

EPRA MIL Taskforce: Terms of Reference (ToR)

(Version of 26 April 2024)

PREAMBLE

- *Acknowledging that media literacy is a key topic of interest for media regulators and feeds into every discussion on major issues of media regulation (protection of minors, pluralism, democracy, information disorder, hate speech...),*
- *Acknowledging the value of the work already conducted by the informal EPRA MIL taskforce over the last few years, and notably the organisation of online roundtables on media literacy networks with the aim to encourage the sharing of best practices between EPRA members and other organisations active within a media literacy network,*
- *Acknowledging that the establishment of media literacy networks and alliances is critical in the development of common approaches and to deliver MIL initiatives given the breadth and the multi-stakeholder character of the subject matter,*
- *Acknowledging the added value of joining forces with non-EPRA organisations active within a media literacy network and the merits of formalising the EPRA MIL Taskforce,*
- *Acknowledging the increased media literacy requirements towards EU Member States and video-sharing platforms further to the revised Audiovisual Media Services Directive,*
- *Noting the willingness of the European Commission to increase its efforts to strengthen media literacy from various angles as developed under the Media and Audiovisual Action Plan and ERGA's continued interest in media literacy,*
- *It was decided to establish an EPRA MIL taskforce in February 2021,*
- *The terms of reference detailed hereinafter frame and set up the purpose, membership conditions, values and activities of the EPRA MIL taskforce. They were last amended to better reflect the taskforce's activities in February 2023 after consulting the members. They were extended for a year on 26 April 2024.*

NAME

The EPRA Media and Information Literacy Taskforce (hereinafter 'EMIL')

PURPOSE

The purpose of EMIL is:

- to promote and support the creation and functioning of media literacy networks, throughout Europe by bringing together key actors of these networks, and by providing them an independent and transparent forum to share relevant information, best practice, experience and expertise,
- to raise the public profile of media literacy networks and help share the best practice and experience from these networks with a wider audience of stakeholders,
- to share knowledge, best practices and experiences on media literacy activities and initiatives in general, including to try to avoid duplication of efforts between various coordination groups.

MEMBERSHIP

Membership is open to any:

- EPRA member;
- organisational network;
- organisation or institution;

whose aim is to promote and/or enhance media literacy activities in Europe.

Each organisation shall identify a contact point for the representation within the EPRA MIL Taskforce.

Each new application for membership shall be approved by the EPRA MIL Taskforce Steering Committee.

VALUES

In accordance with EPRA's values, independence and informality are core values of the EPRA MIL Taskforce. The adoption of common positions or declarations is prohibited.

ACTIVITIES

The EPRA MIL Taskforce intends to support its members through activities such as (*the list is non exhaustive*):

- organising regular meetings to discuss the range of activities and work stream of the EPRA MIL Taskforce;
- organising events on topical issues with media literacy experts and members to share best practices or ideas;
- enriching EPRA deliberations by covering relevant themes of the EPRA Work Programme during dedicated events and reporting about them during EPRA meetings;
- facilitating regular exchanges between members on the activities of their respective networks or organisations;
- encouraging and enabling direct contact and collaboration between EMIL members on projects of common interest, including in relation to funding applications;
- liaising with media literacy experts or other media literacy organisations;
- tracking the activities of, and engaging with, other coordination bodies;
- producing a range of concrete outputs (such as top tips...);
- promoting and representing the EPRA MIL Taskforce at media literacy events and among media literacy stakeholders;
- disseminating information about members' activities, and the activities of their networks, to all EMIL members, and encouraging the active dissemination of that information directly to media literacy practitioners in their countries.

ADMINISTRATION AND DURATION

The EPRA Secretariat will provide support for the operation and functioning of the EPRA MIL Taskforce.

A Steering Group will provide guidance on the EPRA MIL Taskforce outcomes for the year and support the delivery of any EPRA MIL Taskforce outputs. Any member's contact point may join the Steering Group upon request.

Designated from among the Steering Group, a three-person Committee will be in charge to approve new members.

These Terms of Reference replace the EMIL "Terms of Reference of 16 February 2023". They shall apply for a period of one year. They may be amended or extended in writing after consultation and agreement by the members.