

NOVEMBER, 2024



ERASMUS+ PROJECT

MEDEA

NEWSLETTER

MEDEA – Developing Media Literacy to debunk gender related media manipulation and fake news
No. 2024-1-LV01-KA210-ADU-000243248



**WELCOME TO THE PROJECT
BY OUR TEAM FROM**

*Zonta Club
of Jelgava*



Skill Up Srl



*Novosadska
Novinarska Skola*



Welcome to the MEDEA project

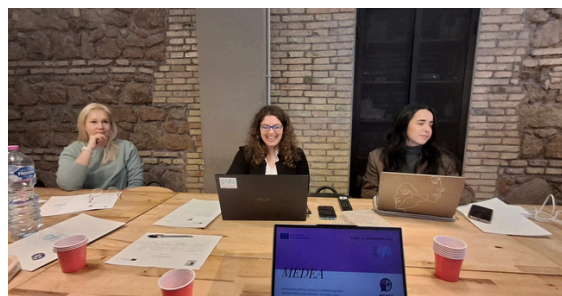
We are thrilled to announce the official launch of the MEDEA project, a collaborative initiative funded by the Erasmus+ Programme under Small-Scale Partnerships in Adult Education (KA210-ADU).

MEDEA's mission is to address pressing issues around media manipulation, gender-based disinformation, and the growing prevalence of technology-facilitated gender-based violence (TFGBV) through a comprehensive Media Literacy Toolkit.

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Why did we apply for the project

- 61.4% of the world's population — a whopping 4.95 billion people — use social media (Statista, 2023)
- This connectivity provides opportunities for education, commerce, and social interactions, yet it also presents new risks, such as online misinformation and gender-based violence
- The Economist Intelligence Unit reports that 38% of women worldwide reported personal experiences with online violence and 85% have witnessed digital violence against other women (EIU, 2023)
- A UNESCO report highlighted that only around 20% of the global population has adequate digital literacy skills. This gap in skills hinders individuals from recognizing credible information and increases susceptibility to online scams, misinformation, and cyberbullying (UNESCO, 2022)



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Written by the Project Team

Kick-off meeting

The project's kick-off meeting took place in Rome from November 14-15, 2024, hosted by our Italian partner, Skill Up Srl. Representatives from each partner organization - Jelgava Zonta Club (Latvia) and Novi Sad School of Journalism (Serbia), gathered to plan the project's first phase, laying the groundwork for the creation of tools to promote responsible media engagement and prevent the spread of harmful stereotypes and misinformation.

Follow us on social media

<https://www.facebook.com/MedeaErasmusProject/>

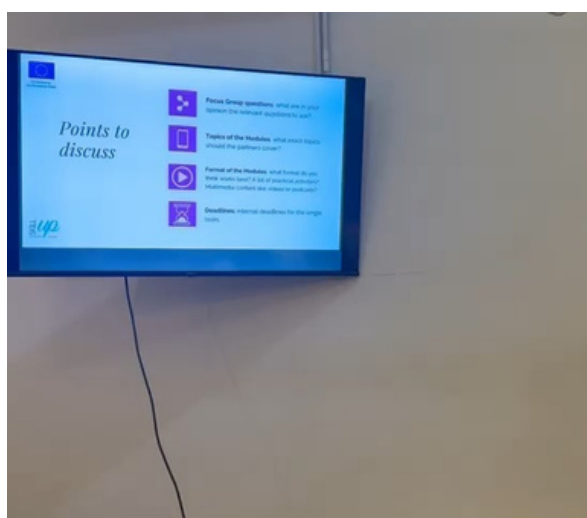
https://www.instagram.com/medea_erasmus/

Project's Goals and Impact

MEDEA aims to empower adult educators and young adults (18-25) by providing resources that encourage critical media consumption and production, with a focus on recognizing and combating Technology-Facilitated Gender-Based Violence. Activities will include toolkit development, training for adult educators and journalists, and pilot testing sessions with young adults across Europe. This project is set to produce tangible resources and foster positive social change by raising awareness of gender-related media biases and enhancing digital safety.

Contact us:

medeaerasmus.eu@gmail.com



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