



WORKSHOP 2

"Data for Good:

AI, analytics and digital tools for impact-driven organisations"

This session will explore how to use data and AI tools not just for reporting, but to tell compelling stories, influence policy, and strengthen your digital presence. Through hands-on activities, you will gain practical skills to design campaigns and make smarter, impact-focused decisions.

Agenda

Where? SIA "Ances dabas māja", "Ances pamatskola", Ventspils novads, Ances pagasts, Ance, LV-3612

When? 2nd August 2025 - 10.00 h

- Introduction to the workshop goals, discussion - why data and digitalisation matter for mission-driven organisations?
- Using data to tell powerful, human-centred stories, practical example.
- What is AI and how is it used in e-commerce and in talking about social impact?
- Practical work: design a simple e-commerce or advocacy campaign using AI tools.
- Conclusions

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