emil

5ᵗʰ meeting - Summary
17 December 2021

1. Welcome

Maria Donde welcomed participants in the 5ᵗʰ meeting of EMIL marking the first year of operation, with activities mostly focused on building the network and a community to exchange informally on matters of media literacy. Some highlights include the [thematic session on hate speech](#), the running updates on the progress of the ERGA Media Literacy report and the [EduMediaTest project](#), the fruitful cooperation with the [country specific ML webinars](#) organised by the Media and Learning Association as well as presentations of EMIL in various fora such as EDMO, or the UNESCO MIL Alliance.
She thanked EMIL members for their enthusiasm and active participation.

2. Updates from the network

2.1. Update on ERGA's ML Report - *Stephanie Comey*

➔ In a nutshell: A 50-page report composed of three elements
1) A toolbox for video-sharing platforms (*as planned in the Commission's [MAAP](#)*)
2) Criteria to identify best ML practices among media regulators (+some best practices listed in an annex)
3) Identification of key principles for ML initiatives: Transparency; multi-stakeholder approach, focus on user/citizens; reach of the project; localisation and evaluation.

➔ Key findings - focused on role of regulators and VSPs:
   o Lack of consistency concerning role of media NRAs for ML in national legal/policy frameworks
   o Suggestion to jointly develop concepts for ML activities that meet the mandate of NRAs. Enhanced cooperation and partnership with existing European networks such as the Commission's MLEG and EPRA's EMIL of significant value.
   o Evaluating ML initiatives is a challenge due to complexity; further work is needed, even if there are limits to what can be evaluated (lifelong development of skills).
   o Limited awareness of media NRAs as to ML initiatives led by VSPs: lack of clear and consistent channels of communication leads to issues of transparency, visibility and understanding of VSPs activities in this area. Consistent, transparent and quality information from VSPs about ML initiatives would enhance reach.
   o The key principles should be applied to all VSP ML initiatives and must work together.
   o The toolbox includes concrete examples to help VSPs implement the key principles.
   o A reporting template would provide a consistent and structured feedback of the VSPs on their ML activities that would support the assessment of the appropriateness of the ML measures by NRAs as required by the AVMSD (Art 28b (5)). This requires further exploration.

➔ Next steps:
The report was formally endorsed and adopted at the ERGA Plenary session on 2 December. Publication is expected shortly[1]. The ML Toolbox for VSPs will also be published as a stand-alone document.

➔ Q&A
- *Reporting on ML measures by VSPs and MS*

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[1] Post-meeting note: the report "Recommendations for key principles, best practices and a Media Literacy Toolbox for Video-sharing Platforms" is now available at this link:
https://erga-online.eu/wp-content/uploads/2021/12/ERGA-AG3-2021-Report-on-Media-Literacy.pdf

The report does not include any concrete recommendations how VSP reporting on ML measures could look like. Ofcom is also experiencing some issues about transparency reporting. A common development of questions seems like a positive idea - especially if focused on the same services.

The AVMSD [Contact Committee](#) meeting on 16 December discussed models of reporting (Art. 33a (2)): the proposal was very ambitious with regard to the detail of data that need to be provided by Member States every 3 years. Experts cautioned against this. The importance of developing plans for the data to be used was also raised. There are some concerns regarding duplication. EDMO may provide a useful repository of ML data – though limited to disinformation and EU member States.

- *ML Resources*

Because of space, the report is not able to drill down details on ML funding. Funding is generally very uneven; more efforts for homogeneous funding would be needed. Creative Europe may address this. It is also often difficult to delineate whether resources are media literacy specific, and the amount of funding is also not necessarily commensurate to outputs; yet funding is crucial for NRAs ML activities.

- *Updating collected data*

Patrick: The report reflects data collected at a given time; the situation evolves quickly in some countries. Are there any thoughts to update the data? The report also raises the question of the pertinence of isolating NRAs in a sector that is transversal and multisectoral; ideally the findings should be put in perspective with other initiatives e.g. from educational networks and activists on the ground.

The ERGA action group is acutely aware of the limitations of the terms of reference and scope of work, as well as landscape shifting. However, work at very high level and focused on NRAs can be part of that general picture. ERGA plans to set up a liaising officer to deal with all existing networks to report to ERGA on what is happening on twice-yearly basis. There might be a role for EMIL potentially.

2.2. Ofcom's new approach to promoting online media literacy - *Claire Levens, Head of ML policy*

"A commitment towards more proactive action": Ofcom launched its [new approach](#) on 6 December: a 30-page document to relaunch thinking and activity related to online ML, articulated around 5 areas of focus:

1. **Engage** with the wide range of media literacy practitioners;
2. **Initiate** pilot trials and campaigns to promote media literacy;
3. **Establish** best-practice design principles for media literacy;
4. **Evaluate** media literacy initiatives by producing core resources and guidance on what works;
5. **Research** the state of media literacy and share our evidence.

In terms of engagement, UK has a mature ML sector, but market-led, and some areas are underserved. The community of experts through the Making Sense of the Media network is a great start, the aim is to expand the network, and be geographically inclusive. This includes engagement through EMIL.

Guidance on best practice design principles is expected in spring and a toolkit in summer 2022,

The last two areas (evaluate and research) are the most advanced to date.

➔ Claire's presentation is available [at this link](#)

➔ Q&A: *critical dimension of ML? Cooperating with civil society, what reaction of the ML sector?*

To be able to flourish, people need to be able to critically evaluate what they see, what they are served. This is a long-term aspiration; Ofcom cannot singlehandedly deliver this.

To promote the new approach among the sector, an online event will be organised in January as well as blog posts from senior Ofcom people. Views may vary, but as somebody originally from the ML sector, Claire considers that this expanded role of Ofcom is a great opportunity.

➔ The online event on Ofcom's new approach will be held on Friday, 21 Jan. from 11:30-12:45 (CET). You can [register to join the event here](#).

2.3. 2ⁿᵈ Meeting of EU experts on Disinformation – *Sally Reynolds*

The 2nd meeting of the [EU Experts group on tackling disinformation and promoting digital literacy through education and training](#) (part of Action 7 of the Digital Education Action Plan 2021-2027) took place on 25 November. Much of this meeting was devoted to discussions to help reach a form of consensus on topics including the nature of disinformation and key dimensions of digital literacy. Participants also worked together to provide input on the needs and contexts that are relevant from a teacher/educator perspective and what might be the best approach to take when equipping teachers with the resources and skills they need. A draft version of the first (high-level, 40-page) report is due in January when work on the planned common guidelines for teachers and educators to tackle disinformation and promote digital literacy through education and training (scheduled for September - together with launching event) will begin in earnest.

Discussion: it was regretted that MLEG is not part of the work; silo-thinking still seems rife in the Commission.

2.4. Other updates

- *EduMediaTest project*

Monica will send recent updates to the Secretariat to share with the EMIL network.

- *North Macedonia*

The Media Literacy Days took place at the end of November and focused on children and news, which now forms part of the curriculum for 4-5th graders. A new 5-year project was launched, financed by USAID and led by IREX and three organisations members of the ML network, to provide training for teachers to teach the ML approach. The ML network formed a new Working Group on film literacy, the film agency is now pitching in. In Ireland, the film funding body also plays a great role in MLI the ML network.

- *Finland*

A kick-off event for inclusive media literacy education took place and a survey was launched. The inclusive aspects do not only relate to access to content but also social justice and equality. This is a follow-up from the Finnish [ML policy of 2019](#). KAVI welcomes input!

- *Slovakia*

The Slovak parliament is about to adopt a new media legislation transposing the AVMS Directive and granting the Slovak Council for Broadcasting and Retransmission (CBR - media NRA) stronger competencies in media Literacy. CBR Director (also EPRA Chairperson) Ľuboš Kukliš was a guest speaker in a social media campaign launched by the Slovak president Zuzana Čaputová, dedicated to media literacy:
https://www.facebook.com/zcaputova/videos/435668941423956/ (in Slovak only)

3. Discussing EMIL's next steps

- Extending EMIL's [Terms of Reference (ToRs)](#)

EMIL's ToRs were only valid until 25 January 2022; they need to be extended for another year.

➔ Next steps: Members to be approached shortly to ask whether anything should be added in the ToRs. It may be worth adding a reference to the interplay with EPRA's Work Programme 2022 (focus on disinformation and protecting/empowering minors) – even though EMIL has its own goals.

- EMIL's Steering Committee and Steering Group

Steering Committee: (in charge of approving new members): All three members (*Maria Donde, Martina Chapman, Emmanuelle Machet*) are happy to continue in 2022.

Steering Group: membership can change at any time. Now that the community has grown, the idea is to involve SG members more actively in the work and direction of EMIL and to look for more substantial input in 2022. The purpose of the SG, as set out in the current ToRs, is to "*provide guidance on the EPRA MIL Taskforce outcomes for the year and support the delivery of any EPRA MIL Taskforce outputs*". The new year is a good opportunity to revisit membership.

➔ Next steps: SG Members to be approached shortly to check their continued interest in the context of a reinforced involvement, other EMIL members will be asked for their interest in joining the SG.

4. EMIL Output on MIL networks – discussing options

Two main options for outputs (not mutually exclusive) were presented.

EMIL Members' Profiles + Register of key projects

Provide up-to-date info on EMIL members + projects – *mostly inward-focused*

- Brief & simple profile of each EMIL member (*info collected from various sources*)
- Spreadsheet with description & links to key MIL projects (*prefilled based on resources*)

Members' input : +

Focus on MIL Networks

Promoting MIL networks - *inward + outward-focused*

- Case studies on MIL networks
- Top tips on MIL networks

Members' input: + +

Discussion:
- Option 1 could be the next step, and the 2nd step would follow at a later stage.
- Option 2 could add value - through the networks - also outside the institutional landscape; it is more qualitative in nature.
- The possibility to have frank discussions, not only to hear some presentations, is highly valued by EMIL members.
- As EDMO national hubs are also tracking info, a conversation with them may be really interesting.
- Other suggestions:
  - o Evaluation;
  - o Networking around the Commission's coming data collections with regard to the AVMSD in the MS.

➔ **Next steps**: the new Steering Group, once constituted, will discuss the proposals further.