

BestAI — Empowering Social Entrepreneurship with Ethical AI

A European initiative to unlock AI's potential for social good



BestAI



Co-funded by
the European Union



Launching Soon: BestAI Empowerment Toolkit
20 interactive WebQuests for AI-driven social innovation.

WHAT IS A WEBQUEST?

A question based learning experience in which the information that learners work with comes from the web

What is BestAI & Why It Matters



Introduction

BestAI is a European project supporting current and aspiring social entrepreneurs in **using Artificial Intelligence ethically and sustainably** to amplify their impact.



Why it Matters

 **Only 1 in 3 SEs** (Social Enterprises) use digital tools

 **169M Europeans** lack basic digital skills

 AI could boost the social economy by **€308 billion** and **impact 150M lives**



Key Challenges Addressed

 **Lack of access to AI tools and skills** among social entrepreneurs

 **Need for ethical and environmental** AI usage

 **Gaps in digital and green skills in VET** (Vocational Education and Training)



Twin Transition Context

 Social entrepreneurship drives the green and digital transition

 VET systems are key to training future-proof skills

Our Tools & What's Coming

1. The BestAI Empowerment Toolkit

- 20 interactive WebQuests to explore how AI can:
 - ✓ Design impactful services & products
 - ✓ Create sustainable business models
 - ✓ Measure social impact
 - ✓ Market ethically & effectively
- Skill Focus: digital, sustainable business development, ethical use of AI

The BestAI Digital Incubator:

- An engaging online learning space for changemakers hosting all toolkit materials, templates, and learning journeys.

Stakeholder Involvement:

- National consultations underway to ensure relevance, involving: SEs, VET educators, chambers of commerce, NGOs, incubators, policymakers, media.

2. The BestAI Guidelines for VET Trainers

Focused on upskilling and meaningful learning outcomes, so that educators can confidently integrate AI, ethics, and digital tools into their teaching.

3. The BestAI Blueprint

Policy and collaboration guidelines for aligning education with the digital-social economy.

Partners & How to Get Involved

Meet the Partners



Tech Innovation
(Spain)



VET Expertise
(Italy)



Digital Transformation
& EdTech
(Cyprus)



Social Impact
& Education
(Bulgaria)



Communication
& Storytelling
(Estonia)

What's Next?

👉 Toolkit launch

👉 Digital Incubator

👉 Join our stakeholder events and pilot sessions

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