

MEDIA & DEMOCRACY



HANDBOOK FOR YOUTH ORGANISATIONS

DIGITAL MEDIA

MENTORING

FOR DEMOCRACY



BEYOND
THE HORIZON



JANUAM
SET FREE
YOUR FLOW.



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Project webpage: <https://januam.org/media-mentoring/>

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Handbook Introduction

This handbook was developed within the framework of the **EU in a Nutshell** project undertaken by **Beyond the Horizon ISSG** (Belgium) and **Januam** (Germany). The Erasmus+ project marked the first implementation of a one-year **digital media mentoring programme** for **young adults with a migrant background** in **Belgium** and **Germany** and involved a total of 54 mentees and 20 mentors during the years 2024-25. This handbook presents the overall programme approach, the applied methodology, and the main thematic focus areas.

By providing a structured guide that outlines the programme activities and describes each session individually, this handbook offers **youth organisations** practical support when addressing the digital media usage of adolescents and young adults. It covers key topics such as media literacy and media ethics, disinformation, and provides in-depth insights into content creation tools and practices. Through a mentor–mentee approach, the guide offers a clear framework for hands-on activities in media-related and creative content production.

Furthermore, the handbook connects the **everyday use of social media** with broader themes such as **democracy, civic engagement,** and **peer learning.** In doing so, it provides youth workers with a **structured method** to empower young adults with the skills, critical awareness, and confidence needed to navigate digital media spaces responsibly and to actively participate in democratic and social processes.



Digital Media Mentoring for Democracy

The Digital Media Mentoring Program aims to empower young adults (aged 18–25) with migrant background 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.



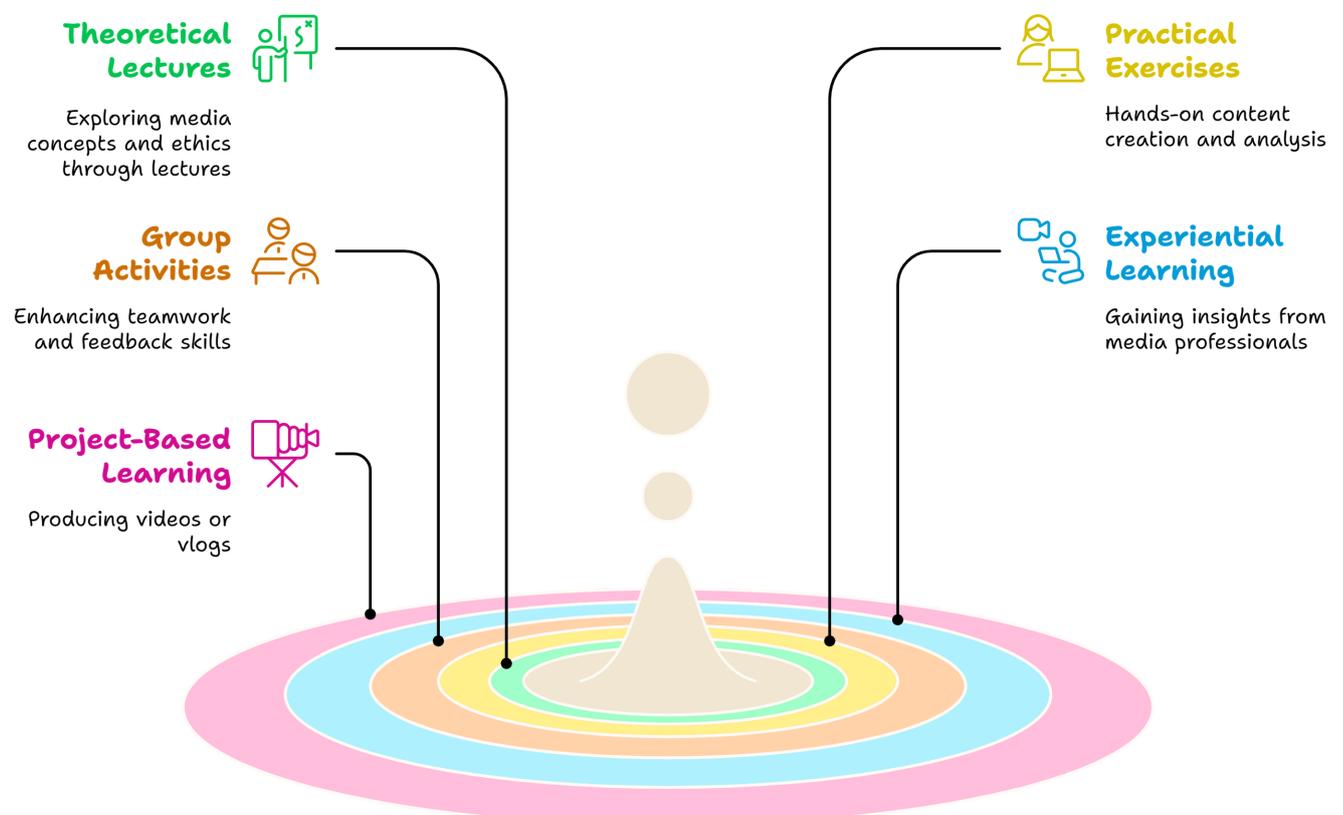
Project Activities

- **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.

Outcomes

- Developing 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.

Media Mentoring EU in A Nutshell



Sessions Overview

This table gives an overview of the 16 interactive sessions and their topics. In the following guide, each session (lecture + implementation) will be outlined in detail.

Session	Title	Focus Areas / Objectives
Session 1	Program Introduction and Media Mentoring	Introductory session to outline and explain the program, discuss overall expectations of all participants and share administrative information. Participants create a personal digital media profile, mapping how they consume and produce digital content, drawing a landscape of each participant's digital background.
Session 2	Media and Digital Communication, Literacy and Ethics	Deeper focus on various digital media platforms and their influence. Presenting media literacy, creating an on overview of media landscapes, such as traditional vs. new media, a media timeline and the evolution of social media. Discussing the role of media in modern communication.
Session 3	Digital Media Landscape - Dis/Misinformation on Social Media	Highlighting the importance of digital literacy and the power and influence of media. Introducing mis- and disinformation, bias and information reliability, substantuating the importance of critical thinking, fact-checking and de-bunking disinformation.
Session 4	Content Creation Fundamentals - Canva	Introducing guidelines of storytelling and the Design Thinking approach and how to develop a content calendar (timing, platform, etc.).
Session 5	Content Creation Workshop - Canva/MS Designer	Expert mentors introduce content creation programs. Learning to effectively navigate these programs to create efficient and memorable content.
Session 6	Visit Media Institution	Visiting a media institution to get insights into the basics of video production: scripting, shooting, and editing & networking opportunity.



Session	Title	Focus Areas / Objectives
Session 7	Video Content Creation	Exploring modern video editing methods for content creation (Capcut): transitions, captions, effects and platform-oriented formats. Creating individual projects with support in planning, structuring and technical implementation related to video-based content.
Session 8	Visit Media Institution	Visiting a media institution to get insights into the importance of audio in video, basics of recording, voiceover techniques and sound effects.
Session 9	Sound Design for Video Content - Capcut/Pexels/Pixabay	Diving into sound design for video content, discovering different types of audio elements - background music, ambient sound, voiceovers and sound effects, comparing their function and influence on perception in digital content.
Session 10, 11, 12	Brussels EU Institution Visit	Guided tour of the European Parliament (Hemicycle) and House of European History. Visiting the VRT (Flemisch Radio and Television Broadcaster), getting insights
Session 13	AI-Based Content Creation - pika.art, Adobe, Freepik, Canva, Kling.ai and Elevenlabs.io.	Exploring AI how-to's with different platforms. Demonstrating cases for AI-generated videos, images, text and audio. Discussing ethical considerations, transparency and responsible use of AI in digital media production.
Session 14-15	Competition Preparation	Mentees are given the opportunity to complete their submission for their final assignment. Mentors provide individual support.
Session 16	Final Event	Presentation of mentees' final projects to all participants and mentors, followed by feedback and an award to acknowledge engagement, participation, creativity, and project quality.





SESSION GUIDE

HOW TO USE THIS GUIDE



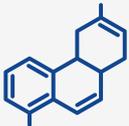
Information Note | For Mentors & Mentees

This information note provides key topics and essential points for mentors & mentees in the Media Mentoring program. It is designed to help mentors guide participants and facilitate in-depth discussions



Methodology

- Combination of **lecture-based input** and **hands-on practical application**
- Guided software demonstrations followed by individual practice
- Learning-by-doing approach with concrete video production tasks
- Peer learning and experimentation encouraged during implementation
- Feedback: Regular feedback rounds with all participants to react and adapt quickly to challenges and difficulties



Session Structure

Each workshop consists of two sessions:

- 1) Lecture Session
 - Expert-led introduction to the topic
 - Overview of **key concepts, tools, and best practices**
- 2) Implementation Session
 - **Hands-on training** supported by mentors
 - Practical application of learned skills through guided exercises



Settings

- Sessions should be a combination of in-person, online and hybrid meetings
- Focus on **intercultural exchange** and **mentoring approach**





Objectives

- Understand different types of media and their transformation through digitalisation
- Raise awareness of disinformation, algorithms, and manipulative media practices
- Enable participants to ethically use no-copyright content for media production



90 min

in-person



1) Program Introduction

- First joint meeting of mentors, mentees, and organizers
- Introduction to the EU in a Nutshell program:
 - Goals and overall structure
 - Topics and learning approach
- Clarification of expectations:
 - Regular participation and active engagement
 - Homework and project-based learning
- Mentor-mentee approach and roles
- Collect mentees' expectations to adapt program content
- Completion of administrative steps:
 - Signing the voluntary participation agreement
 - Consent for photo and video documentation



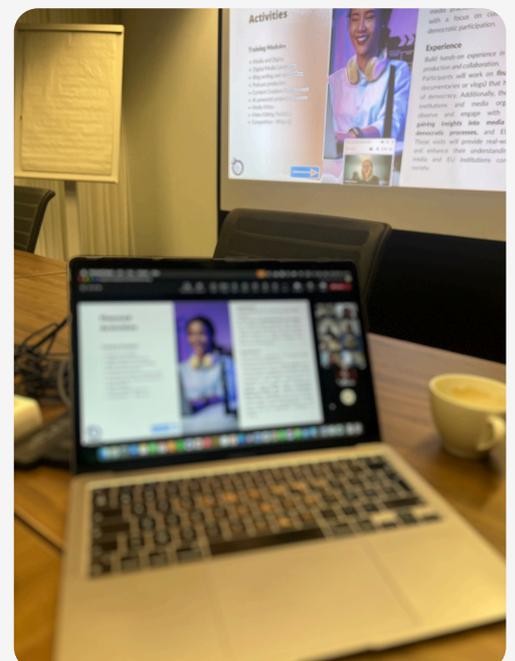
Tips

- Use icebreaker activities for introduction of mentors and mentees
- Capture expectations early (goals, keys themes, commitment)
- Draw landscape of participants' social media use and engage them in a first lively exchange



2) Participants Introduction

- Getting to Know Each Other
 - Short personal introductions of mentors and mentees
- First Task: Digital Passport Activity
 - Creation of a personal digital media profile ("Digital Passport")
- Initial discussion on similarities and differences in media usage
- Reflection on individual media habits:
 - Social media platforms used
 - News sources and information channels



2

MEDIA AND DIGITAL COMMUNICATION - MEDIA LITERACY



Objectives

- Understand different types of media and their transformation through digitalisation
- Raise awareness of disinformation, algorithms, and manipulative media practices
- Enable participants to ethically use no-copyright content for media production



90 min

Virtual



Lecture Session - 45 min (by an expert)

- Introduction to different types and transformation of Media
 - Traditional media vs. digital media
 - Mainstream vs. alternative media
- Reflect on the impact of Digitalisation
 - Rapid information flow and global access
 - Changing consumption habits (on-demand content)
 - Algorithmic influence (filter bubbles, echo chambers)
- Discussing Media Literacy & Critical Thinking
 - Information pollution and disinformation
 - How algorithms shape user experiences
- Media and Society
 - Influence of digital media on democracy, and freedom of expression
 - Manipulation and propaganda techniques

Preparations

- Internet access and individual devices
- Access to selected no-copyright platforms (music, images, video)
- Prepared examples of traditional and digital media content
- Timeline of media evolution
- Short case examples on disinformation and algorithmic influence



Practice Session - 45 min (with mentors)

- Working with No-Copyright Content
 - Public domain and open-source media
 - Creative Commons licenses and usage conditions
 - Importance of ethical media production
- Guided exploration of platforms and licensing terms
 - Music: Free Music Archive, Incompetech, Bensound
 - Images: Unsplash, Pexels, Pixabay
 - Video: Pexels Video, Videvo, Coverr



Tasks

- Research one no-copyright platform and analyse:
 - User-friendliness and practical features
 - Available content types
 - Licensing and usage conditions
 - Credit requirements
- Share findings with the group



Tips

- Always check licensing details before using content
- Be aware of algorithmic biases when consuming media
- Verify sources and question emotionally charged content
- Ethical media use strengthens credibility and trust

Traditional v.s. Modern Communication

Name some traditional media sources. How do they differ in function from modern communication

What is the difference between 1 and 2 way media?



Are you more or less comfortable with one style of media over the other? Why?

3

DIGITAL LITERACY AND CRITICAL THINKING



Objectives

- Strengthen digital literacy and critical thinking skills
- Understand media impact on society and public opinion
- Introduce media ethics and legal responsibilities
- Apply media information literacy principles in ethical digital content creation



90 min

Virtual



Lecture Session - 45 min (by an expert)

- Digital Literacy & Critical Thinking
 - Definition and relevance in the digital age
 - Evaluating digital information
 - Identifying fake news, deepfakes, and algorithmic manipulation
 - Strategies for verifying online sources
- Media Impact on Society
 - Media's role in shaping public opinion
 - Bias, propaganda, and filter bubbles
 - Inclusive and accessible content creation
- Media Ethics & Legal Framework
 - Ethical responsibilities in content creation and dissemination
 - Key principles of digital ethics:
 - Transparency; Privacy and data protection; Fairness and non-discrimination; Accountability; Digital well-being

Preparations

- Internet access and digital devices
- Access to blogging and content platforms
- Examples of news, social media, and video content
- Overview of copyright-free content sources

Tips



- Always check licensing details before using content
- Be aware of algorithmic biases when consuming media
- Verify sources and question emotionally charged content
- Ethical media use strengthens credibility and trust



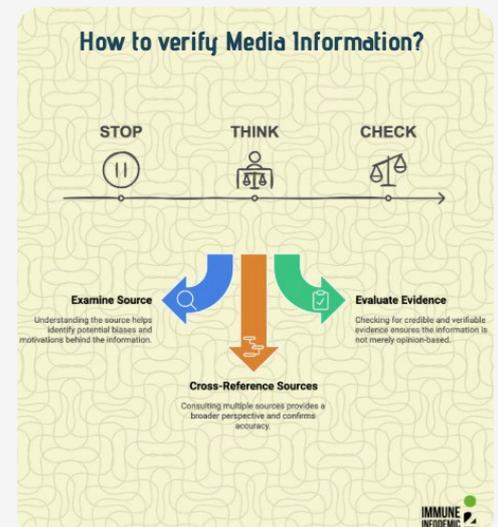
Practice Session - 45 min (with mentors)

- Platform Analysis & Strategy
 - Platform-specific engagement strategies
 - Group selection of one platform (e.g. YouTube)
 - Analysis of platform impact on public discourse
 - Introduction to YouTube algorithms and strategy
- Content Creation
 - Group naming and logo design
 - Basics of digital content creation and strategy building
 - Mentor-supported project work
- Digital Storytelling & Blogging

Tasks



- Research assignment: principles of effective digital storytelling
- Create a blog post using only no-copyright content
- Reflect on ethical and strategic content choices



4

CONTENT CREATION FUNDAMENTALS & DESIGN THINKING



Objectives



- Introduce fundamentals of media content creation
- Understand the power of storytelling in visual communication
- Develop basic design and creative problem-solving skills
- Enable participants to create professional visual content using Canva



90 min

Virtual

Lecture Session - 45 min (by an expert)



- Fundamentals of Content Creation
 - Storytelling in media content
 - Visual communication and message clarity
- Introduction to Canva
 - Overview of Canva features
- Designing for social media (YouTube covers, Instagram posts and stories, LinkedIn banners and posts)
- Design Applications
 - Everyday designs: to-do lists, bookmarks
 - Corporate and publishing designs: logos, book covers
- Design Thinking Principles
 - Creative problem-solving
 - Applying storytelling and Design Thinking to visual content

Practice Session - 45 min (with mentors)



- Practical Design Task:
 - Create an infographic on the Media Mentoring Program using Canva
 - Apply storytelling and Design Thinking principles
 - Strengthen messages through visuals, colours, and typography

Tasks



- Research assignment: storytelling through illustration
- Visual Comparison Assignment
 - Create a visual contrasting two perspectives on one topic (ex.: Traditional learning vs. mentoring; Inclusive vs. exclusive democracy; Real news vs. fake news=)
 - Divide the design into two clear sections
 - Use images, icons, and minimal text
 - Message should be understandable without reading text

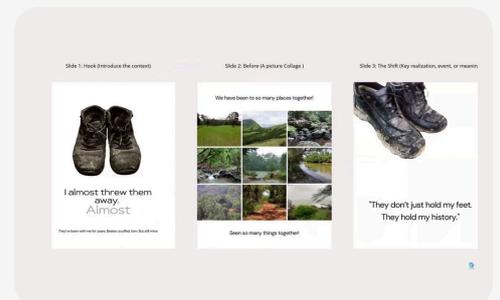
Tips

- Keep designs simple, clear, and balanced
- Use colour, typography, and layout intentionally
- Focus on visual storytelling rather than text
- Export final designs as PDF or PNG



Preparations

- Internet access and individual devices
- Canva access (free version sufficient)
- Sample social media and visual design examples
- Defined topics for visual comparison task



5

CONTENT CREATION TOOLS (CANVA- ADOBE- MS)



Objectives



- Strengthen strategic content planning skills
- Introduce graphic design and video editing basics
- Connect content creation with social media platforms
- Enable participants to plan, create, and share digital content effectively



90 min

Virtual

Lecture Session - 45 min (by an expert)



- Introducing content strategy & planning
 - How to develop a content calendar
 - Aligning content with audience needs and goals
 - Tracking engagement and performance metrics
- Exploring Graphic Design Basics
 - Film posters and visual reports
 - Wallpapers, business cards, resumes
 - Presentation design, file sharing, video uploads
 - Website landing pages
- Video Editing & Social Media Integration
 - Video editing fundamentals
 - Instagram stories and YouTube videos
 - Social media icons in videos
 - Green screen headlines
 - Creative effects (zoom-in / zoom-out)

Preparations

- Internet access and individual devices
- Access to design and content tools (Canva, Adobe Express, Microsoft Designer)
- Sample social media and video content
- Defined formats for mock social media tasks

Practice Session - 45 min (with mentors)



- Create a short motivational video (9:16 and 16:9)
- Share posts using Canva Content Planner
- Explore different content tools together and discuss their differences (Canva, Adobe Express, Microsoft Designer)

Tasks

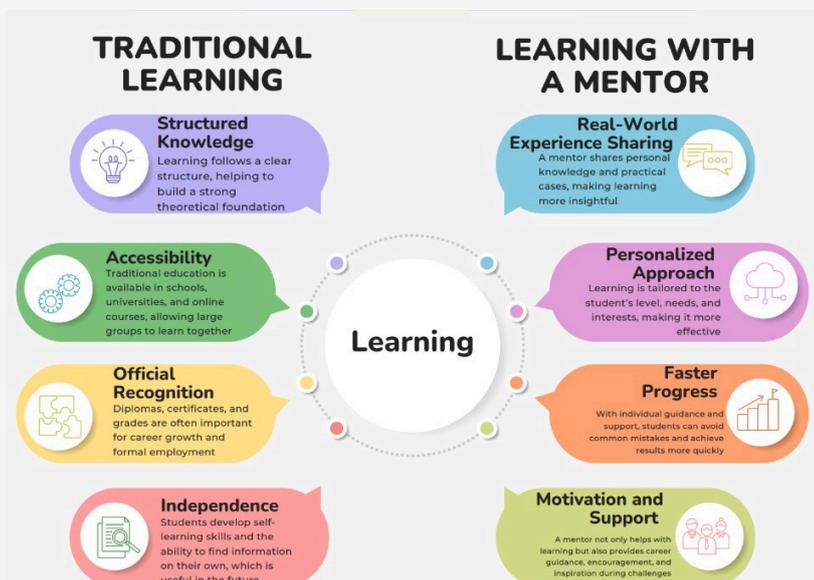


- Research assignment: blogging basics and digital engagement
- Mock Social Media Assignment
 - Using different tools, create simulated posts for: Twitter, Instagram, Facebook, WhatsApp, LinkedIn

Tips



- Adapt formats to platform requirements
- Plan content before designing or editing
- Focus on clarity and consistency
- Use mock content responsibly and ethically



6

MEDIA INSTITUTION VISIT



Objectives



- Visiting a media institution to get insights into the basics of video production: scripting, shooting, and editing
- Engage with media professionals and observe broadcasting processes firsthand
- Analyze learnings and integrate insights into own media projects



90 min

in-person

1) Visit and Exploration



- Develop an understanding of media institutions and their operations
 - Understanding professional workflows in media production
 - Observing roles and responsibilities within a media institution
 - Linking theoretical media literacy concepts to real-world practice
- Gain practical insights into journalism and content creation
 - Editorial decision-making processes
 - Technical setups (studios, cameras, sound, lighting)
 - Team collaboration and production timelines
- Discover innovative broadcasting and digital media techniques

Preparations

- Pre-visit Research:
 - Explore the history, functions, and significance of media institution
 - Prepare insightful questions to ask professionals during the visit
- Take structured notes during the visit
- Record key terminology, tools, and processes mentioned by professionals

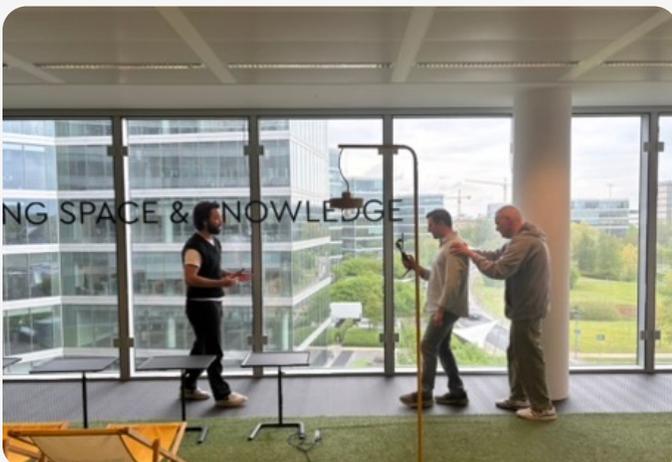
2) Group Task & Reflection



- Discuss expectations for the visit
- Identify key aspects of media production to explore
- Reflect on how insights gained can be applied to media projects
- Summarize key learnings and share impressions in small groups after the visit

Connect observations to:

- Own media projects and content ideas
- Ethical and critical media literacy principles



7

VIDEO CONTENT CREATION FUNDAMENTALS



Objectives

- Introduce participants to the fundamental principles of video content creation
- Build basic skills in scripting, shooting, and editing short video content
- Enable participants to create a simple, platform-optimized video independently
- Familiarize participants with beginner-friendly video editing tools



90 min

Virtual



Lecture Session - 45 min (by an expert)

- Introduction to video production fundamentals
- Overview and demonstration of CapCut tools and features
- Basics of video production: scripting, shooting, editing
- Video formats and optimization for different platforms
- Introduction to CapCut (Interface overview, performance and technical settings, keyboard shortcuts, aspect ratio and canvas settings, cropping and framing, color correction and grading, speed and audio adjustments)
- Visual enhancement techniques (Color grading and gradients, transitions, text overlays, effects)
- Creating engaging and concise video content

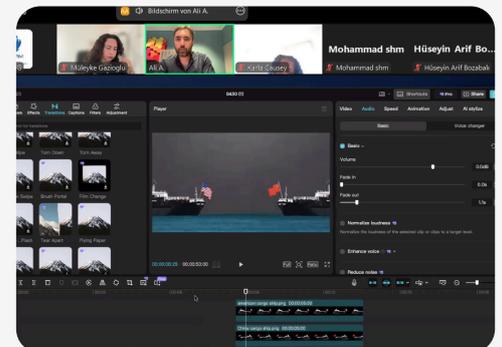
Preparations

- Computers with CapCut (PC version) installed
- Internet access for downloading media and researching tools
- Access to free stock platforms (Pixabay, Pexels)
- Canva account (free version sufficient)
- Sample video material (optional)



Practice Session - 45 min (with mentors)

- Hands-on training with CapCut's core editing functions
- Exploration of free-to-use media platforms (Pixabay, Pexels)
- Creation of a short video project using CapCut and Canva
- Experimentation with formats, effects, and visual elements



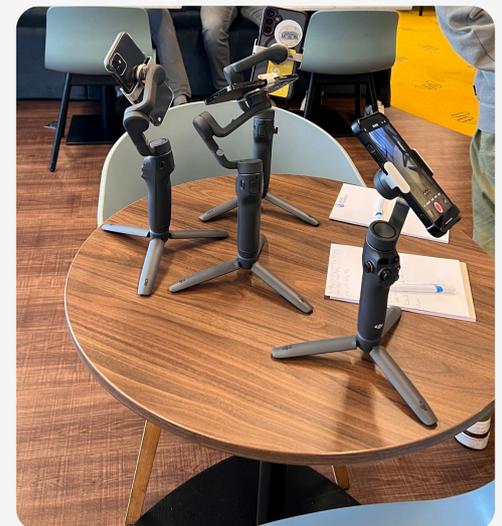
Tasks

- Explore/compare the following tools and their uses: 1) DaVinci Resolve; 2) Premiere Pro; 3) After Effects
- Create a one-minute short film about Media Mentoring



Tips

- Choosing the right video format and style for different platforms
- Adding engaging elements such as transitions, text overlays, and effects
- Keeping videos concise and visually appealing



8

MEDIA INSTITUTION VISIT



Objectives

- Visiting a media institution to understand the importance of audio in video production
- Learn basics of sound recording, voiceover, and sound effects
- Explore the historical evolution of film and media
- Connect early film techniques with modern digital storytelling



90 min

in-person



1) Visit and Exploration

- Explore:
 - understanding the foundational concepts of media
 - comparing traditional and digital media
 - exploring the historical evolution of film from its origins to today
- Focus on:
 - Role of sound and music in storytelling
 - Early filming and production techniques

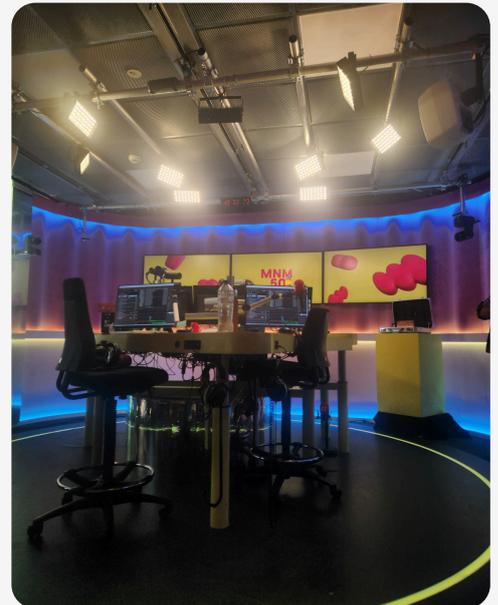
Preparations

- Short introduction to audio in film and video
- Background information on early cinema
- Access to communication channel for sharing film examples
- Note-taking material for observations during the visit



2) Group Task & Reflection

- Discuss expectations for the visit
- Film Deep Dive
 - **Le Voyage dans la Lune** (1902)
 - Analysis of:
 - Plot and origins
 - Filming techniques and visual style
 - Themes and storytelling methods
 - Musical composition and use of sound
- Hands-On Activity
 - Share favourite short films via the group channel
 - Discuss how early cinema influences today's digital storytelling
- Connect observations to:
 - Pay attention to how sound enhances emotion and narrative
 - Notice similarities between early film techniques and modern formats
 - Focus on storytelling rather than technical complexity
 - Reflect on how historical media shapes current content creation



9

SOUND DESIGN FOR VIDEO CONTENT ENHANCING STORYTELLING THROUGH SOUND



Objectives



- Understanding the importance of audio in video storytelling
- Learning different types of audio used in video production
- Introducing basic sound design principles
- Enable participants to record, edit, and integrate audio into video projects



90 min

Virtual

Lecture Session - 45 min (by an expert)



- Why Audio Matters
 - High-quality audio enhances engagement and storytelling
 - Poor audio can reduce the impact of strong visuals
- Types of Audio in Video
 - Voiceovers and narration, Dialogue, Background music, Sound effects (SFX)
- Sound Design Basics
 - Choosing music that fits tone and mood (royalty-free use)
 - Using sound effects to enhance realism and atmosphere
 - Balancing audio levels between voice, music, and effects
- AI Audio Enhancement
 - Introduction to Adobe Podcast / Adobe AI Audio Enhancer

Preparations

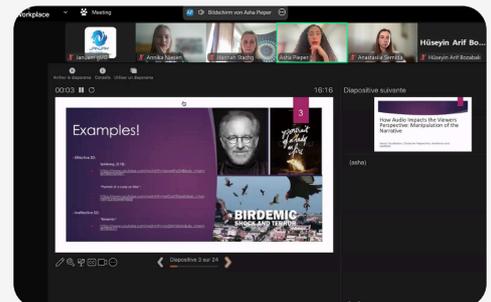
- Headphones and devices with microphones
- Installed free audio/video tools (e.g. Audacity, Shotcut)
- Access to royalty-free music and sound effect sources
- Example videos for analysis



Practice Session - 45 min (with mentors)



- Recording voiceovers or dialogues for video projects or mock scenarios
- Editing audio with free software (Audacity):
 - Cutting unnecessary sections, Adjusting audio levels, Removing background noise, Adding music and sound effects
- Audio-Video Integration
 - Syncing audio with video using free tools (e.g. Shotcut)



Tasks



- Research Assignment
 - Analysis of example videos on sound design and audio storytelling
- Sound Design Exercise
- Record five everyday sounds (e.g. footsteps, door creak, wind, water, heartbeat)
- Arrange sounds to fit a specific scene
- Create a three-minute horror video (use sound design to build tension and mood)



Tips

- Sound often shapes emotion more than visuals
- Keep dialogue clear and background audio subtle
- Use silence intentionally
- Test audio with headphones before final export



Objectives

- Understand the role, responsibilities, and structure of the visited EU institution
- Gain insight into EU decision-making processes and democratic mechanisms
- Reflect on topics such as participation, representation, transparency, and inclusion
- Link institutional work to media, communication, and digital engagement



1 of 2 Days

in-person

Day 1



Organisation

- Provide all participants with plan (hotel, transport, meeting points, agenda)
- Arrival & Group Check-In
 - Group introduction (Game)
- Collective Lunch Break
- After-Visit Exploration
 - Exploring Brussels together or individually
 - Optional cultural and social activities

1) Visit and Exploration (Hemicycle, Parliamentarium, House of European History)



- Guided tour of the Hemicycle and presentation by EU institution representatives
 - Focus on:
 - Institutional roles and decision-making processes
 - Citizen participation and civic engagement at EU level
 - Communication strategies and public outreach
 - Active participation during discussions and Q&A sessions
- Self-explore the Parliamentarium and House of European History

2) Group Task & Reflection



- Group discussion after the visit:
 - Key insights and impressions
 - Expectations vs. reality
 - Relevance of the visit for personal and group projects
- Short reflection on how EU institutions relate to:
 - Democracy and participation
 - Media, communication, and digital engagement

Preparations

- Pre-Visit Research
 - Basic information on the EU institution (role, tasks, relevance)
 - Key EU values: democracy, rule of law, fundamental rights
- Reflection Preparation
 - Prepare questions for EU staff or speakers
 - Reflect on personal expectations and learning goals
- Practical Preparation
 - Note-taking material





Objectives

- Understand the role and responsibilities of a public service media institution
- Gain insight into journalistic workflows and editorial decision-making
- Explore how media institutions ensure credibility, balance, and independence
- Reflect on the impact of media on public opinion and democratic participation



2 of 2 Days
in-person

Day 2



1) Visit and Exploration (Belgian Media Institution, ex: VRT)

- Guided tour and/or presentation by media professionals
 - Focus on:
 - News production and editorial workflows
 - Fact-checking and verification processes
 - Audio-visual production and digital media formats
- Observe:
 - How editorial decisions are made and justified
 - How neutrality, diversity, and inclusion are addressed
 - The use of digital tools and platforms in journalism
 - Differences between institutional media production and social media content
- Interaction with journalists, editors, or producers through Q&A sessions



2) Group Task & Reflection

- Group discussion after the visit:
 - Key insights and takeaways
 - Challenges faced by journalists today
 - Role of public media in countering disinformation
- Reflection on:
 - Media ethics and responsibility
 - Trust, credibility, and public service values

Preparations

- Pre-Visit Research
 - Difference between public service and commercial media
 - Core values: independence, accuracy, public interest
- Reflection Preparation
 - Prepare questions for journalists or media professionals
 - Reflect on expectations regarding journalism and media production
- Practical Preparation
 - Note-taking materials



Tips

Encourage participants to take pictures and videos during visits (when allowed). These materials can function as inspiration and can be used in the mentees' final projects



Objectives

- Introducing the role of artificial intelligence in digital content creation
- Exploring AI applications in text, image, audio, and video production
- Reflecting on ethical challenges and limitations of AI-generated content
- Enable participants to use AI tools responsibly in creative workflows



90 min

Virtual



Lecture Session - 45 min (by an expert)

- AI in Content Creation
 - Use of AI for generating text, images, audio, and video
 - Overview of AI tools (text generators, image creators, video tools)
- Opportunities & Limitations
 - Advantages of AI-supported creativity
 - Limits of automation and the role of human input
- Ethical Considerations
 - Responsible AI use
 - Plagiarism, misinformation, and authenticity
 - Transparency and creative ownership
- Guided discussion on ethical and effective AI integration

Preparations

- Internet access and individual devices
- Access to AI-based tools for text, image, audio, or video generation
- Installed video editing software (e.g. CapCut)
- Examples of AI-generated content



Practice Session - 45 min (with mentors)

- Group work: create either
 - a music track, an image, or a short video using AI tools
 - Integrate AI-generated content into a final product using CapCut
 - Edit and refine content with focus on authenticity and personal input
- Peer Feedback
 - Presentation of results
 - Reflection on originality, ethics, and practical use



Tasks



- Research Assignment: AI & Disinformation
 - Case study on AI-generated misinformation or deepfakes
 - How AI was used in the disinformation process
 - Societal impact
 - Detection and counter-strategies
- Homework Options
 1. AI-Generated Short Video: Create a video on democracy, inclusivity, and coexistence
 2. AI-Driven Awareness Campaign: Develop a digital campaign addressing a real-world issue with a positive message or call to action



Tips

- Use AI as a creative support, not a replacement
- Be transparent about AI use in content creation
- Always fact-check AI-generated information
- Combine AI outputs with human creativity and ethical judgment

14/15 FINAL COMPETITION GUIDELINES



Objectives

- Participants create a video using the techniques learned in the project and submit it for the competition
- Clarify themes, formats, and competition requirements
- Supporting participants throughout the content creation process
- Encourage reflection on learnings from the mentoring program



**2 Weeks
Homework**



Theme

- Focus on democracy and related topics, such as:
 - Democracy and Civic Engagement
 - Civic participation and voting
 - Freedom of speech and social justice
 - Community participation and inclusion
 - Digital tools and democratic engagement
 - Disinformation



Possible Topics

- My Digital Media Mentoring Journey – Learnings from the program and institutional visits
- Our Stories, Our Voices – Community, identity, and belonging
- Democracy in the Digital Age – Digital tools and civic participation
- From Clicks to Action – Turning digital engagement into real-world change
- Freedom of Speech & Social Justice – Rights, responsibilities, and digital expression
- Your Vote, Your Voice – Elections and civic participation in a connected world
- Building Inclusive Communities Online & Offline – Dialogue and collaboration across cultures



Techniques

- Visual Storytelling: use footage, images, and graphics to support the narrative
- No-Copyright Content: use royalty-free music and images from platforms introduced in previous sessions
- Narration / Voiceover: include spoken narration to provide context and guide the story
- Ethical Content Creation: transparent, respectful, and responsible communication
- AI Use: AI-based content creation is allowed and may be used creatively and responsibly

Format Requirements

- Video length: 2-5 minutes
- Accepted formats:
 - Short documentary
 - Vlog
 - How-to video
 - Recorded interview
 - Q&A video
 - Educational video
 - Review or comparison video
- File formats: MP4 or MOV



Collaboration & Support

- Mentors and mentees are expected to collaborate closely
- Participants may seek mentor feedback before final submission
- Collaborative brainstorming sessions are encouraged



Judging Criteria

- Content & Message (30%)
 - Relevance to democracy theme, clarity, and depth
- Creativity (30%)
 - Originality, storytelling approach, audience engagement
- Technical Execution (30%)
 - Filming, editing, audio quality, and overall production
- Ethical Considerations (10%)
 - Ethical standards and correct use of no-copyright resources



Objectives



- Participants create a video using the techniques learned in the project and submit it for the competition
- Clarify themes, formats, and competition requirements
- Supporting participants throughout the content creation process
- Encourage reflection on learnings from the mentoring program



**3 hours
in-person**



1. Final Project Presentations

- Presentation of final projects by all participant groups
- Showcasing creative outputs developed throughout the program
- Short explanations of concepts, messages, and creative choices
- Opportunity for audience questions and feedback



2. Evaluation & Award Ceremony

- Review of projects based on the final competition criteria
- Selection of the winning project(s) by the jury
- Announcement of results and recognition of participants' work
- Awarding of prizes to the winning team(s)

3. Project Wrap-Up

- Reflection on the overall program and learning outcomes
- Summary of key skills developed (media literacy, content creation, critical thinking)
- Short feedback round with participants and mentors

4. Closing & Appreciation

- Thanking mentors, mentees, organizers, and partners
- Acknowledgement of participants' engagement and commitment
- Official closing of the EU in a Nutshell program

Erasmus "Youthpass" Certificate

By registering your Erasmus project on the youthpass.eu platform, you can generate an official Youthpass certificate for your participants



Lessons Learned

Recruiting Mentors and Mentees

Plan longer recruitment phases (6-10 weeks) to align programme scheduling with mentor/mentee availability to improve participation and progress.



Scheduling of sessions

Offer compact block seminars instead of spread-out sessions to better fit participants' schedules and reduce dropout.



Strengths of the Mentoring Approach

Strengthen mentor-mentee relationships and schedule individual sessions as needed for deeper support.



Fostering intercultural peer-learning

Engage participants into lively exchanges about their own social media habits and engagement, sharing practical experience together.



Participant Engagement and Content Creation

Combine online lectures with hands-on, experiential learning for sustained engagement.



Limitations in Programme Structure

Assign topic/tool-specific sessions to a limited number of experts to ensure structured, progressive learning.



Additional resources

1) Design Thinking for Content Creation (Online Course)



- Explore a structured approach to creating impactful media content — from audience analysis to production — including practical tools, visual/audio design, and the role of AI.

→ [Access the course](https://januam.com/course/section.php?id=85) (https://januam.com/course/section.php?id=85)

2) Session Recordings (YouTube Playlist)



- Watch recordings from our mentoring program sessions to deepen your understanding and revisit key discussions.

→ [View the playlist](https://www.youtube.com/watch?v=qLvXizMLYj4&list=PL2WCRpJu2K_p_vUwgqtOz28-gPj1uj12q) (https://www.youtube.com/watch?

v=qLvXizMLYj4&list=PL2WCRpJu2K_p_vUwgqtOz28-gPj1uj12q)





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