

Call for Trainers

MEDIA ACADEMY+

Study Session

23 - 28 November 2026, Budapest, Hungary





The Media Academy+

We're very excited to open the call for **Trainers** for this year's **Media Academy+**, which will take place from **23 - 28 November 2026** as a **Study Session** (StS) in cooperation with the **Council of Europe** (CoE) at the European Youth Centre in Budapest. Travel, accommodation, and food will be covered by the event.

Media Academy is an important element of the European Youth Parliament's annual programme. This capacity-building event brings together young people and external experts to learn about the public relations sector and provides training in developing media and communications skills. The Study Session is based on this concept, but unlike previous editions of Media Academy, Media Academy+ will bring together 40 young people from across Europe, including members of youth organisations and media-interested young people, for a 6-day, deep-dive learning experience focused on **digital citizenship, media literacy, AI awareness, and the protection of democratic values**. Participants will also work in groups to **develop small media projects** that raise awareness of issues related to literacy, awareness of the use of AI in media, and the risk of AI-related disinformation in digital settings.

The Study Session will follow the Council of Europe's standards in non-formal education, human rights education, and participatory learning.

Head Trainers Vision

We live in times when the lines between physical and digital reality are not only **blurring** but **interacting** and **impacting** one another. The current landscape of digital media is rapidly evolving, bringing both unprecedented opportunities for democratic engagement and complex challenges due to increased information disorder, algorithmic bias, generative AI usage and ethical issues related to human rights. These times require new approaches to analysis, consumption and production of content, which in turn requires **a change of lens**. This is what the Media Academy+ 2026 is for.

Media Academy+ 2026 is designed as a **creative lab**. The key goal is to develop participants' skills and competences in finding new and innovative approaches to modern challenges in digital citizenship, new media, modern technology and understanding their effects on our information ecosystem. The expected outcome of the academy is to provide participants with transferable skills that they can apply in their youth organisations, academic institutions and day-to-day life.

Missions

1: Eye Out - Critical Seeking & Thinking

- Enabling the next generation of youth leaders to develop competencies to identify disinformation, navigate digital platforms and understand AI algorithms;
- Providing practical approaches to recognising content biases and protecting pluralistic democratic values online;



- Supporting trainees in recognising the importance of critically reflecting on consumed digital media content

2: Digital Resilience

- Equipping young people with the cognitive and technical skills required to navigate digital spaces safely and ethically;
- Providing a deep understanding of how to remain resilient against the psychological risks of information disorder;

3: Technological Agency

- Reflecting on participants' awareness of roles and responsibilities that come with using digital tools;
- Empowering youth to integrate AI and digital tools into their professional workflows ethically, efficiently, and with a human rights-centric approach.

4: Being Aware → Making Aware

- Transitioning from awareness to advocacy by moving beyond consumption and learning to campaigning, creating and spreading information within their own communities.

5: Effective Communication

- Providing participants with skills and resources in media production, communications and social media management for successful message delivery and effective communication online;
- Highlighting the importance of understanding the role of media, communication guidelines and clear language for audience engagement.

Programme Structure

The educational journey begins with the **Early Phase**. Participants will learn about basic media systems, role and purpose of media in youth work and personal life, how algorithms and Big Tech shape human rights and behaviour. They will get acquainted with the core concepts of platform governance and ecosystems, different analytical lenses and get familiar with media-literacy methods for fact-checking and source verification.

This foundational understanding transitions into the **Critical Phase**. Through analysing real-world scenarios, including European political campaigns and global events, participants will engage in exercises to identify dis-/mis-/malinformation, political propaganda, harmful narratives around a wide variety of topics, including AI-generated content. By working in small groups, they will answer questions such as: whose rights are at stake? How do power and bias operate here? What role do media creators play?

In the **Lab Phase**, participants will learn about and practice media production skills in photography, videography, graphic design, campaign development and content writing. Participants will be encouraged to responsibly use experimental media production methods, including generative AI tools.

The programme concludes with the **Impact-Reflection Phase**, where young participants will reflect on their overall learning and campaigning at the Media Academy+. They will analyse the skills they have learned and how they can apply them in their lives.

Who is this for?

If you are experienced or passionate about the intersection of emerging technology, digital citizenship, technology ethics, media literacy and critical thinking, and if you want to grow the next generation of European youth leaders that bridge those fields, we want to hear from you.

Let's shape digital Europe together!



About the Role

We are looking for **three Trainers** to join the educational team of Media Academy+ and contribute to the design and delivery of this 6-day Study Session, working closely with the Head Trainer, fellow trainers, and the Educational Advisor from the European Youth Centre Budapest.

As a Trainer, you will play an active role in shaping and implementing an inclusive, participatory learning experience grounded in the Council of Europe's standards of non-formal education, human rights education, and democratic citizenship.

Educational contribution

- Contribute to the development of the learning flow and session content in line with the approved Study Session programme and the Head Trainers' vision;
- Co-design and facilitate workshops and learning activities using participatory, learner-centred methodologies;
- Support participants' learning processes, reflection, and group work throughout the Study Session.

Programme development

- Integrate topics such as media literacy, digital citizenship, AI awareness, democratic participation, and countering disinformation into sessions and activities;
- Support participants in working on small group media projects that address challenges related to digital literacy and democratic values in digital spaces;
- Ensure learning activities are accessible, inclusive, and relevant to a diverse group of participants from across Europe.

Team coordination

- Collaborate closely with the Head Trainer and the wider training team in the preparation phase;
- Take part in online preparatory meetings ahead of the Study Session;
- **Participate in the in-person preparatory meeting** at the European Youth Centre Budapest (confirmation pending for either 6th-7th, 13th-14th or 18th-19th September 2026).

Implementation

- Facilitate selected sessions during the Study Session (23–28 November 2026);
- Contribute to creating a safe, respectful, and intercultural learning environment;
- Support group processes, peer learning, and participant engagement throughout the event.

Outputs & Reporting

- Contribute to documentation, reflection, and evaluation of the Study Session;
- Support input for the official Study Session report required by the Council of Europe;
- Participate in the online follow-up meeting after the Study Session.



Apply Now!

We encourage you to apply if:

- you have experience designing and facilitating **non-formal education**;
- have experience or a strong interest in topics such as **media literacy, digital citizenship, AI and society, democratic participation, communication, or youth empowerment**;
- you enjoy working as part of a collaborative and diverse trainer team and contributing actively to shared educational objectives;
- are open to engaging with **Council of Europe educational approaches** and quality standards for Study Sessions;
- you are available between May and November 2026;
 - Availability to **participate in the in-person preparatory meeting** at the European Youth Centre Budapest (confirmation pending for either 6th-7th, 13th-14th or 18th-19th September 2026)
- You reside in one of the **Council of Europe member states**

Candidates from **all youth-work backgrounds** are welcome - not only those with previous EYP experience. Travel, accommodation, and food will be fully covered by the event.

How to Apply

Please submit your application via [this form](#) by **25 May 2026, 23:59 CET**, responding to the following questions:

1. Please introduce yourself and share your educational/training experience relevant for Media Academy+.
2. Please reflect on one piece of media (music, audio, video, image, article etc.) which inspired you recently. What stood out to you the most about it?
3. What is your goal at the Media Academy+ and how does it connect to the Head Trainer's vision?
4. How do you envision your role within the training team of the Media Academy+?
5. Please outline your availability from May to November 2026.

There is no word limit to application questions. If you have any questions, please feel free to contact us via n.brandt@eyp.org.