

EPRA MIL Taskforce: Terms of Reference (ToR)
25 January 2021

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 breath 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 and Audiovisual Action Plan,*
- *It was decided to establish an EPRA MIL taskforce under the terms of reference detailed hereafter.*

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 help share the best practice and experience from media literacy networks with a wider audience of stakeholders,
- to share knowledge, best practices and experiences on media literacy activities and initiatives in general.

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;
- facilitating regular exchanges between members on the activities of their respective networks or organisations;
- liaising with media literacy experts or other media literacy organisations;
- 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.

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 shall apply for a period of one year. They may be amended or extended in writing after consultation and agreement by the members.