

Fostering Media Literacy and Athlete Empowerment through OLYMPic values

Project Acronym: OLYMP

Programme: CERV – Citizens' engagement and participation

Coordinator: Bulgarian Olympic Committee

Olymp




Co-funded by
the European Union

Context & Rationale

Disinformation undermines democracy and trust



Young athletes and fans highly exposed online



Sport and libraries can boost media literacy and critical thinking



Needs & Target Groups



Lack of critical
thinking & media
literacy training



Elite athletes
(19–29 years old)



Grassroots
athletes & sports
fans



Media
professionals in
sport
organisations



Library
employees

General & Specific Objectives



Empower
athletes and
young people
through
Olympic
values



Develop a
joint
curriculum for
sport & media
literacy



Strengthen
cooperation
between
libraries,
sports bodies,
media



Pilot
innovative
approaches in
4 EU countries

Consortium

- Coordinator: Bulgarian Olympic Committee (BOC)
- Partners: COSR (Romania), LOA (Lithuania), University Library Maribor (UKM) Slovenia)
- Expertise: Olympic Committees, universities, libraries, youth & sport organisations

Work Packages Overview

- WP1: Needs assessment & Online conference
- WP2: Curriculum design & training in Slovenia
- WP3–6: Pilot curriculum in Bulgaria, Slovenia, Romania, Lithuania
- WP7: International online discussion
- WP8: High-level conference in Brussels
- WP9–12: National Sport against Disinformation campaigns

Key Activities

Training sessions
& curriculum
piloting

National
multiplier
conferences

Public book
readings & film
screenings

Sport against
Disinformation
Campaigns

High-level
conference in
Brussels

Expected Results

Improved media literacy & critical thinking

Athletes more resistant to fake news

Libraries & sport clubs as hubs for democracy

Increased awareness of EU values & athletes' rights

Impact

- Short-term: enhanced reading, critical thinking, awareness
- Medium-term: youth-led sport book clubs & peer learning
- Long-term: reduced spread of disinformation, stronger democracy



Communication & Dissemination



International
Sport against
Disinformation
campaign



Social media
(FB,
Instagram)
presence



National
conferences
& media
outreach



Free access
to training
materials &
resources

Sustainability



CURRICULUM
INTEGRATED IN
LIBRARIES, SPORT
CLUBS,
UNIVERSITIES



CONTINUED
COOPERATION
WITH OLYMPIC
COMMITTEES



NETWORKS OF
ATHLETES AS
AMBASSADORS
FOR MEDIA
LITERACY

At the end ...

Slogan: 'Sporting values against disinformation'

Bridging sport, culture, and education for a democratic Europe