

SCHEDULE

Lens on Ethics

YOUTH EXCHANGE



4COMMUNITY



Co-funded by
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Project Overview



Dates: June 3 - June 15, 2025



Participating Countries: Poland, Czech Republic, Italy, Netherlands, Ireland



Participants: 50 young people (10 from each country)



Location: Ośrodek Pracy i Edukacji "Społecznik," Międzybrodzie Bialskie, Poland

The **"Lens on Ethics"** youth exchange is a **12-day Erasmus+ KA152-YOU program**, bringing together **50 young participants (aged 18-30)** from **Poland, Czech Republic, Italy, Netherlands, and Ireland**.

This program explores the **role of digital media, photography, and ethics in online communication**, equipping participants with **practical skills in visual storytelling, branding, and social media responsibility**. The exchange includes **interactive workshops, study visits, non-formal learning methods, and a final exhibition**, following the **Erasmus+ quality standards** for mobility activities.



DETAILED PROGRAM SCHEDULE



Day 1 (June 3) – Arrival & Welcome

- Arrival of participants in Międzybrodzie Bialskie
- Check-in and room assignments
- Welcome session: Introduction to Erasmus+
- Intercultural evening: Participants present their cultures, food, and traditions



Day 2 (June 4) – Introduction to Photography & Ethics

- Ice-breaking activities & team-building games
- Workshop: "The Power of Images – Ethics in Digital Media"
 - The impact of photography in shaping opinions and narratives
 - Digital responsibility and media literacy
- Practical session: "Telling Stories Through Images"
 - Composition, lighting, and framing basics
 - Hands-on photo exercises
- Outdoor group challenge: Creating a visual narrative in teams
- Polish Cultural Evening

Day 3 (June 5) – Social Media, Branding & Digital Responsibility

- Workshop: "Ethics & Hygiene in Social Media"
 - Understanding misinformation, digital footprints, and online safety
- Practical task: "Building a Responsible Online Presence"
 - Social media strategies for ethical content creation
 - Personal branding through photography
- Group activity: Creating a responsible media campaign

Day 4 (June 6) – Self-Presentation & Public Speaking

- Workshop: "Confidence Behind & In Front of the Camera"
 - Techniques for self-expression and authentic storytelling
- Practical exercise: Personal Branding & Digital Identity
 - How to use visual content for effective self-presentation
- Role-play: Handling media challenges & ethical dilemmas
- Italian Cultural Evening

Day 5 (June 7) – Free Day

- Participants can explore the area, relax, or engage in recreational activities such as hiking, water sports, or local sightseeing.
- Optional: Outdoor integration activities & campfire gathering

Day 6 (June 8) – Creating a Social Campaign

- Workshop: "How to Design a Social Impact Campaign"
 - Key principles of successful awareness campaigns
- Practical task: Developing campaign concepts in teams
 - Brainstorming, research, and visual storytelling
- Challenge: Teams pitch their campaign ideas
- Czech Cultural Evening

Day 7 (June 9) – Outdoor Photography & Storytelling

- Workshop: "Visual Storytelling in Nature"
 - Using landscape photography to create powerful narratives
- Outdoor practical session: Plener fotograficzny w górach
 - Hands-on shooting experience focused on environmental and social themes
- Group feedback session & discussion on photography as activism

Day 8 (June 10) – Multimedia Content Creation & Editing

- Workshop: "Photo & Video Editing for Impact"
 - Basics of editing software, color correction, and framing
- Practical task: Producing multimedia content for the campaigns
 - Editing images and videos for storytelling
- Evening activity: "The Power of Media – Film Screening & Discussion"
- Dutch Cultural Evening

Day 9 (June 11) – Preparing for the Exhibition

- Finalizing photo selections and campaign visuals
- Designing the storytelling flow of the exhibition
- Group discussions: How to present the message effectively?

Day 10 (June 12) – Public Exhibition & Street Survey in Bielsko-Biała

- Setting up the outdoor photography exhibition
- Engaging with the public: Collecting feedback and opinions
- Street survey on ethics in digital media & social responsibility
- Reflection session: What did we learn from public interactions?
- Irish Cultural Evening

Day 11 (June 13) – Ethics in AI & Future of Media

- Workshop: "AI, Deepfakes & the Future of Media"
 - How artificial intelligence impacts media ethics
 - Exploring manipulation in digital content
- Practical discussion: Ethics vs. Innovation
 - Debating the impact of new technologies on journalism and photography
- Interactive session: Designing ethical guidelines for digital content creators

Day 12 (June 14) – Evaluation & Future Actions

- Workshop: "What's Next? Applying Our Skills Beyond the Project"
 - Exploring opportunities to implement knowledge at home
- Group reflection on the learning experience
- Networking session: How to collaborate in future Erasmus+ projects?
- Youthpass ceremony & farewell dinner

Day 13 (June 15) – Departure

- Breakfast and check-out
- Transfers to departure locations

LEARNING METHODOLOGIES


The program follows non-formal education methodologies in line with Erasmus+ standards, including:


- ✓ Interactive workshops & debates
- ✓ Hands-on learning (practical projects)
- ✓ Group collaboration & peer learning
- ✓ Reflection circles & feedback sessions
- ✓ Outdoor experiential learning


EXPECTED IMPACT

- ✓ Improved photography & digital storytelling skills
- ✓ Stronger ethical awareness in social media & online branding
- ✓ Practical experience in campaign development & multimedia content
- ✓ Enhanced teamwork, communication, and leadership abilities
- ✓ Expanded international network & cultural understanding

PRACTICAL INFORMATION

 Accommodation & Meals: Fully covered under Erasmus+ funding in Międzybrodzie Bialskie

 Travel Costs: Reimbursed based on Erasmus+ distance bands

 Contact Information: For questions, please email kontakt@4community.org.pl

 More details: 4community.org.pl

HOW TO APPLY?

Fill out the form available on our website, and we will get in touch with you shortly: 4community.org.pl

CONTACT

If you have any questions, don't hesitate to ask!

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