



49th EPRA meeting
Sarajevo, 29-31 May 2019
Working group 1 – Media Literacy

Summary of the session and debate
Johanna Fell, EPRA Vice-Chairperson

1. Structure and interventions

The session of Working Group 1 Media Literacy linked perfectly to the Plenary session on protecting children in the online world where regulatory tools on dealing with problematic content were discussed while media literacy, i.e. empowering users to deal with media, presents the other side of the coin. The working group carried on the activities of the EPRA Media Literacy Task Force coordinated by **Martina Chapman** (Mercury Insights Ltd) who, together with **Robert Tomljenović** (AEM HR), had prepared a [background paper](#) summarising the activity to date of the Media Literacy Task Force as well as a summary of some of the activities undertaken by taskforce members to support the European Media Literacy Week in March 2019.

The WG dealt with a very ambitious agenda with presentations from nine NRAs, starting with a panel discussion on the theme of Media Literacy campaigns and international cooperation. It was chaired by Prof. Brian O’Neill, with contributions from [Žiga Drobnič](#), European Commission, who provided a summary of the EU Media Literacy Week and indicated that no decision had been made on whether it would become an annual campaign, [Robert Tomljenović](#), AEM (HR) talking about what AEM are doing to support media literacy and in particular the impressive Media Literacy Days Project in Croatia which reached 13,000 young people in 273 events across 90 cities, and [Saara Salomaa](#), KAVI (FI) reporting about Finnish Game week and providing insights into what it takes to deliver a long-term, effective media literacy campaign.

The session next focussed on Media Literacy in the Balkans with presentations from [Milan Todorović](#), REM (RS) on the key findings from the [European practices of the Regulatory Authorities of Electronic media regarding Media Literacy Report](#). Interestingly, this report highlighted 3 best practice case-studies from Ireland, Croatia and Finland – all whom were featured in our meeting too. [Emilija Janevska](#), AAAMS (MK) introduced the Northern Macedonian Media Literacy policy – which includes competencies on Critical Consciousness, Awareness of Emotions, Digital Wellbeing and Full Citizenship. [Lea Čengiđ](#), CRA (BA) provided a very useful overview of two reports - [Media and Information Literacy in the Western Balkans: Unrealized Emancipatory Potential](#) and [Media regulatory authorities and protection of minors](#). Some of the key findings noted the collaboration that exists between stakeholders in the region, as well as the active participation by civil society organisations.

Re-purposing Media Literacy resources and projects was the theme for third session. [Khatuna Ivanishvili](#), GNCC (GE) outlined how the Georgian regulator is responding to its new responsibilities in the relation to media literacy and how they are already delivering a range activities and have re-purposed German and Finnish resources. This was followed by a presentation by [Stephanie Comey](#), BAI (IE) on the Be Media Smart Campaign in Ireland, and Stephanie has offered the resources from this campaign to EPRA members for use.

Finally, [Wendy Bryant](#), Ofcom (GB) provided a summary of the Top tips on media literacy research, that Ofcom have produced which should be extremely useful and instructive, given their experience in this area.

2. Key take-outs from the discussion

- Collaboration

All of the projects, policies and reports presented at the meeting highlighted the importance of working in collaboration with a range of cross-sector stakeholders.

- Strategic Coordination

This was identified in a number of the presentations as being absolutely essential in relation to delivering far-reaching media literacy projects. In addition, the process of coordination must be adequately planned and resourced with a number of contributors noting that coordination of media literacy projects need the same level of resourcing and support.

- Funding and support

The lack of dedicated funding for media literacy projects was identified as an on-going problem, as was the lacking support by relevant stakeholders including politics.

- Sharing of resources

A number of the presenters (including Croatia and Georgia) illustrated how their projects and resources borrowed from existing resources in Finland and Germany.

3. Next steps

In preparation for the autumn session of the Working group, a number of propositions to Task Force members in the next few weeks will be circulated with a view to getting views on topics such as:

- Themes for the next meeting
- Topics for future 'Top-tips' such as guidance for developing a media literacy campaign
- Engaging the social media platforms in a conversation about the promotion of media literacy.
- The potential interest and value in developing a pan-European database of media literacy projects in collaboration with the European Audiovisual Observatory
- Using the EPRA website to continue this conversation via its discussion thread.