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content  
with AI

# CREATIVITY & ETHICS in the age of AI

**CREA AI is a free, five-module learning program that explores the ethical impact of artificial intelligence on creative workflows. It delivers fresh insights to help creators integrate AI responsibly, without losing their unique edge.**



**WATCH TRAILER**

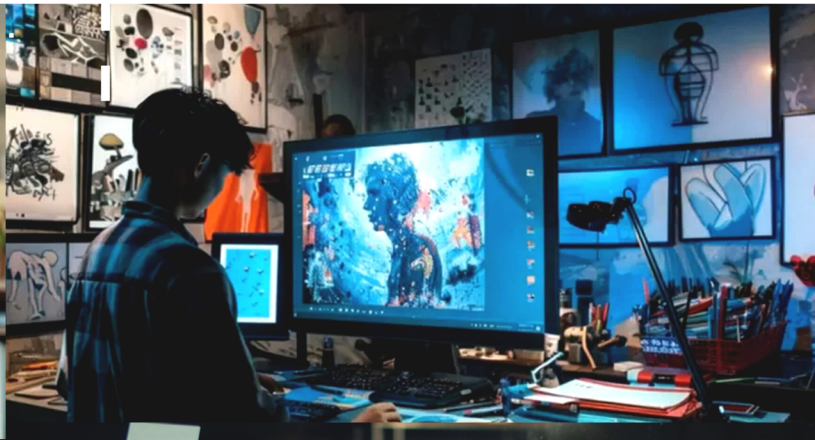
<https://youtu.be/2aYNwR0eFiU>

## About the learning program

The "Creativity and Ethics in the Age of AI" empowers adult learners and creatives to understand and produce works using artificial intelligence responsibly. By combining creative expression with education, the initiative helps participants develop skills to critically assess information and reflect on personal biases. A central goal of the programme is to enable learners to explore storytelling and artistic methods with AI as a collaborator. This approach allows participants to move from being passive consumers of technology to active creators who implement AI tools with purpose and intent.

Such engagement is designed to strengthen self-confidence, empathy, and the ability to articulate diverse perspectives. The online platform ensures learning environments are safe, supportive, and accessible to adults with limited or intermediate AI knowledge within their discipline. Our transnational team facilitates an exchange of expertise in media literacy and creative practice. All educational materials and tested methodologies are designed for long-term and free use across Europe. The learning program promotes a more informed, resilient, and inclusive society through active cultural and civic participation.

project website  
[www.cre-ai.eu](http://www.cre-ai.eu)



## Launching Hybrid Event [online/on site]

[HTTPS://CRE-AI.EVENTBRITE.COM](https://cre-ai.eventbrite.com)

**Thursday, April 16 2026 from 6 pm to 8:30 pm**

Berlin Partner im Ludwig Erhard Haus (IHK)  
3.OG, Fasanenstraße 85, 10623 Berlin

## PANELISTS

**Viktor Miloshevski:** AI entrepreneur, EU AI Pact member, and AI4REALNET advisory board member. His PhD explores the moral and ethical creation of artificial intelligence.

**Gert Hurkmans:** Former university lecturer and director of CVO EduKempen. He coordinates ERASMUS adult education projects and serves on the Flemish Educational Council (VLOR).

**Tim Ra:** Visual artist, musician, and author exploring AI's aesthetic, philosophical, and ethical implications. His exhibition, AI Experiment, features AI-assisted narrative visual worlds.

**Xenia Klinge:** Computational linguist and data scientist at DFKI. Her research focuses on automatic creativity, storytelling via conversational AI, and multi-faceted data processing.

**Organised by**  
Projector23 (DE)  
HumanitAI (BG)  
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## Free, five-module program

### LEARNING OBJECTIVES:

#### MODULE 1

##### **Introduction to AI in the Creative Industries**

Understand Artificial Intelligence and its core components.  
Explore emerging AI applications across creative industries, such as film, music, and design.  
Evaluate the potential benefits and challenges of AI integration in your creative workflows.

#### MODULE 2

##### **Ethical Frameworks for AI in Creativity**

Master AI ethics and transparency using European-aligned frameworks.  
Analyse real-world creative dilemmas through storytelling and artistic methods.  
Develop critical thinking to evaluate the ethical implications of AI applications.

#### MODULE 3

##### **AI Bias and Discrimination in Creative Content**

Define bias in its algorithmic, data-driven, and societal forms.  
Explore how AI-generated content manifests bias and its subsequent impacts.  
Implement strategies to promote diversity, equity, and inclusion in AI creative practices.

#### MODULE 4

##### **AI Tools and Techniques for Creative Practice**

Gain hands-on experience with various AI tools and platforms relevant to creatives.  
Learn practical techniques for the responsible use of AI tools in creative workflows.  
Ensure the ethical application of these technologies to maintain a unique creative edge.

#### MODULE 5

##### **The Future of Work: AI and the Creative Workforce**

Understand the essential skills and competencies for creatives in an AI-driven future.  
Develop individual projects to serve as graduation work.  
Showcase personal creative expression through AI-assisted storytelling and art.