

Call for Participants

APPLY BY May 18th, 2025.

peace |
INfluencers...

Empowering Youth Agency through
Creating Digital Content for Peace

Critical Eye Reading Digital Media Training Course

26th July - 2nd Aug 2025 | Pniewy, Poland



Co-funded by
the European Union

Key Details

1. **Duration:** 26th July - 2nd Aug 2025
2. **Commitment:** We'll have a full 6 days plus the evening of the 26th of July. So we recommend:
 - to arrive during the day on the 26th of July.
 - to have 6 full working days from the 27th of July until the 1st of August 2025
 - to have the departure on the 2nd of August.
3. **Location:** [Pniewy, Poland](#)
4. **Contact info:** Hamza, projects@poland.sci.ngo

About the host organisation

Service Civil International (SCI) is an international peace organisation, founded by Swiss pacifist Pierre Cérésole in the wake of World War I to promote understanding and a culture of peace among people from different nations. Since 1920, SCI has organised international volunteering projects, primarily through workcamps, and has grown to include branches in 40 countries alongside partner organisations supporting these initiatives. Learn more about SCI's work at [SCI.NGO](https://www.sci.ngo).

Stowarzyszenie Jeden Świat - SCI Poland (One World Association) is the Polish branch of Service Civil International, The Association's mission is to promote the idea of peace and understanding between people through international and national volunteering and educational programs.

About Peace INfluencers

Ever notice how our world seems constantly in crisis mode? Conflicts, climate emergencies, migration, and social unrest are everywhere and amplified 24/7 on our social feeds. This constant stream affects how we see these issues and often leaves us feeling overwhelmed rather than empowered. But here's the thing, social media isn't just amplifying problems, it can be part of the solution. Its borderless nature connects people globally and gives everyone a platform to be heard.

That's where Peace INfluencers come in. We're building a community of young digital creators who can cut through the noise and promote peace, dialogue, and social justice online.

Our Peace INfluencers project is an action! Here's how we're making it happen:

- We're creating practical resources **"Peace INfluencers Toolkit"** that youth organisations can use.
- **"Critical Eye Reading Media"** is our first hands-on learning experience where you'll develop the skills to see through media and understand what's going on.
- **"Crafting Influence Through Digital Narratives"** is our second training course, where you'll learn how to create content that doesn't just get likes but drives real change.
- Put your new skills to work in collaborative **awareness campaigns**.
- Take what you've learned back home and make waves in your community with supported **follow-up local actions**.

Want to learn more about the project? Check out our [website](#) for all the details!

Critical Eye Reading Digital Media Training Course

"**Critical Eye Reading Media**" is an international training program designed to empower youth workers, educators, and young leaders with the skills to navigate today's complex information landscape. Let's be real, we're drowning in content, overwhelmed by fake news, and pulled apart by divisive stories every day.

But here's the thing, you can do more than just get by in this media chaos, you can help change it for the better. This learning journey combines media literacy with practical peacebuilding strategies, providing you with how to build bridges with Peacebuilders, understand cultural differences in media, and use digital platforms to drive positive peace.

By the end of this program, you won't just be a savvier media consumer; you'll be equipped to help others see through the fog and use media as a tool for building more peaceful and inclusive communities.

What will you learn?

In "Critical Eye Reading Media," you'll gain essential skills to navigate today's digital landscape with confidence. You'll:

- Get the skills to look critically at what you're seeing across social media.
- Learn how to trace where content comes from and decide if it's trustworthy.
- Develop your "bias radar" to catch when content is pushing a particular viewpoint.
- Master the fundamental ideas that help you navigate today's complex information landscape.
- Discover what peacebuilding means and how it works in digital practice.
- Understand how the media can either fuel tensions or help resolve conflicts in troubled areas.



Methodological approach



This training is all about strengthening media literacy and equipping participants with the skills they need to navigate today's digital world confidently.

We'll use creative and engaging methods based on non-formal education, think hands-on learning, meaningful discussions, group work, and space for reflection. The focus is on empowering participants, encouraging critical thinking, and building practical skills that can be applied in real life.

While some parts of the training will use online tools, we'll also make space to unplug and recharge. With intentional digital detox moments in the beautiful natural surroundings of our accommodation, we aim to strike a healthy balance, combining meaningful learning with time to connect with nature and each other in a peaceful, inspiring setting.

Here's the draft agenda for the training course. Keep in mind that it's still subject to updates, we'll adjust it based on the learning needs of the participants that we gather from the application form. This means we'll tailor the course to better fit what participants are looking to learn, so the final agenda may look a bit different.

Critical Eye Reading Digital Media Training Course

26th July - 2nd Aug 2025 | Pniewy, Poland

S	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 7
	26.07.2025	27.07.2025	28.07.2025	29.07.2025	30.07.2025	31.07.2025	01.08.2025	02.08.2025
Morning session	Arrival time	Together, let's prepare for the week!	Peacebuilding 101: Definitions and Principles	Critical Connections, Media for Peacebuilding Campaigns	Media Dynamics in Conflict	Designing Your Online Action	Building Bridges with Peacebuilders	Departure time
Afternoon session	Definition and Scope of Media Literacy	Definition and Scope of Media Literacy	Cultural Sensitivity and Diversity in Peacebuilding	Free Afternoon	Navigating Media Minefields	Peaceful Pages: Designing Learning Materials	Reviewing the Journey	

Who is this training for?

Our course is designed for:

- ★ **Digital Youth Workers** - Professionals working with young people in digital spaces who want to sharpen their skills in digital journalism, peacebuilding, and creating inclusive online environments.
- ★ **Media-Focused Change Makers** - People who support youth facing social, economic, or cultural barriers and want to help them navigate digital spaces more effectively.
- ★ **Peace Advocates** - Activists and volunteers involved in peace initiatives who want to leverage digital tools and conscious media approaches.

To take part in the training, participants should:

- ★ Be **18 years** old or older
- ★ **Live** in one of these countries: *Bulgaria, Estonia, France, Italy, North Macedonia, Poland, Portugal, Romania, Spain, or Turkey*
- ★ Commit to join us for the **full training course**, from 26th July to 2nd August 2025
- ★ Commit to carrying out a **follow-up activity** in their local community after the training, putting their new skills and knowledge into practice
- ★ Feel comfortable communicating in **English**, as the training will be held in English
- ★ Be ready to get involved before the course too, this includes filling out a short questionnaire, sharing some relevant examples or materials from your organisation and joining an online prep meeting.

We encourage people from all walks of life, **no matter their background, gender, or personal story. Our goal is to create a safe and inclusive space where everyone feels respected, supported, and free to learn, grow, and build their skills together.**

Practical info

1. **Travel costs** Your travel costs will be reimbursed after the training course, based on the actual cost of your tickets—up to a set maximum amount per country. To receive the reimbursement, you'll need to:
 - a. Provide all original travel documents (tickets, boarding passes, invoices, etc.)
 - b. Submit them within the agreed timeframe after the training
 - c. Arrive and depart from the same location

Below, you'll find the maximum travel cost limits for each country.

Country	No. of participants	Travel cost for each participant	Green travel
Bulgaria	2	309,00 €	-
Estonia	2	309,00 €	-
France	2	309,00 €	€ 417.00
Italy	2	309,00 €	€ 417.00
N.Macedonia	2	309,00 €	-
Poland*	3	€ 56.00	-
Portugal	2	€ 395.00	-
Romania	2	309,00 €	-
Spain	4	309,00 €	-
Türkiye	2	309,00 €	-

* You'll be eligible for travel reimbursement if you're travelling more than 50 km to get to the training venue.

2. **Accommodation**, The training will take place at a school dormitory with basic but comfortable living conditions. You will **share a room with two other participants**, and the bathroom facilities will be shared as well. The dormitory is located in Pniewy, near Poznań, easily accessible from Poznań Main Station and Poznań Airport by public transport.



3. **Food**, During the seminar, we'll provide three vegetarian meals a day with vegan options. This choice reflects SCI's strong commitment to sustainability and climate justice.

How do you get involved?

It's time to take action and level up your skills!

To apply, just fill out the [online application form](#). By **May 18th, 2025**.

For the selected applications, you'll receive all the important details and practical information you need to get ready for the training course. We'll support you through the next steps so you're fully prepared for the learning experience!

If you have any questions, please contact Hamza at projects@poland.sci.ngo

Great digital content starts with great people!