



BB&R CONSULTING · ERASMUS + KA1 MOBILITY

AI AND DIGITAL TOOLS FOR YOUTH WORKERS

Inteligencia Artificial y Herramientas
Digitales para el Trabajo con Jóvenes



START
July 6, 2026



DURATION
5 days /25 hours



FORMAT
In-person

WHO IS BB&R?

BB&R is an international consulting, research, and training firm. We specialize in electoral consulting, governance, sustainability and innovation, public-private partnerships, media, data, youth and education, gender, and migration. Our work is characterized by professionalism, a multidimensional approach, diversity, a global perspective, and a commitment to social responsibility.

+ 15

years as an
international
consulting firm

+ 130

projects successfully
executed

+ 35

countries
on 5
continents

5

sector awards for
excellence and
innovation

OUR MISSION

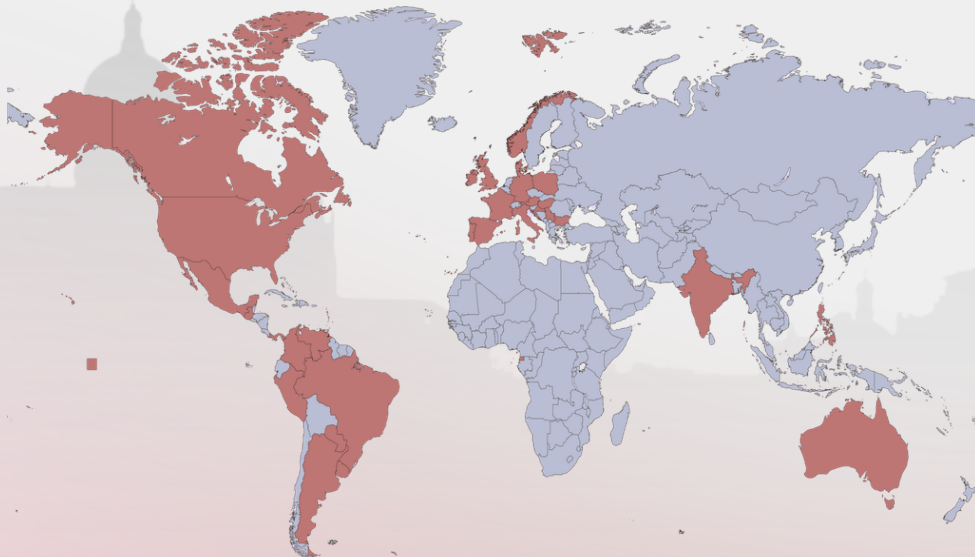


To offer real, effective and intelligent solutions to the problems faced by governments, institutions, organisations and individuals in our areas of specialisation.

OUR VISION



To be the global reference firm in the services we provide to our clients, through the pursuit of excellence and with an orientation towards results and people.



Origin

Spin-off of the University of
Salamanca — Plan Galileo

Clients



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA



Embassies - NGOs
- Governments

Our services

CONSULTING

Strategic advisory for governments,
NGOs, companies and institutions

RESEARCH

Digital resources and eBooks on
our areas of expertise

TRAINING

High-quality courses designed by
international experts

MEDIA

Comprehensive communication
and marketing services

DATA

Data analysis, public opinion surveys and market research



BB&R's training arm — BB&R — designs and delivers Erasmus+ KA1 mobility courses for youth workers and educators, published on EPAL. Our courses combine international expertise, practical methodology and the unique cultural context of Salamanca, Spain.



ABOUT THE COURSE

The development of artificial intelligence is reshaping the daily lives of young people, their educational opportunities and their professional futures. This course is designed for youth professionals who want to understand the impact of AI, use generative AI tools in their practice and guide young people towards a critical, ethical and creative use of these technologies. No technical background is required: the focus is practical, reflective and action-oriented.

Learning outcomes

- 01** Understand how AI works and its impact on the educational and youth context.
- 02** Use generative AI tools (ChatGPT, Claude, Gemini, NotebookLM, Canva AI) in youth and educational work.
- 03** Apply prompt engineering techniques to create materials, activities and educational resources.
- 04** Incorporate a critical, ethical and responsible approach to AI use with young people.
- 05** Design workshops to introduce AI to young people in a safe and creative way.

Target audience:

Youth workers, educators, social workers, NGO staff, youth project coordinators

Methodology

100% practical and participatory. Participants work directly with AI tools from day one, producing real materials for their professional context. Experimentation is combined with critical reflection and ethical debate.

Dates 2026

MAIN: 6-10 July

ALL: 7-11 Sep - 19-23 Oct

Language

English

LEVEL: Basic – Intermediate (no prior AI knowledge required))

5-day programme

DAY

01

MONDAY 06 JUL

TRAINER: NALIA

- European framework on AI
- EU AI Act overview
- Integration of AI in youth work
- Mapping your organisation's digital readiness

DAY

02

TUESDAY 07 JUL

TRAINER: JULIO

- Youth projects and AI
- Prompt engineering for project design
- Case studies
- Hands-on practice with ChatGPT and Claude

DAY

03

WEDNESDAY 08 JUL

TRAINER: EDUARDO

- AI for communication
- Storytelling with AI tools
- Creating content for youth audiences
- Canva AI and visual tools

DAY

04

THURSDAY 09 JUL

TRAINER: MILAGROS

- AI in team management
- Collaboration tools
- Digital workflows for youth organisations
- Notion, Trello and AI integrations

DAY

05

FRIDAY 10 JUL

TRAINER: ALFREDO

- Measuring the impact of AI-driven interventions
- Evaluation frameworks
- Ethical reporting
- Final presentations and certificates



Daily schedule

09:00 – 12:00	Morning session — First training block (3 hours)
12:00 – 12:30	Coffee break — Networking and informal exchange
12:30 – 14:00	Morning session — Second training block (1.5 hours)
14:30	Group lunch — Participants and facilitators (when applicable)
Afternoon / Evening	Free time — Exploration of Salamanca, networking, cultural activities

Teaching team



NALIA ROCHIN

European framework on AI · EU AI Act · Integration in youth work

Specialist in European framework, SDGs and youth policies. Leads the first day of all courses with a comparative and international approach.



JULIO FARRACES

Youth projects and AI · Prompt engineering · Case studies

Expert in public policy design, territorial analysis and entrepreneurship. Delivers the technical core of each course on day 2.



EDUARDO JIMENEZ

AI for communication · Storytelling · Content for youth audiences

Consultant in organisational communication and narrative for the third sector. Teaches the strategic communication module in all courses.



MILAGROS RIORTORTO

AI in team management · Collaboration tools · Digital workflows

Specialist in leadership, team management and group dynamics. Responsible for the collaborative work and people management module.



ALFREDO RODRIGUEZ

Measuring AI impact · Evaluation frameworks · Ethical reporting

Expert in social impact evaluation, change metrics and accountability in European projects. Closes each course with the measurement module.

Prices and Terms of Participation

Basic
450 €
training only

Full package
1.200 €
training + accommodation Residencia Bravo
+ meals + cultural visits + breaks

Practical information

VENUE

BB&R Consulting — Gran Vía 59-61, Piso 1,
Oficina 2, Salamanca, Spain

ACCOMMODATION

Residencia Bravo, Salamanca (included in full
service package)

MEALS

Coffee break included daily. Group lunch at
14:30 (included in full service package)

GROUP SIZE

Maximum 20 participants per edition —
small group for maximum interaction

WHAT TO BRING

Laptop or tablet recommended. No prior
technical knowledge required.

ACCESSIBILITY

The venue is fully accessible. Please inform
us of any specific needs at registration.

KA1 ELIGIBLE

Yes — this course is designed and published to
meet Erasmus+ KA1 mobility requirements



Certificate of attendance

Participants who complete the 5-day programme receive a BB&R Certificate of Attendance, valid for Erasmus+ KA1 mobility justification. The certificate includes participant name, course title, dates, location, total hours (25h) and learning outcomes covered.

Salamanca, Where your learning journey begins

Salamanca is not just the venue for your course. It is one of Europe's most remarkable university cities — a place where knowledge, history, culture and daily life blend seamlessly into an experience you will not find anywhere else.

The world capital of the Spanish language

Founded in 1218, the University of Salamanca is the oldest university in Spain and one of the oldest in the world. For centuries it has been the reference point for the Spanish language and its teaching. Today, Salamanca is internationally recognised as THE destination to learn Spanish — an identity that makes it the perfect backdrop for any professional development programme connected to European culture, language and cooperation.



A UNESCO-listed city

Salamanca's Old City was declared a UNESCO World Heritage Site in 1988. Walking through its streets is walking through history: the Plateresque facade of the University, the iconic Plaza Mayor (one of the most beautiful squares in Europe), the Old and New Cathedrals side by side, the Roman Bridge over the Tormes river, and the golden sandstone buildings that give the city its nickname 'La Dorada' — The Golden City.

A living, breathing university city

With over 30,000 students and a permanent community of international residents, Salamanca has an energy and vitality that makes professional development feel natural and enjoyable. Cafés, cultural spaces, bookshops, music venues, restaurants and an active civic life make every evening after the course a continuation of the learning experience.



Why Salamanca **makes the difference** for Erasmus+ participants

1

Cultural richness

Every street, building and square tells a story — ideal for intercultural learning and reflection.

2

Safe, walkable and compact

Everything is within walking distance, making the city easy to explore independently.

3

International atmosphere

A diverse student and professional community creates natural networking opportunities.

4

World-class Spanish immersion

Even for participants who are not here for a language course, the daily contact with Spanish culture and language adds an invisible but powerful learning layer.

5

Excellent infrastructure

Comfortable accommodation, diverse gastronomy and well-connected transport links across Spain and Europe.

Your daily experience

- Sessions run from 09:00 to 14:00 each morning, with a coffee break at 12:00.
- Lunch is at 14:30.
- Afternoons and evenings are yours to explore Salamanca: the Plaza Mayor, the Cathedral, the university quarter, the riverside walk, the local tapas culture, or simply the conversations with fellow participants from across Europe. This is where the informal learning happens, and where professional networks become genuine friendships.

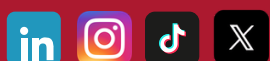
We're here to support you every step of the way

For questions about KA1 funding eligibility, how to justify this course to your National Agency, or any other administrative matter, please contact us directly at bbyr@bbyr.com. We are happy to support your organisation's coordination process.



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Salamanca, Spain



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