

on purpose

AI Storytelling for Social Justice with Dario Berrebi & Matt Tutt

Additional Resources



Thanks for attending the On-Purpose webinar

- Here are a few additional resources that may have been mentioned during the discussion, or which we recommend for those interested in some further reading.



Webinar resources

1. AI-usage flow chart:
<https://drive.google.com/file/d/1M-nz2lg0MJou6U1uBhVK2ygxCqF5l9fo/view>
2. [Understanding CRSV](#) (video)
3. [Black Global Trust](#) - launch video (editing + AI animation)
4. [Cities x Climate Navigator](#) (custom GPT/knowledge base)



AI Environmental Issues

1. <https://epoch.ai/gradient-updates/how-much-energy-does-chatgpt-use>
2. <https://www.unep.org/news-and-stories/story/ai-has-environmental-problem-heres-what-world-can-do-about>
3. <https://www.thegreenwebfoundation.org/publications/report-ai-environmental-impact/>
4. <https://www.theguardian.com/environment/2025/apr/09/big-tech-datacentres-water>



Tools

1. Images: MidJourney, OpenAI, Adobe Firefly
2. Video:
 - a. Lip sync: Runway, HeyGen
 - b. Text/image to video: Runway, Luma AI, Kling AI, Sora, Veo 2 AI
 - c. Audio: ElevenLabs, HeyGen, Speechify, [Veed.io](https://veed.io)
 - d. Video + audio + stock : Envato, Motion Array, Artlist



AI Political Issues

1. <https://www.theguardian.com/us-news/2025/may/15/trump-artificial-intelligence-uae>
2. <https://www.theguardian.com/technology/ng-interactive/2025/jan/29/silicon-valley-rightwing-technofascism>
3. <https://www.theatlantic.com/magazine/archive/2024/03/facebook-meta-silicon-valley-politics/677168/>
4. <https://www.theguardian.com/global/2025/apr/20/carole-cadwalladr-ted-talk-this-is-what-a-digital-coup-looks-like-its-not-too-late-to-stop-trump-and-the-silicon-valley-broliarchy-from-controlling-our-lives-but-we-must-act-now>
5. <https://www.wired.com/story/book-excerpt-the-optimist-open-ai-sam-altman/>



AI Ethical Issues

1. <https://news.harvard.edu/gazette/story/2020/10/ethical-concerns-mount-as-ai-takes-bigger-decision-making-role/>
2. <https://www.unesco.org/en/artificial-intelligence/recommendation-ethics/cases>
3. <https://online.hbs.edu/blog/post/ethical-considerations-of-ai>
4. <https://www.unwomen.org/en/news-stories/interview/2025/02/how-ai-reinforces-gender-bias-and-what-we-can-do-about-it>
5. <https://www.cigionline.org/articles/generative-ai-tools-are-perpetuating-harmful-gender-stereotypes/>



AI Ethical Issues

1. <https://fem-ai.eu/>
2. <https://www.linkedin.com/company/fem-ai/about/>

FemAI aims to create Artificial Intelligence that is more equitable and accountable. We focus particularly on preventing discrimination against women and marginalized groups, while also addressing regulatory compliance and the environmental impact of AI systems. By integrating an intersectional feminist perspective into AI system development, we strive to identify biases in algorithms before they can harm society, thereby promoting social justice in the digital world.



Example AI Policies & Guidance

1. <https://www.charityexcellence.co.uk/charity-ai-governance-and-ethics-framework/>
2. <https://charitycommission.blog.gov.uk/2024/04/02/charities-and-artificial-intelligence/>
3. <https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/artificial-intelligence/guidance-on-ai-and-data-protection/>



Public Perception – Charities & AI Usage

1. <https://www.cafonline.org/insights/research/what-the-public-think-of-charities-using-ai>
2. <https://www.jrf.org.uk/ai-for-public-good/grassroots-and-non-profit-perspectives-on-generative-ai>
3. <https://www.aipplaybookforcharities.com/>



Further reading - recommended books

1. Techno Feudalism by Yanis Varoufakis -
<https://www.penguin.co.uk/books/451795/technofeudalism-by-varoufakis-yanis/9781529926095>
2. Doppelganger by Naomi Klein -
<https://www.penguin.co.uk/books/453962/doppelganger-by-klein-naomi/9781802061956>
3. More Everything Forever by Adam Becker -
<https://bookshop.org/p/books/more-everything-forever-ai-overlords-space-empires-and-silicon-valley-s-crusade-to-control-the-fate-of-humanity-adam-becker/21451550>
4. The Optimist: Sam Altman, OpenAI, and the Race to Invent the Future -
<https://www.whsmith.co.uk/Product/Keach-Hagey/The-Optimist--Sam-Altman-OpenAI-and-the-Race-to-Invent-the-Future/15654642>



Contacting Dario Berrebi



Dario runs the activist digital studio [Restless Stories](#) producing creative content and digital strategies for environmental and social causes.

They offer digital marketing, video production, creative campaigns and lots more services aimed at purpose-driven and for-good organisations and non-profits.

He's also on LinkedIn here: <https://www.linkedin.com/in/darioberrebi/>





Thank you

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