Creative Europe – Media literacy project seeking partners with expertise in media literacy, digital education and online safety

Summary

Profile type	Company's country	POD reference
Research & Development Request	**Bulgaria**	**RDRBG20261109008**
Profile status	**Type of partnership**	**Targeted countries**
PUBLISHED	**Research and development cooperation agreement**	**• All countries**
Contact Person	**Term of validity**	**Last update**
Enrico FRANZIN	**9 Nov 2026** **9 Nov 2027**	**9 Nov 2026**

General Information

Short summary

A Bulgarian SME active in tourism, cultural events, hospitality and European project development is preparing a proposal under the Creative Europe call CREA-CROSS-2027-MEDIALITERACY. The project aims to strengthen media literacy, critical thinking and digital awareness among adults, especially in rural areas and among older people. Partners with expertise in media literacy, digital education, fact-checking, AI and adult learning are sought.

Full description

A Bulgarian company with experience in tourism, cultural events, hospitality and European project development is preparing a transnational cooperation project under the Creative Europe programme, call CREA-CROSS-2027-MEDIALITERACY.
The project, provisionally entitled “MediaSmart Europe – Strengthening Media Literacy and Critical Thinking in European Communities”, aims to strengthen media literacy, critical thinking and digital awareness among adults outside formal education, with a particular focus on people living in rural areas, older adults and other groups with limited access to digital education.
The project will address several challenges related to the increasing volume of online information and digital content, including:

- Recognition of fake news, disinformation and online manipulation.
- Identification of AI-generated images, videos and misleading digital content.
- Critical thinking and responsible use of social media.
- Online safety, digital scams and information verification.
- Media literacy education through practical workshops and community-based activities.

The consortium plans to implement:

- International exchange of expertise and good practices.
- Development of practical media literacy training materials.
- Workshops and educational activities in participating countries.
- Production of short educational videos and digital resources.
- Community outreach and awareness-raising campaigns.
- Dissemination of project results at European level.

The applicant intends to act as project coordinator and contribute to project management, event organisation, community engagement, local implementation and dissemination activities.
The consortium is expected to include organisations with expertise in media literacy, journalism, fact-checking, digital education, artificial intelligence, online safety, adult education, research and evaluation, communication and dissemination. Universities, NGOs, media organisations, adult education providers, research institutions and fact-checking organisations are particularly encouraged to participate.
The proposal will be submitted under the Creative Europe programme, call CREA-CROSS-2027-MEDIALITERACY, as a European cooperation project focused on strengthening citizens’ resilience to disinformation and improving media literacy skills.

Advantages and innovations

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Goal 4: Quality Education**
- **Goal 17: Partnerships to achieve the Goal**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

Partners are expected to contribute expertise and actively participate in the design and implementation of project activities. Sought organisations may take responsibility for:

- Media literacy and fact-checking methodologies.
- Digital education and critical thinking training activities.
- Research, monitoring and evaluation.
- Artificial intelligence, digital disinformation and online safety topics.
- Development of educational resources and digital content.
- Communication, dissemination and stakeholder engagement.

Partners should have previous experience in European cooperation projects and a demonstrated capacity to contribute to transnational project implementation.

Type of partnership

Research and development cooperation agreement

Type and size of the partner

- **University**
- **R&D Institution**
- **SME 50 - 249**
- **Other**
- **SME <=10**
- **Big company**
- **SME 11-49**

Call Details

Framework program

Digital Content

Call title and identifier

CREA-CROSS-2027-MEDIALITERACY

Submission and evaluation scheme

Anticipated project budget

Coordinator required

No

Deadline for EoI

20 Dec 2026

Deadline of the call

20 Jan 2027

Project duration in weeks

Web link to the call

https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/CREA-CROSS-2027-MEDIALITERACY

Project title and acronym

MediaSmart Europe – Strengthening Media Literacy and Critical Thinking in European Communities

Dissemination

Technology keywords

Market keywords

• 07005004 - Education and educational products and materials

Targeted countries

• All countries

Sector groups involved