



This project is funded
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Safeguarding Rights and
Promoting Digital Citizenship

Montenegro Digital Shield (MDS)



Projects
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AGENCIJA ZA
AUDIOVIZUELNE
MEDIJSKE USLUGE

Project title:

Click for Youth Safety in the North

Implementing organization: Multimedial Montenegro

The overall objective of the project is to contribute to creating a safer and more informed digital environment for young people in the municipalities of Bijelo Polje, Berane, and Mojkovac by strengthening knowledge, skills, and awareness of digital rights and responsible internet use.

Specific objectives: to empower 50 young people from northern Montenegro to recognize the risks of the digital environment, such as fake news, hate speech, and cyber harassment; to strengthen the capacities of 10 local trainers from schools, youth organizations, and youth offices to deliver education on digital rights and safety; to increase the visibility of and awareness in the wider community about digital rights and safety through the multimedia campaign #KlikZaSigurnost and public events.

Expected results: 1) Increased levels of knowledge and awareness among young people about digital rights and safety – at least 50 young people from Bijelo Polje, Berane, and Mojkovac will participate in educational workshops, with at least a 60% improvement in knowledge test results after the training; 2) Establishment of a local network of educators through the training of ten representatives of schools, youth organizations, and youth offices, who will be equipped to continue similar activities after the completion of the project; 3) Improved awareness of the wider public through the “#ClickForSafety” campaign, with at least 10,000 views and coverage in local media; 4) Strengthened cooperation between CSOs, schools, and local institutions, with the signing of memoranda on continued cooperation, ensuring the long-term sustainability of the initiative.

Activities: research and mapping of the level of digital literacy among young people; training of trainers; educational workshops for young people “Click for Safety”; the #ClickForSafety campaign; development of a practical Guide to Digital Rights and Safety, which will be available in printed and electronic formats and distributed to relevant institutions; final conference and presentation of results.

Project duration: 9 months

Total approved budget: €15,631.20

Project title:

Law Through the Digital Galaxy: A Safe Click Is Your Virtual Shield

Implementing organization: Alumni Academy of the Faculty of Law of the University of Montenegro

The overall objective of the project is to contribute to creating a more informed and empowered society that is capable of actively engaging in the process of digital transformation, while respecting the fundamental rights and freedoms of young people in Montenegro.

Specific objectives: to increase young people's awareness and knowledge of rights and the responsible use of digital technologies; to empower young people, especially those from marginalized groups and northern regions, for active and safe participation in the digital public sphere; to encourage cooperation between educational institutions, the non-governmental sector, and relevant stakeholders in order to promote digital citizenship and the protection of human rights.

Expected results: 1) developed digital skills of young people; 2) an implemented media campaign; 3) an established platform for dialogue between representatives of the academic community, institutions, the civil sector, and young people.

Activities: preparatory phase and creation of the project team; development and implementation of the program *Responsible and Safe in the Online World*; organization of a competition for the best student essay on the topic *Young People in the Era of Digital Rights and Artificial Intelligence*, with the publication of the best papers in a special edition of the *Proceedings of the Faculty of Law of the University of Montenegro*; publication of five authored texts on digital rights, media literacy, and online safety; publication of at least 10 promotional visuals within a targeted media campaign and continuous promotion of the project through social media, media appearances, and visual content; organization of the conference *Forum on Digital Rights and Internet Safety*; preparation and publication of the *Conference Proceedings* as a special edition of the *Proceedings of the Faculty of Law of the University of Montenegro*, in cooperation with the Faculty of Law of the University of Montenegro.

Project duration: 10 months

Total approved budget: €15,500.00

Project title:

Digital Security for Greater Financial Inclusion of Youth

Implementing organization: Centre for Economic and European Studies (CEES)

The overall objective of the project is to contribute to financial inclusion and the quality of life of young people through increased knowledge and skills in using the digital financial environment.

Specific objectives: improving the digital skills of young people; increasing awareness and knowledge about the importance of safety in using digital financial services, including data protection, fraud identification, and safe online practices; integrating digital literacy with key financial education; increasing the impact of digital literacy on employability.

Expected results: an assessed level of young people's digital financial literacy and exposure to risks; increased awareness and knowledge among young people about the dangers of online financial activities; a reduced number of fraud cases in young people's online financial activities; increased awareness of the need to introduce a subject on digital financial literacy into educational programs; increased engagement of the banking sector in protecting young people in the digital financial space; a prepared publication with recommendations for further steps in improving young people's digital financial literacy.

Activities: conducting a quantitative survey among young people aged 15 to 25; training sessions during school visits on safe practices for participation in the digital financial ecosystem; a media campaign to raise awareness of digital financial literacy; preparation of video messages and tutorials, as well as an online brochure with key research findings and educational materials from the workshops; distribution of the brochure to all interested stakeholders.

Project duration: 6 months

Total approved budget: €16,295.62

Project title:

ThinkCritical. Why Does Critical Thinking Matter? Critical Thinking Under Pressure from an Anti-Democratic Online Environment

Implementing organization: Organisation KOD

The overall objective of the project is to build a more resilient and informed society regarding digital narratives that undermine credibility and the freedom of critical thinking in Montenegro's online space.

Specific objectives: to research and document patterns of digital attacks, the encouragement of censorship of critical thought, hate speech, and propagandistic narratives targeting CSOs, journalists, columnists, and activists; to empower representatives of civil society, the media, and the general public to recognize and respond to digital manipulation and coordinated campaigns; to open a public dialogue on responsible digital behavior and the importance of critical thinking in the digital sphere.

Expected results: a publication presenting the main findings of research on digital threats and narratives against critical thinking in Montenegro in the period from 2021 to 2025; a research-based documentary film (30–40 minutes in length) presenting the research results, infographics, statements by experts and other stakeholders, as well as the experiences of victims of digital violence, and the perspectives of experts and representatives of relevant institutions; implementation of KOD's social media campaign #ThinkCritical. *Why Does Critical Thinking Bother in the Digital Space?* with 10 visual posts featuring infographics and 10 short video clips conveying the key findings and messages of the documentary film; organization of a public panel discussion "*Why Does Critical Thinking Bother in the Digital Space?*" with participants from civil society and the media, open to the public and streamed on social media.

Activities: five interrelated phases – the preparatory phase, the research phase, the production phase, the digital education phase, and the advocacy phase.

Project duration: 8 months

Total approved budget: €15,308.80

Project title:

Kind Online

Implementing organization: NGO Prima

The overall objective of the project is to increase the resilience of young people in Montenegro to hate speech, gender-based violence, and extremism in the digital space.

Specific objectives: 1) **LEARN:** to raise young people's awareness of the dangers of content on social networks and in the media that spreads hate speech, online gender-based and sexual violence, extremism, nationalism, and xenophobia; 2) **RECOGNIZE:** to develop media literacy and critical thinking skills in order to identify manipulative narratives, disinformation, and the misuse of artificial intelligence; 3) **ACT ONLINE – PEER TO PEER:** to encourage and motivate young people, through civic activism, active participation, and digital tools, to promote a culture of dialogue, love, and respect in the digital space; 4) **ACT TOWARDS DECISION-MAKERS:** to enable and motivate young people, through public dialogue and initiatives towards institutions, to contribute to strengthening the responsible use of digital technologies, media, and social networks in Montenegro.

Expected results: 1) an established network of young ambassadors of digital literacy and responsible online communication, active through an online campaign and peer education; 2) increased awareness among at least 25,000 young users of social networks in Montenegro about the importance of media literacy, the harmfulness of hate speech, and the importance of a culture of non-violence; 3) improved public speaking, argumentation, dialogue and institutional engagement skills among at least 30 young people; 4) a developed set of recommendations for strengthening institutional and educational responses to hate speech, and strengthened dialogue between the public and civil sectors, the media, and young people aimed at preventing and reducing online hate speech.

Activities: training for 25 future young ambassadors of digital literacy and responsible online communication, including guidance on providing an adequate response to online hate speech, with a special focus on xenophobia, Islamophobia, homophobia, misogyny, and sexism; an online campaign with created informational and educational content, focusing on positive narratives on social networks; a digital youth parliament; a final conference with stakeholders and online media.

Project duration: 7 months

Total approved budget: €16,879.64

Project title:

Digital Compass – Media Workers Between Media Literacy, AI and DSA/DMA

Implementing organization: Trade Union of Media of Montenegro (SMCG)

The overall objective of the project is to strengthen the digital resilience and professional responsibility of journalists and young media professionals in Montenegro through research, education, and the promotion of the safe, ethical, and informed use of new technologies, including artificial intelligence.

Specific objectives: to examine how journalists in Montenegro use and perceive generative AI; to improve the knowledge of journalists and young people about digital security, rights, and European regulations (DSA, DMA, AI Act); to strengthen the portal mp.sindikatmedija.me as a resource center and implement a campaign on responsible journalism in the digital environment; to involve the Youth Section of the Trade Union of Media of Montenegro (SMCG) and the magazine *Ekipa* in order to increase visibility and the active participation of young people in issues related to technology and the media.

Expected results: 1) increased understanding among journalists of the ways and risks of using generative AI in newsrooms; 2) improved skills of journalists and young media professionals in the areas of digital security, data protection, and the application of European standards; 3) consolidation of the portal mp.sindikatmedija.me as a permanent resource center bringing together tools, recommendations, and materials on digital literacy; 4) empowered young media professionals through the active involvement of the Youth Section and the magazine *Ekipa* in promoting safe and responsible journalism; 5) increased visibility and understanding of digital rights and responsibilities.

Activities: conducting the first research in Montenegro on the use and perception of generative AI among journalists, including the development of practice-oriented recommendations; organizing training on digital security, based on research findings and European regulation; implementing a campaign through the portal on media literacy, the magazine *Ekipa*, and the engagement of the Youth Section of SMCG.

Project duration: 12 months

Total approved budget: €16,660.80

Project title:

Digital (De) construction of Lies

Implementing organization: Association for Responsible and Sustainable Development (UZOR)

The overall objective of the project is to contribute to the development of digital democracy and civil society in Montenegro by empowering young people to recognize, critically analyze, and respond to disinformation, and to actively and responsibly participate in the online space while respecting digital rights and the principles of digital citizenship.

Specific objectives: to improve the knowledge and skills of young people in the areas of digital rights, media literacy, and recognizing disinformation; to empower young people to actively and responsibly participate in the online space through the creation of affirmative digital content; to enhance cooperation among young people, CSOs, the media, and institutions in order to strengthen digital citizenship and ensure the sustainability of project results.

Expected results: 1) young people from three regions of Montenegro empowered through focus groups and the two-day training *"Digital Shield for Youth"*, with an improved understanding of digital rights and online risks; 2) produced educational and promotional content (a film, podcasts, video and visual materials) contributing to greater visibility of topics related to digital rights and the fight against disinformation; 3) a prepared analysis with recommendations for improving young people's digital literacy, based on dialogue with relevant institutions and civil society organizations.

Activities: three focus groups with 10 young people each from three regions of Montenegro on digital rights and combating disinformation, and the preparation of a report; a two-day training on digital rights and disinformation *"Digital Shield for Youth"* for 20 young people from various institutions, local CSOs, youth activists, and young people from state institutions; production of the educational film *"In the Labyrinth of Digital Dangers"* on cyber security, accompanied by three reels; a youth campaign *"My Digital Right"*, through which at least five videos and five educational visuals/infographics will be created by young people; production of two podcast episodes on online privacy and disinformation in the online space *"Safe and Informed in the Online Space"*; a comprehensive analysis *"Help on the (Digital) Path"* with recommendations for improving digital literacy among young people, created on the basis of focus group results, feedback from the training, and follow-up dialogue with the Ministry of Education, the Ministry of Culture and Media, and youth organizations.

Project duration: 10 months

Total approved budget: €15,318.16

