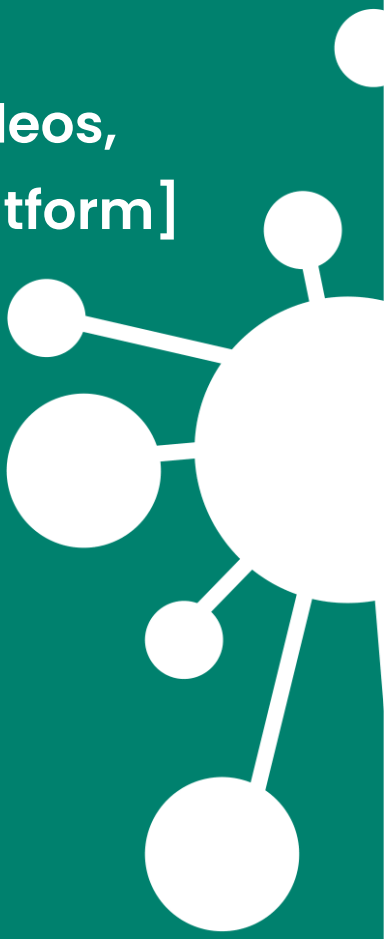
Ref. Ares(2024)375191 - 17/01/2024

Deliverable 5.2

[Dissemination materials, photos, videos, including the updating of the web platform]



FREEYOU NEXT

Co-funded by the European Union

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Table of contents

1. PROJECT OVERVIEW 3
1.1. THE PROJECT IN A NUTSHELL 3
1.2. TARGET GROUPS 3
1.3. WORK PLAN 4
1.4. DELIVERABLES 7
2. OBJECTIVE OF THIS DOCUMENT 8
2.1. WEBSITE 8
2.2. INSTAGRAM POSTS AND STATISTICS 8
2.3. PROJECT PRESENTATIONS 9
2.4. WEB TRAINING PLATFORM 9
3. CONCLUSION 10

ANNEX I - Social Media Page [Instagram] 11
ANNEX II – Project Presentation Template 22

Credits

All the partners contributed to the realisation of this deliverable. Patrícia Vieira, from Inova+, edited, structured, and designed this document. The final version was reviewed by Nicola Bruno (Dataninja), Thelma Vita (MEET), and Anais Lanas (FZC), who supervised the structure of the document and reviewed all the content.

Publication date: 18/12/2023

1. PROJECT OVERVIEW

1.1. THE PROJECT IN A NUTSHELL

FREEYOU Next builds on **FREEYOU** – a project funded by the Media Literacy for All Programme - and its main product: a blended multilingual educational format (and resources) for media and data literacy, targeted to teachers, educators, facilitators that work with youngsters.

The project builds on an open platform that promotes an aware use of social media among youngsters, through innovative format with a focus over the following themes:

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 (deep fake, synthetic media, etc)

FREEYOU Next is a project co-financed by European Union (under the **Creative Europe Programme (CREA)**) and coordinated by MEET (MEET DIGITAL COMMUNICATION SRL IMPRESA SOCIALE). Other entities are also part of the project as: GLUON; INOVA+ - Innovation Services, SA; FUNDACION ZARAGOZA CIUDAD DE CONOCIMIENTO; and DATANINJA Societa a Responsabilita Limitata Semplificata.

The project is addressed to young people/digital native as main target of beneficiaries. The objectives of the project are:

- capitalise the previous experience including contents, methodologies and communities developed by FREEYOU that covers 5 countries/languages and reached people (55 facilitators teachers trained, 440 students participated to the workshop, 13.509 timed accessed to the platform, 55 facilitators experienced);
- develop new contents and methodologies with the focus on data literacy, awareness about the use of data, data visualisation for boosting awareness on European societal challenges, including democracy;
- involve young digital artists to work through data sketch and data sculpture to enrich the project methodologies and contents with artistic representations to boost emotional change of perspectives/visions and behaviours;
- involve youth in creative co-creation processes using data to make them active users of digital and media tools;
- enlarge the EU coverage of countries, languages and the transnational community of facilitators, artists, young people.

1.2. TARGET GROUPS

The project is addressed to young people/digital native as main target of beneficiaries. The overall objective of the project is to explore the use of digital languages and creativity and technologies to allow the active and aware participation of youths and young artists, to the media democracy and political debate concerning the future of EU, investigating at the same time possible models of impact on the EU political agenda, also reinforcing the role of the artists in the media literacy echo-system and, more broadly, in the society.

1.3. WORK PLAN

The project is aimed at designing, testing and spreading innovative educational resources focusing on media awareness, to make youngsters informed, conscious, empowered. We will enhance and experiment innovative formats – including the involvement of creatives/artists - to increase awareness about the risks of manipulation and misunderstanding while using social media and digital tools. Young people need to be informed and free to choose and decide, even in front of the insidious deep news, AI and use of data. On the other hand, it would be really great if youngsters, instead of being passive users of digital tools, they could be able to actively use them as tools to expand their creativity and their social engagement.

How to identify a truthful post, image or video? How to distinguish contents and identities produced by algorithms? Where do memes come from? How memes can be used to better inform other people?

The project wants to answer to these questions from a youth perspective to make them aware and informed. And again, how are our data produced and used? And how data can be a source of awareness and creativity to better understand the reality that surrounds us and image inclusive and sustainable scenarios to make the right decisions for ourselves and the others?

Work Package 1 - Project management and coordination (24 months)

The WP is the core of the project implementation and management, it will:

- Assure a complex good proceeding to the project in terms of guarantee of respect of the foreseen timetables and quality standards
- Ensure the execution of all tasks in a timely and cost-efficient manner
- Assure the general, financial and administrative management of the project and related reporting
- Assure a continuous share of information and communication among the partners and the relations between the partnership and the European Commission
- Assure the editorial independence of the project

Work Package 2 - Building on the future (6 months)

The WP2 aims to:

- consolidate and update and enrich the FREEYOU know how in terms of contents, methodologies, tools, transnational community;
- to share and enrich with new partners, people and contexts the FREEYOU resources as basis to start from and with: related to Fact-checking, News distribution and amplification, Artificial intelligence;
- to co-design new contents, methodologies and tools focusing on data literacy integrating media literacy skills (like factchecking, manipulated images spotting), together with data literacy skills (as analyzing how visualizations can "lie", understanding how artificial intelligence works through synthetic media or bots);
- to enlarge the linguistic and geographic coverage to enlarge the impact of the new FreeYou Next and its platform.

Work Package 3 - Prototyping the Next (22 months)

The WP3 aims to:

- to make youngsters active thinkers and creative agents instead of being passive users of social media
- to bring digital artists into the media and data literacy speculation to work on inspiring tools to change behaviours
- to boost co-creation processes between digital artists and young people
- to promote cross-pollinations dynamics between artists/activists/journalists/teachers to improve a collective awareness
- by influencing each other

Work Package 4 - Piloting the present (FreeYou Next generation) (12 months)

The WP4 aims to:

- to activate FreeYou Next facilitators and young ambassadors in each project countries
- to test the FreeYou Next toolkits and the platform with trainers/facilitators from each country
- to test the resources with groups of young participants in each country
- to integrate education and artistic creativity in the FreeYou Next resources
- to finalize the developed contents and methodologies
- to enlarge the FreeYou Next transnational community

Work Package 5 - Dissemination and Exploitation (24 months)

The WP5 aims to:

- Provide a great visibility of the planned activities to a wide range of target groups and stakeholders
- Exploit social media channels and networks to spread the project results al national and EU levels
- Ensure an extensive dissemination, e.g. by exploiting events organized by partners
- Create awareness of the audiences around the project challenges
- Attract policy makers and professionals highlighting the relevance and impact of the digital art in the data and media awareness
- To generate awareness of the project, its relevance and impact on digital literacy
- To mobilize and engage a diverse group of participants in the activities of the project, maximizing the exploitation and sustainability of its results
- To create links with the FREEYOU participants/cities
- To build a wide community committed to the objectives of FreeYou Next, the valorisation of its results and scalability efforts through opportunities of networking and showcasing
- Attract policy makers and professionals highlighting the relevance and impact of the digital art in the data and media awareness

The planned Tasks will be implemented for 24 months, as represented below.

Table 1 - Project work plan

Tasks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	Total
T1.1 Set-up of project's governance structure	0	0																							2
T1.2 Continue Project Management			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22
T1.3 Continue reporting of project development						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19
T1.4 Scientific committee	0	0																							2
T1.5 Preparation of Editorial Independence Guidelines	0	0	0	0	0	0																			6
T2.1 Research on Media and Data Literacy			0	0	0	0	0	0																	6
T2.2 AI and data literacy co-design sessions									0																1
T2.3 Translation and contextualization of contents and methodologies										0	0	0													3
T2.4 Platform integration									0	0	0	0	0	0											6
T3.1 Design of the call for the fellowship programme								0	0	0															3
T3.2 Implementation of fellowships programme											0	0	0	0	0	0	0								7
T3.3 Organization of workshops with artists and youngsters													0	0	0	0	0	0							6
T3.4 Cross-pollination seminars																			0	0	0				3
T4.1 FreeYou Next Facilitators																0	0								2
T4.2 FreeYou Next generation																		0	0	0	0				4
T4.3 Reporting and NEXT improvements																				0	0	0	0	0	5
T5.1 Dissemination, Communication and Exploitation plan and re-branding	0	0	0																						3
T5.2 Implementation of the communication and dissemination of FreeYou Next			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22
T5.3 Produce Regular Reports			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22
T5.4 Capacity building activities																		0	0	0	0	0	0	0	7
T5.5 Organizing events, including the itinerant showcase																							0	0	2

1.4. DELIVERABLES

Table 2 - List of deliverables

Lead Beneficiary	Deliverables	Date
1 - MEET	D1.1 – Management and financial tools (Administrative and financial guidelines and a tracking tool)	31/01/2023
	D1.2 – Editorial Independence Guidelines	30/06/2023
	D1.3 – Periodic Report Final	31/12/2024
2 - Gluon	D2.1 – Data L Toolkit	31/12/2023
	D2.2 – FreeYou Next Platform	21/03/2024
4 - FUND ZARAGOZA	D3.1 – FreeYou Next prototypes	31/05/2024
	D3.2 – FreeYou Next events	31/12/2024
5 - DATANINJA	D4.1 – FreeYou Next Pilot Report (lessons learned report)	30/09/2024
3 - INOVA+	D5.1 – Communication & Dissemination Strategy	31/03/2023
	D5.2 – Dissemination materials, photo, videos, including the updating of the web platform (linked to WP2)	31/12/2023
	D5.3 – Capacity building activities	31/08/2024 to 31/12/2024
	D5.4 – FreeYou Next exhibition	30/10/2024 to 31/12/2024

2. OBJECTIVE OF THIS DOCUMENT

The purpose of this document is to report all the dissemination materials, photos, videos the web platform for the training sessions events and training performed since january until december 2023.

This deliverable contain all the material produced for the communication of the first year.

2.1. WEBSITE

The project website was discussed with all the partners and developed by INOVA+ team. The website (https://next.freeyouproject.eu/) has been available since 22 May 2023 in different languages (English, Greek, Italian, Portuguese, Spanish, French, Dutch and German). The website includes 6 tabs

- The "**Home**" has a brief presentation of the project, its goals, the target groups and the presentation of partners;
- The tab "**Workplan**" presents a summary of each Work Package and its goals;
- The tab "**Tools and Resources**" already has the Report of "Research on Media and Data Literacy" (link) and in the next few months the Toolkit will be uploaded on it;
- The "**events**" tab includes all the project events, and the calendar is being updated. The application form for the training sessions for teachers and educators has already been launched on our website and all the information about it was shared (link);
- In the Tab "**News**" some news is available in different languages and this tab is being updated over time;
- Finally, the tab "**Contacts**" has an application form for anyone who wants to contact us. The website foot has the main contact of the project (MEET – the coordinator), the privacy policy and the mention of the EU's co-funded flag and its disclaimer.

2.2. INSTAGRAM POSTS AND STATISTICS

As a summary of the FREEYOU Next Communication, the Instagram page was created on 22 March 2023 and has published **24 publications** (23 images/groups and 1 reel) and **88 stories** until now. In total, this page has **92 followers** and **reached out to 814 people**. Furthermore, some shares were done on the partner's social pages, translating the content produced to each country's language. However, their statistics are not available. An overview of the Instagram page is represented in **Table 3** and all the publications (photos and videos) are reported in **Annex I**.

Table 3 - Instagram page overview

Date	Counting days from the creation	Followers	People reached	Profiles with interaction	Publications	Stories
22/05/2023	61	43	87	11	6	11
29/06/2023	99	53	129	18	11	21
17/07/2023	117	55	151	37	12	30
02/08/2023	133	61	226	54	14	58
04/09/2023	166	78	322	73	17	70
26/09/2023	188	87	429	91	19	78
27/10/2023	219	91	499	96	20	81
24/11/2023	247	92	576	108	23	86
18/12/2023	271	92	814	115	24	90

2.3. PROJECT PRESENTATIONS

The project team also developed a presentation template for partners to use at each event or presentation (**Annex II**). This template was developed using the CANVA programme, as were all the promotional and publicity materials that were published and shared on the Instagram page.

All the icons and visuals/colours are in keeping with the brand's identity and aligned with the target audience, encouraging young people and involving them during the dissemination actions.

2.4. WEB TRAINING PLATFORM

The training sessions are scheduled to begin in February 2024. Until then, the project consortium is working on finalising and translating the toolkit's pedagogical resources. In addition, Dataninja is developing a Web Training Platform that will also be linked to the Website. The platform's wireframe is being developed, as can be seen in **Figure 1 – Platform Wireframe**, and will include all the Toolkit's content and resources, but also lessons with the winning artists from the launched competition.

All the information about the training sessions is already available on the website (**here**).

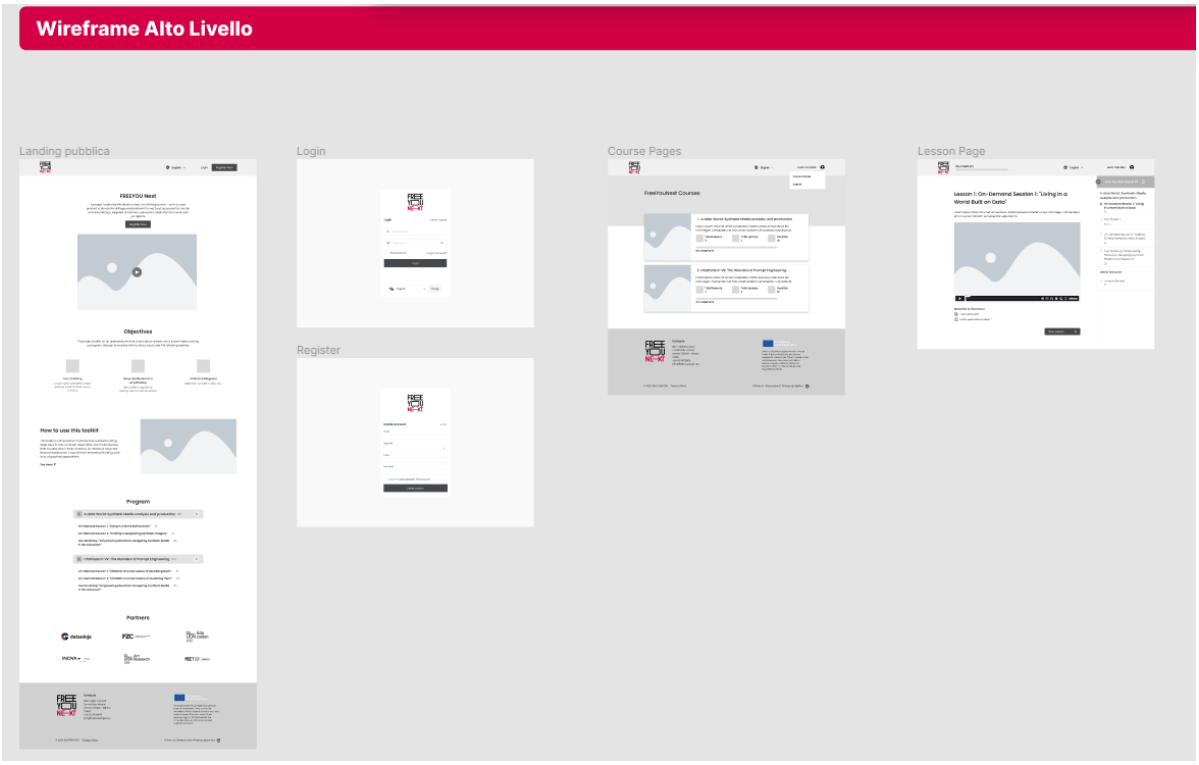


Figure 1 - Wireframe of the Web Training Platform

The user interface (browser and mobile) visualization is also an important step for clear information transference and public engagement. The Dataninja team already drafted it, using all the project visuals and aligning with the target groups (teachers, educators and youngsters) as can be seen in **Figure 2**.

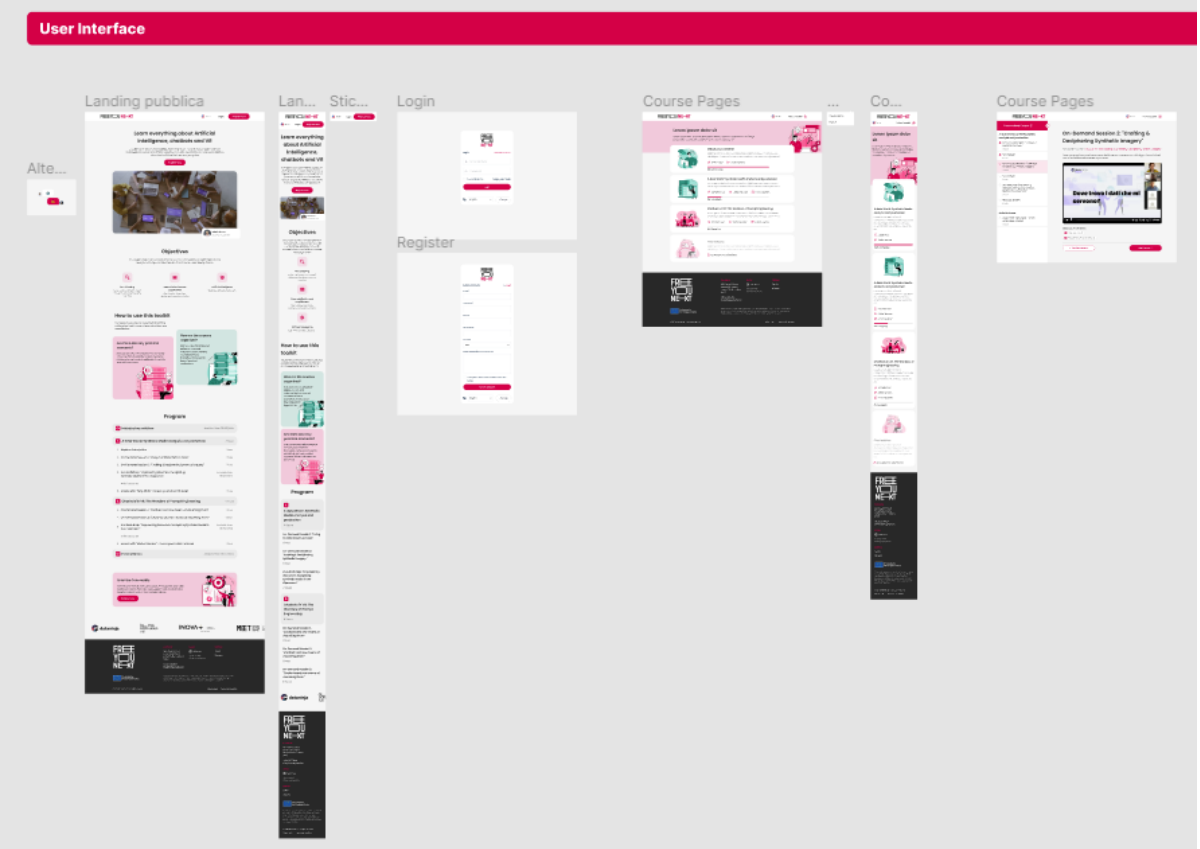


Figure 2 - User interface (browser, mobile, registration, login and course pages)

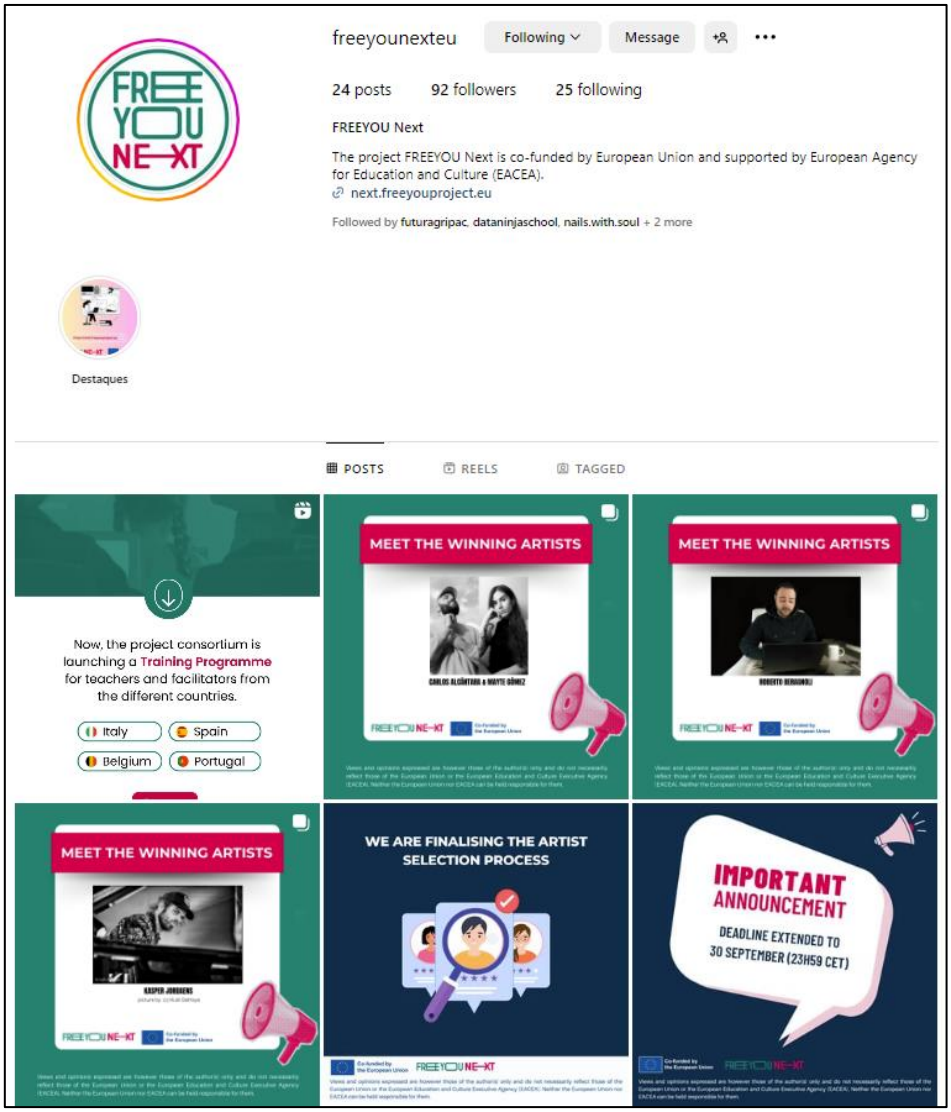
3. CONCLUSION

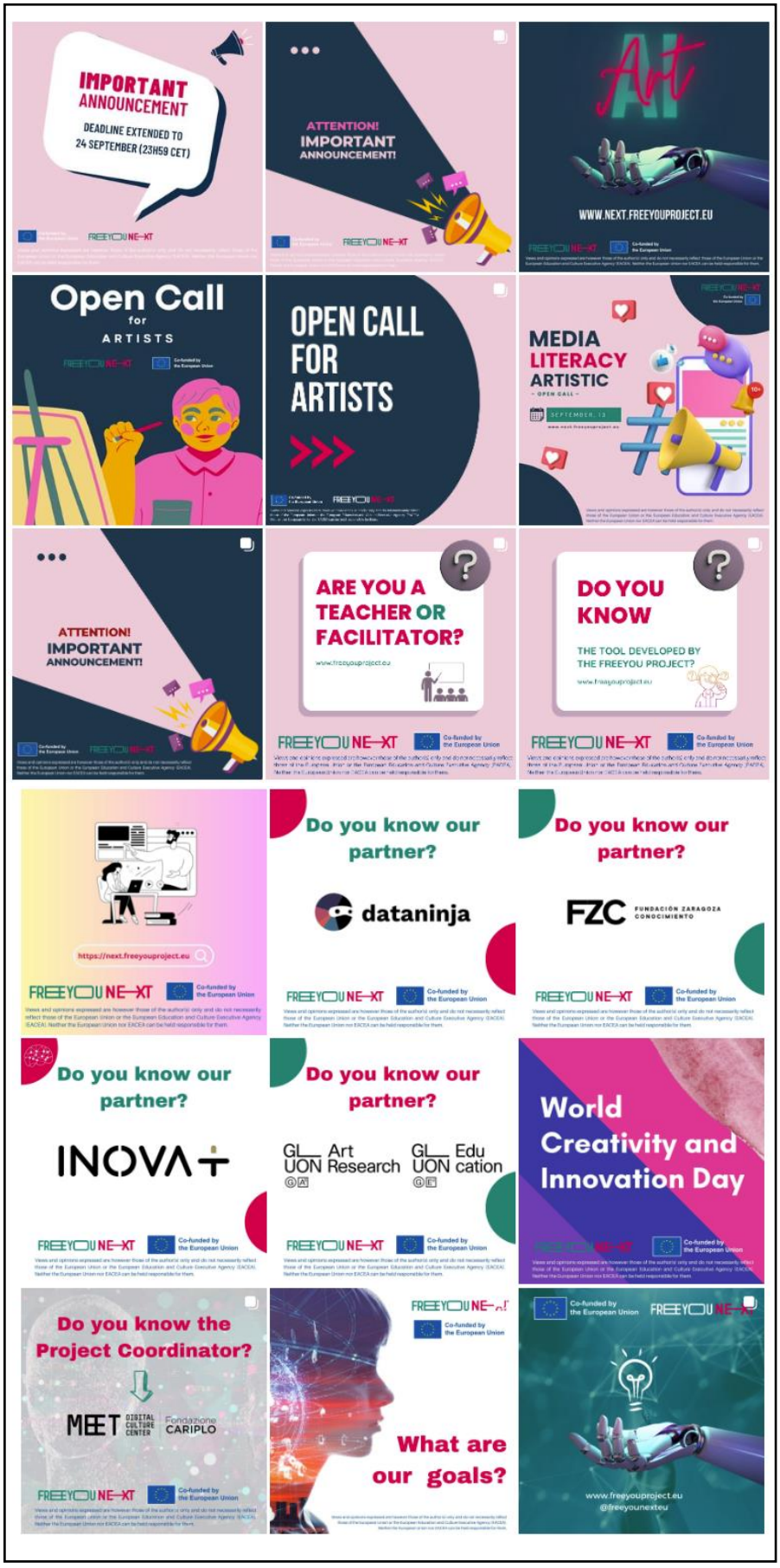
The FREEYOU Next consortium has made great efforts to communicate about data and media literacy. The website is being constantly updated, as is the Instagram channel. All dissemination materials have been made in accordance with the brand identity and the mention of EU co-funding and the disclaimer is always present and mentioned. With all this groundwork and materials, the project consortium believes that next year the number of shares and publications will increase greatly due to the number of events, training sessions and residencies with the artists.

In the next year, the project consortium will keep everyone informed about any significant developments or achievements. Several photos captured during the events will be shared and videos with the artists will be done. Several news will be published reflecting the target group's feedback and impact on media and data literacy.

ANNEX I - Social Media Page [Instagram]

Link: https://www.instagram.com/freeyounexteu/




IMPORTANT ANNOUNCEMENT
DEADLINE EXTENDED TO 24 SEPTEMBER (23H59 CET)
ATTENTION! IMPORTANT ANNOUNCEMENT!
Art
WWW.NEXT.FREEYOUPROJECT.EU
Open Call for ARTISTS
OPEN CALL FOR ARTISTS
MEDIA LITERACY ARTISTIC
- OPEN CALL -
SEPTEMBER, 13
ATTENTION! IMPORTANT ANNOUNCEMENT!
ARE YOU A TEACHER OR FACILITATOR?
DO YOU KNOW
THE TOOL DEVELOPED BY THE FREEYOU PROJECT?
https://next.freeyouproject.eu
Do you know our partner?
dataninja
Do you know our partner?
FZC FUNDACIÓN ZARAGOZA CONOCIMIENTO
Do you know our partner?
INOVA+
Do you know our partner?
GLOCAL Art Research
GLOCAL Edu cation
World Creativity and Innovation Day
Do you know the Project Coordinator?
MEET DIGITAL CULTURE CENTER
Fondazione CARIPLO
What are our goals?
www.freeyouproject.eu
@freeyounext.eu
FREEYOU NEXT
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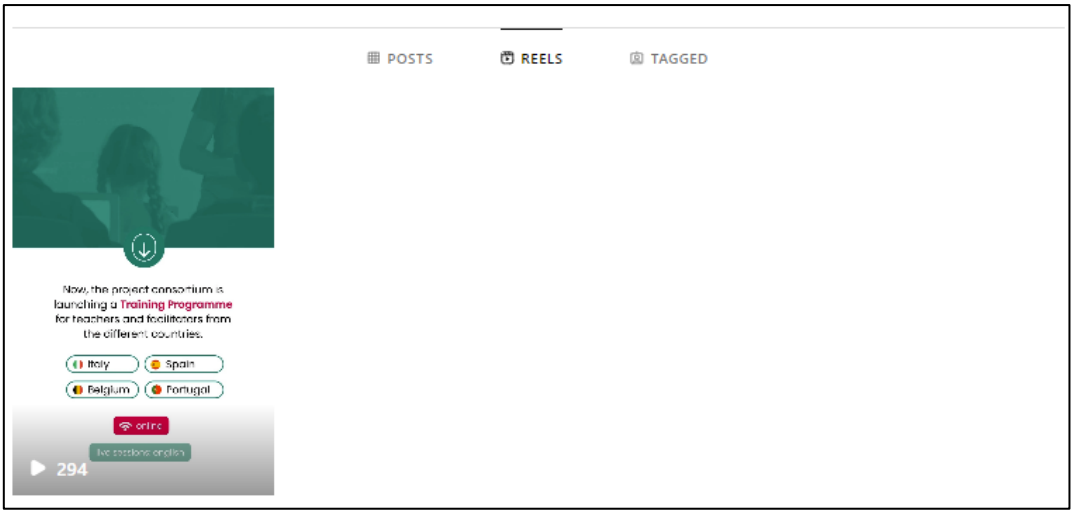

Publications in detail

No	Date	Topic	Content
1	2023/03/22	Project presentation	Welcome to our Instagram page! FREEYOU Next is a project co-funded by European Union (under the Creative Europe Programme (CREA)) and coordinated by MEET (@meet.digitalculturecenter). Other entities are also part of the project as: @gluon_bxl INOVA+ (https://inova.business/) @fundacionzcc @dataninjaschool The project is addressed to young people/digital native as main target of beneficiaries. The overall objective of the project is to explore the use of digital languages and creativity and technologies to allow the active and aware participation of youths and young artists, to the media democracy and political debate concerning the future of EU, investigating at the same time possible models of impact on the EU political agenda, also reinforcing the role of the artists in the media literacy echo-system and, more broadly, in the society. #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision
2	2023/04/10	Project Goals	Do you know what are our goals? The project is addressed to young people/digital native as main target of beneficiaries. The overall objective of the project is to explore the use of digital languages and creativity and technologies to allow the active and aware participation of youths and young artists, to the media

			democracy and political debate concerning the future of EU, investigating at the same time possible models of impact on the EU political agenda, also reinforcing the role of the artists in the media literacy echo-system and, more broadly, in the society. #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision
3	2023/04/18	**MEET presentation**	MEET is the Italian organization that supports digital culture and creative technology. MEET was born out of Meet the Media Guru with the fundamental support of Fondazione Cariplo. The first partner is the platform of thoughts, ideas and events focused on innovation and digital technology the art critic and digital culture expert Maria Grazia Mattei founded in 2005; the second partner is one of the world's main philanthropic organizations which aim is to help organizations to better serve their community and give ideas a future. MEET delivers a massive plan of on life – on line and on site – activities that bring people to experience and embrace digital technology as a part of their daily life and a resource for their creativity. MEET aims to reduce Italian digital cultural divide. Other key factors are exchange, discussion and building of new projects together with several international partners, first of all the Toronto George Brown College, namely the Institute Without Boundaries specialised in multi-disciplinary and shared planning. Designed as a social-oriented institution, MEET collects, promotes and shares creative ideas and innovative projects to reduce the digital cultural divide and guarantee an increasingly more active participation with an approach centred on meeting and inclusion. MEET's main partner is Intesa Sanpaolo; the digital culture center is powered by Artemide, ETT, Mediatrade and Peugeot.
4	2023/04/21	**World Creativity and Innovation Day**	On April 21 every year, the world celebrates World Creativity and Innovation Day with the aim of raising awareness about the significance of creativity and innovation in all aspects of human development. This special day was officially adopted by a United Nations (U.N.) resolution in 2018 and designated to be observed on April 21 annually. It is important to note that creativity and innovation play a crucial role in achieving the sustainable development goals set forth by the U.N. While the terms "creativity" and "innovation" are often used interchangeably, they are actually distinct concepts that work together to achieve a common goal. Creativity involves generating original ideas, whereas innovation involves implementing those ideas in practical ways that lead to positive change. Both creativity and innovation are essential for achieving desired outcomes and driving progress.

			Source: https://nationaltoday.com/world-creativity-and-innovation-day/ #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision
5	2023/04/28	**Gluon Presentation**	Since its inception, GLUON has been raising awareness about global challenges. After all, a thriving society builds on a balanced interaction between the human and exact sciences, between people, their technological achievements, and the natural environment on which they depend. We find interactions between researchers, artists, citizens and students indispensable in a joint search for solutions to the dangers and challenges that affect this system. To this end, GLUON is developing a platform that maximizes collaborations and confrontations between these different actors. Our most important mission is to stimulate partnerships between artists, science and technology. The Art&Research operation of GLUON facilitates and supports artists' residences in the R&D departments of companies and research institutions on the one hand, and scientists' residences in artists' studios on the other. These interactions provide artistic and philosophical results, but also innovative ideas, services and products in non-artistic sectors. Follow: @gluon_bxl #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision
6	2023/05/10	**INOVA+ Presentation**	INOVA+ is a consulting company that for 25 years has been supporting innovation, promotion of R&D projects and access to funding, contributing to the growth and success of organisations. INOVA+ has also experience in communication and dissemination across different areas (policies, educational programmes, technology, innovation, and many others). #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision
7	2023/05/10	**Fund Zaragoza Presentation**	FZC carries out its activities in Etopia, a space of more than 16,000 m2 open to citizens, the social and business fabric and the city's pool of creators interested in developing, exploring and sharing new ideas. Etopia functions at the same time as a centre for contemporary culture, a showcase for avant-garde artistic expressions, a workshop for creators, a training space, a laboratory of ideas for the digital city and an incubator for cultural and creative companies. All kinds of people come to its spaces to meet others with whom they share the desire to experiment.

			Since 2013, FZC has actively contributed to the annual programming of content and activities at Etopia.
8	2023/05/10	**Dataninja Presentation**	Dataninja is a company born from a working group based in Italy and active in Europe since 2012 with the aim of helping people to live and work better using data. They do this through engaging training courses, educational products and data-driven dissemination content. The main area of work is training: Dataninja School is a platform where you can find courses in interactive format to learn how to find, analyze and visualize data. With Open the Box, the first Italian media and data literacy project aimed at high school students, Dataninja wants to invite students, teachers and educators to open the boxes of content they encounter online every day to understand how they work and get more informed information.
9	2023/05/22	**New Website presentation**	Our website is up and running! Check here for some information about our purpose, plan and mission. #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision
10	2023/06/12	**FREEYOU Tool**	Do you know the platform developed by our preceding project (FREEYOU)? 👀 You can search by http://20.56.11.32/moodle/ to find the platform with didactic materials and courses for teachers and facilitators in English, Greek, Spanish, Italian and Portuguese. 👉 This platform allows you to have access to educational resources and materials designed for teachers and for anyone interested in organizing a FREEYOU workshop. In it, you will find the contents in 5 languages and per language the following training sessions: Introduction Fact checking Meme Artificial Intelligence 😉 And for each session you will find Activities to do with students: Fact checking (Activities 1, 2 and 3) Memes (Activity 4) Artificial Intelligence (Activity 5) You will find materials, videos, quizzes and exercises for each session. 😎 You will also have the opportunity to join the FREEYOU

			international facilitator community and the discussion forum; a place where you can exchange ideas, tips, and materials. #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision
11	2023/06/12	**FREEYOU - Online training for teachers and facilitators**	During the previous project, teachers and facilitators were invited to test the FREEYOU materials and resources in their classrooms. Now, you can see the workshops recorded. Each workshop has a focuse on a different topic and it last 2 hours, with an introductory session and hands-on session. Check our previous website: http://freeyouproject.eu/workshop/online-training-for-teachers/ #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision
12	2023/07/17	**Call announcement**	👉Call for Digital Artists👈 This call is part of the European FREEYOU Next Initiative, which aims to empower and promote media and data literacy among young people. 🎉 FREEYOU Next announces an international call to select 3 digital creatives to participatea 6-month programme, which will run from November 2023 to May 2024. The programme will include virtual meetings, mentoring and a physical residency of at least 2 weeks. The selected projects will address the challenges posed by digital media and social networks, especially their impact on self-esteem, the unrealistic expectations they generate in users and their influence on the relationship with the environment. The aim is to offer a new perspective on the media relationship and to involve teenagers in the creative process. Check our website to find out more. #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision #call #artists
13	2023/07/18	**Call announcement**	FREEYOU Next is launching a international call 🎉 for participants to select 3 digital creatives, to join a 6-month Fellowship Programme (between November 2023 and May 2024) consisting of a blended approach with online meetings, mentorship, and a 2-week at least physical

			residency. 👉 Each hosting partner has set up a question related to a specific subtopic. So first, choose your hosting organization and respond to their specific challenge: ☑ @meet.digitalculturecenter (Italy) Koinocene: a new era of interconnectedness among human beings, other living organisms, and even non-living beings, including AI. How to activate relationships between different intelligences to foster digital awareness and creativity in young people? ☑ @fundacionzcc (Spain) - How is the algorithm rule changing the perception of ourselves and the way we construct our selfesteem and relations with peers? How is making opinions evolve? Is it affecting our relations with the environment and others? What is the impact on our mental health? ☑ @gluon_bxl (Belgium) - The power of visual manipulation - How can artists raise awareness about the prevalence and impact of image manipulation, deepfakes, and visual disinformation? How can artistic interventions encourage critical visual literacy and equip individuals with the skills to detect and analyze manipulated images in the digital age? 🌐 Check our website to find out more. www.next.freeyouproject.eu #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #dataliteracy #criativity #europeanunion #europeancommision #call #artists
14	2023/07/19	**Call announcement**	FREEYOU NEXT - INTERNATIONAL CALL 👉 We will select 3 digital creatives to join a 6-month Fellowship Programme 👉The selected fellows will receive a grant of €20.000 🌐 Check our website to find out more. www.next.freeyouproject.eu #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #dataliteracy #criativity #europeanunion #europeancommision #call #artists
15	2023/08/30	**Call announcement**	FREEYOU NEXT - INTERNATIONAL CALL 👉 We will select 3 digital creatives to join a 6-month Fellowship Programme 👉The selected fellows will receive a grant of €20.000 🌐 Check our website to find out more. www.next.freeyouproject.eu

			#freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #dataliteracy #criativity #europeanunion #europeancommision #call #artists
16	2023/08/30	**Call announcement**	FREEYOU Next is launching a international call 🎉 for participants to select 3 digital creatives, to join a 6-month Fellowship Programme (between November 2023 and May 2024) consisting of a blended approach with online meetings, mentorship, and a 2-week at least physical residency. 👉 Each hosting partner has set up a question related to a specific subtopic. So first, choose your hosting organization and respond to their specific challenge: ☑ @meet.digitalculturecenter (Italy) Koinocene: a new era of interconnectedness among human beings, other living organisms, and even non-living beings, including AI. How to activate relationships between different intelligences to foster digital awareness and creativity in young people? ☑ @fundacionzcc (Spain) - How is the algorithm rule changing the perception of ourselves and the way we construct our selfesteem and relations with peers? How is making opinions evolve? Is it affecting our relations with the environment and others? What is the impact on our mental health? ☑ @gluon_bxl (Belgium) - The power of visual manipulation - How can artists raise awareness about the prevalence and impact of image manipulation, deepfakes, and visual disinformation? How can artistic interventions encourage critical visual literacy and equip individuals with the skills to detect and analyze manipulated images in the digital age? 🌐 Check our website to find out more. www.next.freeyouproject.eu #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #dataliteracy #criativity #europeanunion #europeancommision #call #artists
17	2023/09/01	**Call announcement**	👉Call for Digital Artists👈 This call is part of the European FREEYOU Next Initiative, which aims to empower and promote media and data literacy among young people. 🎉 FREEYOU Next announces an international call to select 3 digital creatives to participatea 6-month programme, which will run from November 2023 to May 2024. The programme will include virtual meetings, mentoring and a physical residency of at least 2 weeks. The selected projects will address the challenges posed by digital media and social networks, especially their impact on self-esteem, the unrealistic expectations they generate in users and their influence on the relationship with the environment. The aim is

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18	2023/09/13	**Call announcement**	📢 IMPORTANT ANNOUNCEMENT 📢 The deadline of the open call was extended to 24/09/2023 (23h59 CET). There are no excuses to participate! LINK IN BIO ⏳ #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision #call #artists
19	2023/09/26	**Call announcement**	📢 IMPORTANT ANNOUNCEMENT 📢 The deadline for the open call was extended to 30/09/2023 (23h59 CET). There are no excuses to participate! LINK IN BIO ⏳ #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision #call #artists
20	2023/10/27	**News are coming soon**	News are coming soon #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision #call #artists
21	2023/11/13	**Meet the Winning Artists**	This week we're announcing the winning artists of our #call. Kasper Jordaens presented the "Fake news Lab" project and chose Gluon as his residency. Take a look and learn more about the project. #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision #call #artists #europe #medialiteracy #AI #eacea
22	2023/11/14	**Meet the Winning Artists**	This week we're announcing the winning artists of our #call. Roberto Beragnoli presented the "Human in The Loop" project

			and chose @meet.digitalculturecenter as his residency. Take a look and learn more about the project. #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision #call #artists #europe #medialiteracy #AI #eacea
23	2023/11/22	**Meet the Winning Artists**	This week we're announcing the winning artists of our #call. Carlos Alcántara and Mayte Gómez presented the "A feeling machine. " project and chose @fundacionzcc as their residency. Take a look and learn more about the project. #freeyounext #freeyouprojecteu #creativeeurope #CREA #CREAmedia #CrossSectorial #medialiteracy #criativity #europeanunion #europeancommision #call #artists #europe #medialiteracy #AI #eacea
24	2023/12/04	**Training Sessions Launching**	FREEYOU Next is launching free Training Sessions for Teachers and Educators from Italy, Spain, Belgium and Portugal. 👉 Check out our website to find out more and apply to take part! @meet.digitalculturecenter @gluon_bxl @fundacionzcc @dataninjaschool #training #ai #data #literacy #teachers #europe

ANNEX II – Project Presentation Template

FREE YOU NEXT

FAKE
RISK
ESCAPING
THROUGH
THE EMPOWER-
MENT
OF YOUTH
NEXT

Co-funded by
the European Union

City: (name)
Date: dd/mm/yyy
Meeting topic: (title)

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

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The project

co-founded by European Union (under the Creative Europe Programme (CREA)), the project is addressed to young people/digital native as main target of beneficiaries.

Consourtium

MEET DIGITAL CULTURE CENTER | Fondazione CARIPLO

FZC

GLUON cation

GLUON Art Research

dataninja

INOVA+

The project builds on an open platform that promotes an aware use of social media among youngsters, through innovative format with a focus over the following themes:

Fact-checking

Artificial intelligence

News distribution and amplification

OVERALL OBJECTIVE

Explore the use of digital languages and creativity and technologies to allow the **active and aware participation of youths and young artists**, to the **media democracy** and **political debate** concerning the **future of EU**, investigating at the same time possible models of impact on the EU political agenda, also reinforcing the role of the artists in the **media literacy echo-system** and, more broadly, **in the society**.

WHY FREEYOU NEXT?

1. capitalize the contents, methodologies and communities developed by FREEYOU that covers 5 countries/languages (English, Italian, Spanish, Portuguese, Greek) and reached people (55 facilitators teachers trained, 440 students participated to the workshop, 13.509 timed accessed to the platform, 55 facilitators experienced)
2. enlarge the EU coverage of countries (+ Belgium) and languages (+ French, German, Dutch);
3. integrate the contents methodologies with the focus on data, use of data for societal challenges, data visualization;
4. involve young digital artists to work through data sketch and data sculpture to enrich the project methodologies and contents with artistic representations to boost emotional change of perspectives/visions and behaviours

AIMS NEXT

1. introducing a novel ecological approach in media and data literacy projects
2. better integrating media literacy skills (like fact-checking, manipulated images spotting), together with data literacy skills (as analyzing how visualizations can "lie", understanding how artificial intelligence works through synthetic media or bots).

Thanks to the new project the consortium will:

limit the impact of disinformation within the young generation: allowing transnational knowledge sharing and exchanges on media literacy policies and best practices across partners and beyond; developing an innovative cross-border media literacy initiative and community across Europe, changing digital media landscape and taking into account current youth behaviours.

rescue young people from being passive users at risk of manipulation making them engaged and able to use digital tools as a creativity trigger to become agents for change.

DATA LITERACY

Data literacy, the ability to read, work with, analyze and communicate with data. As data collection and data sharing become routine and data analysis and big data become common ideas in the news, business, government and society, it becomes more and more important for students, citizens, and readers to have some data literacy.

The concept is associated with data science, which is concerned with data analysis, usually through automated means, and the interpretation and application of the results. Data literacy is the ability to read, understand, create, and communicate data as information.
Data literacy focuses on the competencies involved in working with data. It is, however, not similar to the ability to read text since it requires certain skills involving reading and understanding data.

Gartner defines data literacy as the ability to read, write and communicate data in context, including an understanding of data sources and constructs, analytical methods and techniques applied, and the ability to describe the use case, application and resulting value. Further, data literacy is an underlying component of digital dexterity — an employee's ability and desire to use existing and emerging technology to drive better business outcomes.

WORK-PACKAGES

Work Package No	Work Package name	Lead Beneficiary	Effort (Person Months)	Start Month	End Month
WP1	Project management and coordination	1 - MEET	18	1	24
WP2	Building on the future	2 - Gluon	24	2	15
WP3	Prototyping the Next	4 - FUND ZARAGOZA	19	2	24
WP4	Piloting the present (FreeYou Next generation)	5 - DATANINJA	18	9	21
WP5	Dissemination and Exploitation	3 - INOVA+	27	1	24

Title

Write subtitle here

Write text here

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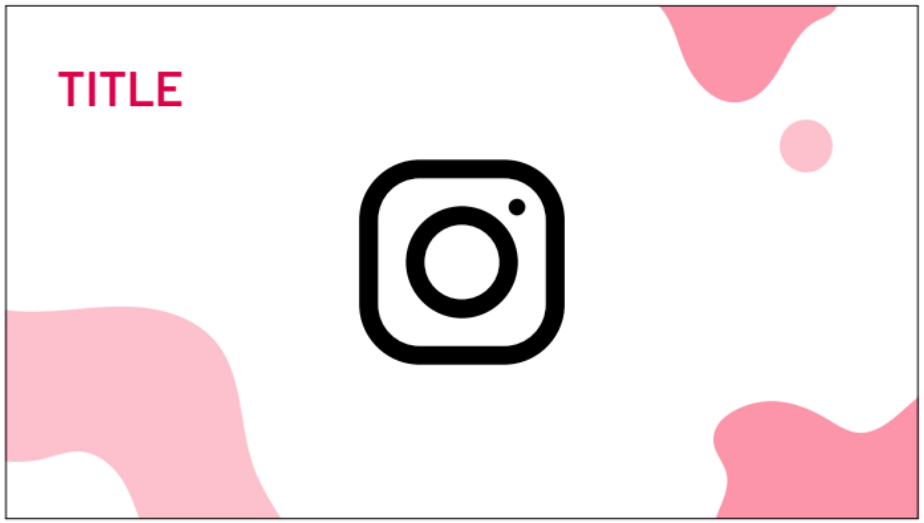
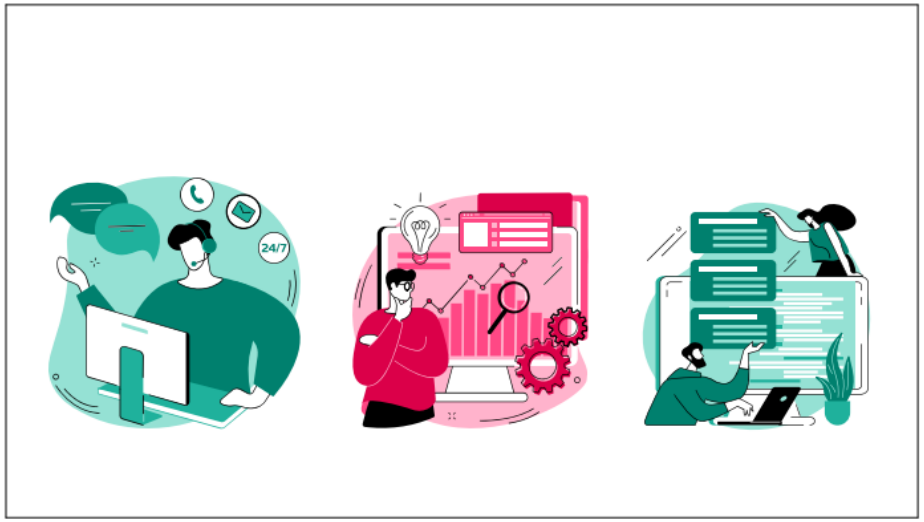
-note-


TITLE

Thanks!
Do you have any questions?
info@freeyouproject.eu
+39 02 36769011
https://next.freeyouproject.eu/en/
@freeyounexteu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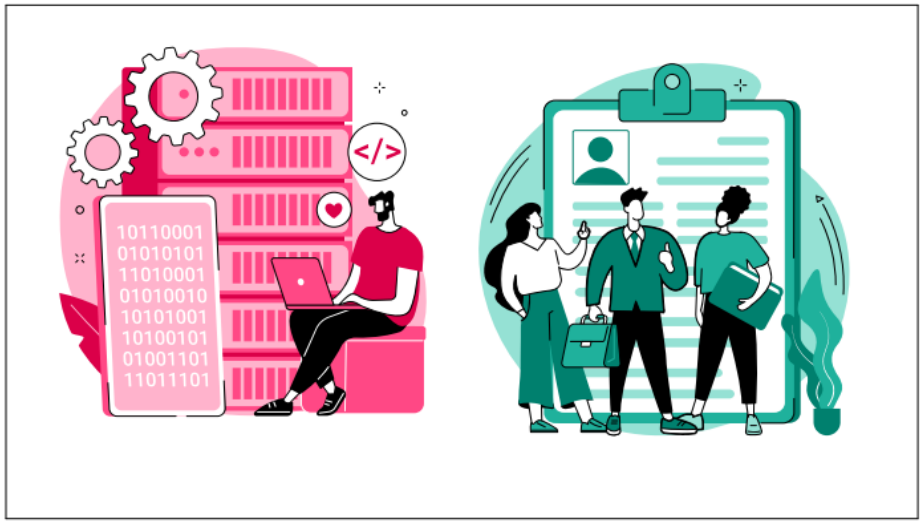

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