DISERA PROJECT
OPERATIONAL VERSION

CONTEXT	
Field	Adult Education
Title	DIsinformation of Seniors in Rural Areas - DISERA
Start date	01.09.2022
End date	01.09.2024
Form ID	KA210-ADU-DAABBA07

PRIORITIES AND TOPICS	
Most relevant priority	ADU: Creating and promoting learning opportunities among all citizens and generations
Two additional priorities	HORIZONTAL: Addressing digital transformation through development of digital readiness, resilience and capacity HORIZONTAL: Inclusion and diversity in all fields of education, training, youth and sport
Topics addressed	Media literacy and tackling disinformation Digital skills and competences Tackling geographical remoteness and involving rural areas

PROJECT DESCRIPTION

What are the concrete objectives you would like to achieve and 'outcomes or results you would like to realise'? How are these objectives linked to the priorities you have selected?

The DIsinformation of SEniors in Rural Areas (DISERA) project aims at improving the media literacy of rural adult and senior man and women in Italy, Ireland, Slovakia and Republic of North Macedonia through awareness-raising on disinformation, capacity-building on digital skills and promotion of critical thinking to access, recognize and act on information. This project will contribute to promoting intergenerational inclusion, bridging the rural-urban divide and strengthening European values and citizenship in rural communities.

The project pursues the following specific objectives:

1. Strengthen the capacity of partner organizations to work transnationally focusing on media literacy within the rural adult and senior population;
2. Raise awareness of the problem and consequences of disinformation in European rural communities;
3. Strengthen relevant digital skills in the rural adult and senior population to access news, analyses content and recognize disinformation;
4. Bring the European dimension to people living in rural areas to ensure project sustainability and impact.

Thanks to the project, a more aware rural adult and senior population of disinformation with stronger digital skills will be able to sort through information and choose how to better informed themselves. In addition, beneficiaries from Italy, Slovakia, Ireland and North Macedonia who took part in international training and digital skills workshops comprehend the importance of the European Union and feel a sense of belonging to the wider European community. At the end of the project, participating organizations effectively cooperate at the transnational level and have proven their capacity to address educational needs of adults and seniors in rural areas.

The project directly contributes to creating and promoting learning opportunities among all citizens and generations, a specific priority in the field of adult education. Awareness-raising and training activities are aimed at adult and seniors in rural areas, with a view to building and strengthening European identity. DISERA also addresses two Erasmus+ horizontal priorities - inclusion and diversity in training and digital transformation.

On the one hand, it involves innovative learning opportunities to better outreach rural adult and senior populations who have usually fewer opportunities and face obstacles to participate in European Projects. Therefore, the project sets out accessible and inclusive activities such as a radio broadcasting course and training in senior centers and cafes in rural areas. DISERA also promotes digital transformation of rural communities through capacity-building on basic digital skills and literacy that beneficiaries need in their daily lives to access information. At the same time, partner organizations will make use of a combination of virtual cooperation and physical mobility, as well as use of communication and technology tool to plan, implement and disseminate project activities.

Please outline the target groups of your project
The target group of the "DIsinformation of SEniors in Rural Areas" (DISERA) project are adults and seniors (35 years or older) that live in rural areas. These areas, which represent almost 30% of the EU population and 80% of its territory, show a declining population and a relatively old demographic structure, poor opportunities on the labor market and access to services, resulting in a higher risk of poverty and social exclusion. Due to their age, economic situation and level of education, people living in rural areas are prone to receive, incubate and spread disinformation. For example, people with lower levels of education say that come across fake news less often and tend to be less confident identifying fake news

What will be the benefits of cooperating with transnational partners to achieve the project objectives ?
Transnational cooperation is beneficial to achieve the project objectives for different reasons. First of all, disinformation and information silos that lead to Euroscepticism arise in isolated and rural communities because they lack opportunities to share common experiences with other European towns. This project would allow beneficiaries to discover different viewpoints and challenge one's beliefs and prejudices. Hence, the creation of this small-cooperation partnership itself with partners from four different European countries is the first step to achieve the project objectives. Beneficiaries can experience European cooperation in their daily activities which can change their perspective when it comes to sort through information and news. Second, the project partners come from countries that experience different levels of disinformation awareness and ability of discerning news from false information.

Cooperation arrangements
How was the partnership formed? What are the strengths that each partner will bring to the project?
The main criteria chosen for the formation of this partnership are to have experience on the topic of disinformation and media literacy, with adults or seniors, based or operating in rural areas, capacity of dissemination of results and good practices.
EurAv is based in County Meath, a rural county neighbouring Dublin. It is a member of Working Group of Media Literacy Ireland and is led by socially-minded creative and media professionals, and has a strong command over the areas of the project. In particular, it has been involved in developing community media training as a way to combat disinformation. This training has involved practical ways to make low-budget social media memes, video clips and edited photos, which is a way to attract participants, but it is then linked to training in media literacy - how to fact-check for those receiving information and, importantly, how to recognize individual responsibility in ensuring the accuracy of information that it is shared.
With elderly people, EurAV has supported initiatives where they are taken through the different social media platforms and shown how to use them safely, while being trained on digital responsibility in information access and sharing. PYC, based in a small town in Slovakia, has experience mainly with the training of seniors through online seminars or educational activities at the level of senior organizations operating in their rural region. Their trainers are young people who know how to work better with the Internet and information as well as can better distinguish for example fake news and deep fakes.
Moreover, PYC, Slovakia has the ability of disseminate the results of the project in the form of training, seminars, online conferences, also through teaching activities at Universities for Seniors in Slovakia, where we they also lecturers.
EKE Bitola, from the rural town of Bitola, has built relations with professionals from the field of disinformation and fake news including local and national journalists engaged in non-profit sector activities and it is a trusted partner of New Horizons. In particular, they implement their mission through organizing educational training courses, exchanges/mobilities and volunteering opportunities locally and internationally. On a local level, they promote civic engagement by supporting local initiatives coming from the citizens and other associations.

Please describe the tasks and responsibilities of each partner organisation in the project.
Generally speaking, all project partners shall participate in all project management and implementation activities and take turn to be Activity Leader on a rolling basis. Activities include 2 Transnational Project Meetings, Development of Deliverables, Project Management and Monitoring, Dissemination and 4 Multiplier Events; and Follow-up.
All partners have their own distinctive expertise to contribute to the project, so the division of tasks and responsibilities have been thought out in a way to maximize their input and ensure a smooth cross-sectoral cooperation.

Task assignments will be calibrated to partners' area of expertise (non-formal education, project management, digital skills), so as to not only ensure Activities' feasibility and quality, but also the project's sustainability afterwards, stimulating future partners' individual initiatives.

NEW HORIZONS (NHO) who has significant experience in EU project management, non-formal education, research and IT programming, will take up general coordination and technical tasks. NHO shall initiate and manage frequent communication among all partners, set up the Project Roadmap and monitor work progress, provide support to all partners, exercise grants distribution, and be in direct communication with INAPP for reporting.

EurAv will be in charge of making research on the topic of digital/media literacy and disinformation on the basis of proper expertise and of the resources available. It will use this material for the preparation of the content for the activity of "Development of a Radio Broadcasting Course on Media Literacy in Rural Towns", so that every other partner may be able to translate it in the their own language and make it useful for the radio broadcasting in their local areas.

CPM will take care of dissemination of the project preparing material, designing DISERA Logo, graphics and website, and updating the means of information (website and social media) with short reports and uploading the deliverables (script of the radio course and format for digital skills workshops).They will also host the Final Meeting with integrated Study Visit.

EKE Bitola will prepare the format's structure of the workshop "Digital Skills Workshops for adults and seniors in rural areas" to be implemented in rural areas of each partner and will host the activity of "International training in mobility for rural adults and senior learners on the issue of media literacy".

Activity Title	Estimated start date	Estimated end date	Activity duration (in days)	Grant amount allocated to the activity (whole number) (EUR)
Kick-off transnational meeting	23/09/2022	25/09/2022	3	4 000,00
Evaluation and final transnational meeting	19/08/2024	23/08/2024	5	3 500,00
Project managent	01/09/2022	31/08/2024	731	12 000,00
Development of radio broadcasting course on media literacy in rural towns	01/11/2022	01/07/2023	243	16 000,00
Digital skills workshops for adults and seniors in rural areas	01/07/2023	01/04/2024	276	3 000,00
International training for rural adult and senior learners on the issue of media literacy for European citizenship	23/05/2024	28/05/2024	6	8 400,00
Launch event in each partner country	20/10/2022	25/10/2022	6	4 500,00
Multiplier Event in Ireland	24/07/2024	26/07/2024	3	2 000,00
Multiplier Event in North Macedonia	23/08/2024	23/08/2024	1	2 000,00
Multiplier Event in Slovakia	24/08/2024	24/08/2024	1	2 000,00
Multiplier Event in Italy	25/08/2024	25/08/2024	1	2 600,00
			1276	60 000,00

ACTIVITIES

Activity Details
1. Kick-off transnational meeting - ITALY
Lead Partner: New Horizons

The meeting aims to introduce partners to each other, discuss the principles of project management, have an overview of expected Deliverables and finalise the Quality, Dissemination and Sustainability Plans.

During this meeting, staff will define specific timetable with the main actions, the team and their roles. This is also an opportunity to share their previous experience with this specific topic and begin to build a stronger internal capacity to cooperate at the transnational level and learn from each others.

The meeting also aims to discuss the preparation of the radio broadcasting course (methods, template, elements) and activate Recruitment plan for local participants for the International Training.

Each partner shall send 02 representatives.

2. Evaluation and Transnational Meeting
Lead Partner: CPM
This activity aims to bring together the staff of each partner organization (two people for each organization) in Slovakia, to evaluate the work done as a partnership. During the meeting the partners will finalise all project results, prepare for the Final Report, and plan follow-up actions.

A summary document of the best practices learned, and effects recorded, in the educational program in media literacy and digital skills with adults and seniors and a report of good management practices learned from staff will be produced.

Each partner shall send 02 representatives.

3. Project Management
Lead Partner: NHO
Duration: 24 months
Day-to-day coordination of all project communication and implementation activities will be the task of DISERA Applicant, NHO. This means monitoring deadlines, dividing tasks among the partners; as well as liaising with the NA and handling any unexpected incidents. All other partners will also be obliged to contribute with ideas and input and be responsible for the project's implementation in their country.
NHO will be responsible for organizing 08 Online Meeting throughout the project lifespan.
A Project Management Handbook will be developed and include the detailed description of project activities and tasks, Organization and communication structure, financial information, etc.

CPM will provide the partnership with a detailed Communication and Dissemination Strategy which includes:
• Definition of target groups and dissemination channels to be used
• Project branding materials and tools,
• Frequency of dissemination tasks and monitoring tools

• Dissemination of the project in events external to the project: trackable through a Dissemination Report template.
Tangible products for such activities are:
- Development of Project Management Handbook and Project Roadmap
- Organization and implementation of 2 Project Transnational Meetings plus 8 Online meetings and related Minutes
- Constructing the Project Management Platform using Trello and Google Drive.
- Quality management Plan;
- Dissemination Plan;
- Websites
- Project Logo, Social media pages, articles, Posters, Banners, 4 Newsletters.

Development of radio broadcasting course on media literacy in rural towns

Lead Partner: EurAV
This activity begins with a review of available curricula, courses and MOOCs on media literacy, disinformation, and fake news on Erasmus+ platforms such as EPALE, European Youth Portal and project-specific websites. The leading organization will suggest a table of contents with topics for each episode. Once the partnership has agreed upon the structure, the partnership will develop the specific content of each episode based on the available information while adapting its tone and language to the target group: rural adults and seniors. The project team will review the script proposal and each organization will translate the script in each one's mother tongue - English, Italian, Slovak and Macedonian.

The partner organizations will contact local radios in Ireland, Italy, Slovakia and North Macedonia that broadcast in rural areas and present the script to position it in their program. The radio course will last approximately four months with an episode every other week (8 episodes of about 30 minutes). These broadcasts will be recorded and made public locally, so people who have not been able to listen can catch up with the class. The broadcasting script and recorded radio programs will be published on DISERA's webpage, each organization's website and social network and EPALE platform. In this way, this information will be openly available to other European organizations that are interested in improving media literacy through the use of radio.

The expected result of the activity is that the audience (rural adults and seniors in partner organizations' towns) is more aware of the issue of disinformation and its consequences in their communities. An important deliverable of this activity that will be made public locally and at European level is the radio broadcasting script that sums up all essential topics and existing information regarding media literacy and disinformation based on previous Erasmus+ projects that were developed for a younger and urban audience. This script is written with an easy-to-understand language and structure that can present complex concepts to adults and seniors living in rural areas.

There will be 8 episodes of 30 minutes in each country during 4 months.

Digital skills workshops for adults and seniors in rural areas
Lead Partner: NHO
This activity involves the organization and implementation of digital skills workshop in places where adults and seniors like to hang out, such as cafés, adult centers, etc. During these workshops, people will be trained on basic digital skills that they need to identify and filter fake news. At the same time, professionals of partner organizations will assist beneficiaries to teach them basic digital services and other useful skills. During these workshops, participants will be able to share their experiences and reflect on the meaning and effects of fake news in their communities and in their daily life.

This activity contributes to increase media literacy because people need digital skills to identify correctly fake news, to denounce these illicit practices and be more conscious of the digital world. Therefore there is a need of going beyond the awareness-raising to the empowerment of rural populations.

This activity contributes to increase media literacy because people need digital skills to identify correctly fake news, to
denounce these illicit practices and be more conscious of the digital world. Therefore there is a need of going beyond the awareness-raising to the empowerment of rural populations.

The Activity consists of the implementation of 8 workshops in each country every three weeks for six months for 1 hour. One staff from each organization will dictate the training workshop so the cost considers the hour-wage for four professionals who will work for 8 hours each.

International training for rural adult and senior learners on the issue of media literacy for European citizenship
Lead Partner: EKE
The TC will be attended by 22 participants (5 per partner, 6 for NHO and EKE Bitola) who should be adult/senior in rural areas and staff of partner organizations.

The TC shall result in a visible increase of participants' knowledge, confidence and depository of good practices.

On their return, 20 participants will get together with the local project partner during fortnightly Work Group to share their learning experiences, inform about their observations and judgment, and discuss adjustments.

During the training, the experts of Bitola, will explain in a simple and easy way to understand the theory and
practice of the field of Media (models of communication, society of information, history of media, analysis of the transition from analog to digital); of the distinction and production of different types of texts (enunciation, theory of the perception of the media, journalist models, distinction of information and entertainment, audiovisual content); of the media speech (verbal and audiovisual influence, demagoguery and manipulation techniques, ethical questions, validity and credibility of the content, rhetoric and argumentation in the media, identification of the authorial will); of political, commercial and social publicity (targeting operation, engagement technique, messaging effect).

The international training for rural adult and senior learners aims to promote a European culture with specific training on the issue of media literacy and European citizenship.

The expected result of the activity is to give the opportunity to adults and seniors in rural areas the opportunity to participate in an Erasmus+ mobility exchange with people from different European countries. The idea is to allow people to experiment the role of the EU in their daily life to understand their importance and common identity. Through the TC, participants will be able to critically analyze and test the media and to rewrite a summary based on its information from various sources and line of thought. Using advanced strategies to research information online, we can use it to assess the information's reliability.

Launch event in each partner country
Lead Partner: CPM
Every partner will organize a launch event in its country. The event will be held in person with the purpose of presenting the project's objectives, expected impact and main activities to the public, in particular the local stakeholders (i.e. municipal authorities, local residents, civil society associations) and receive feedback and proposals to ensure inclusivity and participation, take the attention of local citizens, in particular the elderly, who will directly benefit.

The activity will be helpful to advertise the existence of the project and its contents to the public and gather attention to it and its purpose. Local authorities, commercial shops, such as bars and cafés, but also sigle residents of small

towns and rural areas may get involved with proposals and/or putting public or private spaces at disposal for the planned activities. It may be also helpful in order to build a network in rural areas and attract.

We take into account the possibility to rent local public spaces for the presentation, printing of flyers and brochures, preparation of videos, powerpoint presentation or other materials.

Multiplier Event in all Partners' countries

During a 1 day dissemination conference in each partner country the results of the project will be presented to an audience of all sectors cover by the project: adults and seniors (35 years or older) that live in rural areas.

At least 20 national participants are aimed for. Press-releases will be sent-out to local/regional newspapers and media, so as to further attract attention.

A focus will also be put on how can all DISERA resources can be exploited and used by other key stakeholders and what are the possibilities for further develop them.

IMPACT AND FOLLOW-UP

To measure the objective of promoting and raising awareness through online and offline channels such as local press releases, local radio and social pages, we will measure the level of interest and kpi's through tracking, creating podcasts, live streaming events and Qr-codes of the project and training material.

We will also measure the impact on learners during digital training in workshops through a survey at the beginning and at the end of the training to observe if people feel more knowledgeable and confident regarding notions, terminology, tools, digital platforms and basic settings to create and manage one's own digital identity.

The project will measure if we have strengthened the European sense of belonging among people living in rural areas through transnational exchanges, to increase and improve the European integration process. We will witness the progress and experience of the DISERA project through video testimonies as they give a face to the project, create credibility, give an honest opinion.

During the project life time, explicit quantitative and qualitative indicators will be set for the project outputs to make sure that its impact can reach as a wide audience as possible.

Specifically:

- Questionnaires: 200 sent out or delivered in person and an estimated 150 completed in all partners 'countries
- Interviews: 40 people including all Target Groups give their input
- Interested stakeholders: There shall be as many as 300 people registered as newsletter subscribers, feedback givers
- Number of users registered for the Radio Broadcast: at least 200. This is also a qualitative indicator on the feasibility of the

project deliverables
- Number of downloads of the project public materials
- Number of participants at each multiplier event