**Enriching youth digital, media, and soft skills using virtual mobility experiences in Sub-Saharan Africa and the EU, DigiTREE**

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**Abstract:** The DigiTREE project creates cross-cultural pathways for youth in the EU and countries of Sub-Saharan Africa for virtual exchanges geared towards media literacy, critical thinking skills, and soft skill development.

Through participation in online modules, teams of students will learn how to recognize rhetorical strategies used in online communication to persuade audiences. Young people will *analyze* their own everyday social and digital media use through collaborative group activities led by expert facilitators. Participants will *learn* *to recognize and resist misleading or inaccurate information* while practicing effective communication strategies to work together in multi-national teams.

The collaborative activities in DigiTREE will foster mutual understanding, cultural sensitivity, and soft skill development, which will increase participant employability and open doors for participants to explore new cultures beyond the scope of the project by connecting with people from across the globe.

The participants will gain an understanding of media literacy concepts while mapping out the differences and similarities in media consumption on a global scale. DigiTREE fosters active citizenship by giving participants the tools to create meaningful awareness campaigns through a variety of digital tools through the use of communication strategies learned during the course of the project.

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**Partner institutions:**

* Technologiko Panepistimio Kyprou, Cyprus
* Vilniaus Gedimino technikos universitetas, Lithuania
* University of Lusaka, Zambia
* Machakos University, Kenya
* University of Botswana, Botswana

**Objectives:**

1 – develop the educational program for media literacy and critical thinking skills development

based on existing frameworks and train program facilitators to deliver the course content and youth

mentors to assist in project activities.

2 – build an online learning module sequence to facilitate virtual exchange activities aimed at

media literacy and critical thinking skill development.

3 – implement five cycles of the virtual exchange educational program (a total of 1008 active participants on the online learning platform per 36 months).

4 – assess the learning outcomes and disseminate the project results.

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