

The background is a light gray with various geometric shapes and patterns scattered around. These include a blue circle in the top left, a purple star in the top center, a white cube in the top right, a white starburst in the top right, a white speech bubble on the left, a white cloud on the right, a white cylinder in the bottom center, a green star in the bottom right, a blue circle in the bottom center, a green triangle in the bottom left, a white cube in the bottom left, a white speech bubble in the bottom left, a white star in the bottom center, a green star in the bottom right, and a blue and green cloud in the bottom right.

GenAI Training Framework & Certification

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Introduction

This document outlines a comprehensive framework for non-formal micro-credential procedures aimed at equipping youth with understanding of the GenAI model, its underlying theoretical frameworks, and its pragmatic applications for GenZ learners. It covers various aspects such as the introduction and background of the project and guidelines for certification operationalisation, and concludes with a summary of the guidelines for the operation of digital education certification.

This document presents the Guidelines for the operation of the digital education certification for GENAI. These guidelines apply to the digital operations of the certification center.



These Guidelines also cover the process of registration, training, assessment, and certification itself. While the format stays the same (digital), the elements of operation of the centers are applicable to both digital and physical (if needed in the future).

1. Applicant recruitment strategy

A strategy for the involvement of lecturers and other learners in being recruited for the GENAI certifications should necessarily pass through a recruitment strategy as the one below:

1.1. Emphasise the project employability record and internal growth

It is important to mention all of the wider benefits of the certifications, but a focus on employability and Internal growth is vital. Ensure that when providing details about certificates you directly address how they will benefit people in the long term. Ongoing learning is key in lecturers' decision-making process.

They want to know what specific skills will be learnt from these certificates that will increase their chances of improving their job. Highlight data on employability success rates and career routes for learners will bring them in and, from the second round of certifications, consider including testimonials from alumni who have enjoyed successful career as a results.

1.2. Info about costs and venue

Potential learners want to know where and how much it will cost the certifications. Therefore, you need to make sure that you provide enough information about venue. These details can be a deciding factor for some learners and having all the key information readily available will make a good impression. All the key information should be clearly displayed in relevant promotional material both online and in print. That way, learners can quickly find out If they can participate.



1.3. Make the most of your digital presence

Check that all of the information about the certification, your institution and your unique selling points is easily accessible online, as it is the primary channel through which learners search for courses. Having a digital prospectus, an online map or even a virtual tour are great ways of engaging with learners. It is therefore crucial that not only your website is easy to navigate but also optimised for mobile devices, as learners want information on the go.

1.4. Use current staff & learners as social media ambassadors

Social media is widely used by training providers, so it is important that the project do the same. Make sure you have an area from which you talk about your certification courses and showcase what great further study options you have.

After the first round of the certifications you can also involve learners already enrolled on your social media platforms in order to attract the next generation. Consider letting current colleagues 'takeover' your visual social media channels, like Instagram and Facebook, to portray their experience during the courses. This kind of activity highlights the strong relationship your university has with its learners/workers/lecturers.



Influencers	Social media ambassadors	Affiliates
• Short-term • Use social media. • May not have used your products before the collab. • The posts may look similar to ads. • Will promote different products.	• Long-term • Use social media. • Have always been passionate about your brand. • They create genuine, raw content. • Are only likely promoting your brand.	• Long-term • Use various channels. • Have a commercial relationship with your brand. • They may only link to your products without creating content about them. • They promote different products with discount links.

Taken from: <https://www.inbeat.co/articles/social-media-ambassador/>

2. Operational framework institutionalization

How to institutionalize a Certification Centre, an overview

2.1. Selection of responsible profile

The institution of a Certification Centre foresees the selection of a profile (external or in-house) who will be responsible for all the administrative issues related to the management of an office not complex but with several complexity.

The selected profile should be an administrative manager with the following characteristics:



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§	Grade of expertise
Administrative management	Minimum 3 <u>years experience</u>
Knowledge of EU mechanism	Minimum 2 <u>years experience</u>
English	Proficiency
IT Knowledge	Medium level

Table 1. Expertise of the Certification Center responsible

The Certification centre responsible, if in-house, must dedicate 4 hours per week for its role, this means around 10% of his working time for 11 months each year. If the person will be selected for the specific role, they should receive an adequate salary in accordance with the national laws.

The Certification centre responsible should always be in touch with the administrative office and under the supervision of the administrative director.

This profile will be assigned a specific email for the Certification Center and should guarantee 1 hour of reception per week.

The responsible of the centre will also manage the communication instruments of the center like a newsletter, the website page dedicated and social media.

Here below a table listing the amount of time to be dedicated to the certification centre during the year:

Hours per week	4
Months	11
Total yearly hours	176

Table 2. Hours of employment of the Certification Center responsible

2.2. Communication strategy

A communication strategy for the promotion of the project and for the Certification Center must be developed, all the staff must know that a Certification Center office is present.

The communication must be done through social media, newsletter, project website. Here below is a proposed scheme (fictional) related to the flux of delivery of communication messages:

Media of communication	Kind of communication	Timing
Facebook	Post	1 per week
Twitter	Brief message	2 per week
LinkedIn	Post	2 per month
Newsletter	E-mail	1 per month
Project website	News	2 per month

Table 3. Communication Strategy

2.3. Financial Sustainability

Here below is a table of estimated costs foreseen for one year of work of the certification centre:

Type of cost	Monthly amount	Total (11 Months)
Personnel	320 €	3520 €
Social Media (advertising etc)	50 €	550 €
Website (Maintenance)	30 €	330 €
Office cost	100 €	1100 €
Materials	50 €	550 €
TOTAL	550 €	6.050 €

Table 4. Financial sustainability

3.Center Operation Guidelines

3.1. Registration

The first step in the operational process of the GENAI digital education certification centres is receiving applications, which should vary, depending on the profile of the applicant.

- Primary applicants: Youth: More specifically:
- Overall Youth: Youth in their studies, graduated youth and young people that would like to increase their soft and hard skills to either

- hone their current experience with generative tools or newbies that want to learn the basics through an exploratory approach.
- Rural youth: Youth from remote or rural areas who may not have the same access to digital infrastructure and learning opportunities as their urban counterparts.
 - The Registration Form shall consist of key biographical indicators (age, role in academia, etc.) and any other certification-related questions.

Registration Form

Fill out the form carefully for registration

Student Name

First Name

Middle Name

Last Name

Birth Date

Gender

Month

Day

Year

Address

Street Address

Street Address Line 2

City

State / Province



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Example taken from: <https://www.jotform.com/form-templates/class-registration-3>

These forms shall be processed by the centres and stored in the GENAI database in full compliance with the GDPR rules¹.

3.2. Training

Once the GENAI digital certification centres receive applications from the targeted audience, personalized training, based on the European frameworks on digital competences (i.e. DigComp, DigCompEdu) and Youthpass methods, should commence:

CERTIFICATION Level 1: GenAI Explorer

Level: Introductory

Target Group: Youth aged 18–30 with no or limited prior experience in GenAI

Objective:

Introduce participants to foundational concepts of GenAI, enabling them to understand key tools, ethical use, and basic human-AI collaboration.

Requirements for Certification:

- Completion of at least 3 out of 5 curriculum modules
- Achievement of an average quiz score of at least 70%

Key Competences (DigComp-aligned):

¹ GDPR is designed to give individuals control over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU. Key provisions include the right to be informed about how personal data is used, the right to access personal data, the right to rectification, the right to erasure (also known as the "right to be forgotten"), the right to restrict processing, the right to data portability, the right to object, and rights in relation to automated decision-making and profiling.

GDPR imposes strict rules on data handling, including the need to secure explicit consent from individuals before collecting or processing their data, implementing measures to protect data, and reporting data breaches within a specific timeframe.



- **Area 1: Information and Data Literacy** – Understanding GenAI tools and outputs
- **Area 2: Communication and Collaboration** – Introduction to interacting with AI systems
- **Area 3: Digital Content Creation** – Formulating basic prompts
- **Area 4: Safety** – Awareness of responsible and ethical GenAI use

Youthpass Method Integration:

- Learners engage in self-reflection exercises to identify strengths and areas for growth
- Emphasis on learning-to-learn and digital inclusion
- Certification supports Youthpass Key Competences such as digital competence, personal and social development, and learning to learn

Award:

A digital certificate verifying entry-level GenAI awareness and responsible usage.

CERTIFICATION Level 2: GenAI Practitioner

Level: Intermediate

Target Group: Individuals who have completed the GenAI Explorer certification and wish to deepen their applied skills

Objective:

Enable participants to use GenAI productively in everyday tasks, develop more advanced prompts, and optimize digital workflows.

Requirements for Certification:

- Completion of at least 4 out of 5 curriculum modules
- Achievement of an average quiz score of at least 80%

Key Competences (DigComp-aligned):



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- **Area 2: Communication and Collaboration** – Prompt creation for structured collaboration with AI
- **Area 3: Digital Content Creation** – Content generation for specific goals and contexts
- **Area 5: Problem Solving** – GenAI for productivity enhancement and real-life scenarios

Youthpass Method Integration:

- Self-regulated learning – Learners set learning goals and evaluate their own progress
- Use of learning journals or guided reflection forms to support personal competence mapping
- Learners identify how acquired skills relate to future goals (education, employment, civic engagement)
- Certification reinforces entrepreneurial competence and digital autonomy

Award:

A digital certificate verifying applied GenAI skills in productivity and creative problem-solving.

CERTIFICATION Level 3: GenAI Strategist

Level: Advanced

Target Group: Learners aiming to demonstrate full mastery of the curriculum and critical digital competencies

Objective:

Certify advanced ability to evaluate GenAI outputs, ensure content quality, and effectively combine AI with human insight.

Requirements for Certification:

- Completion of all 5 curriculum modules



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- Achievement of an average quiz score of at least 90%

Key Competences (DigComp-aligned):

- **Area 4: Safety** – Critical evaluation of GenAI content (accuracy, bias, reliability)
- **Area 5: Problem Solving** – Iterative refinement and responsible tool use
- **Area 2: Communication and Collaboration** – Collaborating with experts and integrating their input via GenAI

Youthpass Method Integration:

- Creativity and Innovation – Using GenAI for original thinking, initiative, and quality improvement
- Structured reflection on the learning journey, with emphasis on the transferability of skills
- Learners explore their role as multipliers, capable of mentoring peers or sharing AI knowledge
- Certification promotes active citizenship, critical thinking, and lifelong learning

Award:

A digital certificate validating strategic-level competence in GenAI use, critical evaluation, and collaborative problem-solving.

All 3 training types (OERs) will take global best practices and translate them into the local needs and realities in order to provide real solutions.

GENAI will give particular attention to building inclusive education systems via the following actions: promoting gender equality and addressing differences in relation to the access and use by underrepresented groups.

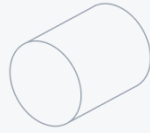
Youthpass setup

Participants in approved Erasmus+ Youth and European Solidarity Corps projects are entitled to receive formal recognition for their involvement and



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learning experiences. The Youthpass certificate serves as the official tool for this purpose.

Certificates are issued by the responsible organisation or a designated youth worker/leader involved in the project. Depending on the project type, this role may be fulfilled by a group leader, coach, mentor, trainer, or team member.

Step 1: Register on the Youthpass Platform

Begin by signing up on the Youthpass website and entering your personal details. Upon registration, you will receive a password via email. For security reasons, it is recommended to change your password upon your first login via the 'Edit your personal details' section.

To generate certificates, you must also provide details about your organisation. Once logged in, navigate to 'Manage your organisations' and enter the necessary information accurately, as these details will be displayed on the Youthpass certificate. If you need to create certificates on behalf of another organisation, you can add them to your account later.

Step 2: Provide Project Details

Enter your project grant number along with the details of your approved project. Ensure all information is accurate and free from typos, as this data will appear on the certificates.

Step 3: Add Project Activities

List the activities associated with your project. Your project may include:

- A single activity (e.g., a Youth Exchange)
- Multiple activities (e.g., a preparatory visit followed by a Youth Exchange)

You can continue adding and editing activities as needed, but ensure that only relevant activities are included for the participants receiving certificates. For



instance, a preparatory visit with participants may be relevant, whereas a preparatory meeting of partners would not.

Important: If a certificate is issued for a single activity, the details you enter under “Activity title” and “Activity description” will replace the information provided in the “Project title” and “Project description” fields.

Step 4: Enter Participant Details

Provide details of individuals involved in the project, specifying whether they are participants or team members, as this distinction affects the competence framework used for describing learning outcomes.

Tips for Data Entry:

- To streamline the process, you can upload a spreadsheet containing participants’ details instead of entering them manually. The spreadsheet should:
 1. Have the first row with column headings.
 2. Include each individual’s data in separate rows.
 3. Contain at least first and last names (additional details like country of residence and email address are recommended).
- Participants can be invited to input or update their own details and complete a self-assessment. If you wish to send automated invitations, make sure their email addresses are included.

Step 5: Validate and Generate Certificates

Before generating certificates, verify the accuracy of all details and provide:

- Place and date of signature
- Full name of the organisation’s representative signing the certificate

Certificates are generated in PDF format and can be opened with Adobe Reader. Once created, they are ready to be printed and signed.

Additional Information

The Youthpass system allows you to prepare certificates in advance by entering known information (e.g., project details, activity details, participant data) before the project starts. This helps streamline the process, allowing more focus on documenting learning outcomes as the project progresses.

If multiple team members are working on the same project, you can grant them editing access. Additionally, enabling the Youthpass Automatic Notification System (YANS) will help you stay updated on all Youthpass-related tasks.

3.3. Assessment and Certification

Upon the completion of trainings, the GENAI digital certification centres should provide certification based on the training and assessment developed within the project and offered for free to the community via OERs, open textbooks, free educational software (game/simulation based assessment, etc). The assessment will be based on the project-specific framework with the basis in the European frameworks on digital competences (i.e. DigComp, DigCompEdu) and Youthpass.

The European Framework for the Digital Competence of Educators (DigCompEdu) represents a comprehensive approach to enhancing and evaluating the digital competences of educators across various educational levels and settings. Its development underlines the increasing recognition of digital literacy as a crucial competency for teachers and educators in the 21st century, facilitating innovative teaching methods and fostering an engaging learning environment that prepares students for a digitally driven world.



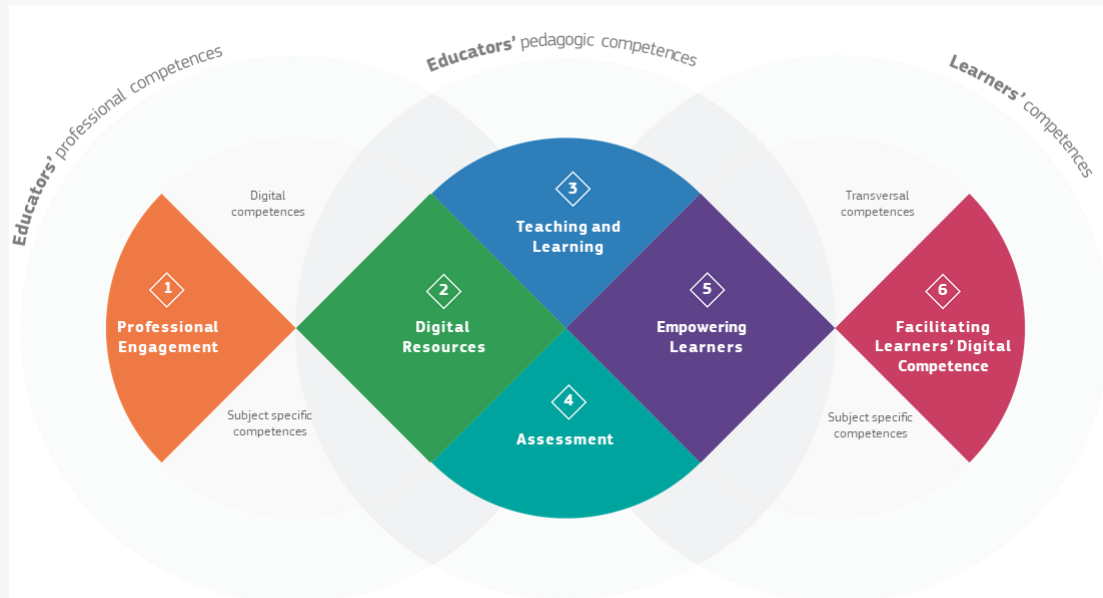
DigCompEdu is structured around six areas that outline the key components of digital competence for educators:

1. Professional Engagement: Utilizing digital technologies for communication, collaboration, and professional development.
2. Digital Resources: Finding, creating, modifying, and managing digital resources to support learning.
3. Teaching and Learning: Implementing digital technologies effectively in teaching and learning processes, including assessment strategies.
4. Assessment: Leveraging digital technologies for formative and summative assessment, providing feedback, and tracking student progress.
5. Empowering Learners: Using digital technologies to support learner diversity, promote inclusion, and foster learners' active engagement and creativity.
6. Facilitating Learners' Digital Competence: Guiding learners in the safe, responsible, and effective use of digital technologies.

DigCompEdu aims not only to support educators in developing their own digital competences but also to enhance the digital competences of their learners. It serves as a reference for training programs, policies, and research related to digital education, promoting a harmonized approach to digital competence development across Europe.

By providing a clear and detailed framework, DigCompEdu contributes significantly to the ongoing discourse on educational innovation and reform in the digital age, ensuring that educators are well-equipped to meet the challenges and opportunities presented by digital technologies in education (EU Science Hub, 2017).





Taken from: https://joint-research-centre.ec.europa.eu/digcompedu_en#

- Target groups will, upon the completion of the training and assessment process, be rewarded with a certification that attests to their improved digital skills and abilities and confirm that they took steps to solve the problems they faced prior to this process.

The certification will also confirm the fact that GENAI's project partners' core mission is to foster integration of learners from the periphery (with fewer opportunities) into the shift to online education and, therefore, fulfill the GENAI's innate mission towards inclusivity.

3.4. Importance of certification

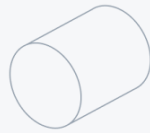
Individuals possess distinct skills and capabilities, yet they frequently necessitate tangible evidence of their competencies and experiences. This is often achieved through the demonstration of practical application of their acquired knowledge and abilities.

The initial consideration in the significance of certifications lies in comprehending their essence. Certifications serve as formal recognitions that



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attest to an individual's knowledge and proficiency in a specific area. These programs are concentrated on specialized domains of education and training, culminating in the issuance of a certificate upon completion. Individuals pursue certificates across various disciplines and specialized subjects, aligning with their chosen educational or career paths.

They play a pivotal role in facilitating job opportunities with desired employers and in the demonstration of one's abilities. Although the benefits of certification are manifold, their importance is rooted in the educational journey from its inception.

A significant advantage of holding a certificate is the element of transparency it introduces. Merely participating in a training course does not inherently validate the acquisition of knowledge. Obtaining a certificate upon passing an examination sends a clear message to employers, colleagues, and peers regarding an individual's expertise and commitment to professional development. It signals an interest in acquiring new skills. From an organizational perspective, professional certification offers advantages by allowing business partners to gauge the skill level of the workforce, thereby affirming the organization's capability.

The benefits of certificate programs extend to enhancing employee motivation, engagement, and confidence in their professional standing. Furthermore, they enable individuals to pursue their dream careers without the necessity of returning to formal education.

Expanding one's portfolio to include specialized certifications can position individuals, especially youth, favorably in the eyes of hiring managers and recruiters, granting access to new graduate pools previously unreachable. Moreover, the provision of online learning leading to certification offers significant opportunities to deliver flexible and interactive content accessible from any location at any time, a crucial advantage in today's fast-paced world.



Conclusion

This document presented the Guidelines for the digital operation of the GENAI education certification centre. In conclusion, it presents a detailed framework designed to empower youth through non-formal micro-credentialing processes, focusing on digital and sustainable skills utilising AI technologies. It comprehensively addresses the project's scope, from initial conception and recruitment strategies to the operationalization Certification Center. The outlined recruitment strategy is pivotal for continuously identifying learners eager for certification, ensuring a targeted approach to participant engagement.

Furthermore, the document encapsulates guidelines for the operational management of digital formats of the GENAI digital education certification center. These guidelines are crucial for standardizing processes such as registration, training, assessment, and certification, ensuring consistency and quality across the board.

This framework serves as a beacon for enabling youth (GenZ) to access valuable digital skills, thereby fostering inclusivity, empowerment, and sustainable development. Through the strategic implementation of these guidelines, it is anticipated that the Certification Center will significantly contribute to reducing the unemployment and skills gap of GenZ youth by equipping them with the skills necessary for meaningful participation in today's digital and enterprising world.

