EUROPROJECT

A WARRANT HUB COMPANY

Erasmus+ Cooperation Partnership
"CLICK WISELY" PROJECT

Media, Information and AI Literacy Course
for Secondary Schools

CHALLENGE:

Nowadays, we are experiencing rapid societal and cultural changes, characterized by technological expansion and growth of internet users. The world is witnessing an explosion of all kinds of information content on digital platforms, incl. educational, cultural and artistic, as well as pure entertainment. Users can benefit from continuous new sources of lifelong learning, but at the same time can face misinformation and disinformation, fake news, hate speech, and infringement of online privacy, among others. Most recently, **generative artificial intelligence (AI)** has made its way into everyday life, providing opportunities but also serious challenges to the information ecosystem through the possibility to generate misleading content, incl. images and videos (e.g. deepfakes), quickly and easily. **One way to handle these increasingly complex trends is via media and information literacy (MIL)** – the possession of a "composite set of knowledge, skills, attitudes, competencies, and practices that allow effectively access, analyze, critically evaluate, interpret, use, create and disseminate information and media products with the use of existing means and tools on a creative, legal, and ethical basis. It is an integral part of so-called "21st century skills" or "transversal competencies" (UNESCO).

People struggle to distinguish fake sources from information and the youngest users are particularly vulnerable. Schools are the one place where it is vital to train future citizens to understand, assess, criticize, and create information properly and teachers are the most important partners in attaining this goal (Council of Europe). **Enhancing media, information and AI literacy among learners and all citizens requires that educators themselves become MI & AI literate. The project addresses the need to support educators in creating lessons and tools to effectively teach MIL in the classroom.** The project courses will encompass a context for understanding AI's core concept and capabilities, as well as its influence on MIL. In addition, youngsters learn better when they are having fun, so "CLICK WISELY" is further aimed at developing an interactive user-friendly downloadable app, which would facilitate the young users in a fun and non-aggressive way to safely navigate the current media landscape and be aware of the expansion of AI, machine learning and digital technologies. Educating different generations and layers of community is a key strategy to achieving a multiplier effect - reaching up to society at large.

PROJECT OBJECTIVES:

The main objective of the project is to **develop and spread a comprehensive media and information literacy blended-learning course with WebQuests** for secondary school students. The specific objectives include:

O1: Develop a **training course on two different educational pathways** – for educators and for students.

O2: Develop an innovative **guidebook for trainers**, which would assist educators in teaching AI and MIL at secondary school level through specialised WebQuests.

O3: Develop **a mobile app** for youngsters, as a support tool to the course, which would include gamification, WebQuests, real stories, podcasts and interactive tests and accessibility features;

O4: Training sessions to demonstrate the contents, implement and assess the outcomes of the course in selected schools throughout the EU, finalisation of the project results;

PROJECT ACTIVITIES (WORK PLAN):

WP1: Training course for trainers and students

WP2 Training for trainers: guidebook

WP3: Development of game app with WebQuests for students

WP4: Practice makes perfect – training sessions

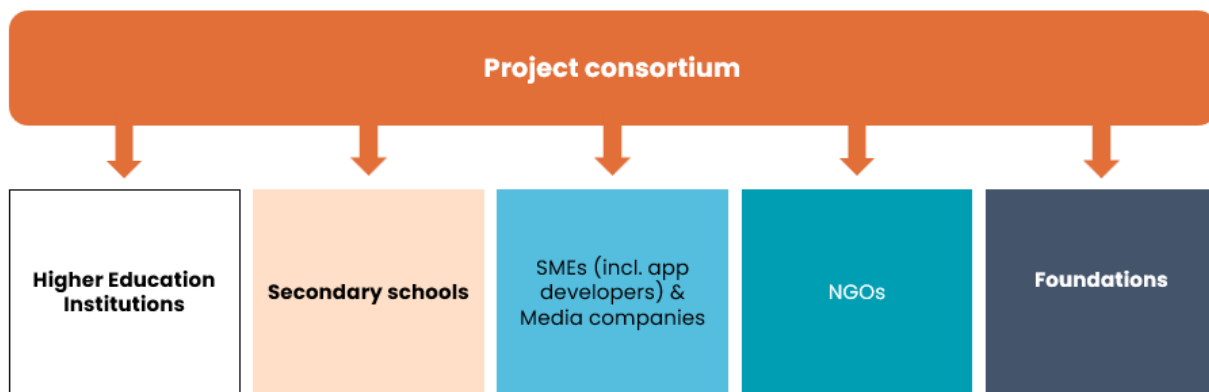WP5: Communication and Dissemination

WP6: Project Management

EXPECTED IMPACTS:

- **Improve** currently available MIL pedagogical teaching methodologies and learning contents, focusing on the advancement of AI.
- **Raise awareness and strengthen teachers' knowledge and competencies** on the subject of MIL and generative AI.
- **Build** students' and teachers' MIL and AI knowledge and skills.
- **Facilitate** students' learning using an interactive and gamified mobile app.

PARTNERSHIP DESCRIPTION:

The project will gather organizations with a wide variety of expertise, including:

Project consortium

| Higher Education Institutions | Secondary schools | SMEs (incl. app developers) & Media companies | NGOs | Foundations |

KEY FIGURES

Budget & Funding

EU contribution: up to 400,000 EUR
Funding rate: 100%
Number of partners: 5-6

Deadlines & agenda

Deadline: March 2024
Duration: 24 - 36 months

Type of project & activities

Cooperation Partnership Testing/implementation of innovative practices.

COOPERATION PRINCIPLES:

To develop a quality proposal, Europroject will engage two consultants for this project. The cost of these consultants has to be covered by a participation of the partners to the funding of these services for the whole proposal setting up, divided between the partners on the basis of fixed fee of **4,000 EUR** per partner, and a success fee of **5%** of the individual project budgets of the partners (the latter due only in case of success of the proposal).

FURTHER INFORMATION

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ANNEX – ABOUT US

WHO ARE WE?

Europroject is a consultancy company created in 2005 and specialized in the setting-up of European collaborative projects. Europroject and our French sister company Euroquality are part of the Italian consultancy group TINEXTA alongside its Warrant Hub S.p.A company.

We are deeply specialized in the setting up and management of innovative European projects in three programmes:

- **Horizon Europe** – Framework programme for research, development and innovation in Europe, evolving this year into the new Horizon Europe programme
- **LIFE** – Framework programme for environment
- **Erasmus +** - Framework programme for education

Our clients are diverse and complementary in the framework of breakthrough European proposals: innovative companies, research institutes and universities in Europe, public bodies, SMEs, NGO`s from all around Europe.

OUR SETTING-UP METHODOLOGY

Phase 1 – Construction of the partnership and discussions around the concept	Phase 2 – Animation of the consortium and structuring of the project	Phase 3 – Proposal writing
1.1: Analysis of the call and definition of the main requirements of the European Commission	2.1: Definition of the work to be performed during the project i.e. work programme	3.1: Technical annex writing: excellence, impact & work programme
1.2: Identification of the project potential coordinator to build the concept and target the most innovative partners in Europe	2.2: Definition of the leaderships and tasks	3.2: Presentation of the partners, consortium as a whole, management process and external advisory board structure (if needed)
1.3: Individual discussions with the partners to collect their ideas and interests	2.3: Definition of the budgets – individual and global	3.3: Administrative forms
1.4: Validation of the concept with the potential partners	2.4: Draft of the IP and consortium agreements	3.4: Budget justification
	2.5: Definition of exploitation, communication and business	

ON-LINE SUBMISSION

EXAMPLES OF OUR SUCCESSFUL PROJECTS – ERASMUS+:

Success4all	2016 2019	Development of an innovative e-learning platform providing access to training on entrepreneurship skills for European students, with a particular focus on those with special needs
nZEBRA	2023 2026	nZEBRA aims to empower and equip students to actively participate and contribute to sustainable building construction field throughout its entire life-cycle. Challenge- and project- based approach will be established to enhance relevant knowledge and skills to enable students to make a significant impact in innovating in the building and energy performance management, leading to diminishing built CO_2 emissions, sensibly using professional BIM/BEM software.
Let's Steam	2019 2022	The LET'S STEAM project aims to enable teachers to acquire knowledge on how to use programming opportunities to teach STEAM subjects in secondary schools.
Map4 Accessibility	2021 2024	Map4Accessibility will develop a pan-European accessibility mapping app which provides information on the accessibility of public spaces.
SCORE	2021 2024	The project SCORE aims to contribute to the holistic effort to address the environmental, societal and economic challenges that our societies are facing through promoting circular economy education adapted to 15-24 age group in order to incite sustainable behaviour changes. The project will actively improve and increase young people's
HIRING	2019 2022	HIRING aims to prepare the current and next generation of human resources managers to the integration of artificial intelligence tools in their position.
FOOD IMPROV'IDERS	2020 2022	The FOOD IMPROV'IDERS project aims to design, develop and test learning materials conducive to the integration of producers in fairer food chain models and improved understanding of consumers' needs and expectations.
EntRENEW	2020 2022	The EntRENEW project will develop a trans-disciplinary HE blended-learning course in Entrepreneurship in Renewable Energy (ERE) at the intersection of entrepreneurship and technology.
BIMaHEAD	2021 2023	The main objective of the BIMaHEAD project is to support building digital readiness in higher education institutions and to support students in construction related degrees to adjust to the new online education environment created by the COVID-19 pandemic.