

The EMERGE Project:

Enhancing Media & Emotional Resilience to Guard Democracy in Europe

**A media-and emotional-literacy platform for young people (16–30)
—disguised as the social feed it wants them to survive.**



Co-funded by
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Project Number: Project 101253416 — EMERGE

THE EMERGE CONSORTIUM

Strategic Partnership



Consortium Leadership

Coordinator: Centro per lo Sviluppo Creativo Danilo Dolci ETS (Italy)
EMERGE is a European partnership funded under the Citizens, Equality, Rights and Values programme (CERV-2025-CITIZENS-CIV).

Bringing together educators, youth workers, and experts to establish practical, emotionally-aware media literacy tools for the digital age.



European Partner Network

Our collaborative consortium spans across Europe to ensure hyper-local context, multilingual localization, and broad classroom reach:

- 📍 *European Research Institute (Italy)*
- 📍 *Athens Lifelong Learning Institute (Greece)*
- 📍 *E u t h (Austria)*
- 📍 *Out of the Box International (Belgium)*
- 📍 *Asociación Empresas Con Valores (Spain)*

CONTENT CREATION

[Our Experts](#)

Radio La Benevolencija

CURRICULUM & PEDAGOGICAL CONTENT

- ✔ **Translates** 22 years of international Entertainment Education (Edutainment) **expertise into the systemic backbone of "The Feed."**
- ✔ **Adapts trauma-informed communication models, intergroup reconciliation protocols, and active bystander mechanics directly into the module learning goals.**



Dare to be Grey

GRAPHICS & MODULE DESIGN

- ✔ **Crafts the visual identity, viral post layouts, mock-up assets, and interactive interface styling of the**
- ✔ **gameified feed** over 10 years of digital counter-polarization campaign experience **to make the simulation look, feel, and sound like real social media.**

THE PROBLEM

Attention Economy

Your audience already lives inside the feed.

16–28-year-olds spend hours a day inside algorithmic feeds—built strictly to capture their attention, provoke reactions, and sell them certainty.

It's where they get their news, form their politics, and craft their self-image. Yet, *almost no one ever taught them how any of it actually works.*



WHAT IT DOES TO THEM

The Threat Matrix

Four forces operating simultaneously inside the algorithmic space, targeted directly at youth vulnerability:



Engineered Attention

Feeds meticulously optimized to keep users scrolling continuously—not to keep them informed.



Manufactured Outrage

Emotion travels significantly faster than fact because viral reaction generates platform profit.



Blurred Reality

Generative AI, advanced deepfakes, and automated scams make "is this real?" a daily challenge.



Monetised Insecurity

Malign influencers and radical funnels weaponize self-doubt directly into lucrative sales pipelines.

WHY THE USUAL FIX FAILS

Active Inoculation



The Old Way (Theoretical Warnings)

"Don't believe everything online" simple taglines do not land. Lectures, static leaflets, and passive assemblies treat young people as spectators, leading to immediate ~~By the time~~ **By the time** an academic fact-check arrives, the feed has already moved on. Theory alone offers zero cognitive protection.



What Actually Works (Active Play)

Inoculation Science: Being manipulated in a controlled, safe sandbox—and learning to feel the psychological tricks coming in real-time.

By exposing players to micro-doses of tactics before real-world exposure, they build lasting mental antibodies.

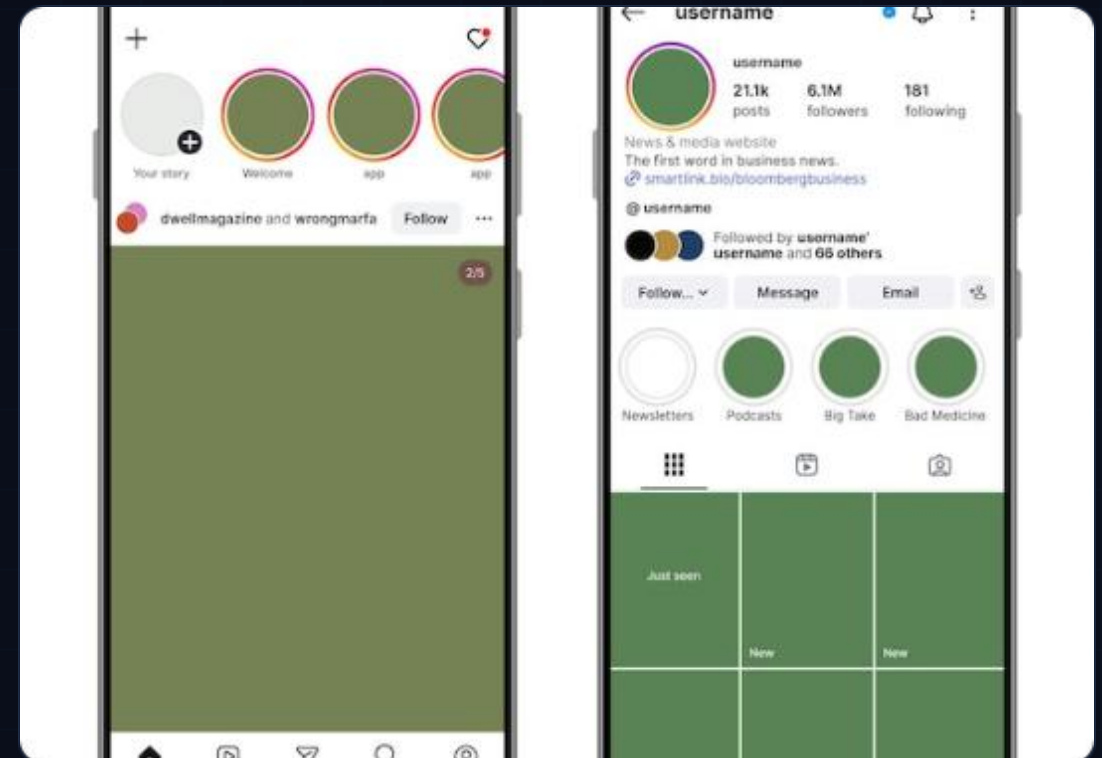
THE IDEA

The Safe Sandbox

We built the lesson to look exactly like the problem.

The Feed is an interactive social network simulation that behaves realistically but is entirely self-contained. No actual risk, no algorithmic harvesting.

Every single post is a designed interactive module wearing a disguise—teaching media and emotional resilience from the inside out.



HOW IT WORKS .

Branded Frame, Feral Content



1. Realistic Scroll

Users enter a UI that feels entirely identical to contemporary commercial networks, scrolling past realistic content.



2. Interactive Disguise

Selected posts serve as entry points to active micro-games, popping open directly to hands-on structural challenges.



3. Build Immunity

They master manipulation techniques by creating them inside the simulation. True inoculation, not dry instruction.



They don't just sit through media literacy. **They play it.**

AN INVISIBLE CURRICULUM .

Academic Credibility

Behind the fast-paced gameplay lies a rigorous, peer-reviewed educational architecture that funders and institutions trust. Media literacy foundations are seamlessly paired with pioneering emotional literacy:



DigComp 2.2

The European Union's Digital Competence framework—the established standard language for reporting outcomes in EU digital skills.



UNESCO MIL

UNESCO's Media & Information Literacy standard—the globally recognized benchmark for active and safe democratic citizenship online.



Staub Continuum

Leading Emotional Literacy: Maps how frustrated basic needs lead to scapegoating, polarization, and violence. Impact evaluated during 23 years of fieldwork against hate incitement in Africa, and active P/CVE online gaming programs in Europe.

WHAT'S INSIDE .

Core Architecture

30 Interactive Modules. One Unified Feed.

-  *Algorithms & Attention:* Exposing why the feed serves specific triggers.
-  *Manipulation & Fakes:* Spotting bad-faith techniques live in context.
-  *Deepfakes & AI:* Classifying human, generated, and deep-manipulated media.
-  *Scams & Fraud:* Recognizing emotional hooks before material harm is done.
-  *Cognitive Bias:* Observing how our own shortcut biology gets weaponized.
-  *Emotional Literacy:* Mapping emotional reactions using Staub's framework.

The Capstone Finale

The journey culminates in an intensive platform builder challenge. The entire mock network is systematically taken apart right in front of the students' eyes.

This critical turning point transitions the teenager from a target inside a closed platform to an empowered observer of digital structural mechanics.

A FEW OF THE ROOMS .

Simulated Gameplay

your.platform

Become the platform CEO. Manage a simulated digital empire through ten increasingly difficult, ethically complex content moderation emergencies.

SYSTEMS RESILIENCE

Become Your Best Self

Enter a mock high-pressure self-help guru funnel. Experience live how algorithms slowly package and sell self-confidence for

MANUFACTURED INSECURITY
€49.99.

Real or A.I.?

Analyze eight realistic posts. Learn to identify visual discrepancies, logic anomalies, and synthetic linguistic patterns on the

SYNTHETIC MEDIA LITERACY
fly.

The Staub Path

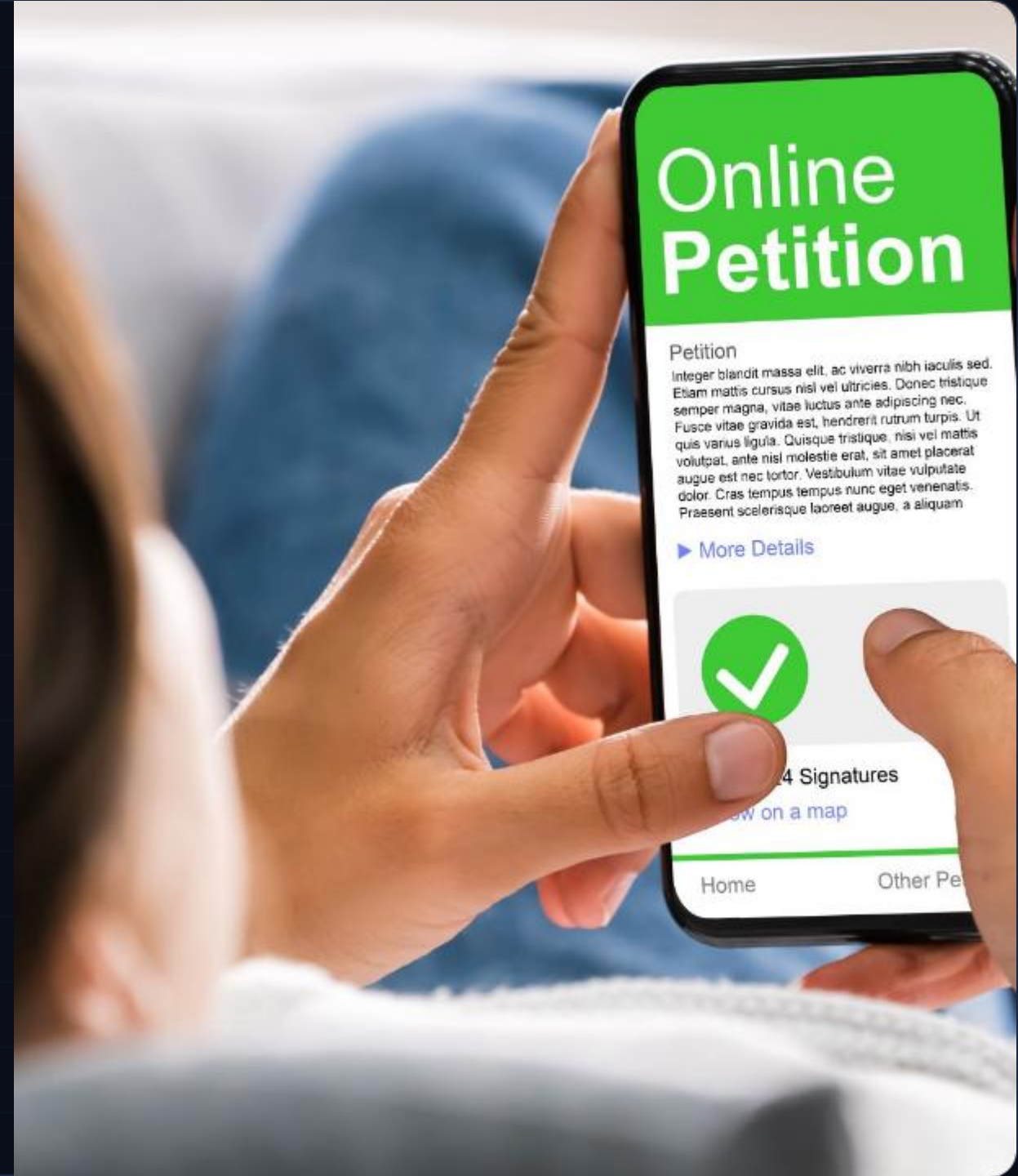
Interactive simulation based on the *Staub Continuum*. Observe how personal isolation is converted to out-group

EMOTIONAL RESILIENCE
scapegoating.

THE CAMPAIGN .

We do not wait for them to find us.

Free Your Feed is a tongue-in-cheek digital protest movement that operates natively on real social media, calling for youth to "rise up against the feed." It baits active curiosity and routes them straight into our simulated environment. *The bait-and-switch is the very first lesson.*



BUILT TO BE TRUSTED .11

Technical Standards



7 EU Languages

Fully localized and verified in English, Italian, Spanish, German, Greek, French, and Dutch (EN · IT · ES · DE · EL · FR · NL).



GDPR by Design

No cookie banners. No user tracking. No personal email logins. Clean, private, and fully school-district approved.



WCAG 2.1 AA

Compliant with modern European accessibility and compatibility parameters for diverse student needs.



Runs Anywhere

Lightweight, mobile-first design requiring zero school IT infrastructure. Runs directly inside any default phone or tablet browser.

Let's Free Some Feeds.

**Empower your audience with a ready-to-run,
framework-aligned media and emotional literacy
platform that young people actually want to play.**

What We Bring

A validated, highly engaging digital tool aligned to UNESCO MIL, DigComp 2.2, and Staub's emotional continuum, backed by built-in viral social media campaign assets.

What We Are Seeking

Direct outreach into schools, youth organizations, regional distribution channels, translation/localization resources, and strategic alignment funding.

Contact: George Weiss Georgew@labenevolencija.org

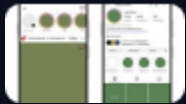
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Image Sources



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