



EU Green Tour

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GROWING MEDIA LITERACY

Media literacy took center stage in the EU Green Tour project with a comprehensive training programme designed to equip students from the project's pilot classes with essential journalistic skills and ethical awareness.

The initiative brought together young people from Greece, Sweden, Italy and Ukraine, fostering a truly European learning experience rooted in dialogue, critical thinking and sustainability.

The first transnational online training was held on 9 October 2025, marking an important moment of exchange among students from the four partner countries.

NEXT STEPS: THE MAGAZINE

The EU Green Tour project is now entering a crucial new phase, moving from training to full editorial production. After laying solid foundations in media literacy, journalistic ethics and responsible use of artificial intelligence, the next steps focus on the creation and launch of the EU Green Tour online magazine, designed to give students an authentic journalistic experience. The magazine is currently being developed and implemented by IT and digital media experts, who are working side by side with the project partners to ensure a robust, accessible and innovative platform.



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During this initial session, the project staff introduced the core objectives of the media literacy pathway, encouraging students to reflect on the role of journalism in contemporary society and on their responsibility as future "green reporters". The training then continued at national level with the second and third meetings on 17 and 30 October, conducted by each partner organisation in its own country. Key topics addressed during the sessions included journalistic ethics, the fundamental rules of journalism, and the responsible use of artificial intelligence in news production. Particular attention was paid to issues such as source verification, fact-checking, combating misinformation and understanding the opportunities and risks linked to AI-powered tools in the media landscape.



Far from being purely theoretical, the training was strongly hands-on and participatory. Students actively interacted with trainers, took part in discussions, and engaged in workshop-based activities that simulated real journalistic practices. Through collaborative tasks, case studies and content creation exercises, they were encouraged to think critically.

Far from being a simple blog, EU Green Tour will be a fully registered journalistic outlet, officially registered by the Court of L'Aquila (Italy). This formal registration marks an important milestone, as it grants the magazine the status of a real newspaper, operating according to professional journalistic standards. At the heart of the magazine will be its student journalists: girls and boys from the schools involved in the project's pilot phase. Guided by teachers and experts, they will write, edit and publish articles. The editorial structure of EU Green Tour reflects the project's vision and values.



Among the main sections is "Off the Beaten Paths", dedicated to sustainable itineraries, lesser-known destinations and responsible tourism experiences that promote environmental awareness and respect for local communities. Another key section, "Secrets Of", will give voice to local witnesses, storytellers and custodians of memory, revealing the hidden stories, traditions and identities of European territories. A particularly dynamic space will be devoted to Erasmus mobility experiences. Thousands of students travel across Europe thanks to Erasmus programmes, will animate a dedicated column within the magazine.



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