Newsletter I

November 2025 - April 2026

Co-funded by the European Union

AIAVIEM: ARTIFICIAL INTELLIGENCE ACCESSIBLE FOR THE VISUALLY IMPAIRED EMPLOYEES IN MARKETING

The project to make marketing accessible through AI is underway

1. The Project: Vision and Objectives

The AIAVIEM project was born from a collaboration between the NPN Cooperative (Poland) and the UICI Florence (Italy). Our goal is ambitious: to create accessible training programs and educational materials that allow people with visual impairments to master Artificial Intelligence in the fields of marketing, communications, and social media. We want to transform AI into a powerful tool for professional autonomy.

2. Recap of the First Meeting

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Newsletter Highlights

The Project

Kick-off meeting in Warsaw

Updates

Roadmap

3. Update: Research Phase Completed

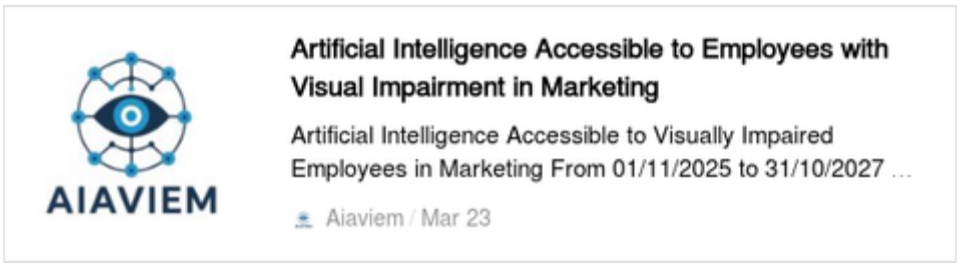
We have just completed the first fundamental phase: needs mapping. Through a survey involving over 80 respondents in Italy and Poland, we have collected valuable data on the barriers blind people encounter in using current AI tools. This research report is the compass that will guide the creation of our courses, ensuring that each tutorial addresses real, concrete problems.

4. Next Steps

The journey has just begun! What we have already started and what we will be working on in the coming months:

- Materials Development: Creation of training modules on how to use AI to create marketing content.
- May 2026: Second transnational meeting to review the first educational prototypes.
- Pilot: In 2027, we will begin pilot courses in Warsaw and Florence to field-test the effectiveness of the materials with trainers and end users.

Stay updated on the official website:



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