



18th meeting – Agenda

6 June 2025 - 10.00-12.00 CET

Summary

1. Welcome & EMIL/EPRA Internal News

Coordinator Stephanie Comey welcomed participants to the 18th EMIL meeting, a roundtable format to exchange updates on topics featuring in the [EPRA Work Programme for 2025](#), namely evidence-based approaches, strategy-setting and media pluralism.

EMIL's [17th meeting](#), held on 7 March, saw the Secretariat piloting a new discussion and debate-led format on the topic of protecting children in the digital environment. Feedback collected showed that participants strongly agreed that this new format met their need for more interaction and debate and as a result, EMIL will continue mixing formats between roundtables and thematic meetings throughout 2025.

Stephanie also provided some feedback from the EPRA meeting held in Moldova on 14-16 May. In brief:

- ❖ More than 130 delegates travelled to Chisinau, representing 48 media regulators;
- ❖ Both the Audiovisual Council of Moldova and EPRA celebrated their 30th anniversary;
- ❖ Stephanie Comey was elected as the **new EPRA Chair** succeeding Mari Velsand;
- ❖ Four Vice-Chairs were also elected, constituting the [new EPRA Executive Board](#);
- ❖ Stephanie Comey will continue to act as the coordinator of EMIL for 2025 at least.

Topics on the agenda were of high relevance for EMIL members, with active roundtable discussions on *how regulators collect and process data to inform their approaches* and an interactive panel session on *protecting minors on video-sharing platforms and social media*.

Having an evidence-based approach is also a pillar of MIL and particularly important in a context of high levels of public concern around the use of technology by children. Implementing such an informed approach is more important than ever with new legal frameworks, such as EMFA, and the emergence of new media actors and new areas of regulation.

The protection of minors' session focused on the tools and approaches available to regulators, and how to balance the safety of children with an approach based on children's rights. This was also an opportunity to remind EPRA members of the importance of seeking the input of children of all ages in the development of regulation and collaborating with children and youth organisations.

2. Spotlight on new EMIL participants

Emmanuelle Machet welcomed new EMIL participants:

- ❖ **Samrita Menon**, Division for Freedom of Expression, Media development and Media and Information Literacy at UNESCO.
- ❖ **Ciarán Murray**, Near Media Co-op coordinator (IE), representing CMFE.
- ❖ **Paul Meyer**, Division for Cooperation on Freedom of Expression of the Council of Europe.

3. Roundtable: Sharing informal updates

Prior to sharing informal updates, [a video message](#) from **Sanya Bonelli**, Youth Ambassador at Better Internet for Kids from the South of Italy was showed during the EMIL meeting. Recorded for the 61st EPRA meeting, the short video is a call for action addressed to media regulators around media education.

3.1. Evidence-based approaches

- **UK:** 20 years of qualitative research - highlights from Ofcom's [Adult Media Lives' study](#)

Alison Preston, a long-time contributor to EPRA, co-directs and leads the research components of Ofcom's [Making Sense of Media programme](#), she is Head of Media Literacy Research since 2012.

The Adult Media Lives' study tracks a group of around 20 UK adults to understand how their media behaviours, attitudes, and digital literacy have evolved. Launched 20 years ago alongside Ofcom's quantitative surveys, the study continues to follow around 20 individuals with about half of the original participants remain in the study, offering a rare longitudinal view into their media journeys.

Some key findings from the study are illustrated by the testimonies of participants:

- ❖ One participant discusses his disillusionment with traditional news and preference for alternative outlets, highlighting the decreasing trust for mainstream media and appeal for certain alternative or partisan source of information.
- ❖ Another participant explains how her passion for knitting led her online and helped her overcome initial digital barriers, highlighting the role of personal motivation in digital inclusion.
- ❖ A third participant completely changed his attitude towards acquiring and the use of new technology, highlighting the close link between the adoption of technology and social relationships.

These individual case studies reveal the impact of lived experiences and allow researchers to capture complex, evolving relationships between people and technology. Not only does the study offer a retrospective look at media changes over the past 20 years but also sets the stage for discussions about how regulators and educators can respond to evolving needs in an increasingly complex environment. This year, researchers even asked participants to reflect on their experience of being in the study, and their comments are included in the full report. While participants were given a small amount of money as an incentive to participate in the study, they genuinely enjoy taking part. Ofcom also runs a twin study, [Children's Media Live](#), and some children have joined the adult survey.



Ofcom is open to sharing more insights at events or conferences as well as presenting general findings in tailored video montages. Please reach out to [Alison Preston](#) for any queries regarding the Adult's Media Lives study.

- **Italy:** the role of the evidence-based approach in fostering Agcom’s MIL activities

Francesco Marrazzo is Officer and Sociologist at AGCOM, Italy.

Attributed to AGCOM since 2021, Media Literacy is entrusted to the **analytical and studies department**, a team of about 15 people with expertise in economics, sociology, and communication tasked with placing research at the core of AGCOM’s MIL initiatives.

A Media and Digital Literacy Coordination Committee was established to bring together stakeholders—public institutions, civil society, media providers, platforms, academics, and experts. The committee fosters dialogue and collaboration on strategy and best practices.

There are a number of projects currently underway:

- ❖ Completing a national survey on media and digital literacy needs, targeting various age groups. It aims at assessing access to digital devices and media, parental regulation of minors’ media use, awareness and preparedness around digital risks and algorithmic literacy. (A summary report is expected before summer 2025, with thematic deep dives to follow later in the year).
- ❖ Develop a common media literacy definition and an evaluation toolkit, with the help of stakeholders from the committee as two major gaps identified in Italy’s media literacy field are the lack of a shared definition and the absence of consistent impact evaluation methods.



AGCOM also relies on mutually beneficial partnerships with universities on topics such as Broadband access research (Polytechnic of Milan); Journalism studies (Sapienza University of Rome); Legal sector media literacy (University of Florence).

Looking forward, Francesco stressed that Italy still lacks a national media literacy strategy, which AGCOM believes should be initiated by the government and that shared tools and definitions will eventually be adopted more broadly, despite the long-term nature of this effort.

AGCOM will soon publish the 2024 edition of the annual Media and Digital Literacy Monitoring Report (*MIL monitoring reporting is on a yearly basis in Italy, not every 3 years as required as by Article 33a(2) AVMSD*).

3.2. Strategy-setting

- **Ireland:** Media literacy aspects of the [National Counter Disinformation Strategy](#).

Martina Chapman is national coordinator at [Media Literacy Ireland](#) and independent Chair of the National Counter Disinformation Strategy.

The drafting of the strategy was a key recommendation of the [Future of Media Commission](#), (*tasked with developing recommendations on sustainable public funding and other supports to ensure media in Ireland remains viable, independent and capable of delivering public service aims*).

The Strategy's aim is to **develop a framework for better coordination and information sharing** - not to come up with new legislation or a definition of disinformation. It was developed by a working group of 18 organisations (9 government departments and 9 non-governmental bodies) whose work was supported by external experts and 3 subgroups focusing on existing countermeasures, legal frameworks, and public interest journalism. Input from marginalised communities through consultations and expert engagement were also collected.

The strategy is grounded in 5 guiding principles:

- ❖ Protecting fundamental rights;
- ❖ Encouraging cooperation among stakeholders (*at the heart of the Strategy*);
- ❖ Ensuring accountability enforcement;
- ❖ Building resilience and trust; and
- ❖ Maintaining an evidence-based, research-informed approach.

The strategy contains 9 key commitments and 36 concrete actions, **with media literacy being a commitment in itself** and which includes biannual summits, sector-wide training, public campaigns, education strategies, and programmes for schools and libraries. It is the first time in an Irish context that MIL is being taken seriously as a tool to equip citizens and the wider public with the skills they need in order to navigate the media landscape in a life-long approach.

To ensure its delivery, each commitment has a designated lead organisation, but oversight is provided by a coordination group without enforcement power and dedicated funding has yet to be allocated for the strategy.



It is a major achievement to have Media Literacy featuring prominently in the Strategy. However, it required a lot of work to manage expectations and make clear that MIL has limited potential as a cure on its own and is a life-long undertaking.



[Martina Chapman's presentation](#). See also the information of the National Counter Disinformation Strategy Working Group: [Meeting minutes and the list of presentations from organisations](#).

- **Finland:** ongoing evaluation and revision process of the National Media Education Policy

Leo Pekkala is Head of Department/Deputy Director at KAVI (FI)

The process began with an **open survey**, targeting both the public and key organisations involved in media literacy, looking at what has worked or not in the previous 2019 policy. Based on the feedback, KAVI held its annual Media Literacy Forum and in person and online workshops to analyse the current policy and discuss visions for 2030.

Workshops were held both in Helsinki and online to ensure participation from across the country and interviews are also being conducted with selected professionals. All this input will inform the new policy draft, which aims to be published for public consultation in September, followed by the final release in December which will be made available in Finnish, Swedish, and later in English.

The current policy's abstract nature has helped it remain relevant, but familiar challenges such as reaching adults, seniors, minority groups, and non-Finnish speakers remain to be addressed. This will be their third media education policy, following those in 2013 and 2019.



On **18-19 September**, KAVI will host a conference entitled “*Media Literacy and Democracy Education for Societal Resilience*” in Helsinki (Central Library Oodi) with the Ministry of Education and Culture to launch the first Nordic Media and Information Literacy survey results: <https://okm.fi/en/events/2025-09-18/media-literacy-and-democracy-education-for-societal-resilience>

4. AOB



The next EMIL Meeting will take place on **Friday 12 September 10-12 CET**



Based on the Steering group suggestion and the broad support from EMIL members, the thematic discussion will focus on **'MIL and influencers'**. The Secretariat will issue a call for contribution to EMIL members.



EMIL Reference Documents:
[Updated List of EMIL Members](#) (with contact details)
[EMIL's Member Profiles](#)