



**MEDIA OF THE
FUTURE**



Youth exchange
Media of the Future
Info pack 1



27 August – 3 September
Vratsa, Bulgaria

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TFNOW



Co-funded by the
Erasmus+ Programme
of the European Union



**HUMAN
RESOURCE
DEVELOPMENT
CENTRE**

Overview:

In times of questionable levels of media literacy among new and new ways of presenting information deceitfully, mixed with decreased trust in and freedom of the press, Europe needs to reevaluate what media means and what it will provide to its audience in the future – how it will build trust, investigate, keep itself sustained in a changing environment. Young people especially need to be involved in this process and find their own understanding of media, its production and value for their lives.

The Media of the Future youth exchange will invite young people from 7 countries from around Europe to get immersed in the media world, understand how a modern media works, experiment in the creation of media materials and finally – imagine what the media of the future will entail.

Through non-formal education methods, as well as hands-on experience, access to professionals in the field and the process of co-creation, the engaged young people will gain new skills and will transfer them to other youth in Europe through various media products they will create themselves (podcasts, visual representation of information, articles, interviews, videos, etc.) during a 6-day long mixed seminar and workshop in Vratsa, Bulgaria.



Objectives:

- to create a space, in which participants from very different circumstances and cultures from across Europe will be able to discuss the reality they live in, share their issues and the good practices they've witnessed, and gain a new understanding of the full situation regarding media across Europe;
- to give knowledge and experience to young people in the field of media and media literacy through non-formal education methods, discussions with experts, and hands-on experience;
- to empower young people to feel their agency in the creation of the future, specifically in the field of media and media literacy;
- to promote media literacy and its importance through materials, created by and for youth across Europe, in and out of the European Union.

Agenda:

27.08.2021: Arrival day

Day 1: Media day

Day 2: Media literacy day

Day 3: Looking into the future of media day

Day 4: Media in reality day

Day 5: Us as producers day

Day 6: Closing day

03.09.2021: Departure day



Participants:

- 4 young people (aged 18-30) and 1 group leader (no age restriction) from:
 - o Bulgaria – partner organization The Future Now Association
 - o Slovenia – partner organization Celje Youth Center
 - o Slovakia – partner organization European Dialogue
 - o Republic of Moldova – partner organization Diaconia
 - o Hungary – partner organization Municipality of Veszprem
 - o Spain – partner organization MUNDUS
 - o Italy – partner organization TDM 2000
- Interested in the field of media and media literacy and motivated to learn and create;
- Recommended for young people and strongly advised for group leaders: a working command of English
- All participants will receive Youthpass upon successful completion of the exchange

Travel & accommodation:

All participants can travel to Sofia, Bulgaria, on the arrival and departure days. Organized transportation between Sofia and Vratsa will be provided by TFN.

All participants have a travel budget of 275 Euro for the travel, and all travel documents should be kept and sent to TFN for reimbursement.

We will provide all participants with accommodation (in double and triple rooms) and all meals in Vratsa.

About Bulgaria and Vratsa



Founded in the 7th century, Bulgaria is one of the oldest states on the European continent. It is intersected by historically important routes from northern and eastern Europe to the Mediterranean basin and from western and central Europe to the Middle East.

The country is remarkable for its variety of scenery; its rugged mountains and relaxing Black Sea resorts attract many visitors. You can read up more over here: <https://www.britannica.com/place/Bulgaria>

In Media of the Future, we will be visiting and working in one of the most beautiful mountain regions of the country. Vratsa is the biggest town in northwestern Bulgaria. Situated at the foot of the Vrachanski Balkan, the town is the starting point for numerous caves, waterfalls and interesting rock formations. The most famous of them are the Ledenika Cave, Skaklya Waterfall and the Vratsata Pass.



About The Future Now Association



The Future Now Association (TFN) is a Bulgarian youth NGO that implements different initiatives and activities to contribute to the development and

activity of young people, based on the principles of mutual assistance and solidarity; to facilitate and create new opportunities for realisation of young generation; to represent and protect the interests of young people; to support, promote, and develop democratic values of civil society and protect freedom, dignity, and inclusion of children, young people and vulnerable groups of society.

To reach its objectives, TFN initiates and supports activities for implementation of scientific and applied researches, studies, programmes, and projects in the field of innovation in learning, multicultural bridge building, enhancing leadership development among young people, transfer of knowledge, expertise, and mentorship for students and young researchers.

The activities of TFN are related to:

- ✓ Empowering young people
- ✓ Fostering innovation in social and youth work
- ✓ Promoting just, peaceful and inclusive societies
- ✓ Finding and creating great opportunities for youth
- ✓ Supporting educational structures and life-long learning
- ✓ Increasing reach and impact of the youth sector
- ✓ Promoting gender equality

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