



## Team's Solution Proposal

## Katadja Boys

**Solution title:** Awareness campaign

**Chosen challenge:**

*(What is the problem? What are the causes and consequences?)* Max. : 500 characters or 5-6 lines.

The challenge lies in the inappropriate use of artificial intelligence and new technologies. Its causes include: ease and convenience, lack of technological literacy, increased complexity of needs, worker shortages, and lack of time. The consequences are numerous, some of which are: hindering the creativity and autonomy of students and professionals, changes in social interactions between colleagues, assistants, and teachers, and cyberbullying through the creation of images by AI, leading to a lack of privacy and increased discrimination.

**Solution:**

*(Briefly explain what you will create. It must be related to the digital world.)* Max: 400 characters or 4-5 lines.

**Awareness campaign**

**Target audience:**

*(Who will benefit from your solution?)*

The population of Portalegre.

**Goals:**

*What do you hope to achieve with your solution?*

1. To educate the public about the correct and incorrect use of artificial intelligence.
2. Educate on proper usage.

**Resources:**

*(What materials do you need? Who can help you get them?)*  
or 3-4 lines.

**Max: 300**  
characters

Computers, internet and mobile phones

**Next steps:**

*(Divide the solution into small tasks. Describe at least 5 steps to achieve and complete the plan.)*  
maximum 12.)

1. Create informative posters outlining the consequences;
2. To carry out awareness-raising activities in schools and workplaces by IPP computer science students;
3. Integrate awareness-raising into school programs;
4. Informative phrases on sugar packets (e.g.);
5. Social media advertising.



How long will it take you to implement your solution?

☐ 3 months

☐ 6 months

☒ 1 more

☐ 3 years



## Scheduling

*(Outline the next steps. Who would be responsible for each task and until when?)*

**Tip:** You can bring in people who aren't on your team, who can help. implement your solution.

Task	Description	Responsible (Who?)	Date of event
Social media ads; ad editing; ad recording.	Brainstorming phrases about the consequences and causes. Designing posters, sugar packets, everything...	IPP Design/Marketing Students	3/2/2026
	Edit the ads	Animation students from IPP	8/6/2026
	Record João Ladeira speaking the lines.	Computer science students from IPP	3/4/2026
Talk to Delta	Speak with Delta about the campaign for informative phrases on sugar packets. Create the informative phrases.	Group with the help of the AEJR Directorate.	3/1/2026
Write the informative phrases on the sugar packets.		Group (Katadja Boys)	3/2/2026
Speaking as IPP	Partnership so we can coordinate the campaign.	AEJR Management	3/1/2026

## Difficulties?

*(When we want to do something, we can encounter obstacles along the way. What difficulties do you imagine encountering and how do you plan to solve them?) Max. 400 characters or 4-5 lines.*

One of the obstacles is the lack of time; we thought about solving this by trying to make the most of and optimize our time. It's an idea that needs help from institutions outside of ourselves, and we depend on their support.

## Originality and Innovation

*What differentiates your solution from the others? How is your solution ready for the... Digital challenges of the future?) Max. 500 characters or 5-6 lines.*

This solution differs from others because we aim to provide information in an appealing and quick way, seeking to integrate it into people's daily lives.

## Impact and relevance of the solution

*(What positive impact does it generate in society and the environment?) Max 500 characters or 5-6 lines.*

Greater general knowledge is essential for the proper use of technology, allowing society to continue evolving responsibly.



Describe your idea/solution as if it were a social media post, using a maximum of 280 characters.

One solution to the misuse of AI and new technologies is to invest in digital education, teaching people to use these tools critically, responsibly, and consciously.