



HERMMES AMBASSADOR TRAINING

2026/2027
Programme

Introduction

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 journey to design guidelines, a framework curriculum with practice examples, a community and culture guide, trainings and more. All HERMMES materials are available at hermmes.eu.

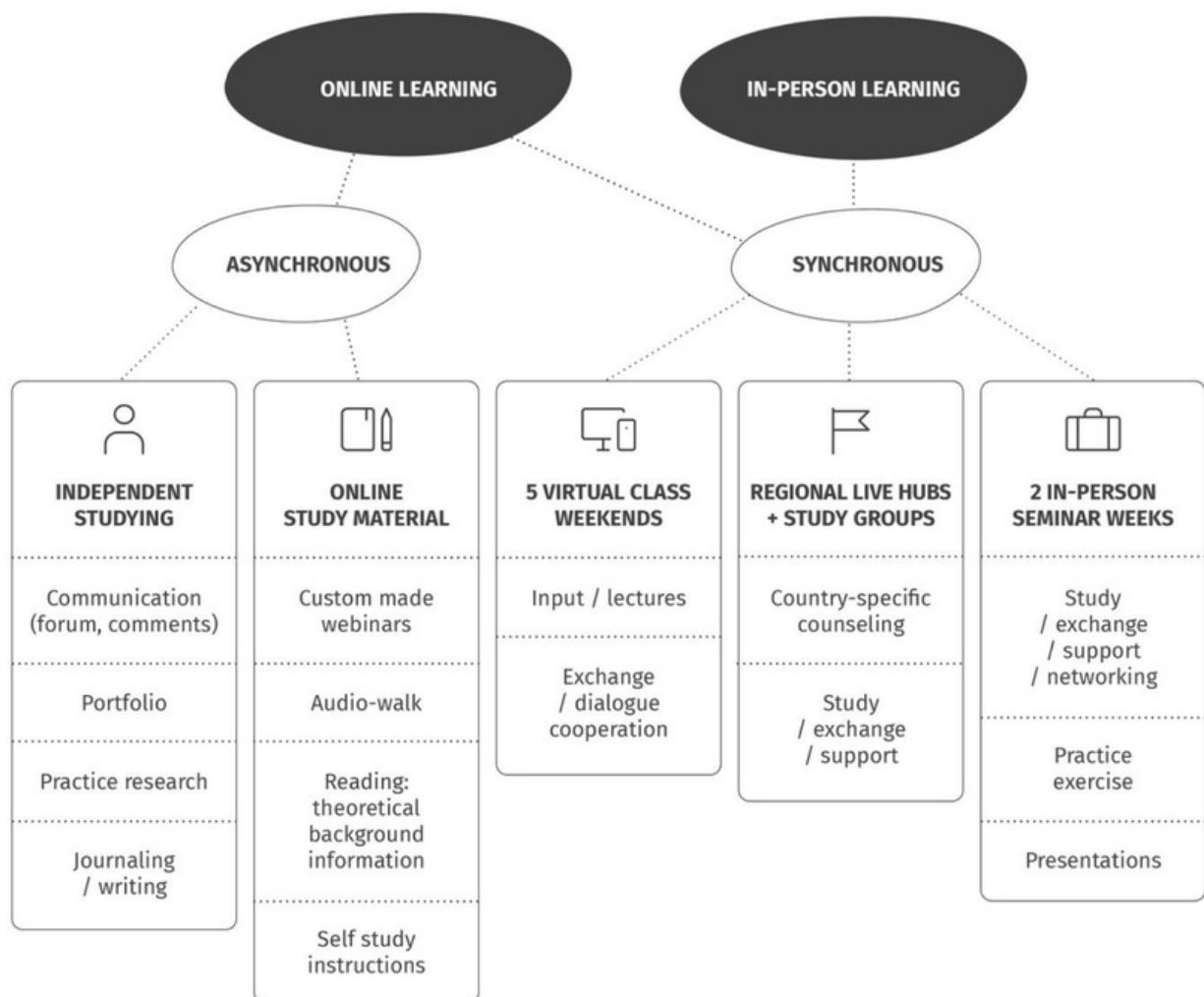
The HERMMES Ambassador Training (HAT) is designed to train professionals in all skills needed to provide tailored support to teachers and parents in their learning community based on the HERMMES approach to digital media education. After completing the Training, they will be ready to (1) teach in teacher training and continuous professional development courses for kindergarten and school teachers, (2) advise parents who are looking for solutions when it comes to parenting in the digital age, (3) adapt curricula for educational settings in line with national requirements for digital education, (4) guide schools and kindergartens towards getting the HERMMES label for their institutions, and (5) advocate for the HERMMES approach with government bodies and associated decision-makers.

As part of designing HAT, a try-out training took place in October 2023 in Ostrava, in cooperation with the National Pedagogical Institute and the Association of Waldorf schools of Czechia. To learn more about the try-out check the [evaluation report](#).

The first full roll-out of the HERMMES Ambassador Training is taking place between September 2026 and November 2027. All about the Training is available on its [homepage](#).

Formats

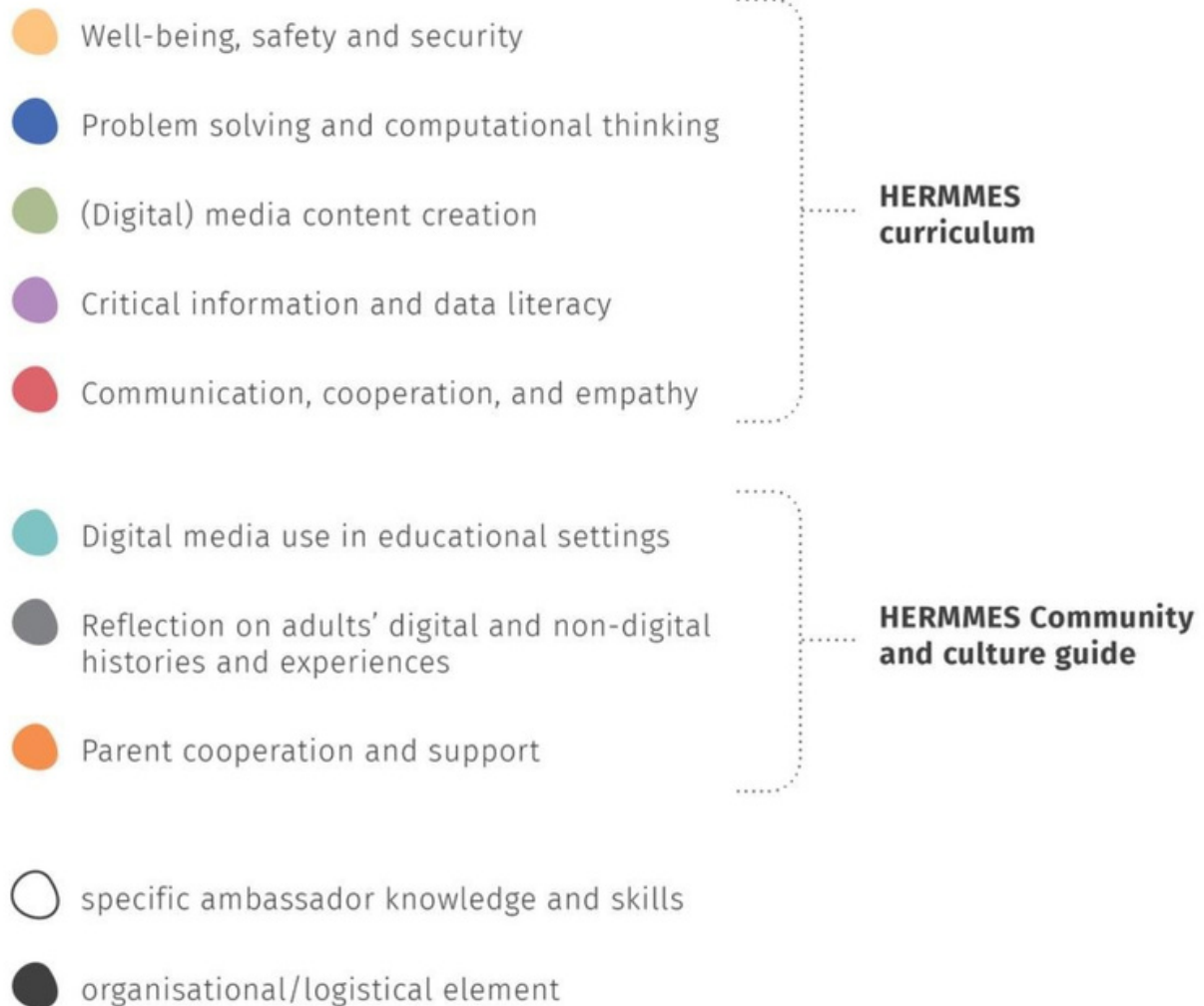
The programme of the training is offered in various formats, according to the map below..



Colour code

Every element of the programme is coded according to this colour code.

THIS COLOUR CORRESPONDS TO:



Programme

The programme is subject to change.



INITIAL INFOPACK

on 9 September 2026

- ☐ Pre-evaluation standard
- ☒ My personal media biography: list of questions
- ☒ Solar photography instructions
- ☐ Digital learning platform access and instruction



INDEPENDENT LEARNING I

by 1 October 2026

- ☒ Generate text and read leader manual on Soekia GPT
- ☒ Create solar photographs
- ☒ Interview two people for My personal media biography
- ☒ Read family profiles
- ☐ Read UN, UNESCO, EU documents on digitalisation of education
- ☒ Get familiar with the learning platform



VIRTUAL CLASS WEEKEND I

2-3 October 2026

Friday, 2 October 2026

- | | | |
|---------------|---|-----------------|
| 14:00 - 15:15 | ☒ Collect thematic interests of participants | Dora Šimunović |
| 15:15 - 15:30 | ☒ Show solar photographs sharing | Paula Bleckmann |
| 15:30 - 16:00 | Break | |
| 16:00 - 17:00 | ☐ Detailed overview of HERMMES project, materials and ambitions | Marti Domokos |
| 17:00 - 17:15 | Break | |
| 17:15 - 18:00 | ☐ Overview of HAT: tasks and obligations | Dora Šimunović |



Saturday, 3 October 2026

9:00 - 9:45	☐ Understanding ECEC in the digital age	<i>Clara Aerts</i>
9:45 - 10:30	☒ Smartphone Bans: Customizing media use policies for schools	<i>Paula Bleckmann</i>
10:30 - 11:00	Break	
11:00 - 11:45	☐ AI literacy sequence model	<i>Paula Bleckmann Robert Neumann</i>
11:45 - 12:30	☒ „Nudging“ towards less AI use: handwriting, oral, group work, Montessori methods, one-on-one	<i>Paula Bleckmann</i>
12:30 - 14:00	Lunch break	
14:00 - 15:30	☐ Collect contributions of participants based on their expertise	<i>Dora Šimunović</i>
15:30 - 16:00	Break	
16:00 - 16:45	☐ Setting up groups and assigning tasks	<i>Dora Šimunović Ulrike Sievers</i>
16:45 - 17:30	☒ Evaluation	<i>Dora Šimunović</i>



INDEPENDENT LEARNING II

by 1 November 2026

- ☒ Learn a card trick: find the queen of hearts
- ☒ Create black-white portrait „photographs“
- ☐ Compile overview of relevant national documents on digital education
- ☒ Get familiar with „your“ family profile: prepare roleplay in groups
- ☐ Get familiar with one out of 10 subareas of the HERMMES curriculum 12–18: in groups
- ☐ Explore the HERMMES curriculum 0-18
- ☐ Organise and join a meeting with your group to exchange and discuss
- ☒ Take the HERMMES Learning journey on Problem solving and computational thinking



ASYNCHRONOUS SEMINARS I

by 1 November 2026

- ☒ Listen to audio walk about digital detox and do 3 days digital detox *Paula Bleckmann*
- ☒ Watch parent counseling webinar on creating Door Openers *Arja Krauchenberg
Julia Kernbach
Paula Bleckmann*
- ☐ Watch presentation on EU, UNESCO, UN documents on digital education *Dora Šimunović*

**Monday, 2 November 2026**

9:30 - 9:55	●	Welcome and introduction	
9:55 - 10:00	●	Who am I? Search algorithm in a group	<i>Dora Šimunović</i>
10:00 - 11:00	○	Tower of media maturity I (sensorimotor integration)	<i>Paula Bleckmann</i>
11:00 - 12:00	○	Tower of media maturity II (communication, production/demystify, receptive attitude, critical reflection, selection abilities, fish metaphor, brain-deleted)	<i>Paula Bleckmann</i>
12:00 - 12:30	●	Binary MAMA I	<i>Paula Bleckmann</i> <i>Robert Neumann</i>
12:30 - 14:30		Lunch break	
14:30 - 14:50	●	Dare to compare: painting app vs. paintbrush / snake app vs. dice	<i>Paula Bleckmann</i> <i>Arja Krauchenberg</i>
14:50 - 15:30	●	Parent counselling and co-operation: sensitive topics and DOs	<i>Arja Krauchenberg</i>
15:30 - 16:00	●	Corner game: reflecting on own media biography	<i>Paula Bleckmann</i>
16:00 - 16:30		Break	
16:30 - 18:00	●	The EdTech Tragedy?	<i>Mark West</i>

Tuesday, 3 November 2026

9:00 - 9:45	○	HERMMES curriculum 12–18 in small groups	<i>Dora Šimunović</i>
9:45 - 10:30	●	AI unplugged: Hexapawn matchbox computer	<i>Robert Neumann</i>
10:30 - 10:45	○	Croatian Academic and Research Network: BrAIIn project	<i>Klara Bilić</i>
10:45 - 11:00	○	Using AI for remote teacher training: STTAIRS project	<i>Zvonko Martinović</i>
11:00 - 11:30		Break	
11:30 - 12:10	○	HERMMES curriculum 6–12	<i>Dora Šimunović</i>
12:10 - 12:30	●	Pixel pictures: counting like ninja turtles	<i>Paula Bleckmann</i>

12:30 - 14:30	Lunch break	
14:30 - 15:10	 HERMMES curriculum 0–6	<i>Dora Šimunović</i>
15:10 - 15:40	 Hollerith: personal edge punched cards	<i>Robert Neumann</i>
15:40 - 16:10	 Sorting algorithms: bubble sort, sorting network	<i>Robert Neumann</i>
16:10 - 16:30	Break	
16:30 - 17:00	 Family profiles role play	<i>Paula Bleckmann</i>
17:00 - 18:00	Commute and snack	
18:00 - 20:00	 Parent evening: questions, Erika, ship, door openers, chocolate experiment	<i>Paula Bleckmann</i> <i>Arja Krauchenberg</i> <i>Robert Neumann</i> <i>Márti Domokos</i>

Wednesday, 4 November 2026

9:30 - 10:00	 Parent evening reflection and GRADUATION TASKS 1 & 2 (write a door opener; organise parent evening, document it, collect brief feedback)	
10:00 - 10:45	 Preventing digital violence I: reflecting on own digital detox	<i>Paula Bleckmann</i>
10:45 - 11:00	Break	
11:00 - 12:10	 Negative digital and AI effects on cognition	<i>Octavian Machidon</i>
12:10 - 12:30	 Binary numbers: write table and solve card trick	<i>Robert Neumann</i> <i>Paula Bleckmann</i>
12:30 - 14:30	Lunch break	
14:30 - 15:30	 Advocacy I	<i>Dora Šimunović</i>
15:30 - 16:00	 GRADUATION TASK 3: Organise a public event (report photos, programme, organisational documents, short report)	
16:00 - 16:30	Break	
16:30 - 18:00	 Advocating for healthy digital media education: role play	<i>Dora Šimunović</i> <i>Paula Bleckmann</i>

Thursday, 5 November 2026

9:00 - 12:30	 Binary MAMA II	<i>Paula Bleckmann</i> <i>Robert Neumann</i>
	 CASA – step 1 – Sorting network priorities long	<i>Paula Bleckmann</i>

	Kindergarten media concept – SESAM – medienmündig	<i>Paula Bleckmann</i>
	Kamishibai: analogue content creation	<i>Paula Bleckmann</i>
	„Right to disconnect“ for teachers: EU Data protection act	<i>Paula Bleckmann</i>

12:30 - 14:30 Lunch break

14:30 - 15:15  **Coding in kindergarden: this code is longer than you, Leo!** *Paula Bleckmann*

15:15 - 16:00  **SAFebook before Facebook** *Paula Bleckmann*

16:00 - 16:30 Break

16:30 - 18:00  **Individual solution-oriented parent counseling** *Paula Bleckmann*

Friday, 6 November 2026

9:00 - 11:00  **HERMMES in Action schools: experience and how to** *Marti Domokos*

11:00 - 11:30 Break

11:30 - 12:15  **Binary numbers with flip cards: bits & bytes** *Robert Neumann*

12:15 - 12:30  **Find queen of hearts: card trick** *Robert Neumann*

12:30 - 14:00 Lunch break

14:00 - 15:00  **Social Media Unplugged: François from Avignon (reference to Christine Leude/non-blame)** *Robert Neumann*

15:00 - 15:30  **Introducing country-specific counseling** *Dora Šimunović*

15:30 - 15:45 Break

15:45 - 16:00  **GRADUATION TASK 4: Revise or develop HERMMES guideline aligned to national requirements or add the AI dimension (submit it)**

16:00 - 17:00  Group evaluation

Takeaway kit

- Flipbook accessories
- Caesar wheel printout
- CASA A3 cardboard
- Hybrid solar photographs set
- Origami set for computational thinking
- Codeable music box and Turing Tumble
- Playdough for stop-motion and eyes
- Notebook for SAFebook
- Cardboard theatre kit
- Matchbox computer kit
- Codeable card deck and needle
- Distorted mirror for kindergarten teachers



INDEPENDENT LEARNING III

By 26 November 2026

- Read media research I: Octavian Machidon review
- Organise and join a meeting with your group to exchange and discuss
- Code melody for codeable music box



ASYNCHRONOUS SEMINARS II

By 26 November 2026

- Take the HERMMES Learning journey on Safety and well-being



VIRTUAL CLASS WEEKEND II

27 - 28 November 2026

Friday, 27 November 2026

14:00 - 15:15	● Media use research II: Insights in digital addictions, preventing 43 digital risks, systematic of prevention based on MünDig study	<i>Paula Bleckmann</i>
15:15 - 15:30	Break	
15:30 - 16:30	● European Commission's JRC research on promoting well being in digital education	<i>Clara Centeno</i>
16:30 - 17:00	Break	
17:00 - 17:45	● Background media exposition and technoferece: influence on attachment	<i>Paula Bleckmann</i>
17:45 - 18:30	● „Functions“ of digital media use in adult-child interaction (GAIHM)	<i>Paula Bleckmann</i>

Saturday, 28 November 2026

9:00 - 10:00	● Embodied cognition on a flipchart: visualizing pathway	<i>Paula Bleckmann</i>
10:00 - 10:15	Break	
10:15 - 11:45	● Effects of digital use on well-being & cognition: 4 pathways, 3 vicious cycles	<i>Octavian Machidon</i>
11:45 - 12:00	Break	
12:00 - 12:30	● Lucy Hughes: marketing media products to kids	<i>Paula Bleckmann</i>
12:30 - 14:00	Lunch break	



14:00 – 15:00	● Well-being and resilience in early childhood	<i>Dominic Richardson</i>
15:00 – 15:15	Break	
15:15 – 16:15	● AI Unplugged: Chinese or Finnish Room exercise for 12-18 years olds	<i>Paula Bleckmann</i> <i>Robert Neumann</i>
16:15 – 16:30	Break	
16:30 – 18:00	● Active analogue media production: flip book, cardboard theatre, shadow play	<i>Julia Kernbach</i>
18:00 – 18:30	● Evaluation	<i>Dora Šimunović</i>



INDEPENDENT LEARNING IV

By 28 January 2027

- Create solar photography: Fake pictures
- Build analog machine learning: Hexapawn
- Organise and join a meeting with your group to exchange and discuss
- Practice Basic ICT II: Turing Tumble



ASYNCHRONOUS SEMINARS III

By 28 January 2027

- Watch lessons on Parenting style *Arja Krauchenberg*
- Watch lessons on Attention and well-being in early childhood education and caregiving *Clara Aerts*



VIRTUAL CLASS WEEKEND III

29 - 30 January 2027

Friday, 29 January 2027

14:00 – 14:30	● Fake photos: Solar photography show	<i>Paula Bleckmann</i>
14:30 – 15:30	● Encryption basics: Secret languages and CAESAR wheel	<i>Julia Kernbach</i>
15:30 – 16:00	Break	
16:00 – 16:30	● Computational thinking exercise	<i>Julia Kernbach</i>
16:30 – 18:00	● Principles of analogue didactics: Brunner Eis and experience-based proactive education	<i>Julia Kernbach</i>

Saturday, 30 January 2027

- 9:00 – 10:30  **Computational thinking: the Montessori contribution** *Ellen Zeiss*
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- 10:30 – 11:00 Break
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- 11:00 – 12:00  **HERMMES curriculum 0 - 6: revisited** *Clara Aerts*
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- 12:00 – 13:30 Lunch break
-
- 13:30 – 14:30  **Becoming a HERMMES school: process of acquiring the label** *Márti Domokos*
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- 14:30 – 15:00  **CASA: Constructive school policy on smartphone use** *Ellen Zeiss*
-
- 15:00 – 15:30 Break
-
- 15:30 – 16:30  **Becoming media literate: media in kindergartens** *Birgit Krohmer*
-
- 16:30 – 17:00  **Digital infrastructure for school: USB examples** *Pieter Bastin*
-
- 17:00 – 17:15 Break
-
- 17:15 – 18:00  **Brief introduction to Turing Tumble** *Martin Kondrup*
-
- 18:00 – 18:30  **Evaluation** *Dora Šimunović*
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INDEPENDENT LEARNING V

By 11 March 2027

-  **Critical Ed-Tech evaluation I: Unblackthebox Ed-Tech Reflector Alternative checklist**
-  **Read Jesper Balslev's "Evidence of a potential": critical Ed-Tech study**
-  **Organise and join a meeting with your group to exchange and discuss**



ASYNCHRONOUS SEMINARS IV

By 11 March 2027

-  **Watch lesson on Seven Steps in Adult Learning: Theory U** *Ulrike Sievers*
-  **Take the HERMMES Learning journey on Media content creation**



Friday, 12 March 2027

14:00 – 15:30	 Storytelling as an education method	<i>Christopher Clouder</i>
15:30 – 16:00	Break	
16:00 – 17:20	 Evaluation-criteria of digital apps for children and students	<i>Sieglinde Jornitz</i>
17:20 – 17:40	Break	
17:40 – 19:00	 Critical Ed-Tech evaluation II	<i>Annina Förschler</i>

Saturday, 13 March 2027

9:00 – 9:30	 Storytelling as an education method	<i>Julia Kernbach</i>
9:30 – 10:00	 Stop-motion movie method	<i>Julia Kernbach</i>
10:00 – 10:30	 Technology assessment I: flip book, stop motion, animation	<i>Julia Kernbach</i>
10:30 – 10:40	 GRADUATION TASK 5: Create your own HERMMES practice (pilot it, write it, submit it)	
10:40 – 11:00	Break	
11:00 – 12:00	 Analogue ICT curriculum: for 10 – 18 year olds	<i>Martin Kondrup</i>
12:00 – 13:30	Lunch break	
13:30 – 14:30	 Designing and mantaining a curriculum	<i>Kath Bransby</i>
14:30 - 14:45	Break	
14:45 – 16:00	 Ed-Tech advocacy and justification narratives	<i>Jesper Balslev</i>
16:00 – 16:15	Break	
16:15 - 16:45	 Successful advocacy for good media education practices: example	<i>Martin Kondrup</i>
16:45 – 17:15	 Seven steps in adult learning: discussion	<i>Ulrike Sievers</i>
17:15 – 18:00	 Creating interactive online learning resources: GRADUATION TASK 6 (in a tandem create it, record it, submit it)	<i>Ulrike Sievers</i> <i>Robert Neumann</i>
18:00 – 18:30	 Evaluation	<i>Dora Šimunović</i>



INDEPENDENT LEARNING VI

By 3 June 2027

- Use Fakenews Immunity Chatbot
- Read Sigrid Hartong's Atlas of AI
- Organise and join a meeting with your group to exchange and discuss



ASYNCHRONOUS SEMINARS V

By 4 June 2027

- Take the HERMMES Learning journey on Critical information and media literacy



VIRTUAL CLASS WEEKEND V

4 - 5 June 2027

Friday, 4 June 2027

14:00 – 15:30	● Critical data and information literacy	Ulrike Sievers
15:30 – 15:45	Break	
15:45 – 16:45	● Discernment skills: Critical thinking	Martyn Rawson
16:45 – 17:00	Break	
17:00 – 18:30	● Datafication of education: educational governance and ethics	Sigrid Hartong

Saturday, 5 June 2027

9:00 – 10:00	● Data protection, well-being and critical AI studies	Veli Hillman
10:00 – 11:00	○ Critical AI studies	Wayne Holmes
11:00 – 11:30	Break	
11:30 – 12:30	● AI, ethics and public policy	Mie Oehlenschläger
12:30 – 14:00	Lunch break	
14:00 – 15:00	● Using AI: Repeat-sequence model (choosing, preparing, using, creating, reflecting)	Julia Kernbach
15:00 – 16:00	● AI-related skills: HERMMES curriculum strands	Robert Neumann
16:00 – 16:30	Break	

16:30 – 17:30 ☐ **Leadership for change**

Kath Bransby

17:30 – 18:20 ☐ **Strategy for advocacy: success factors**

Dora Šimunović
Kath Bransby

18:20 – 18:30 ☐ **GRADUATION TASK 7:**

Prepare a presentation (present it during the In-Person Week II)



INDEPENDENT LEARNING VII

By 26 September 2027

☐ **Read Thomas Fuchs's book: In Defense of Human Being**

☐ **Organise and join a meeting with your group to exchange and discuss**



ASYNCHRONOUS SEMINARS VI

By 26 September 2027

☒ **Watch three Media Education Foundation films: critical movie analysis based on HERMMES practice "A movie a day"**

☒ **Take the HERMMES Learning journey on Communication and cooperation**

Notice: All graduation tasks must be completed before In-Person Week II



IN-PERSON WEEK II Prague (Czechia) - 27 September – 1 October 2027

Monday, 27 September 2027

9:30 – 10:30 ☐ **Interactive welcome session**

Dora Šimunović

10:30 – 11:00 Break

11:00 – 12:30 ☒ **Technology assessment: analogue and digital**

Robert Neumann
Paula Bleckmann

12:30 – 14:00 Lunch break

14:00 – 15:00 ☒ **Small language model in action: AI unplugged**

Robert Neumann
Paula Bleckmann

15:00 – 15:15 Break

15:15 - 16:45	 Human vs. “machine” learning: the role of embodiment and sociality for human learning	<i>Thomas Fuchs</i>
16:45 - 17:15	Break	
17:15 - 18:30	 Discussion on AI unplugged: human vs. nature	<i>Robert Neumann Paula Bleckmann</i>

Tuesday, 28 September 2027

9:00 - 11:00	 Final presentations in plenary	
11:00 - 11:30	Break	
11:30 - 12:30	 Feedback on presentations in small groups	
12:30 - 14:00	Lunch break	
14:00 - 15:00	 Audiorecording	<i>Robert Neumann</i>
15:00 - 15:15	Break	
15:15 - 16:45	 Fairytales, well-being, and advocacy	<i>Johana Passerin</i>
16:45 - 17:15	Break	
17:15 - 18:30	 Feedback on online learning resources created by participants in small groups	

Wednesday, 29 September 2027

9:00 - 11:00	 Final presentations in plenary	
11:00 - 11:30	Break	
11:30 - 12:30	 Feedback on presentations in small groups	
12:30 - 14:00	Lunch break	
14:00 - 15:30	 Tiny poster gallery: door openers, practices, events by participants	
15:30 - 16:00	Break	
16:00 - 17:00	 Art and text print workshop	<i>Paula Bleckmann + others</i>
17:00 - 17:30	Break	
17:30 - 18:30	 Reflecting on parents' evenings in small groups	



Thursday, 30 September 2027

- 9:00 - 11:00 ○ **Final presentations in plenary**
- 11:00 - 11:30 Break
- 11:30 - 12:30 ○ **Feedback on presentations in small groups**
- 12:30 - 14:00 Lunch break
- 14:00 - 15:00 ● **From import to digital text production: print your own font with calligraphy** *Robert Neumann*
- 15:00 - 15:15 Break
- 15:15 - 17:00 ○ **Role-play on advocacy: authorities, smartphone bans, parents** *Dora Šimunović*
- 17:00 - 18:00 Commute
- 18:00 - 19:00 ● **Group sight-seeing**
- 19:00 - 21:00 ● **Networking dinner**

Friday, 1 October 2027

- 9:00 - 12:30 ○ **Evaluation session (including breaks)**
- 12:30 - 14:00 Lunch break
- 14:00 - 16:00 ○ **Graduation ceremony**
- 16:00 - 18:30 ○ **Open session**



FOLLOW-UP

- Online meeting in November 2027: written questionnaire evaluation and group discussion
- Continuation of country-specific counseling
- Online meetings every three months
- Three-day reunion in two years

Contact

Visit hermmes.eu/hermmes-ambassador-training

or write to Dora Šimunović at hermmes.ambassador@ecswe.eu

