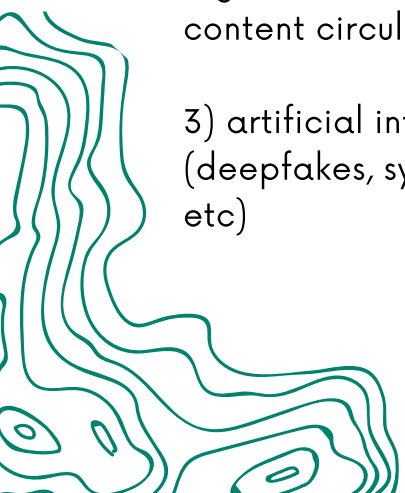




Impact and results

The main expected result will be the design, testing and spreading of an interactive educational package for introducing youngsters to 3 key concepts of the digital information landscape:

- 1) fact-checking (social media verification, video/pictures authentication, source checking)
 - 2) news distribution and amplification (filter bubbles, algorithmic filtering, viral content circulation)
 - 3) artificial intelligence (deepfakes, synthetic media, etc)
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PARTNER INSTITUTIONS

MEET Digital Culture Center,
Italy - Coordinator

INOVA+, innovation services S.A.,
Portugal

Research Centre on Interactive Media,
Smart Systems and Emerging
Technologies - RISE LIMITED (RISEUP),
Cyprus

University of Thessaly (UTH), Greece

Ayuntamiento de Alzira, Spain

MEET DIGITAL CULTURE CENTER | Fondazione **CARIPLO**

INOVA+
INTERNATIONAL



RISEUP
RESEARCH CENTRE ON INTERACTIVE MEDIA
SMART SYSTEMS AND EMERGING TECHNOLOGIES



UNIVERSITY OF
THESSALY



Ajuntament d'Alzira



**FREE
YOU**

**FAKE RISK ESCAPING THROUGH THE
EMPOWERMENT OF YOUTH**

PROJECT DATES:
01/07/2020 - 31/06/2021

MEDIA LITERACY FOR ALL (2019)
PROJECT NUMBER:
LC-01521683





About Us

We are a strategic partnership in the field of youth and media literacy, composed of 5 organizations from 5 European countries.

Objectives

The project is aimed at spreading among youngsters, information and awareness aimed at making them more conscious of the veracity of information they get, of how people/companies could use their data, of the potential attempts of manipulation hidden inside social media and YouTube.



Activities

- 1) Design and test an innovative format (FREEYOU) that makes youths aware and informed about how to recognize and deal with fake news and deep news;
- 2) Involve young facilitators that will spread the Programme at national and international level. In terms of number, the project will select and train n. 5 Facilitators in each country;
- 3) Deliver the programme with the target groups, mainly involving schools and youth associations, each Facilitator will train n. 50 students during the project piloting;
- 4) Creation of the FREEYOU Community of youths from all EU;
- 5) Spread the format in all EU, involving other centers of education and digital culture.

