

ECIC 2025: Tell Your Story sessions

	Topic	Person	Info
1.	Pathways to Just Peace: Churches as witnesses to truth	Naveen Qayyum	In today's context of rapidly spreading disinformation and propaganda across social and mainstream media, the role of faith-based communication has become more important than ever. Churches, as witnesses to truth, are called to speak with integrity and to stand for justice and peace. Since 2022, the Conference of European Churches (CEC) has been engaged in peacebuilding and dialogue on the Russian war against Ukraine through its Pathways to Peace initiative. Communication and media play a vital role in this work, helping to amplify church voices and testimonies from Ukraine and across Europe.
2.	The virtual SermonHelper: The Holy Spirit in AI?	Christian Grund Sørensen	Pastors are encouraged by the Danish Lutheran Pastors Association to use IA in sermons. The Association has harvested a vast number of Lutheran sermons and has implemented the corpus in different environments, such as Chat-GPT 4, Gemini 2.0 and 3 Claude 3.5. Now this groundbreaking AI development is discussed and debated in relation to ethics, bias, theological coherency, and the role of the preacher.
3.	Roblox as an online event platform.	Markus Kartano	Presentation shares experiences on how Roblox functions as a platform for online gatherings. On All Saints' Day last year, we conducted an experiment with the Finnish national broadcasting company YLE, where we built a church space in Roblox and held devotions there. The place "Kirkkosaari" at Roblox is open during ECIC for visiting.
4.	AI, information, Truth. The Vatican document "Antiqua et Nova" and the anthropological perspective.	Andrea Tomasi	The Ai tools can produce fake information so realistic that may not be easily recognized false. The truth of digital information is often evaluated with criteria based on consent and on convenience rather than on the quality of its content. The relationship between people and AI becomes almost more a question of irrational expectation than a matter of rational knowledge. The "human factor" has to be therefore the focus of the debate on AI. The Vatican document "Antiqua et Nova" on AI follows an anthropological approach. It discusses AI and some open problems in relation with human intelligence and ethics.
5.	Results of the first academic study in Italy dedicated to the relationship between seminarians and social media.	Fabio Bolzetta and Andrea Canton	Results of the first academic study in Italy, promoted by WeCa, dedicated to the relationship between seminarians and social media. This three-year study focused on seminarians to help shape the Church's communications of tomorrow. Topic can offer an interesting perspective on how the next generation of priests approaches the digital world, and we are eager to share these insights with the participants.

6.	Churches and Artificial Intelligence in the Age of Disinformation. A Europe-wide call for co-operation on the planned retake of a large German study.	Holger Sievert	<p>New and concrete findings in relation to the keynote speech in Bossey last year aims to raise practical research questions that we will pose to the members of all Christian churches in Germany in 2026. Invitation to all ECIC members to participate with their churches on a small or large scale with their own, even modest, survey in their own country, so that interesting intercultural comparative findings that are useful for everyone can be generated.</p>
7.	User Centricity and SEO: Enhancing Church Visibility in the Attention Economy and AI Search	Ralf Peter Reimann	<p>Churches today face the challenge of responding both to the concrete questions of individuals and to the structural dynamics of digital communication. The presentation highlights how sinnundsegn.de uses an SEO-driven, user-centric approach to reach those who feel distant from church, while also addressing how congregations can position themselves within the attention economy by remaining visible in AI-driven search environments and managing their presence on online platforms. Taken together, these perspectives open up a discussion on how churches can navigate the interplay of user centricity, SEO, attention economy, and artificial intelligence.</p>