

Co-funded by the
Erasmus+ Programme
of the European Union



MEGA - the project

its point of departure and the need for
a critical approach

What is MEGA?

“Make Europe Great Again”

A 2-years project funded by the Erasmus+ programme

6 organisations (Austria, Cyprus, France, Germany, Italy and Lithuania)



Main objective and target of the project

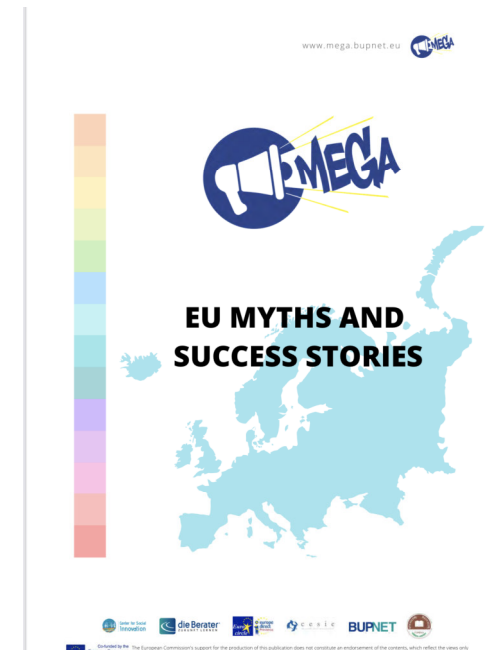
- MEGA aims at enhancing young people **critical thinking** and **media literacy skills**
- In order to **unmask euromyths** or fake news on the EU
- Specific focus on **social media**
- Double target group: **young people** and **youth workers**





Results of the project

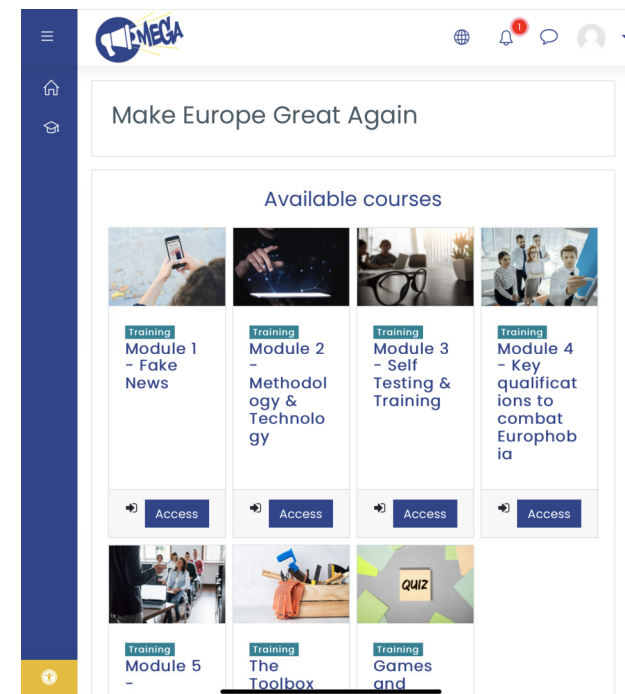
- **Compilation of EU-Myths and success stories**
- 145 EU myths + facts and useful links
- 60 success stories along with shortcomings of the EU





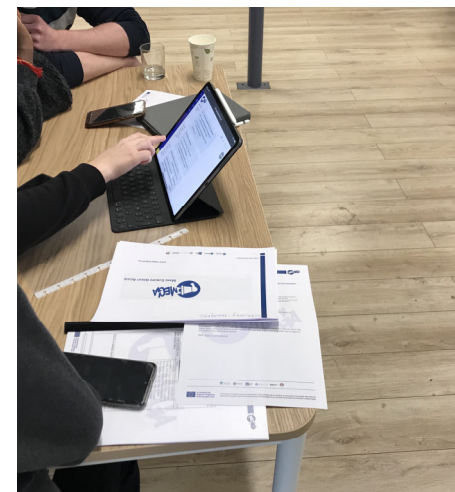
Results of the project

- **EU learning games and online gamification environment**
- More than a hundred online games and quizzes based on EU-Myths and fake news



Results of the project

- **Train-the-trainer course** for youth workers to address Europhobia in a non-formal, gamified way.





What is a Euromyth?

- **An exaggerated statement or invented story** concerning the EU and the activity of its institutions

lack of democracy and accountability, bureaucracy etc.

major challenges such as the increase in migration flows, economic crisis, political instability etc.

But not only!



The intention behind EU-myths

- To **draw attention** and **shape public opinion**
- they become **a tool to dramatise events** and easily reach the target audience
- They endanger the EU integration process

Potential and actual risks

- **Misinterpretation** of EU activities
- Calls for **withdrawal**
- **Polarisation** of discourse - both on and offline



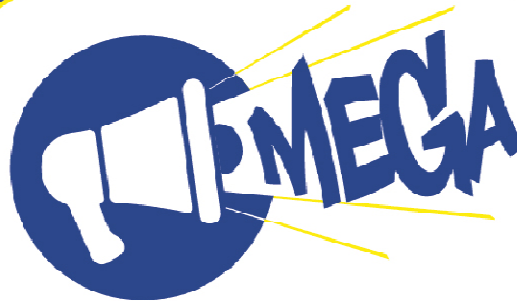
The risk of polarisation

The emergence of the digital era has had **unintended consequences** for civil rights and hate speech

As recognised by UN Secretary General Antonio Guterres, social media, as well as public discourses, are often weaponised with incendiary rhetoric which attacks and stigmatises minorities [...] and any so-called “other”



*UN Secretary General Antonio Guterres.
UN Office on Genocide Prevention and R2P, 2017*



www.mega.bupnet.eu



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