

CALL FOR PARTICIPANTS: Youth Exchange “MAD Voices: Media Activating Dialogue”



Registration form [HERE](#)

We're looking for **Italian, Spanish, Kurdish and Kosovars participants** for the youth exchange Digital Equality that will take place from the **16th to the 24th of June 2026** in the beautiful place called “La Città dell’Utopia” located in Rome.

The project was funded by the Erasmus+ Programme of the European Union with the support of the [Agenzia Nazionale per la Gioventù](#).

ACTIVITY DATES

- Online meeting organized on May 2026
- In person Youth Exchange in Rome: 16th-24th June 2026

VENUE

Rome, Italy, at [“La Città dell’Utopia”](#) (Via Valeriano, 3f).

“La Città dell’Utopia” (Utopia City) is a project of SCI Italy located in Rome (San Paolo neighborhood) inside the Casale Garibaldi, an old country house located on a green hill in the middle of modern buildings.

The project is an ongoing workshop on active citizenship and local development. There are different events, initiatives, courses and workshops organized around different main themes: interculturality, sustainable lifestyles, antifascism and active citizenship. At “La Città dell’Utopia” we care a lot about our food consumption habits focusing on reuse and preservation to avoid waste.

To know more...

- Web site: <http://www.lacittadellutopia.org/>
- Facebook: <https://www.facebook.com/lacitta.dellutopia.7/>
- Instagram: www.instagram.com/lacittadellutopia

ABOUT THE COORDINATION ORGANIZATION

Servizio Civile Internazionale (SCI Italia) is the Italian branch of Service Civil International

network (sci.ngo), an international voluntary movement that is present in more than 80 countries around the world.

It's been promoting international volunteering projects for 100 years on the themes of peace and disarmament, conscientious objection, human rights, and international solidarity, sustainable lifestyles, social inclusion and active citizenship. In the core, there is a real commitment to make a change against inequality, injustice, and violation of human rights.

It is based in Rome and it is supported by several regional and local groups of activists. The regional and the local groups support the work of the National Secretariat by dealing with training and the promotion of volunteering in various Italian regions.

To know more...

- Web site: www.sci-italia.it
- Facebook: <https://www.facebook.com/sci.italy>
- Instagram: <https://www.instagram.com/sciitalia>

ABOUT THE PROJECT

MAD Voices: Media Activating Dialogue is a youth exchange taking place in Rome at *La Città dell'Utopia* from 16th to 24th June 2026. The project empowers young people to challenge gender and LGBTQIA+ discrimination through media, creativity, participation, and activism. Participants will develop practical skills to critically analyze media content, identify stereotypes, and create campaigns promoting inclusion and equality.

In recent years, the rise of hate speech and fake news targeting LGBTQIA+ communities, combined with restrictive legislation and anti-LGBTQIA+ discourse, has threatened the progress of past decades. MAD Voices addresses this challenge by equipping young activists to counter misinformation, challenge discriminatory narratives, and foster informed, inclusive public dialogue.

The exchange combines workshops, hands-on labs, site visits, creative activities, and public activism, allowing participants to apply their learning in real-life contexts. It brings together 20 young people aged 18–25 (Group Leaders over 18) from Italy, Kosovo, Spain, and Türkiye (4 participants + 1 group leader per country), including youth activists, students, media enthusiasts, and young leaders committed to gender equality, LGBTQIA+ rights, and media literacy.

Objectives

The project aims to strengthen young people's ability to critically analyze gender and LGBTQIA+ representation in media, create digital campaigns to challenge online discrimination, and foster intercultural dialogue. It promotes a broader, intersectional, and decolonial understanding of gender, valuing non-binary and culturally diverse perspectives, and equips participants with tools to apply their learning in local communities.

Methodology

The methodology of MAD Voices is rooted in non-formal education (NFE), adopting a "learning-by-doing" approach that prioritizes the participants' active role in their own learning process. Rather than traditional top-down instruction, the project creates a horizontal environment where

knowledge is co-created. A central pillar of this process is the constant use of group reflections. These structured moments of sharing allow participants to process their personal experiences and the complex topics of the day, transforming individual insights into collective wisdom. Through these circles of dialogue, the group builds a safe, transfeminist space where critical thinking is nurtured through mutual support and the exchange of diverse cultural perspectives.

The practical application of this knowledge happens through the strategic use of media and digital tools. Participants will engage in hands-on workshops where technology serves as a bridge between research and activism. By using smartphones, editing software, and social media platforms, they will learn to translate their analysis of gender decolonization into high-impact digital content. This digital lab focuses on creating ethical and inclusive narratives, such as TikTok campaigns, Instagram storytelling, and digital graphics, designed to challenge mainstream stereotypes. By combining group reflection with digital production, the methodology ensures that the final outputs, including the materials prepared for the Rome Pride, are not just aesthetically pleasing but are grounded in deep critical awareness and shared social values.

Key Activities

1. Media & Identity Workshops:

- Critical analysis of stereotypes in digital and traditional media.
- Discussions on social media influence, viral trends, and ethical storytelling.
- Intersectionality workshop, activity on privilege and intersectional identity.
- Decolonizing gender workshop.

2. Counter-Narratives Lab & Digital Campaigns:

- (Ecofeminism, Queer Ecology + activity)
- Teams create TikToks, Instagram stories, videos, infographics, posters, and articles to challenge discrimination and promote equality.
- Workshops on social media strategy, audience engagement, and ethical content creation.
- Campaigns will be shared on social platforms during and after the exchange.

3. Creative Art-Therapy Workshop:

- Participants use artistic techniques such as painting, collage, and visual storytelling to explore personal experiences with discrimination and identity.
- Art serves as a reflective and therapeutic tool, helping participants process emotions, develop self-awareness, and express their vision of inclusion and equality.
- Outcomes include individual and collective artworks that can be used in exhibitions or social media campaigns, connecting creativity with advocacy.

4. Participation in the Rome Pride Parade:

- Prepare posters, banners, and digital content to take part in the Pride Parade.
- Experience direct activism and public visibility, combining creative work with social engagement.

5. Local Collaborations & Visits:

- Kurdish Rome Network, Ararat: workshops on identity, activism, jineology and intersectional discrimination.
- Queering Rome

6. Walking Tours & Urban Mapping:

- Explore Rome's social and cultural spaces to reflect on inclusion, representation, and community narratives.

7. Intercultural Evening:

- Participants share food, stories, and performances from their countries, promoting cultural exchange and creative expression.

8. Reflection & Action Planning:

- Structured sessions to develop action plans for applying learnings locally.
- Discuss sustainability and potential long-term youth-led initiatives.

Expected Outcomes

1. Increased awareness of gender and LGBTQIA+ discrimination in the media.
2. Gain a wider understanding of gender through diverse, intersectional and non-binary perspectives, including non-Western and culturally specific approaches.
3. Creation of digital campaigns and content to promote inclusion online.
4. Production of creative artworks reflecting personal experiences and collective advocacy.
5. Active participation in the Rome Pride Parade, raising visibility and solidarity.
6. Strengthened cross-cultural networks and collaboration with local organizations.
7. Participants acquire practical skills in media production, creative expression, advocacy, and community engagement.
8. Long-term impact through youth-led initiatives and dissemination of knowledge in home communities.

REQUIREMENTS

The ideal participant:

- Aged between 18 and 25 (some expeditions are accepted up to 30 years)
- Motivated and committed to following the project from start to finish
- Interested in content creation, social media, and topics related to gender equality and the LGBTQ+ community
- Able to communicate in English (the working language of the exchange)
- Positive, proactive, and open-minded
- Respectful of diverse lifestyles (vegetarian diet, shared basic accommodation)
- A strong team player, willing to contribute to community living
- Resident in one of the participating countries: Turkiye, Italy, Kosovo, or Spain.

ECONOMIC CONDITIONS

This project is granted by Erasmus+, meaning that all the essential costs of the activities are covered: accommodation, food, travel costs.

Travel costs (including visa and visa-related expenses) will be reimbursed at 100% up to the maximum amount, after submission of original tickets and receipts.

The reimbursement follows Erasmus+ distance bands:

Distance	Not green travel (plane, ferry)	Green travel (shared car, train, bus)
10 – 99 km	23 euro	23 euro
100 – 499 km	211 euro	285 euro
500 – 1999 km	309 euro	417 euro
2000 – 2999 km	395 euro	535 euro

The distance band is determined according to the distance between Rome and the departure city. For further details, check [here](#).

Kindly note that the calculation is based on the specific cities of departure and arrival, not the countries. We strongly recommend verifying the applicable distance band **before purchasing your tickets**, as any reimbursement will be made according to these criteria.

HOW TO APPLY

If you are interested in the position as group leader for this Youth Exchange, please fill out [THIS FORM](#). For any questions or doubts, you can write to comunicazione@sci-italia.it.