EVENT DESCRIPTION SHEET

PROJECT	
Participant:	3 - Fundacja Akcelerator Obywatelski Spark (Spark Foundation)
PIC number:	887435832
Project name and acronym:	CTRL-MEDIA: Learning together. Media literacy across generations.

EVENT DESCRIPTION			
Event number:	WP1		
Event name:	International Conference and Training of Trainers		
Type:	Conference and training		
In situ/online:	in-situ		
Location:	Wrocław, Poland		
Date(s):	13-14.05.2026		
Website(s) (if any):	https://you-net.eu/eu-project-media-lit/ctrl-media/		
Participants			
Female:	31		
Male:	28		
Non-binary:	0		
From country 1 [Italy]:	2		
From country 2 [Spain]:	2		
From country 3 [Greece]:	2		
From country 4 [Slovenia]:	2		
From country 5 [Portugal]:	15		
From country 5 [Hungary]:	1		
From country 6 [Poland]:	35		
Total number of participants:	59	From total number of countries:	6
Description			

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Provide a short description of the event and its activities.

International Conference

The first international event of the CTRL-MEDIA project was prepared under the leadership of SPARK Foundation. The International Conference "Media Talks Across Generations" a.k.a. "From Disinformation to Societal Resilience: Intergenerational Strategies for Information Security" took place on the 13th of May 2026 at the facilities of the Institute of European Studies of the University of Wroclaw, in Poland.

Spark Foundation activated its local (The University of Wrocław and Projekt Akademia Association) and international partners (YouNet Reggio Emilia, MOVE IT, ENID and Casoris) in order to enhance cooperation and outreach of participants.

The conference was open to the general public and advertised among higher education institutions, secondary schools, and NGOs to ensure a broad representation of participants.

The event was bilingual, and activities were conducted in both English and Polish.

After the welcome of the guests and participants, and the presentation of the CTRL-MEDIA project in relation to the conference, participants were divided into two groups according to their languages (Polish or English).

In the first block of sessions, the panels were held in parallel, on different topics, as follows:

- Polish session: "Wojna hybrydowa i odporność społeczna w erze dezinformacji" / "Hybrid warfare and societal resilience in the era of disinformation"
- English session: "Youth and Information Warfare: How to Recognise Threats?"

The Polish panel was conducted in the form of a lecture dedicated to the mechanisms of hybrid warfare, information operations, and the role of societal resilience in countering modern security threats.

Meanwhile, the English panel focused on the Russo-Ukrainian war as a theatre of modern information warfare and the impact of disinformation on the security and stability of Central and Eastern Europe. Participants explored the mechanisms of propaganda, manipulative narratives, and the role of social media in shaping perceptions of the conflict.

The first block of sessions was followed by a coffee break and informal networking among all participants and panelists.

The conference resumed for the final session "Don't fall for fake news: Debunking and Fact-Checking Workshop". The session was facilitated by the panelists and involved all participants in an interactive workshop held in English.

The facilitators encouraged the exchange of experience among the participants about practical tools for identifying disinformation, verifying online content, and recognizing manipulation techniques. The session focused on strengthening digital resilience and developing critical information analysis skills through collaboration and joint practical exercises. The diverse background of participants enriched the conversations, as they shared their day-by-day experiences from different socio-political and cultural realities, from different parts of Europe.

The conference concluded with the overall evaluation of the event. The organizers were given positive feedback, especially about the quality of the event and the competences of the facilitators and speakers. The active engagement of participants was appreciated, and the event was reported as very inclusive and engaging for both Polish and international guests.

In conclusion to the event, all participants were promptly provided with essential project data and a link to access the EUSurvey platform, and they were asked to fill in the survey.

Training of Trainers

The two-day event continued on the 14th May, with the International Training of Trainers, prepared by YouNet Reggio Emilia. The training sessions aimed to equip project partners with the knowledge, skills, and methodologies needed to facilitate inclusive intergenerational media literacy activities during the local workshops and Intergenerational Labs.

The day began with icebreakers that fostered trust and group cohesion. Then, the two facilitators from YouNet Reggio Emilia led empathy mapping activities in which participants explored how people from

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different generations experience online information, media, and digital environments. Through a scaling exercise based on thought-provoking statements, participants reflected on stereotypes and challenged assumptions around controversial topics related to media consumption and disinformation.

After a short break, participants focused on developing critical media literacy competencies through the "Spot the Fake" activity, where they analysed AI-generated images and videos, fake news, and online manipulation techniques. Working in small groups, they identified emotional triggers, credibility indicators, manipulation tactics, and the different risks that misinformation poses across generations. These skills will be crucial to transmit to young participants of the local workshops, so that they will be able to mentor seniors in spotting what is real and what is fake.

In the second part of the day, participants explored the principles of intergenerational learning, including reciprocal learning, reverse mentoring, dialogue and collaborative approaches, together with practical non-formal education methodologies, such as World Café, Dialogue Circle, Two-Way Mentoring, role play, and collective problem solving. These concepts were further discussed by participants addressing common challenges that may arise in mixed-age groups. Finally, the session concluded with the introduction to non-formal education learning activities' design, and a co-creation lab where participants put in practice what they have learnt during the day. In fact, knowing how to plan and implement learning activities will be essential in designing intergenerational media literacy workshops in the next phase of the project.

The second day of the international event concluded with peer feedback, evaluation, and reflection. Participants of the training were recognized by a certificate, and a group photo was taken at the end of the activities.

Social media posts about the Conference and Training:

Facebook event for promotion of the Conference - SPARK

Facebook post about the event of the Conference - SPARK

Instagram post to promote the Conference - SPARK

Facebook post about the Conference - SPARK

Instagram post about the Conference - SPARK

Follow-up post on the Conference - CTRL-MEDIA FB

Follow-up post on the Conference - CTRL-MEDIA IG

Follow-up post on the Conference - YouNet Reggio Emilia FB

Follow-up post on the Training of Trainers - CTRL-MEDIA FB

Follow-up post on the Training of Trainers - CTRL-MEDIA IG

Follow-up post on the Training of Trainers - YouNet Reggio Emilia FB

EDS publication links:

YouNet Reggio Emilia's website, under projects, under CTRL-MEDIA section

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).
2.0	07.07.2026	Update of participant numbers and update of description

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