

FACT SHEET

COCO media: Conscious Consumers in media Strengthening media literacy and democratic participation among youth

COCO media strengthens the media and information literacy of young people in Vienna and Bratislava, contributing to civic education in Austria and Slovakia.

To this end, **new learning formats** for young people are being developed:

- COCO media hands-on labs
- COCO media toolboxes
- Cross-border exchange programmes between Vienna and Bratislava

Key facts:

- Duration: 1 April 2026 to 31 December 2028
- Project budget: € 1,509,811.19
- of which ERDF funding: € 1,207,848.95
- Programme: Interreg VI-A Slovakia-Austria

Kick-off event on 30 September 2026

2.00 to 4.30 pm at the G&WM

Strengthening media literacy and democratic participation among young people. But how?

- Keynote by Martina Landman (University of Cambridge): «Einmal mit allem und scharf, bitte! Zwischen AI Literacy, Medienkompetenz und gesellschaftlichen Auswirkungen»
- Insights into the Conscious Consumers' hands-on labs COCO lab and COCO fin
- Expert exchange and panel discussion with Barbara Buchegger (Head of Education, Safer-Internet.at), Tomáš Štefek (Director, Bratislava City Library), Carina Krupitschka (teacher, GRG 1 Stubenbastei), Simona Stopková (Head of IPčko, counselling centre for young people, Bratislava) and Denisa Frelichová (Secretary-General of the Slovak Commission for UNESCO)
- Presentation of the project «COCO media: Conscious Consumers in media»

Project partners



GESELLSCHAFTS &
WIRTSCHAFTSMUSEUM



Press contact

Sophie Wenkel

Gesellschafts- und Wirtschaftsmuseum
Vogelsanggasse 36
1050 Wien
+43 1 545 25 51 25
presse@gwm.museum
www.gwm.museum/coco-media

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