



SALTO

Collection of Flagship Projects

Youth Media Sharks: Media Literacy Upskilling

Supported by:

Erasmus+

EU Youth Programme Priority:

Digital Transformation

Topic:

Media, Information & Critical Thinking Digital Participation

Youth goals:

[Information & Constructive Dialogue](#)



Youth Media Sharks was a project to enhance media literacy among young people and addressed challenges like COVID-19 misinformation and the Russian-Ukrainian conflict. Participants from Portugal and Ukraine analysed media content, created awareness campaigns and developed an info-kit for their peers. This initiative bridged cultural gaps and equipped young individuals with essential media navigation skills.

What is Participation for you?

“In this project, ‘youth participation’ meant young people becoming leaders. They started by learning from mentors. As they gained knowledge, they took charge of the project. They not only learned about media literacy but also understood its wider importance. They felt driven to spread its significance among their peers. It’s crucial that they weren’t viewed simply as beginners, but rather as contributors making a meaningful impact.”

Anastasia Mazur PROJECT COORDINATOR



Wow!

The project began during challenging times, first with the pandemic and then the war against Ukraine. The participants faced these challenges directly and creatively, guiding young people through the era of misinformation and ‘info wars’. They used innovative methods, like memes, to share their findings and lessons with other young people.

Learn more about other amazing youth participation projects here: <https://participationpool.eu/project/youth-media-sharks-media-literacy-upskilling/>