

Smarter Travel Student Awards: AI Policy

1. Introduction

The scope of this policy is to outline the acceptable use of Generative Artificial Intelligence (GenAI) models for the purpose of the Smarter Travel Student Awards. It aims to offer guidance and build on the Higher Education Authority's (HEA) (2025), 'Generative AI in Higher Education Teaching & Learning' framework and the National Academic Integrity Network's 'Generative Artificial Intelligence: Guidelines for Educators'. It is effective for all students and groups from the ideation and brainstorming phase until the final proposal is submitted.

GenAI models can be defined as "...systems that can produce new content, such as text, images, or code, in response to prompts, based on patterns learned from large datasets. Large language models like ChatGPT, Copilot, and Claude are the most prominent example" (Generative AI in Higher Education Teaching & Learning, 2025).

2. Cause

Artificial Intelligence (AI) is increasingly becoming embedded into daily life. As policy strives to keep up with the numerous benefits and drawbacks, authorities are constantly monitoring and reviewing their response to new advancements. This policy has been introduced to preserve the integrity of the Student Awards on the grounds of the risks associated with GenAI, as outlined by the HEA (2025), "**bias and inaccuracy, data protection and intellectual property concerns, environmental impact, inequitable access**, threatening fundamental academic values such as transparency and fairness." This policy further intends to support the individual approaches drawn up by universities across Ireland. The student requirements set out in Section 3 therefore seek to safeguard student innovation and independent thinking in the delicate phases of their intellectual development.

In efforts to promote transparency between the Smarter Travel Student Awards team, students and lecturers, the rationale for introducing the requirements include recent data-backed research and a broad overview of the impact of GenAI. It is generally understood that GenAI can produce outstanding proposals which can be refined through a series of prompts. This feature, however, gives rise to ethical concerns where models have largely been trained on publicly available work without AI training consent or copyrighted work. This policy on GenAI protects the essence of the Student Awards as a ceremony celebrating the process of creation and expression by students: both visionaries and executors.

3. Student Requirements

- a. A signed student integrity statement on the AwardForce platform.
- b. A paragraph detailing any challenges encountered in the proposal's development as a group or as a student in the reflective piece.



- c. A declaration in the reflective piece by the student, including prompts and AI models used, if GenAI was used at any point along the project's development.

Important note:

1. No posters created fully by GenAI will be accepted. Students who use GenAI to create their posters will not be considered for the NTA summer internship and will not progress to the judging round.
2. Some Gen AI to create elements of the project poster, for example a decorative image are permitted subject to review.