**Launch of a new project "I - Media" in Chernihiv**

On September, 15 a presentation of the human rights program for community leaders "I am Media" was held in Chernihiv Polytechnic National University. Representatives of public and youth organizations of Chernihiv region, mass media and potential participants of the project took part in the round table.

The Vice-Rector for Scientific, Pedagogical and Educational Work of Chernihiv Polytechnic National University, Head of the Gender Education Center Melnyk Olha addressed the participants with a welcoming speech, noting the important prerequisites for the successful implementation of the project. In particular, the new human rights program for community leaders will be implemented in a strong international partnership with the Human Rights Foundation and colleagues from Estonia, a country that made a major breakthrough in the digitalization of almost all areas of its life long before global pandemic. Besides, participating in the project Ukrainian HEI Sum State University and Chernihiv Polytechnic National University recently signed a cooperation agreement. In addition, the previous experience of Chernihiv Polytechnic National University in the implementation of various social action projects, an experienced project team and the interest of young leaders in numerous project activities gives grounds to look optimistically into the project future.

Participants of the round table learned about the main objectives of the new project "I-Media", the stages of its implementation and opportunities for the formation and development of blogging skills in the digital society from the project coordinator in the Chernihiv region Remnova Lyudmyla. After the presentation of the project there was an active discussion, during which the participants shared their thoughts on the relevance of the project and its potential for community leaders. Among them were the director of Chernihiv Regional Youth Center Simonova Iryna, the head of the media center "My City (Chernihiv)", journalist Sidorova Victoria, chairman of Youth Council of the Federation of Trade Unions of Chernihiv region Nitsenko Lyudmila, members of the NGO "Chernihiv European" Gnedina Kateryna and Nagorna Nadiya, head of the Chernihiv branch of the NGO "All-Ukrainian Art Therapeutic Association" Tymchenko Olga, chief librarian of the department of documents in the humanities of the Chernihiv Regional Universal Scientific Library named after Volodymyr Korolenkom Utiro Natalia, TV presenter of "Youth TV Chernihiv", member of the Youth Council under the Chernihiv Mayor, student of NU "Chernihiv Polytechnic" Usov Ivan.

The participants stressed that one of the most interesting aspects of new project is its mentoring program for young bloggers, who will be able under the guidance of experienced media professionals from Estonia and Ukraine to develop up-today skills of creating written and video blogs, enrich their blogging toolbox, present their best posts and roles and thus participate in the competition for a study trip to Estonia.

The project is funded by the Ministry of Foreign Affairs of the Republic of Estonia.