



Setting-up a media and information literacy network in Bosnia and Herzegovina

Lea Čengiđ, CRA

EPRA webinar: *How to: The creation of a MIL network*
11th September 2020





Background

- The CRA has been active in the field of MIL since 2009
- No legal obligations related to MIL
- Sporadic activities
- Cooperation with numerous partners
- Main focus on protection of minors from inappropriate content in avms and online safety (CRA is a convergent regulator)
- In-house expertise on MIL



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





Department for Content and Media Literacy

- In October 2019 a new department for Media Content and Media Literacy has been created within the CRA
- 3 persons working on this topic
- one of the first steps has been setting-up an informal MIL network



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





First steps

1. Mapping of institutions and organizations active in the field of MIL
2. Creation of a database
3. Communication with other big stakeholders active in this field aimed at including previous initiatives of cooperation and creation of a single network – offer for partnership



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





First meeting



Ministry of Communication and Transport of BH
Ministry of communication and Transport of Republika Srpska
Ministry of Civil Affairs/Sector for Education
Agency for Data Protection
Ministry of Education of Kanton Sarajevo
Representatives of 7 different public and private universities (journalism, pedagogy and information science)
Council of Europe
UN Woman
Representatives of media (PBS and private)
Librarians
UNICEF
Save the Children
Mediacentar
Factcheckers
NGOs dealing with MIL
Safer Internet Centre
Delegation of EU in BH
Teachers
Science journalists
Journalist's association
PR agency



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





First meeting of our MIL network

- 17.12.2019 our first meeting
- excellent response – 32 institutions and organizations from different parts of the country
- Agenda:
 - setting- up of an informal network
 - activities planned for 2020 (all invited institutions and organizations were asked to give a short overview of their recent and planned activities)
 - exchange of materials
 - possible cooperation: Media and information literacy days in spring 2020



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





First meeting of our MIL network

Benefits

Excellent response

Willingness to cooperate

Extensive previous knowledge of activities of each institution/organization

Mutual respect

Regulator accepted as coordinator of these activities

Lacks

Lack of funds for this sort of activities

Lack of a bigger meeting room

Relatively short time for the meeting with so many participants

No time for informal coffee-break-talks

MIL encompasses a wide range of topics



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





Second meeting of our MIL network



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





Second meeting of our MIL network

- 4.2.2020 our second meeting in cooperation with Mediacentar Sarajevo and Faculty of Political Science – University of Sarajevo
- this time in a hotel meeting room with lunch afterwards (covered by one partner) – more time for informal talks and networking
- excellent response again – we were limited to 50 institutions and organizations from different parts of the country
- Agenda:
 - Presentation of EPRA's Guidelines
 - Proposal for coordination of our informal network (meetings and communication channels)
 - Planning of Media and information literacy days end of March 2020
 - FB Page „Medijska i informacijska pismenost u BiH“ for sharing materials with public
 - Creation of a public database of MIL experts



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





Second meeting of our MIL network



MEDIJSKA I INFORMACIJSKA PISMENOST U BIH
Medijska i informacijska pismenost u Bosni i Hercegovini
@mipismenostbih

+ Add Button

No rating yet • Media • Sarajevo, Bosnia and Herzegovina

Home Events Reviews About Videos Photos

Create a post

Photo

Create Story

Live

<https://www.facebook.com/mipismenostbih>

1000 followers

ca. 4-5 posts per week



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Босна и Херцеговина
Регулаторна агенција за комуникације

Bosnia and Herzegovina
Communications Regulatory Agency





Second meeting of our MIL network

Benefits

Excellent response

Willingness to cooperate

Support in terms of covering the costs of the meeting by one partner

Well prepared meeting agenda and structured discussion

Lacks

Lack of funds for meetings and follow up activities

Lack of funds for joint projects (MIL Days)

Wide range of topics, approaches and ideas

Some partners have conflicting political, personal or financial interests (state and lower levels, NGOs competing for the same funds etc.)

Lack of experience with professional social media communication, lack of funds for infographics and sponsoring of content



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





MIL network during the COVID-19 pandemic



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Босна и Херцеговина
Регулаторна агенција за комуникације

Bosnia and Herzegovina
Communications Regulatory Agency





MIL network during the COVID-19 pandemic

- Our MIL network continued working online through e-mail correspondence
- MIL even more important than before (disinformation, healthy media habits, digital competences, screen time, online schooling etc.)
- Materials related to media and pandemic were prepared by our partners and distributed by our Facebook page



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





Future activities of the MIL network

- MIL Days in spring
- UNESCO's MIL Week in October
- Meetings at least 2 times a year
- Regular communication via email
- Sharing of plans for the next year among network members and possible cooperation
- FB page
- FB closed group for communication
- Webpage www.medijskapismenost.ba for communication with the public



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације





Thank you!

Lea Čengić
Head of Content and Media Literacy
Communications Regulatory Agency of Bosnia and Herzegovina
lcengic@rak.ba



Bosna i Hercegovina
Regulatorna agencija za komunikacije

Bosnia and Herzegovina
Communications Regulatory Agency

Босна и Херцеговина
Регулаторна агенција за комуникације

