

MEDIA & DEMOCRACY



# EU IN A NUTSHELL



MEDIA MENTORING PROGRAM



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# Digital Media Mentoring for Democracy

The Digital Media Mentoring Program aims to empower young adults (aged 18–25) with migrant background in Germany and Belgium by equipping them with digital media literacy, content creation skills, and a deep understanding of the role of media in promoting democracy. This program seeks to bridge the gap between media consumption and content creation, fostering a generation of responsible digital citizens.

## Program Goals

- Build digital media literacy to combat misinformation and digital manipulation.
- Enhance critical thinking and foster ethical storytelling practices.
- Promote democratic engagement through creative content production.
- Strengthen social inclusion and intercultural understanding.
- Encourage active participation in democratic processes and awareness of European institutions.

## Focus Areas

- **Digital Media Literacy:** Understanding traditional vs. digital media landscapes.
- **Content Creation:** Mastering tools like Canva and AI-powered platforms for impactful storytelling.
- **Democracy and Civic Engagement:** Highlighting democratic values through digital media projects.
- **Ethical Practices:** Teaching copyright, plagiarism, and privacy regulations.
- **Critical Thinking:** Developing skills to identify and counter misinformation.

## Methodology

The program follows a structured, step-by-step approach:

- **Awareness:** Introduction to media literacy, social media platforms, and ethical media practices.
- **Knowledge:** Practical training in content creation, blogging, podcasting, and video editing.
- **Experience:** Hands-on workshops, institution visits, and collaborative projects.
- **Implementation:** Developing and launching a social media channel to showcase creative projects.

## Project Activities

- **Interactive Sessions:** 16 sessions combining theoretical knowledge with practical exercises.
- **Media Institution Visits:** Engaging with professionals to gain real-world insights.
- **Final Project:** Teams create democracy-themed documentaries or vlogs, demonstrating their skills and promoting civic values.
- **Mentorship:** Guided support from mentors with expertise in digital storytelling and civic engagement.



# Media Mentoring for Digital Democracy

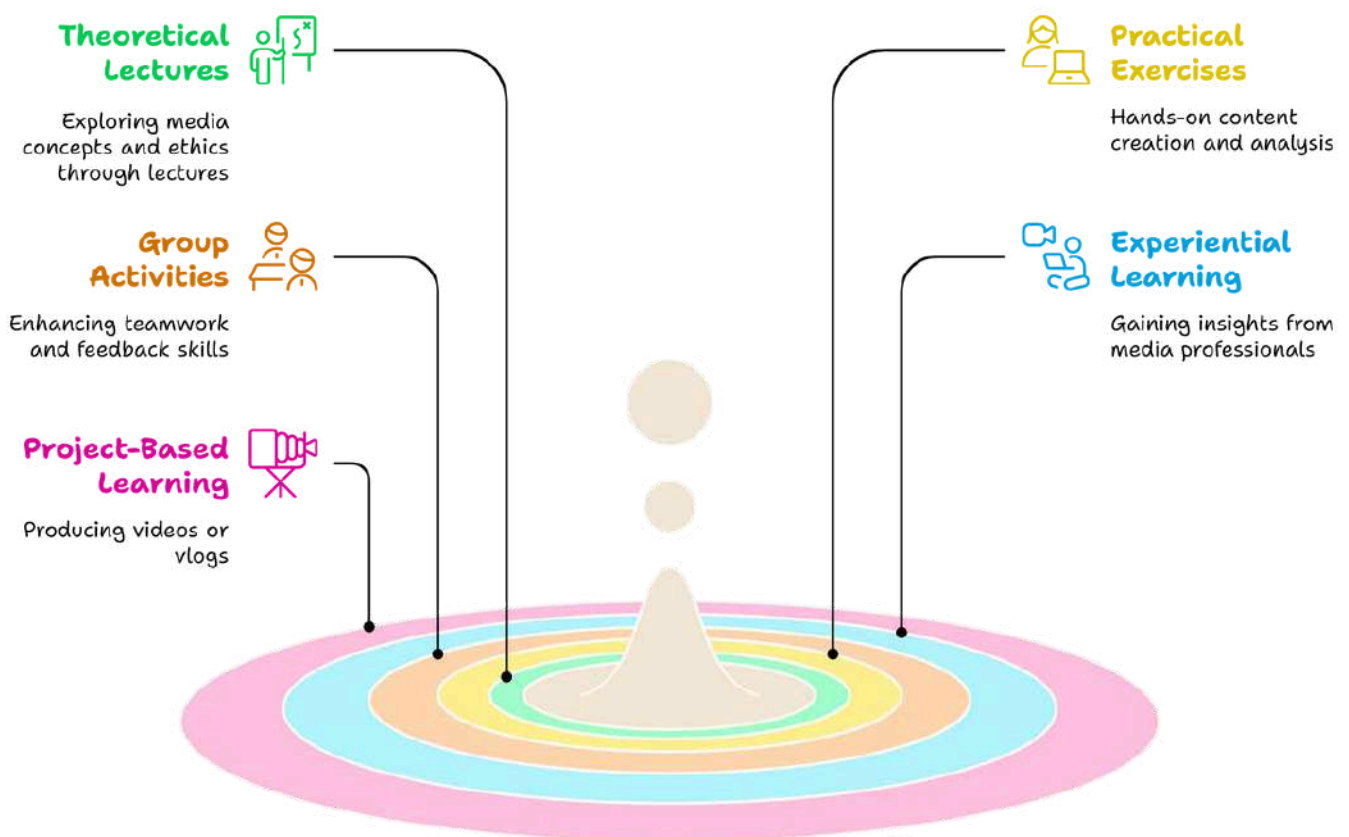
## Outcomes

- Participants will develop critical media and communication skills.
- Creation of original, impactful content focused on democratic participation and social justice.
- Establishment of a vibrant social media channel as a platform for youth voices.
- Strengthened connections across diverse communities, fostering a more inclusive Europe.

## Timeline

- Kick-Off: January 2025
- Workshops: February - July 2025
- Institution Visits: May - June 2025
- Final Event: July 2025

## Media Mentoring EU in A Nutshell



# Media Mentoring for Digital Democracy

Session	Date	Title and Location	Focus Areas / Objectives
Session 1	26.02.2025	Program Introduction and Media Mentoring (Hybrid - Zaventem)	Introduce and explain the program, outline and expectations - introduce mentors to mentees.
Session 2	05.03.2025	Media and Digital Communication, Literacy and Ethics (Online)	Outline critical methodology to diffuse online content and information to effectively consume and participate in digital discourse.
Session 3	12.03.2025	Digital Media Landscape - Dis/Misinformation on Social Media (Online)	Discover, define and engage critically with dis/misinformation on social media.
Session 4	19.03.2025	Content Creation Fundamentals - Canva (Online)	Developing a content calendar, aligning content with audience needs, blogging basics.
Session 5	02.04.2025	Content Creation Workshop - Canva/MS Designer (Online)	Learn to effectively navigate these programs to create efficient and memorable content.
Session 6	23.04.2025	Visit Media Institution/Film Museum/Scum Studios (In person - Brussels/Antwerp)	Basics of video production: scripting, shooting, and editing & networking opportunity.
Session 7	30.04.2025	Video Content Creation (Online)	Exploring modern video methods for content creation (Capcut) and preparing for project implementation.
Session 8	07.05.2025	Visit Media Institution - Databuzz (In person - Brussels)	Importance of audio in video, basics of recording, voiceover techniques, sound effects.
Session 9	14.05.2025	Sound Design for Video Content - Capcut/Pexels/Pixabay (Online)	Preparing for the final project, understanding democracy and civic engagement.
Session 12	21.05.2025	AI-Based Content Creation (Online)	Explore AI how-to's with: pika.art, Adobe, Freepik, Canva, Kling.ai and Elevenlabs.io.
Session 10, 11, 13	30.05.2025 - 30.06.2025	Brussels EU Institution Visit/ Competition Information Meet (In person - Brussels)	TBA dates to explore the complex and stunning institutions in the heart of Europe.
Session 14-15	19.06.2025 - 26.06.2025	Competition Preparation (Online)	Mentees are given the opportunity to complete their submission for their final assignment.
Session 16	09.07.2025	Final Event (Online)	Presentation of projects, networking, and awards.

