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10th meeting – Summary
2 March 2023
Focus on the development of MIL Strategies and Policies
15.00-17.00 CET

1. EMIL matters

❖ Renewal and update of **EMIL's Terms of Reference** for the year 2023. It is suggested to add a reference to "dissemination" as an additional field of activity

→ *The draft will be circulated to EMIL members for validation*

❖ **EMIL's new Public Relations file**: https://www.epra.org/attachments/emil-pr-information

→ *Feel free to share it within your network and on your website or other media.*

❖ **EMIL members' profiles**:
https://docs.google.com/spreadsheets/d/1fG6KmUy0fqY0RkTbGkYTOx97NRGquKy63Q-7NVwBRxs/edit#gid=1960522875

Thank you to those who already completed the document!

→ *Other EMIL members are invited to fill out and/or update the document*

❖ **Call for tenders by DG Connect** (European Commission) to develop an evaluation project, Maria Donde (and Mònica Duran) included in Media literacy experts' list to support a bid by Ipsos.

→ *In such circumstances in the future, interested members are welcome to participate under EMIL's name; if so please inform us.*

In the meantime, if the bid is successful, EMIL will inform members and call for inputs.

❖ Savoir*Devenir's planned tender and request to involve EMIL

Divina Frau-Meigs is putting together a bid for the Creative Europe CREA call to disseminate their pilot kit on algo-literacy (Cross Over) and wished to have EMIL listed as active partner. For technical and resource reasons, EMIL can only be a supporting member. We shared the EMIL contact list with her.

→ *EMIL members might be contacted for this promising tender*

❖ **TeaMLit project** (led by Media & Learning Association): *Teacher Education and Training in Digital and Media Literacy: providing guidance resources and support for teacher trainers in Europe* ([TeaMLit](#)). The project was launched in January 2023 and EMIL is a supporting partner.

→ *Open call to join the network & potentially the external advisory board (first meeting on 26 April 2023).*

Contact: Chloé Pété, chloe.pete@media-and-learning.eu or/and Sally Reynolds sally.reynolds@media-and-learning.eu

2. Tour de table & updates from the network

Bosnia and Herzegovina: Azra Maslo (*CRA-BA - temporarily replacing Lea Čengić*):

- Publication of the "[Guidelines for the Development of Media Information Literacy Policy in Bosnia and Herzegovina](#)" which identifies key principles and defines guidelines to prepare a media information literacy (MIL) strategic programme and its implementation in Bosnia and Herzegovina. The guidelines are a result of the "[Media and information literacy: for human rights and more democracy](#)" programme of the Council of Europe for Bosnia and Herzegovina.
- Workshop with Ofcom (UK) on Media Literacy to share expertise and knowledge.

Gibraltar: Francis Trenado (*GRA-GI*):

A media literacy awareness campaign was launched, along with a [webpage](#) with repository information (*infographics, resources, up-to-date data*…). GRA is liaising with media to promote the new material.

Finland: Leo Pekkala (*KAVI-FI*):

- Launch of a new website (*new design, regular updates*): https://medialukutaitosuomessa.fi/en/
- Inclusive and Creative Media Education Project ICME: A two-year project in partnership with the University of Florence & the Institute of Communications Studies from North Macedonia, selected within Creative Europe programme. Aim: to develop operational models of innovative ML activities that <u>can be shared and scaled up successfully crossing cultural, national, linguistic borders</u> from inclusive & creative perspectives.

→ More information: www.icmeproject.eu (not open yet).

France: Raphaël Honoré & Mathilde Le Tarnec (*Arcom – FR*):

Current MIL activities of Arcom:
- Publication of yearly [MIL report](#) in November 2022 (covering 2021-2022)
- Training of teachers and students on various topics and training of students in journalism;
- New [agreement](#) with Arcom, the Ministry of Education & the [reseau Canopé](#) (*in-service training for teachers operated by the Ministry of Education*) to strengthen MIL cooperation in schools (*dissemination of educational resources, trainings, raising awareness for responsible behaviours*…).

→ More information in the [EMIL profiles](#).

EDMO: Emma Goodman:

- six new hubs have been launched.
- upcoming webinars organised by Media & Learning Association and supported by the EDMO hubs:
  - Media literacy at the national and regional level (Part 1), 22 March 2023, 14:00-15:15.
  - Media literacy at the national and regional level (Part 2), 19 April 2023, 14:00-15:15.

Slovakia: Katarina Drevena (*CMS-SK*):

CMS has organised MIL roundtables with all stakeholders involved in the field to exchange information and foster cooperation. Many universities, NGOs and institutional organisation participated, and the CMS received good feedback; CMS also launched a monthly newsletter for teachers and experts.

→ Next step: creation of a new platform for MIL development

The UK: Fay Lant & Kate Morris (*Ofcom – UK*): updates on Making Sense of Media programme.

- Ofcom is working closely with 13 organisations across the UK to deliver projects that will improve ML skills for some of the most vulnerable groups in society. First feedback is expected next year - also on what works.
- Publication of the evaluation toolkit: Ofcom's toolkit is designed as a practical guide to allow all ML practitioners, regardless their resources or experience, to build evaluation into their projects (see also summary of EMIL meeting n°9). In the Toolkit Annex, Ofcom provides for two searchable online libraries: one listing media literacy initiatives and another listing media literacy research.

Switzerland: Nina Hobi (*FSIO – CH*):

- 5th national Forum Youth & Media, Bern (CH), 9 May 2023: www.jugendundmedien.ch/ueber-uns/aktuell/detail/5-nationales-forum-jugend-und-medien-dienstag-9-mai-2023-wankdorf-bern

3. THEMATIC focus: *the development of MIL Strategies and Policies*

The focus for this part of the EMIL meeting was developed in response to demand from members for useful resources and approaches to developing national Media and Information Literacy strategies. The case studies presented highlighted:

- *Key recommendations for a national strategy*
- *The process for strategy development, who can lead and who should be consulted*
- *The role of multistakeholder networks in strategy development*
- *The value of cross-sectoral approaches (e.g. linking Media Literacy to Public Service Broadcasting policy)*
- *The role played by legislation and the opportunities experts (i.e. EMIL members) have and should exploit to influence national government strategy*

**CASE STUDY 1**: building a Digital Media Literacy Strategy for Canada

[Presentation](#) by _Matthew Johnson_, _[MediaSmarts](#) (CA)_
@ _[MJohnson@mediasmarts.ca](#)_

MediaSmarts is a Canadian bilingual centre for digital media literacy, not-for-profit organisation, operating for over 20 years now. It aims at raising public awareness through education resources for homes, schools and communities, MIL week, research on news and media. It receives no core funding from the government.
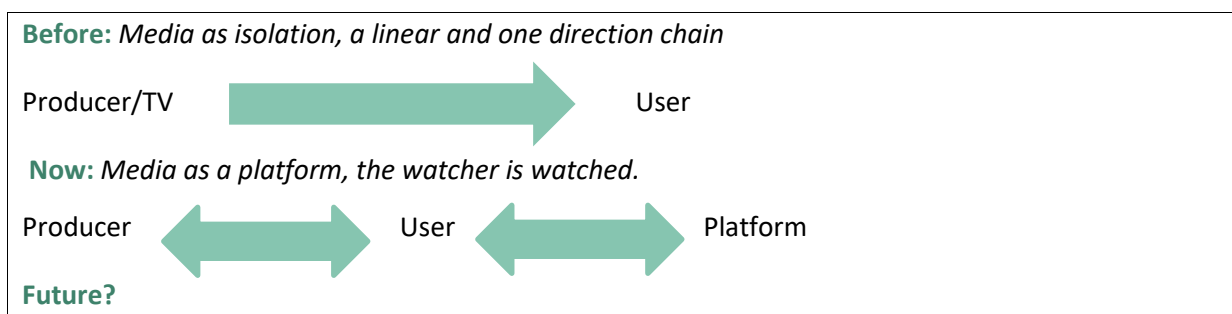
→ For more information on MediaSmarts, see the [presentation](#) and their [website](#).

For over 15 years, MediaSmarts is advocating for a national digital media literacy strategy in Canada with several partners from the research field, academic institutions, education environment, civil society organisations, government and industry.

A national strategy would allow to move towards more social, ethical and inclusive media literacy at national level and optimise resources for ML projects (_avoiding competing or overlapping projects to be funded_).

o **Drafting a MIL strategy: identifying difficulties**

- Changing relationship between media & users + flexibility to adapt to future developments:

Before: _Media as isolation, a linear and one direction chain_

Producer/TV → User

Now: _Media as a platform, the watcher is watched._

Producer ⟷ User ⟷ Platform

Future?

- Evolving definition of "being literate"

- Temptation to chase the latest trendy issues such as information disorder or hate speech (easier to raise financial support) but it should be advocated that all issues are linked

E.g.: _Access to Internet was notably highlighted as the process was launched during the Covid-19 pandemic. Access to the internet and networked devices is a key prerequisite but only the starting point for developing the digital literacy skills needed for ethical digital citizenship & online agency (using, understanding, engaging with media)._

- In Canada, the difficulty is to get support at the federal level.

o **Process applied by MediaSmarts:**

- 1st step: building context through an environmental scan

- 2nd step: launching online symposium to gather all players interested in a comprehensive strategy, assess the needs and define key principles and commitments (see [symposium results' roadmap report](#))

💡 _**How to identify the right people?** MediaSmarts looked at people with experience at government level or in_

national strategy in other jurisdictions & people working in the ML field, with the support of academic partners.

- 3rd step (current stage): drafting a strategy and mapping the state of MIL in the country (*benchmark for measurement and evaluation, identifying skills from the population*)

- 4th step: Identifying the gaps and needs in the various communities

- 5th step: finalizing a unified and flexible strategy

- 6th step: implementing and assessing the strategy

-> <u>Prerequisite for success:</u> Receive stable funding and commitment at Federal level

- o **Key messages & recommendations:**

- Lack of strategy is a barrier!
- Importance of having partners to promote and support the strategy.
- Ensure sustained resources and funding, preferably at national level.
- Involve all stakeholders to reflect the community's needs.

Key Resources:

- Presentation: https://www.epra.org/attachments/emil-10th-meeting-presentation-of-mediasmarts-canada
- Symposium's roadmap report: https://mediasmarts.ca/sites/default/files/publication-report/full/from_access_to_engagement_-_building_a_digital_media_literacy_strategy_for_canada_2022_0.pdf

CASE STUDY 2: developing the Caribbean information literacy & disinformation action plan

 Presentation by *Kristian Porter*, *Public Media Alliance* (UK)
@ *kristian@publicmediaalliance.org*

Public Media Alliance is a not-for-profit company gathering 50 media organisations with a public service remit across the world. It aims at advocating for the independence, value and legitimacy of PSM and foster cooperation and transnational projects.

- ❖ **Focus on a specific project**: <u>Media Literacy in the Caribbean</u>, with the support from UNESCO and Caribbean media associations.

- o **Local background:**

- High level of mis/disinformation, fed by lack of knowledge and trust among population and politicians.
- No tradition of consolidated public service media.
- Lack of resources.

- o **Aims of the project:**

- Countering mis/disinformation.
- Increasing trust by highlighting the central role played by media in societies.
- Ensuring long-term sustainability of public media providers.

     o **Strategy adopted:**

An eight-point action plan to support and empower media outlets, developed with journalists and media stakeholders from 11 Caribbean countries during a two-day virtual workshop.

Key points of the action plan:

- Strengthen & increase collaboration amongst regional journalists, media association & media houses
- Launch public awareness campaign to empower audiences on how to spot misinformation & disinformation
- Train the region's journalists
- Develop a Caribbean Regional Code of Practice on Disinformation and Misinformation
- Create a knowledge hub for practitioners
- Invest in technology

→ Action plan: https://www.publicmediaalliance.org/wp-content/uploads/2022/10/Action-plan-design-FINAL.pdf

     o **Key findings & lessons learned:**

- Despite common roots, cross-border specificities & barriers remain in the Caribbean (legislation, resources)
- MIL efforts are only effective if supported by trustworthy & independent media outlets & regulators
- Media outlets need resources and trust to make their own media literacy material
- Access to information is limited
- The project helped identify partners & demonstrated the need for further cross-border collaboration and research.

A strategy should be based on research
Regional cooperation is crucial

→ This action plan is part of a wider project to support Caribbean media outlets and <u>any feedback or advice from EMIL members is welcome</u>. PMA is keen to engage with EMIL/EPRA members

More information on the Public Media Alliance:

- PSM Weekly newsletter sign-up: https://www.publicmediaalliance.org/globalcallout/
- Current projects: https://www.publicmediaalliance.org/projects/

CASE STUDY 3: Approaches to ML strategies and reflections from the _UNESCO MIL Alliance_

Presentation by _Irene Andriopoulou, Secretariat General for Communication & Media and former co-secretary for UNESCO MIL Alliance (GR)_
@ _irandriopoulou@gmail.com_ _eandriopoulou@media.gov.gr_

     o **UNESCO MIL approach: Media Literacy is for the Public Good.**

Idea: create consensus around a unifying idea (MIL for the public good), and an understanding that this refers to skills to **access** (_basic technical skills_), **critically evaluate** (_advanced cognitive skills_) and **creatively express** in (_social and communication skills_) media are prerequisites for personal expression & social action.

→ Objectives: improving "eudaemony" of navigation and interacting online & ensuring a protectionist approach to build open, democratic and resilient societies.

Recent UN Global MIL Policy Developments:

- UNESCO Abuja Declaration 2022 11th UNESCO Global MIL Week (*imperative is to fight against disinformation and build trust*)
- UN Report on the Transforming Education Summit 2022 (16, 17 & 19 Sept.): MIL/Digital Skills
- UN 2020 Resolution A/RES/75/267B encouraging national MIL policies & strategies to tackle disinformation
- UNESCO draft Guidelines for regulating digital platforms (UNESCO Internet for Trust Conference)

❖ **Focus on UNESCO Media & Information Literacy Alliance:**

UNESCO MIL Alliance: a global network launched in 2013 to promote MIL strategies towards media policies & national strategies, gathering over 600 members from 115 countries. Structured into 5 regional chapters & sub-chapters - *with a special working group for the Mediterranean region coordinated by EKOME (GR)*, the Alliance is led by an international steering committee composed of representatives of the core partners.

o **Strategy adopted:**

- create voluntary "supra platform" to connect, promote, exchange, advocate on MIL in education
- encourage MIL public policies and strategies, building on a mapping of MIL projects, good practices and exemplary MIL actors to provide inspiration.

o **Challenge:**

- the regional specificities and the difficulty to establish a common framework.

o **Outputs:**

Global MIL week (October), annual feature conference on MIL, awareness raising campaigns, online training (MOOCS, OERs), publications, online conference, MIL Awards.

How to make an impact?

Encourage synergies: regional, national, worldwide
State regulation is key! Transposition of AVMS provisions on ML encouraged Member States to act

Key Resources:

- UNESCO MIL Alliance, https://www.unesco.org/en/media-information-literacy/alliance

- New UNESCO MOOCs for policymakers, https://www.unesco.org/en/articles/newly-launched-mooc-deep-dive-policymakers-media-and-information-literacy?hub=370

- EKOME webinars (Policies and Practices // Partnerships & Projects): https://www.youtube.com/watch?v=21AiVHA_1IQ&list=PLXObOyZZuD16l4u9mvy3SS3a_id19eln3&index=3

- Presentation: https://www.epra.org/attachments/emil-10th-meeting-presentation-of-unesco-mil-alliance

4. Next meeting

Upcoming events

Save the date : **joint event with the EPRA AI Roundtable** on algorithm literacy:

5 May at 10am (CET)