

Support Letter from HESSA Association

To whom it may concern,

On behalf of HESSA Association, we are honored to express our strong support and appreciation for the Erasmus+ KA153 project *MediaMind: Critical Thinking in Media Literacy Development*, implemented in Pissouri, Cyprus in March 2025.

The participation of our youth workers in this initiative has significantly contributed to the growth of our organization, both in terms of internal capacity building and our broader community impact. The project offered an advanced platform for experiential learning, equipping our youth workers with concrete tools in media literacy, digital resilience, and critical thinking — competencies that are now deeply embedded in our local educational practices.

Following the experience in Cyprus, our youth workers returned with a renewed perspective and a more structured understanding of media manipulation, fake news dynamics, and the role of communication ethics in youth engagement. Their ability to facilitate workshops, design non-formal education activities, and lead reflective sessions has grown visibly. As a result, HESSA has initiated new media literacy modules in our monthly learning sessions and integrated critical thinking exercises into our youth career orientation programs.

Moreover, the *MediaMind* project catalyzed a shift in the way we approach digital engagement. Our team is now more confident in recognizing and dissecting misleading narratives, and in training others to build this “mental immunity.” We have extended this competence by launching awareness campaigns in rural areas, supporting vulnerable youth to better navigate the digital environment with clarity and responsibility.

Organizationally, the project enhanced our internal teamwork and cross-cultural collaboration skills. The professional environment and structured methodology encouraged peer learning, encouraged knowledge sharing across our departments, and elevated the level of preparedness among our volunteers.

We are grateful to the coordinating team and our international partners for this transformative experience. It reaffirmed our commitment to promoting informed, critical, and digitally aware young citizens. We are confident that the long-term impact of this project will continue to shape not only our programs but also the future readiness of the young people we support.

With appreciation,

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