

Call for Participants

MEDIA ACADEMY+

Study Session

23 - 28 November 2026, Budapest, Hungary





The Media Academy+

We're very excited to open the call for **Participants** 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 \(EYP\)](#) 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 the EYP 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.

Training 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** for the young people. 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.

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!



Who is this for?

We're looking for around 35 motivated young people who:

- are aged 18-30;
- reside in a Council of Europe member state;
- are interested in media literacy, digital citizenship, democracy, communication, social media, or artificial intelligence;
- are active in a youth organisation, community initiative, student group, media project, or other civic engagement activities, or are motivated to become active;
- are willing to actively participate throughout the entire Study Session;
- are able to work in English.

Candidates from **all youth-work backgrounds** are welcome - not only those with previous EYP experience.

Media Academy+ aims to bring together a diverse group of participants from across Europe. We particularly encourage applications from young people with different educational, geographical, socio-economic, and cultural backgrounds, as well as people from communities that are often underrepresented in international youth activities.

Practical Information

Date: 23-28 November 2026

Arrival: 22 November 2026

Departure: 29 November 2026

Venue: European Youth Centre Budapest, Hungary

Financial Arrangements

- Travel costs will be reimbursed according to the [Council of Europe reimbursement rules](#).
- Accommodation and meals will be fully covered.
- Participants are required to contribute the Council of Europe Study Session **participation fee of €60**.
- Participants must attend the entire programme to be eligible for reimbursement.



How to Apply

Please submit your application via [this form](#) by **7 September 2026**, 23:59 CET, responding to the following questions:

1. 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?
2. What is your goal at the Media Academy+? Why do you want to participate and what do you aim to achieve?
3. What specific themes within the Media Academy+ do you most closely connect with?

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