

**HERMMES**  
**AMBASSADOR TRAINING**

<b>Context</b>	<b>4</b>
<b>Why choose this training?</b>	<b>5</b>
<b>Who is this for?</b>	<b>5</b>
<b>What does it include?</b>	<b>6</b>
Format and duration	6
Content	7
Certificate	12
<b>How to apply?</b>	<b>13</b>

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# Context

The HERMMES approach to media education is described in its title - Holistic Education, Resilience and Media Maturity in Educational Settings. It aims to provide resources to education professionals, parents (and guardians) and all stakeholders involved in supporting a child or a young person on their journey to becoming a sovereign user of all media forms, including digital media. In the age of rapid digital technology development which brings countless new opportunities as well as risks, one has to rethink why, when, and how to introduce which parts of this technology to children and young people. To attempt answering these questions and to provide practical, tailored guidance for interested educators and parents, in 2022 twelve organisations joined forces and set out on a three-year journey to bring together their expertise and design guidelines, a framework curriculum with practice examples, a community and culture guide, trainings and more. To find out more about the HERMMES project [click here](#).

Next to the HERMMES ambassador training described here, we also offer (1) the HERMMES learning journeys which are online courses for adults working with 0-18 year old learners and (2) materials for parents' online self-learning. The purpose of these two learning journeys is to directly support educators and parents in their approach to holistic media education. To understand the aim of the HERMMES ambassador training one has to take a step back. Its aim, as shown in the graphic below, is to equip professionals with skills, knowledge, and experience to provide their own direct support to educators and parents in their approach to holistic media education.

As part of designing the ambassador course, a try-out training took place on 22-29 October 2023 in Ostrava, in cooperation with the National Pedagogical Institute and the Association of Waldorf schools of Czechia. In a week packed with courses and workshops, seven lecturers and 25 participants experienced the elements of the training and provided thorough feedback.

To see more check the HERMMES ambassador [Tryout](#) and [Evaluation](#).

This ambassador course in its final form is fully aligned with all the other elements of the HERMMES project.

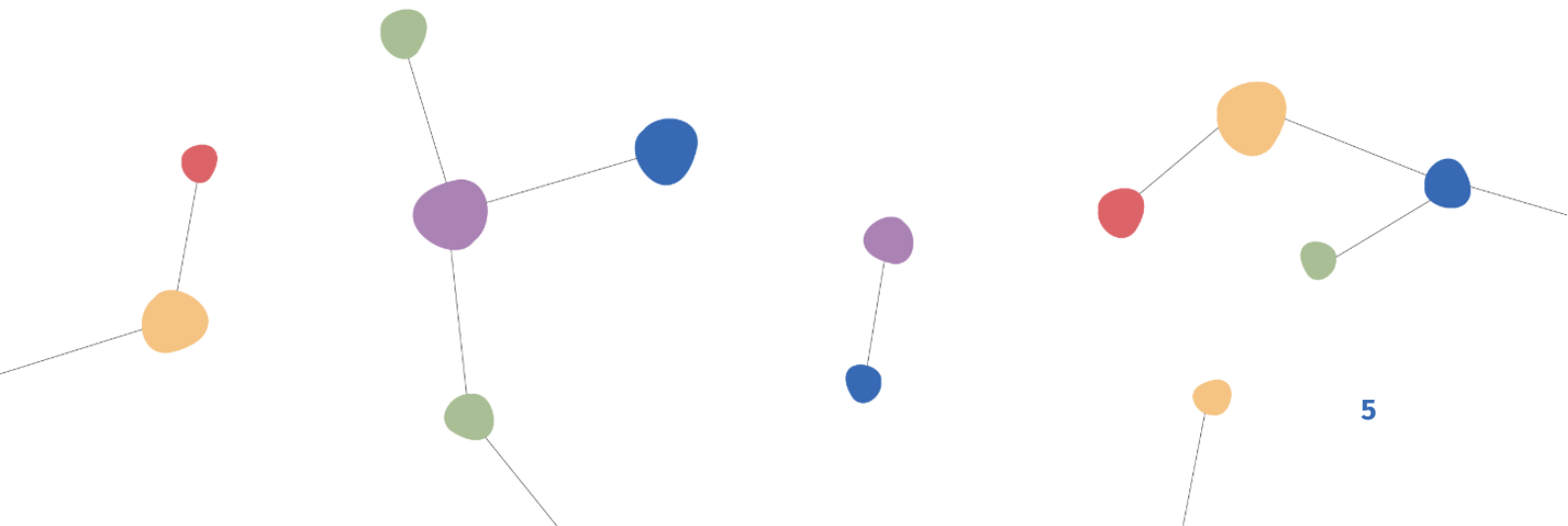
# Why choose this training?

**After completing the HERMMES ambassador training, participants will be able to:**

- Teach in teacher training and continuous professional development courses for kindergarten or school teachers;
- Advise groups of parents looking for solutions when it comes to parenting in the digital age;
- Adapt curricula for alternative education settings in line with national requirements;
- Guide schools and kindergartens towards getting the HERMMES label for educational institutions;
- Advocate for the HERMMES approach with government bodies and associated decision-makers.

## Who is this for?

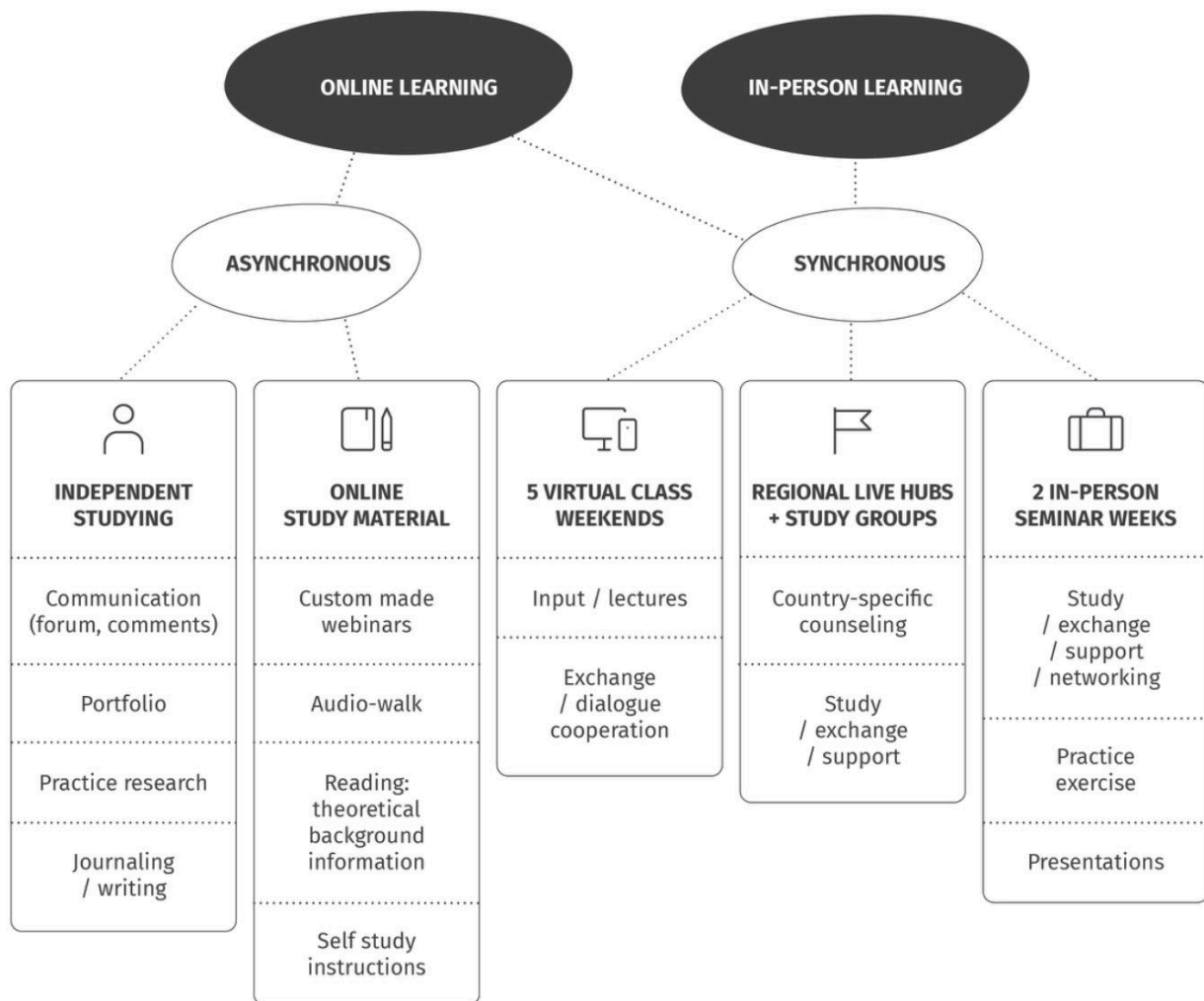
The ambassador training is aimed at professionals with academic training in educational, pedagogical, therapeutic, or social fields with work experience in teaching, advocacy work, or administration. Exceptions to this criteria can be made upon a request by institutions /organisations the applicant is associated with at the time of application.



# What does it include?

## Format and duration











The training will take place across the span of 15 months (e.g., October 2025 to December 2026). The training is designed to be delivered in all of the following formats.



# Content

The content of the training is offered in various formats, according to the map above and is presented below in chronological order which is spread across the entire 15 months of the training.

## THIS COLOUR CORRESPONDS TO:

-  Well-being, safety and security
  -  Problem solving and computational thinking
  -  (Digital) media content creation
  -  Critical information and data literacy
  -  Communication, cooperation, and empathy
- HERMMES curriculum**
- 
-  Digital media use in educational settings
  -  Reflection on adults' digital and non-digital histories and experiences
  -  Parent cooperation and support
- HERMMES Community and culture guide**
- 
-  specific ambassador knowledge and skills
  -  organisational/logistical element



## INITIAL INFOPACK

### RECEIVE AN EMAIL

- My personal media biography
- Family profiles

### RECEIVE A PARCEL

- Codeable music box
- "Codeable" card deck
- Hexapawn matchbox computer assembly kit
- Solar photography paper
- Cardboard theatre kit
- Kamishibai



## INDEPENDENT LEARNING I

- Order Turing Tumble; play with quests 1-4
- Code melody for codeable music box
- Create plant solar photographs
- Make interview on own media biography



## VIRTUAL CLASS WEEKEND I

### INTRODUCTION AND GET TO KNOW EACH OTHER SESSION

- Show solar photographs
- Collect thematic interests of participants
- SAFebook before Facebook - communication and cooperation on- and offline
- "Smartphone bans"? Customising media use policies for schools
- Collect contributions of participants based on their expertise and experience
- Detailed overview of HERMMES project, materials and ambassador training



## INDEPENDENT LEARNING II

- Learn card trick 'find the queen of hearts'
- Create black and white portrait "photographs"
- Get familiar with "your" family profile
- Compile overview of relevant up-to-date national documents on ICT and digital competences curricula



## ASYNCHRONOUS SEMINARS I

- Audio-walk and 3 days of digital detox
- Parent-counseling
- EU, UNESCO, UN documents on "digital education"



## IN-PERSON SEMINAR WEEK I

- Tower of media maturity
- Short digital detox, reflecting experience
- Preventing digital risks I
- Basic ICT principles I
- Coding in Kindergarten?!
- Helping children cope with adverse (digital) media experiences (DIAEDI model)
- Four corners game on reflecting one's own media biography
- Parent counselling and cooperation in a group
- Individual solution-oriented parent counselling and cooperation
- Early High Tech? A challenging role-play part I
- About adult learning





### INDEPENDENT LEARNING III

- Media use and effects research I
- Critical EdTech evaluation I [unblackthebox.org](http://unblackthebox.org)
- Accompany a school or kindergarten in customising HERMMES curriculum and community documents
- Organise and implement a kindergarten/school parent evening on media
- Write your own HERMMES door openers
- Family profiles role-play



### COUNTRY-SPECIFIC COUNSELLING

- Tandem work with other participants from the same country with country specific analysis of national curricula and cultural adaption



### ASYNCHRONOUS SEMINARS II

- Health promotion, prevention and fostering digital resilience
- Analogue machine learning
- Basic ICT principles II
- Critical film analysis
- Salutogenetic and non-blame approaches to cyber-bullying
- Success and hindering factors for media education processes in school or kindergarten
- Parenting styles
- Attachment and background media exposition - technoferece



## VIRTUAL CLASS WEEKEND II

- Media use and effects research II
- Active analogue media production
- Principles of analogue didactics



## VIRTUAL CLASS WEEKEND III

- Insights on digital addictions
- Encryption basics and secret languages
- Computational thinking: analogue ways of fostering digital skills
- Successes in good practice and advocacy for holistic media education



## VIRTUAL CLASS WEEKEND IV

- Creating digital interactive media content
- Critical EdTech evaluation II
- Technology assessment I



## VIRTUAL CLASS WEEKEND V

- Creating newspaper articles with students
- Information- and search-literacy for students
- Criteria for fake news
- Module exam presentation new HERMMES door openers
- Process of acquiring HERMMES label for educational institutions – role of ambassadors



## IN-PERSON SEMINAR WEEK II

- Sorting algorithms
- AI unplugged
- Art and text print workshop
- Audio recording and post-production
- Data literacy and Technology acceptance
- Networking dinner
- Early High Tech? A challenging role-play part II
- Final presentations by participants



## FOLLOW-UP

- Online meetings every 3 months
- Three-day presence reunion every two years
- Continuation of country-specific counselling

## Certificate

### Conditions for receiving the “HERMMES ambassador” certificate are:

- 80% attendance or completion of all training modules
- Two single presentations and one final portfolio presentation (covering all three fields: advocacy, parent counselling, curriculum).

# How to apply?

You can express your interest in participating in the HERMMES Ambassador training to one of the following contact persons who will keep you informed of the application process.

**Paula Bleckmann** – [paula.bleckmann@alanus.edu](mailto:paula.bleckmann@alanus.edu)

**Julia Kernbach** – [julia.Kernbach@alanus.edu](mailto:julia.Kernbach@alanus.edu)

**Robert Neumann** – [neumann@freie-hochschule-stuttgart.de](mailto:neumann@freie-hochschule-stuttgart.de)

**Dora Šimunović** – [dora.simunovic@ecswe.eu](mailto:dora.simunovic@ecswe.eu)

