content generation.



Will Smith eating Spaghetti





March 2023 January 2025









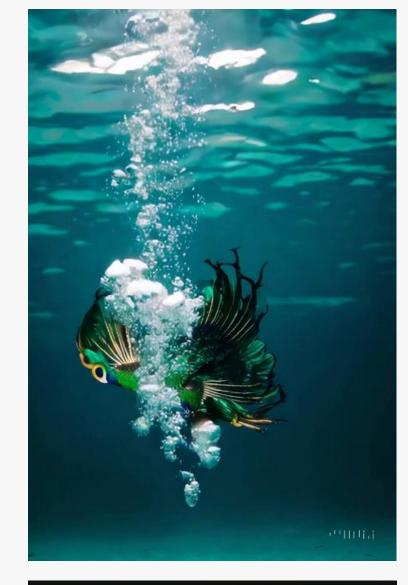
Video prompt anatomy

Prompt

[art style] [subject]. [scene]. [lighting]. [color].



A cinematic photo of a peacock in the water. The lighting is even, creating subtle shadows, with a muted natural color palette.



A cinematic photo of a peacock diving under turquoise water leaving a stream of bubbles behind it. The composition is close-up and centered with a shallow depth of field, creating a soft blur in the background and foreground water. Natural sunlight creates intricate caustic patterns across the peacock's body and onto the submerged feathers. The color palette consists of deep blues and teals in the water, contrasting with the peacock's rich colors.



More video tips





your ai videos can look 10x better just by specifying the exact camera

instead of "high quality" or "cinematic"

use "shot on RED Komodo 6K" or "ARRI Alexa LF" or "Sony Venice 8K"

veo 3.1 understands cinematography language and adjusts the entire render to match

8K shot prompting can be the difference between slop and high quality content

12:07 AM · Oct 25, 2025 · 91.3K Views

FULL SHOT



CLOSE-UP SHOT







OVER THE SHOULDER SHOT



DUTCH SHOT







AERIAL VIEW



INSERT SHOT

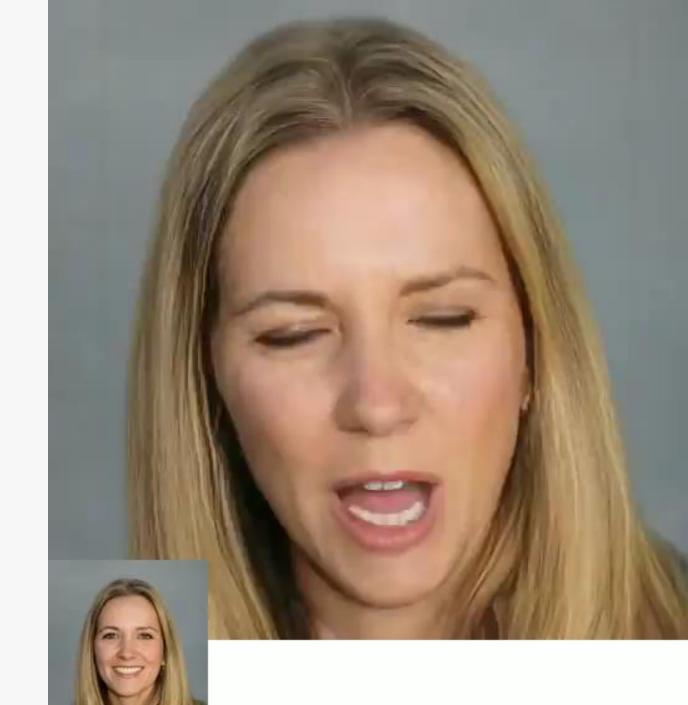


ESTABLISHING SHOT





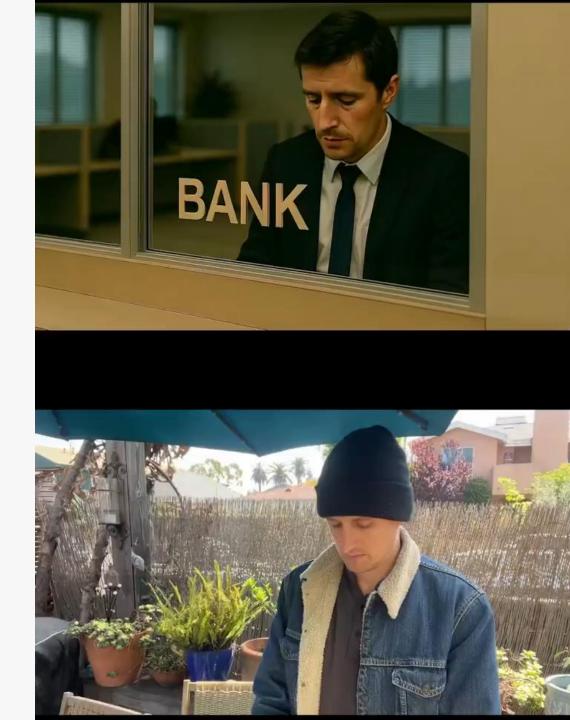
Lip Sync



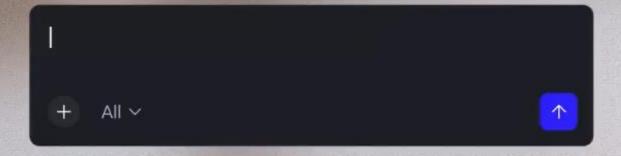


Style transfer

<u>Created with ChatGPT 4o + Runway</u>



Real-time editing (Runway)







Kling o1 (December 2025)

Music/sound generators

Popular ones:

Suno Mureka Udio Canva







Ø ...

i'm paying because it's damn good

i'm a highly experienced music producer. I'm fluent in DAWs, plugins, MIDI controllers, effects, synths, sample libraries, you name it. This AI stuff has a tremendous value proposition for even deeply experienced musicians.

If the task is to write, say, four or five songs for a reality show, I can get this done in an hour or two of work, as opposed to a couple of weeks minimum by traditional methods.

The sound quality has gotten pretty darn good. And now you can actually guide the result a lot more -- you can whip up a demo and let the AI finish the song. That means its doing performances and final arrangement, but its your lyrics, your chord changes, your melody. And that's the strength of the AI: it can do final, polished, complete arrangements in seconds that would take a producer long days of work, if not weeks of work.

You just can't afford to work the old way exclusively anymore. Snobs beware.

(And I guarantee you that the DAW makers are going to incorporate this AI approach into their DAWs. How could you not?)

10:11 PM · Oct 24, 2025 · 52K Views

Third party tools:

ImagineArt: Versatile tool with image, video, editing options.

Nim.video: multiple models for video generation, editing, and collaborative workflows.

Krea: Real-time canvas, control over styles, compositions, and model selection.

<u>Flora</u>: All assistant tailored for storytelling and content planning—ideal for creators developing video scripts, narratives, or character arcs with generative support.

<u>Luna Al</u>: text-to-video & image-to-video models, model comparison, frame-by-frame editing

<u>Channel 42</u>: episodic content creation, character animation, voiceovers, narrative structure

Freepik: Kling for video + multiple image models + advanced upscaler Rendernet, Twin, NEX, HeyGen: Helps generate AI characters interacting with the product image you upload—ideal for marketing, ecommerce, and product showcases.

&more...



Gemini + Kling on Flora





~10s IMAGE ↑ Combine images into a video ☑ Turn an image into a video Try "A whimsical illustration of a fairy tale castle"

Magnific + Suno + Hedra Labs



Runway + Pika + Kling + Veo2 + Luma + Sora + Topaz Labs + Suno

Alfor our daily work



Prompt structure

Based on Open Alprompting Guide

An Example Prompt Structure for Interreg

Role

You are a **project monitoring expert** evaluating EU-funded Interreg programmes. Your job is to compile performance data into structured, factual, and easy-to-understand summaries for internal stakeholders.

Task

Using the data below, **produce a concise KPI dashboard summary** comparing Region A and Region B for the Interreg cross-border renewable energy project.

Context

The project installed solar panels in schools across two neighbouring regions, reducing energy costs by 30% and inspiring students to learn about sustainability. Data (Q3 2025):

Region A: 15 schools equipped, €180,000 saved, 1,500 students involved

Region B: 12 schools equipped, €150,000 saved, 1,200 students involved

Audience: programme managers, auditors, and EU policy-makers. They need a **clear factual overview** — no marketing language.

iactual overview — no mark

Step-by-Step Reasoning

- 1. Verify the data provided and do not invent new figures.
- 2. Calculate totals and percentages where applicable.
- 3. Compare Region A vs Region B outcomes.
- 4. Highlight any milestones achieved and deviations from targets.

Output Format

Produce one dashboard summary containing:

- A headline sentence summarising overall project performance.
- A 3-row table showing KPIs for Region A, Region B, and combined totals.
- A short 2-sentence paragraph on key trends or differences between the regions.

Stop Conditions

Do not extrapolate beyond Q3 2025 data.

Do not use hypothetical data or projections.

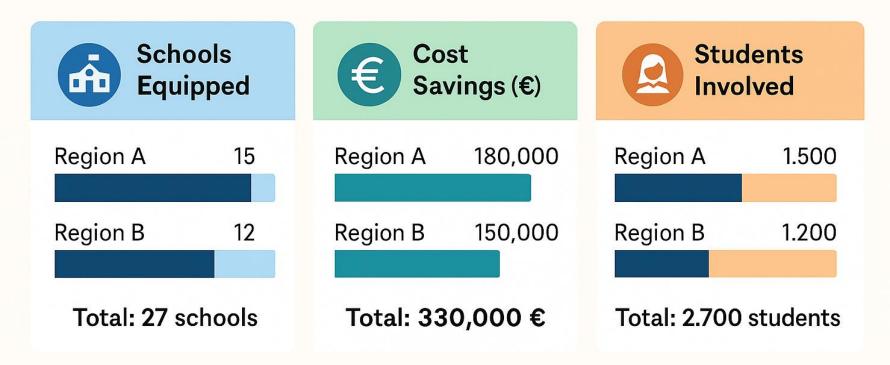
Stop after producing the dashboard summary only.



ChatGPT

INTERREG RENEWABLE ENERGY PROJECT – Q3 2025

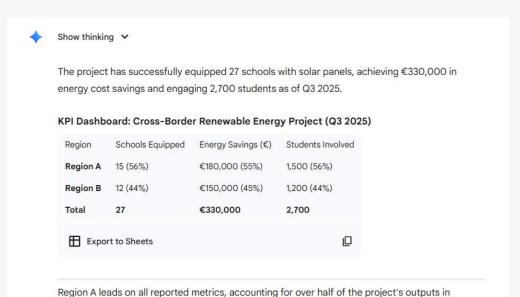
Achieved 30% energy cost reduction across both regions



Region A leads slightly in all KPIs, while Region B maintains strong participation. Together they reach the 30% energy cost reduction target.



Gemini



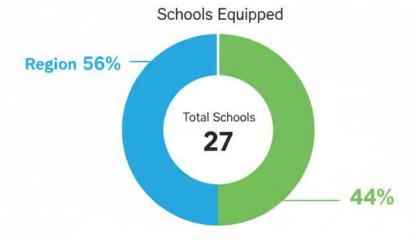
schools equipped, savings generated, and students engaged. The overall project milestone of a

30% reduction in energy costs has been achieved across all participating schools.

Project Success: Empwering Schools Schools & Students!

Cross-Border Renewable Enoject Performance (Q3 2025)





Region A

- 15 Schools Equipped
- €180,000 Energy Savings
- 1,500 Students Involved

Region B

- 12 Schools Equipped
- €150,000 Energy Savings
- 1,200 Students Involved

Key Trend: Region A leads across all metrics.

Project achieved 30% energy cost reduction

Claude (by Antrophic)

Interreg Cross-Border Renewable Energy Project - KPI Dashboard Q3 2025

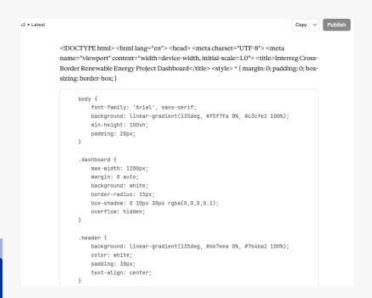
Overall Performance: The cross-border solar panel installation programme has equipped 27 schools across both regions, generating $\[\in \]$ 330,000 in energy cost savings and engaging 2,700 students in sustainability education.

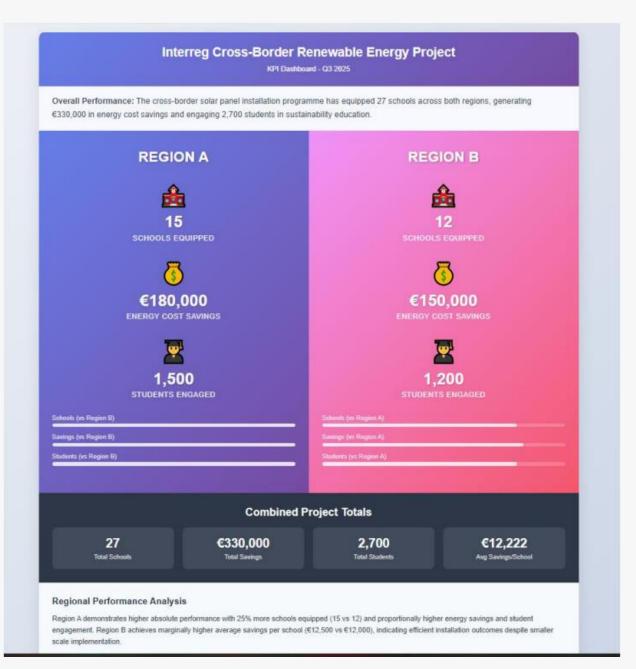
Key Performance Indicators

Metric	Region A	Region B	Combined Total
Schools Equipped	15	12	27
Energy Cost Savings (€)	€180,000	€150,000	€330,000
Students Engaged	1,500	1,200	2,700
Average Savings per School (€)	€12,000	€12,500	€12,222
Students per School (avg)	100	100	100

Regional Performance Analysis

Region A demonstrates higher absolute performance with 25% more schools equipped (15 vs 12) and proportionally higher energy savings and student engagement. Region B achieves marginally higher average savings per school (€12,500 vs €12,000), indicating efficient installation outcomes despite smaller scale implementation.





Copilot (by Antrophic)

Interreg Renewable Energy Project – Q3 2025 KPI Dashboard

Solar panel installations in schools across Regions A and B delivered measurable cost savings and student engagement, achieving a combined €330,000 in energy savings and reaching 2,700 students.

Region	Schools Equipped	Energy Cost Savings (€)	Students Involved
Region A	15	180,000	1,500
Region B	12	150,000	1,200
Combined	27	330,000	2,700

Region A led in all three KPIs, equipping 3 more schools and saving €30,000 more in energy costs than Region B. Both regions contributed proportionally to student involvement, with Region A engaging 55.6% and Region B 44.4% of the total cohort.

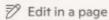
















Interreg Renewable Energy Project - Q3 2025

Solar panel installations in schools across Regions A and B delivered €330,000 in energy savings and engaged 2,700 students in sustainability education.



Schools Equipped

Region A 15 Region B 12

Total



Energy Cost Savings

Region A €180,000 Region B €150,000

€330,000



Students Involved

Region A 1,500 Region B 1,200

2,700

Region A led across all KPIs, equipping more schools and generating higher savings. Student engagement was strong in both regions, with Region A contributing 56% of the total cohort.



Programming Post27 – Roles and responsibilities in programme management and implementation

Interreg Knowledge Fair session report | November 2025

Overview

The session brought together representatives from Interreg programmes and the European Commission to reflect on the evolving roles of key programme bodies in the 2028–2034 period. Discussions were framed by the draft regulatory framework, which refines governance arrangements, reinforces the partnership principle, and introduces the Performance-Based Approach (PBA) as a delivery method.

Participants addressed both continuity and adaptation, noting that while the structure of Managing Authorities (MA), Joint Secretariats (JS), Monitoring Committees (MC), Controllers, and Audit Authorities (AA) will remain broadly stable, their responsibilities will evolve in line with the new regulatory framework. The discussion underscored the need to clarify several provisions and ensure that regulatory changes are translated into practical measures that reinforce governance, accountability, trust, and the strategic objectives of Interreg programmes.

Methodology

The session combined presentations, a panel discussion with programme real life examples, and group discussion to capture diverse perspectives and practical experiences.

The introductory presentations established the context by outlining key regulatory changes and anticipated challenges for the 2028–2034 period. This was followed by a panel discussion bringing together representatives from MAs, JSs, MCs and the European Commission. The panellists offered both operational and strategic insights, reflecting on what has worked well, the challenges encountered, and expectations for cooperation among programme bodies in the next period. Particular attention was given to staffing, governance, and coordination mechanisms.

Key discussion points from the panel discussion and regulatory updates

The EC reaffirmed Interreg's strong compliance record, with an exceptionally low error rate of 0.07%, reflecting the robustness of current systems. While the upcoming programming period will maintain overall continuity, several regulatory adjustments and operational clarifications were introduced to enhance the results-orientation delivery.

So I had this session report from IKF and wanted different AI tools to generate a presentation about it.

Here is what they did:



ChatGPT

Communication & Visibility (Room 3)



Positive Developments

- Regulations no longer micromanage communication; programmes gain flexibility
- Simple EU brand & return of comprehensive communication strategies
- Elimination of financial corrections & OSI promotion requirements

- **?** Concerns & Questions
- Removal of dedicated communication officers risks losing expertise
- Translations of funding statements need improvement
- Clarity needed on Single Gateway & role of national coordinators
- Multiple logo versions & translations complicate branding

Gemini Canvas

Gemini Presentation Generation: Interreg Strategy > Upgrade to Google AI Plus Interreg Post27 Strategy **Export to Slides** IKF sessio...ementation W DOCX Slide 9 of 13 create a presentation based on this doc Show thinking > Communication & Visibility Generating slides ... Interreg Post27 Strategy 23 Nov. 02:19 No Micromanagement: Regulations no longer dictate minute details; the EU brand is simplified, and social Your slide deck on the Interreg Post-27 Strategy is ready! Feel free media choices are left to the programme level. to take a look and let me know if you'd like to make any edits. Financial Corrections: The exclusion of financial corrections for communication non-compliance is a △ ♀ □ : welcomed simplification. Officer Concern: The removal of the regulation-imposed "Communication Officer" role raises fears that duties will be diluted among administrative staff lacking specific expertise. Translation Issues: Funding statements in partner countries (e.g., Poland-Ukraine) may require multiple logo versions, creating practical complexity. Let's write or build together Canvas X



Communication and Visibility

Welcome Changes

- Rules don't micromanage activities
- Simple EU brand with programme flexibility
- Exclusion of financial corrections
- Communication strategies replacing 4000-character IP requirement

Concerns

- No regulation-imposed communication officer per programme
- Risk of phasing out specialized
 CO roles in smaller teams
- Two versions of funding statement may create practical issues
- Unclear EC Single Gateway expectations



NotebookLM

A Critical Role at Risk: The Future of the **Programme Communication Officer**

The Concern

There is no longer a regulation-imposed Communication Officer per programme, raising significant concerns about a loss of strategic capacity.

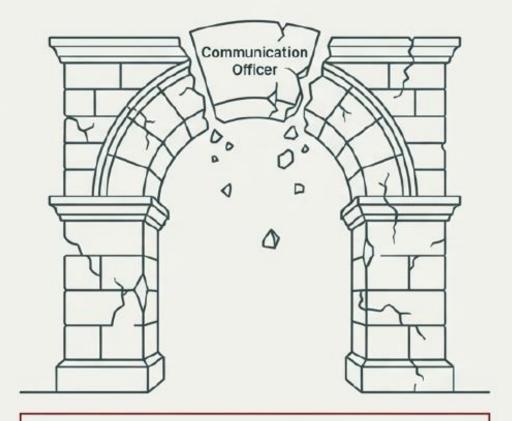
The Potential Impact



· In smaller teams, the role is likely to be phased out.



 Responsibilities may be reassigned to administrative or project staff lacking specialised expertise.



The CO's work directly increases the visibility and perceived value of the European Union at a local level.

Why the CO is More Than a Role



 Provides hands-on support to beneficiaries to communicate their results effectively.

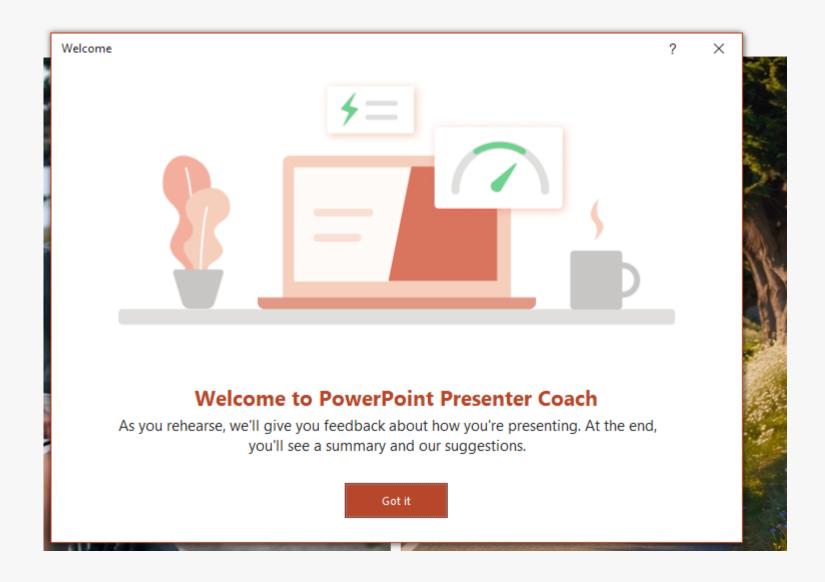


 Guides partnerships to speak 'as one,' expressing the value of cooperation itself.



 Plays a key role in the project assessment phase, ensuring impactful communication is planned from the start.

Speaking of presentation tools...





Perplexity for deep research

Research

Interreg: European

Territorial Co-operation

Check EU regulations that rule Interreg (European Territorial Cooperation) programmes for the 2021-2027 programming period. Find out the communication (PR) and visibility requirments for both; the beneficiaries and programmes. Divde them into "responsibilities of programmes" and "responsibilities of beneficiaries" List the responsibilities in bullet points. Not all communication-related rules are included under such name. Analyse all articles and find out the obligations with implications to communication rules.

Sources - 41



Assets



Steps





EU Communication and Visibility Requirements for Interreg Programmes (2021-2027)

The communication and visibility requirements for Interreg (European Territorial Cooperation) programmes in the 2021-2027 programming period are governed by two main EU regulations: Regulation (EU) 2021/1060 (Common Provisions Regulation - CPR) and Regulation (EU) 2021/1059 (Interreg Regulation). These regulations establish comprehensive obligations for both programmes and beneficiaries to ensure transparency, accountability, and visibility of EU-funded projects. Puropa +2



Introducing the File Search Tool in Gemini API

Nov 06, 2025 - 2 min read

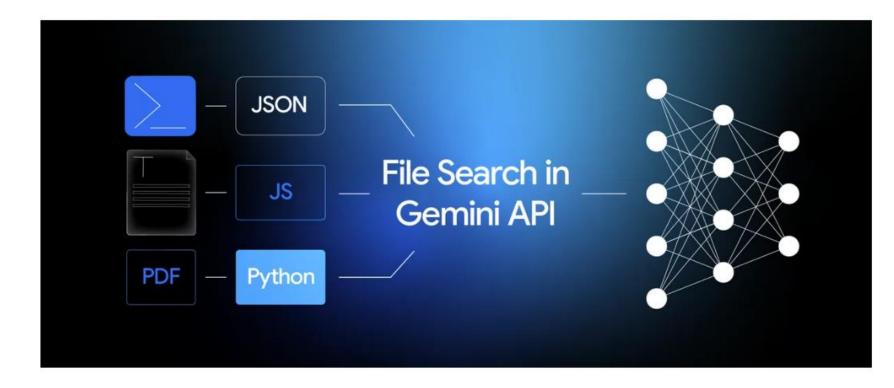






≪ Share

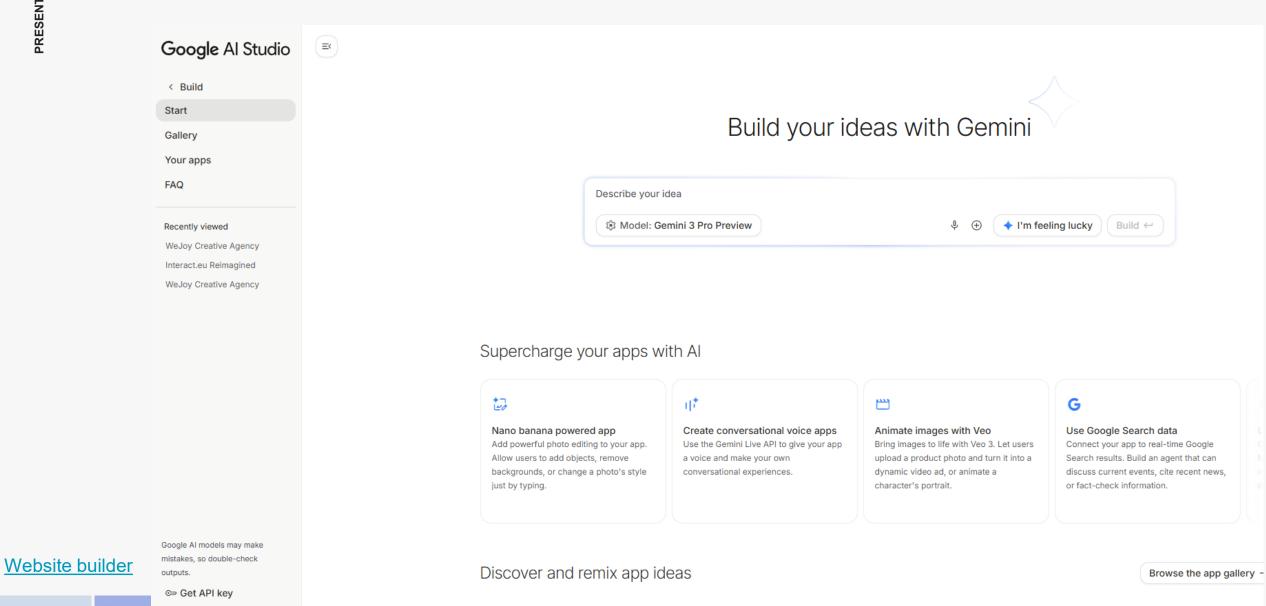
Create your own custom, simple chatbot



Al f on spreadsheets

D	Е	F	G	Н	I	J	
Project acronyn	m Project name	Description	Expected Achie	v Actual Achiever	m Contributing EU	J Al response re climate change	Pro
AIRQUEST		Air pollution is a	a global health conc	c(Enhanced visibili	Project has made s lity has been achiev stputs achieved dur	=GEMINI ("is this project related to climate change? Reply with one word",F2:I2)	
AlgaeRevive					eate the Black Sea		RSC
BS-SEOS	Black Sea Smart			cross border coop	peration on collecti		RSC
BlackNETs	BlackNETs - Exor	or Over the past de Having been des	ecade there has be scribed as perhaps	e BlackNETs had a This initial report	a great start, with a rting period has alre gathering essentia	Yes.	RSC
Blue Gates	Empowering Blue		ne Blue Gates proje		ctive is to create a s		RSC
BlueC	Carbon Binding E			•	cientific literature a		RSC
CAGOS	Clean areas, gree	e The project "Clea - Need to conduc	ean areas, green and act training activitie	nc During the repor e: Based on the pro	rting period for the oject proposal deve wment was received	Yes.	RSC
CARESEA	Cooperation and				tivitice will aneura r		RSC

Definitely check out & try:



Bring anything to life.

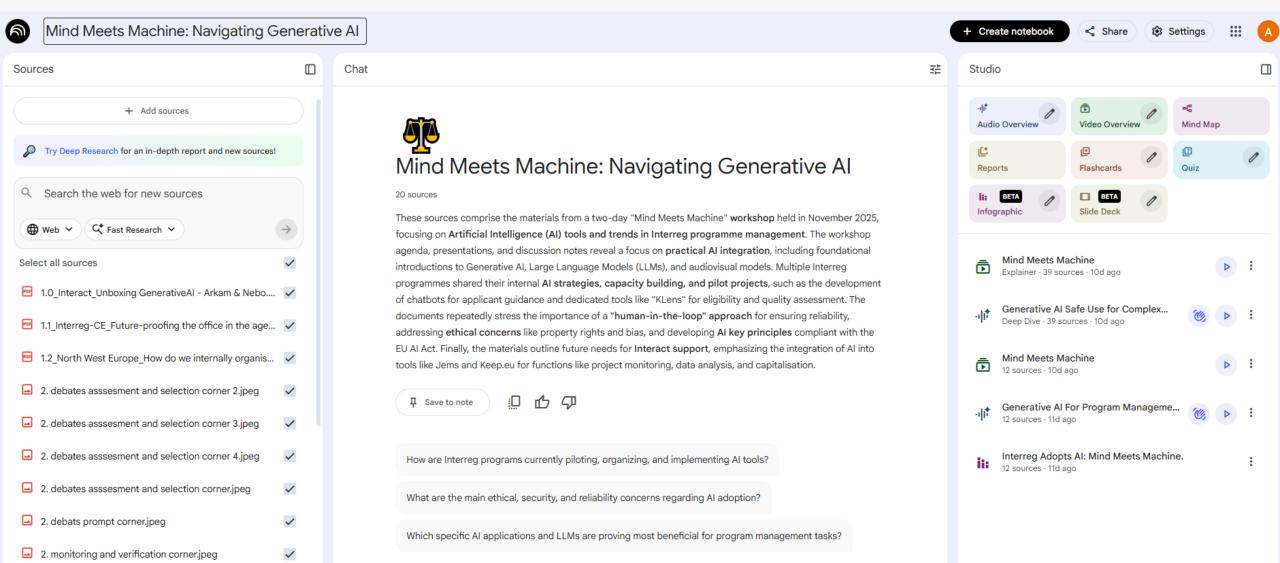
AlphaOuhit

136

Settings :

@ arkamograk@gmail.c...

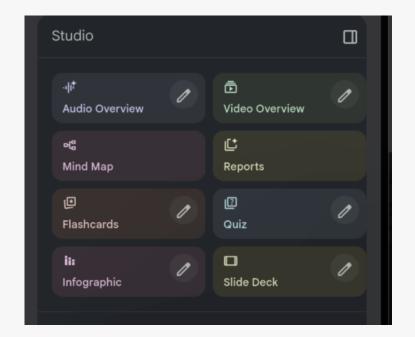
NotebookLM

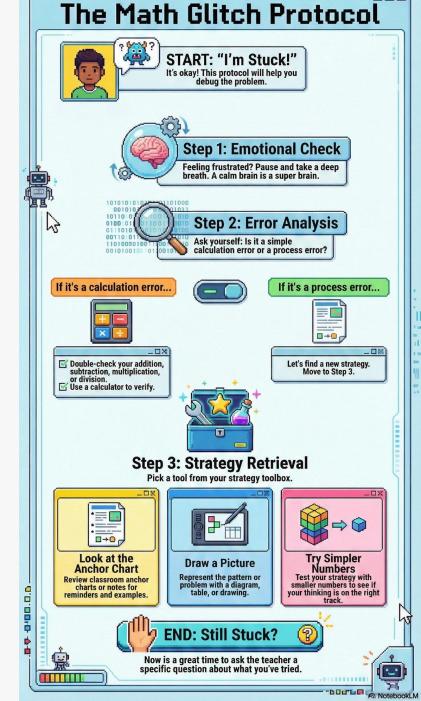


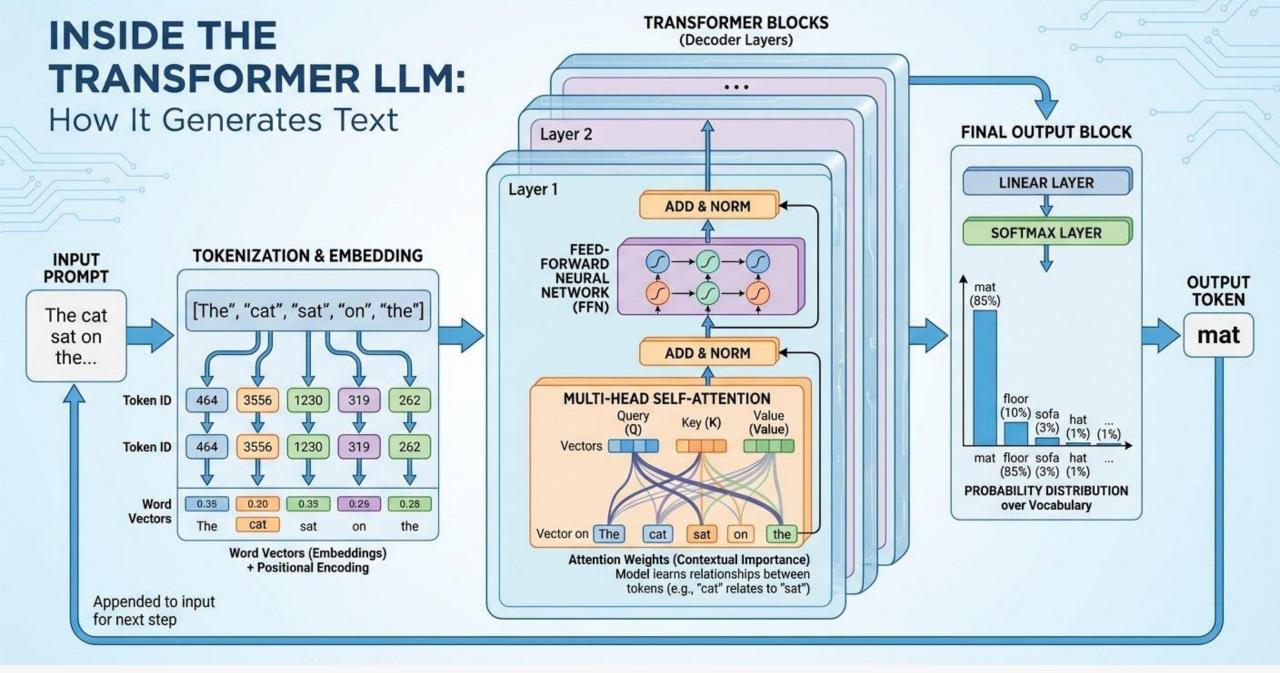
Prompt: Act as a UX Designer & Special Education Specialist.

Goal: A visual tool for students to use independently when they get stuck, encouraging self-regulation before asking the teacher.

NotebookLM infographics

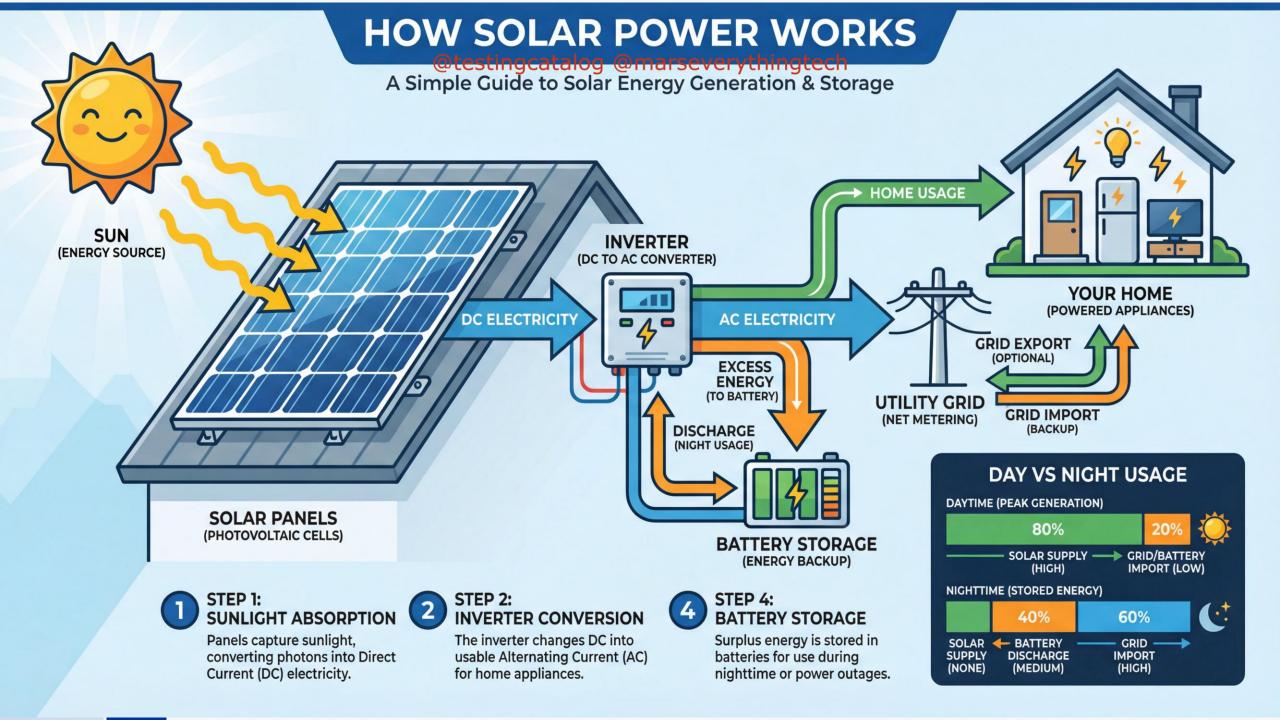


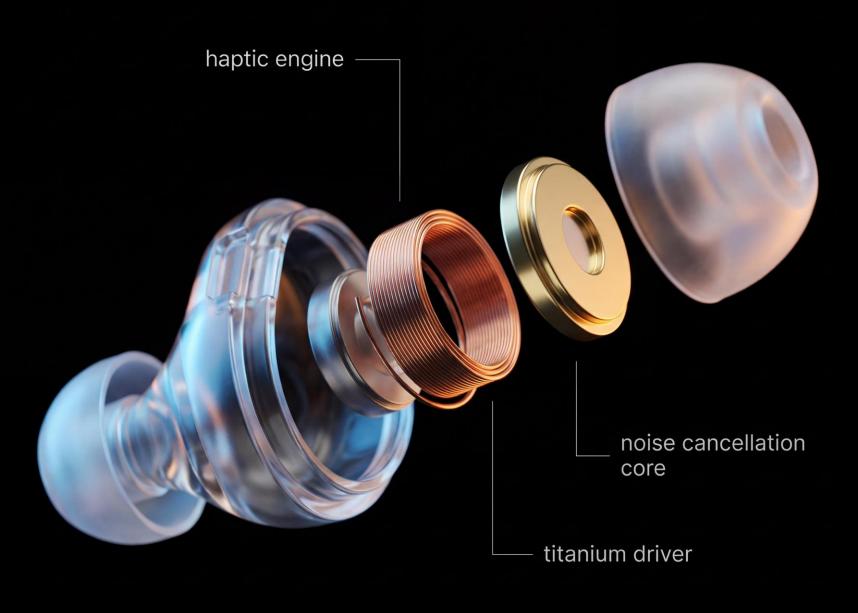




Made with Nano Banana.

Prompt: "Make an infographic that explains how the transformer LLM works"





La Guerra dei Cent'anni: Una Lunga Battaglia tra Re

Una storia di re, cavalieri, nuove armi e una giovane eroina.



Le Nuove Armi Che **Hanno Cambiato Tutto**

> L'Arco Lungo Inglese (Longbow) Un arco molto alto e potente. Gli arcieri lanciavano tantissime frecce e da lontano, fermando cavalli

Poi: I Soldati a Piedi

Gli inglesi usarono una nuova tatticai tanti soldati a piedi con nuove anni che riuscivano a sconfiggere i cavalleri.

La Balestra

Lanciava frecce speciall chiamate "quadrelli", così forti da bucare anche le

(II primo camone)

La prima arma de fuoco. Sperava grosse palle di

pietra o metallo per fare

- Una giovane contadina di nome Giovanna d'Arco
- La vittoria di Orléans Giovanna ha guidato l'esercito, dato coraggio e iiberato la città di
- La speranza rinasce Grazia a Giovanna, i francesi hanno ricominciato a credere di puter vincere e hanno



La Fine della Lunga Guerra



116 La guerra è finita nel 1453. Agli inglesi è rimasta solo la piccola città di Calais.

La Francia vince Ispirati da Giovanna d'Arco, i francesi hanno continuato a combattere e hanno riconquistato quasi tutti i territori.

Una guerra durata 116 anni La guerra è finita nel 1453.

Agli inglesi è rimasta solo la piccola città di Calais.



Due regni diversi Dopo la guerra, la Francia è diventata un regno più forte e unito, mentre l'ingliliterra

Life at the Extremes of Scale and Metabolism



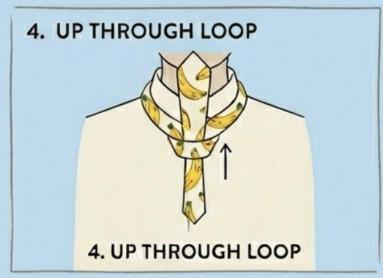


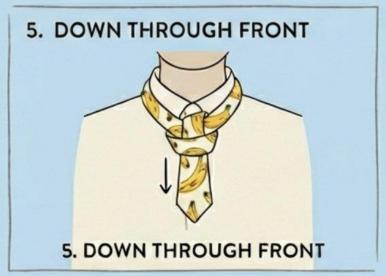
HOW TO TIE A TIE: THE SIMPLE FOUR-IN-HAND KNOT







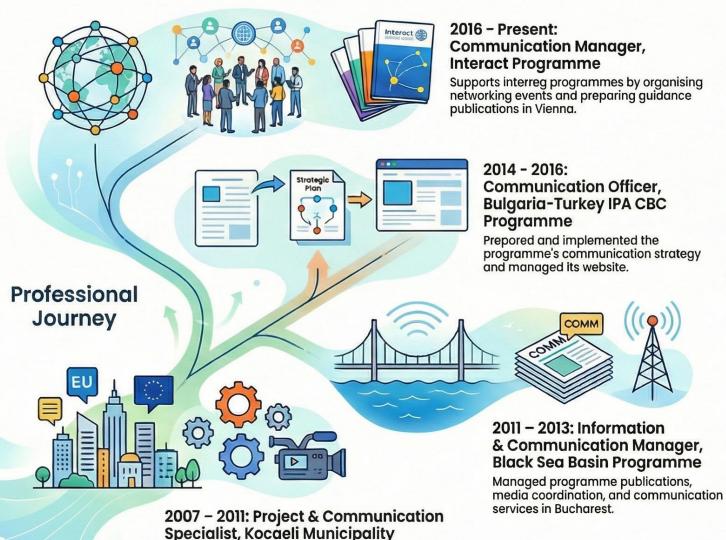






Aesthetic & Easy. Perfect for beginners.

Arkam Ograk: A Profile in EU Communications



Began career with EU project management,

graphic design, and video editing.

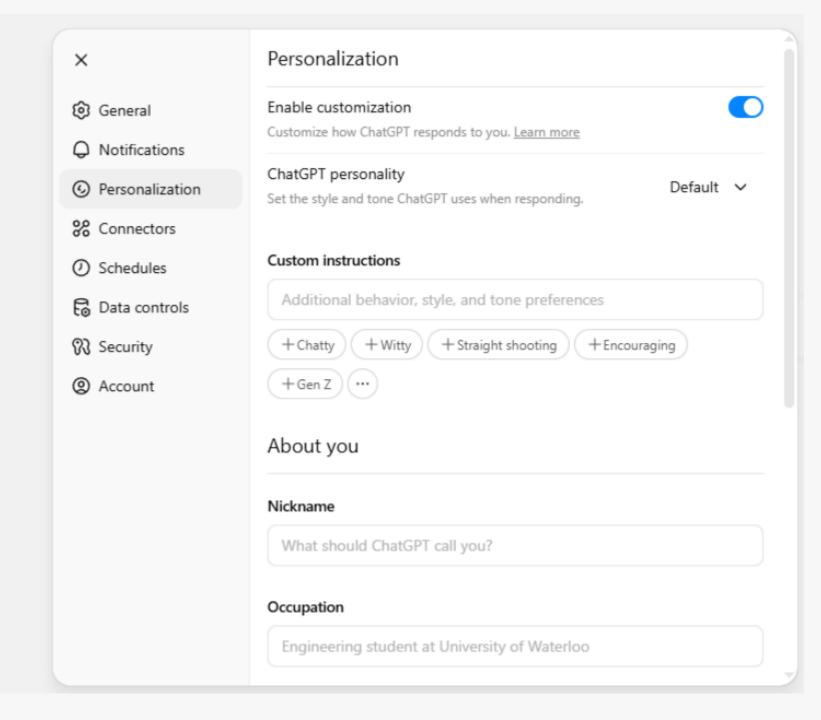






ChatGPT custom instructions

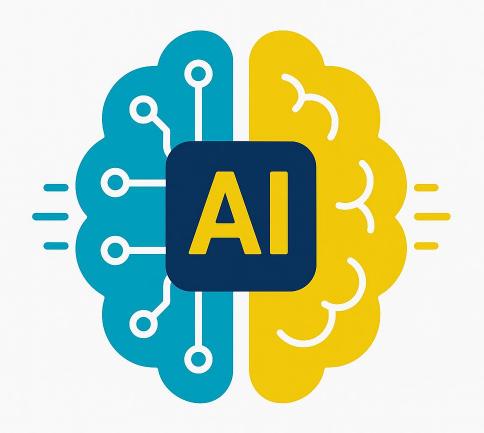
Will allow you to "warm up" the chatbot once, instead of grounding it every time for your job, preferences etc. each time you work with it.

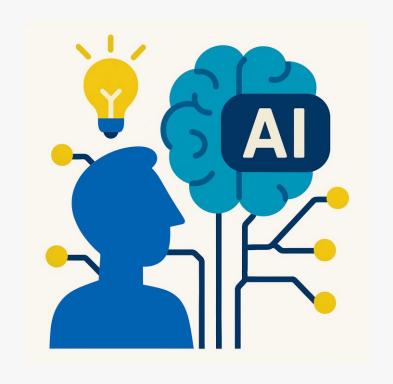


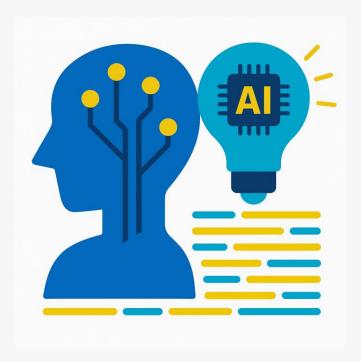
In my daily work

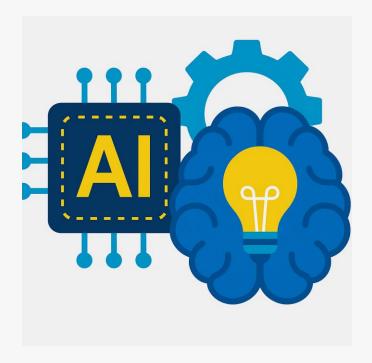


These are some examples of the illustrations we use as a part of our corporate visual identity. They represent different topics and we use them on our public material to visualise the content. I am lacking an illustration to visualise the topic 'generative AI' or 'artificial intelligence'. i want you to generate the illustration for me. it should follow the same design, shapes, colors.









Some Interreg examples







Learn about AI and prompting



OpenAl Cookbook – GPT 5 prompting guide

OpenAl Cookbook

Topics ∨ About API docs ⊅

Aug 7, 2025

GPT-5 prompting guide







Agentic workflow predictability

Maximizing coding performance, from planning to execution

Optimizing intelligence and instructionfollowing

Appendix

GPT-5, our newest flagship model, represents a substantial leap forward in agentic task performance, coding, raw intelligence, and steerability.

While we trust it will perform excellently "out of the box" across a wide range of domains, in this guide we'll cover prompting tips to maximize the quality of model outputs, derived from our experience training and applying the model to real-world tasks. We discuss concepts like improving agentic task performance, ensuring instruction adherence, making use of newly API features, and optimizing coding for frontend and software engineering tasks - with key insights into AI code editor Cursor's prompt tuning work with GPT-5.

A guide to using Al effectively link

Perplexity at Work

A Guide to Getting More Done



Contents

Introduction	3
Getting Started Block Distractions: Use Al To Reclaim Your Focus	
Get Results: Use Al To Get More Done, Faster	33
Afterword	42

perplexity

Prompting guide 101

A quick-start handbook for effective prompts







The Complete Guide to Nano **Banana Pro: 10 Tips for Professional Asset Production**

O 98

17 976

C 4.8K

ılı 822K



Nano-Banana Pro is a significant leap forward from previous generation models, moving from "fun" image generation to "functional" professional asset production. It excels in text rendering, character consistency, visual synthesis, world knowledge (Search), and high-resolution (4K) output.

Following the developer guide on how to get started with AI Studio and the API, this guide covers the core capabilities and how to prompt them effectively.



Introduction to Agents

- > core agent architecture
- > LLM (the **brain** behind agents)
- > tools (the **hands** of the agents)
- > multi-agent orchestration
- > how to **deploy** agents
- > evaluation and metrics
- > self-evolving learning agents
- > how agents evolve and learn

> covering AlphaEvolve example

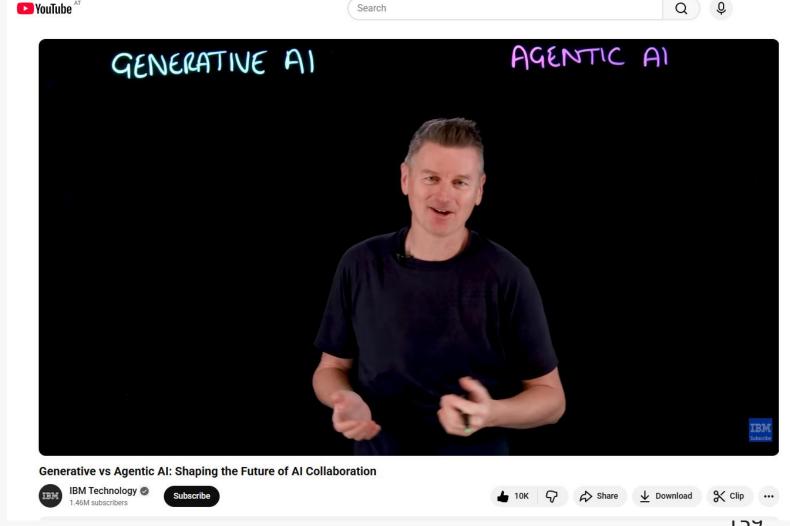


https://www.kaggle.com/whitepaper-introduction-to-agents





A YouTube channel by IBM offers decently simplified videos about different aspects of Al. Explore the channel if you would like to learn about the world of Al.



Final tips to wrap up

- If you have doubts, start with safe use cases.
- Keep a prompt library.
- Authenticity first! Use genuine visuals from real projects, use AI if none available.
- Official visuals such as logos, flags, maps should be added at the editing stage, not left to the AI.
- Human supervision is key: always review the generated outputs carefully & revise.
- Research, but don't get lost in details. Try new tools, see what works for you.
 Combine different tools.
- Consider the legal & ethical concerns.



Do not share confidential or personal info.

Cooperation works

All materials will be available on: Interact.eu/Library

Want to discuss it? Join our MS Teams environment!

Portal.Interact.eu | Programme and Project Management



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Date updated
Primary knowledge area
Author(s)

Interact Programme
10 December 2025
Macro-regional Strategies
Arkam Ograk

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