

Empowering Marginalized Adults Through AI-Centered E-Learning: A Pathway to Social Inclusion and Digital Competitiveness in the EU

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Abstract:

Europe faces unprecedented challenges: the aftermath of war in Ukraine, economic instability, and widening social inequalities. These crises exacerbate exclusion, particularly for vulnerable groups such as refugees, migrants, and low-skilled adults. Concurrently, the EU's digital transition demands a workforce equipped with advanced competencies, as 90% of jobs will require digital proficiency by 2025 (European Commission, 2020). However, marginalized populations often lack access to quality education, perpetuating cycles of poverty and exclusion. This paper responds to these dual imperatives—social cohesion and digital competitiveness—by designing AI-centered e-learning courses grounded in non-formal education methodologies. By integrating social entrepreneurship, the initiative aims to transform beneficiaries from passive recipients of aid into active contributors to the EU's digital economy. This paper explores the design, objectives, and societal implications of an EU-funded research aimed at advancing digital transformation through innovative, AI-driven e-learning platforms tailored for marginalized adults. In response to Europe's intersecting crises—war, inflation, recession, and social fragmentation—the research leverages non-formal education and social entrepreneurship to bridge the digital divide, foster employability, and promote inclusive growth. Drawing on the European Commission's Digital Education Action Plan and empirical studies on social entrepreneurship, this initiative targets refugees, migrants, and socioeconomically disadvantaged adults, equipping them with high-demand digital skills. This paper analyzes the research's alignment with EU policy frameworks, its pedagogical innovations, and its potential to reduce dependency on social benefits while strengthening Europe's digital economy.

Keywords:

AI, digital, entrepreneurship, inclusion, social, transformation.