



## 6<sup>th</sup> meeting – Summary 16 February 2022

### 1. Welcome

Maria Donde welcomed participants in the 6<sup>th</sup> meeting of EMIL and introduced newcomers:

- Andrea Frattolillo, from OFCOM (CH) - *replacing Christiane Erkoreka-Fürst*
- Pernille Huseby, from Medietilsynet (NO) - *replacing Tone Gunhild Haugan*
- Rowena Schoo and Leah Selig Chauhan from Ofcom (UK)
- Eric Munch - *replacing Géraldine Denis at the EPRA Secretariat*

### 2. Updates from the network

#### 2.1. Update on the EMIL Steering Group meeting– Maria Donde

The newly composed EMIL Steering Group had a lively and productive meeting on 2 February and gave impulse for EMIL's direction of travel in 2022. Key orientations include:

- An emphasis on the use of EMIL as a place to share knowledge on MIL and raise the profile of MIL networks, but also to learn about funding opportunities and build consortia to secure grants, the need to actively tracking activities of other networks to avoid duplication. All these points are reflected in the [updated terms of reference](#), presented at agenda point 4.
- The drafting of "Members Profiles" as an output for the first half of the year - mostly building on information we have - to help identify opportunities of collaboration between EMIL members. Profiles may be aggregated into an information document.
- The agreement to organise a joint EPRA-ERGA MIL event, most likely during European Media Literacy week, as suggested by the EC (date still to be defined).

#### 2.2. Report on MLEG meeting and draft Commission guidelines for reporting on MIL

The Media Literacy Expert Group (MLEG) on 10 February discussed the draft guidelines for reporting on MIL, presented an update on the Code of practice on disinformation, featured presentations on the new Creative Europe MIL tenders and updates on the ML4all projects and on EDMO.

The draft Commission guidelines (circulated via email to EMIL members) on the scope of the media literacy reports aim to ensure homogenous reporting on MIL further to Article 33a(2) of the AVMSD. The draft, which is based on the articulation of mandatory measures and voluntary ones was positively received. There was some discussion on the importance to collect the information in a repository and whether EDMO would be the right organisation for such a task. It is also unclear whether the Commission is interested in reporting relating to media literacy activities of broader range.

The EC welcomes feedback on the draft until 25/02: [CNECT-MEDIA-LITERACY@ec.europa.eu](mailto:CNECT-MEDIA-LITERACY@ec.europa.eu)

#### Discussion:

Lisa Buschmann (LFM Northrhine Westphalia - DE): objective of the EC's discussion paper?

- ➔ Compliance with the AVMSD requirement mandating member states to report on MIL to EC. Concerning the part-mandatory part-voluntary approach, the objective is to promote a more strategic and holistic approach to MIL. If MS do their part, EC should receive substantial amount of useful feedback and it would thus be worth thinking on the use of the collected material. (Maria Donde)

Alberto Navas (CNMC – ES): What about the legal basis to make NRAs in charge of reporting on MIL?

- ➔ Some lack of clarity on the scope: if NRAs are tasked for reporting what about the ML in educational setting? Clarifications are to be discussed and arbitrated. (Stephanie Comey)
- ➔ Further to the AVMSD, reporting duties are on MS more than NRAs, the Contact Committee is also required to provide input (Maria Donde)

### **2.3. Financial Times' initiative to give free access to schools throughout the world – Andrew Jack**

Context: FT produces articles that are particularly relevant to students and young adults but the service isn't accessible for free. That paywall often proves an expense those potential readers can't afford. Many students and teachers had been lobbying in favour of some free access to FT articles.

Concept: Rather than creating limited access free accounts, FT decided to give full, free access to the students from schools that formally ask to be part of the programme. The idea behind it is to create a global network of teachers who know what articles their students read and find useful or interesting. Teachers can follow up and give feedback, which then is useful for other teachers to spot articles of potential interest to their class. In addition to making the articles available for free, FT also implemented tools for teachers and students to use (graphics hub, visual vocabulary guide) to make browsing the website more intuitive and make reading and understanding articles easier. Feedback from teachers leads to compilations of articles, deemed as useful to prepare for exams, for instance.

Numbers:

- 4000 schools, throughout the world
- 120 countries (among which North Korea)
- Targeted age group: 16-19 years old, new or future voters
- 120.000 article views so far through the programme

Future developments: 50% of beneficiary schools are international schools, FT aims to reach more less-privileged students in the future, as elite schools tend to be overrepresented in the programme.

Rowena Schoo (Ofcom – UK): before/after evaluation of the impact on students?

- ➔ Very difficult to compare. FT has extensive feedback from students and teachers, but responders are most likely those who are satisfied by the service, meaning that potentially more critical feedback may be lacking.

More on the programme:

- FT Schools homepage: [FT for Schools](#)
- FT Visual vocabulary guide: [Charts that work: FT visual vocabulary guide | Financial Times](#)
- Upcoming free webinar on climate change (1 March 2022): [FT for Schools: Engaging with climate change](#)
- Andrew Jack's contact: [andrew.jack@ft.com](mailto:andrew.jack@ft.com)

### **2.4. Ofcom asks for feedback on early-stage MIL evaluation project - Leah Selig Chauhan**

Context: Ofcom already had duties regarding MIL under the Communications Act from 2003, but they will be extended when they become the regulator for online safety. Ofcom is currently developing a project to evaluate MIL and efficacy of MIL to build resilience over time. The LSE Rapid assessment research conducted for Ofcom showed that there should be more evaluation of efficacy over time, and that slow thinking, repeated sessions are more effective.

- Ofcom is interested in inputs from other actors who have relevant experiences in the field – the focus is on interventions to build trust on news.
- Rapid Evidence Assessment on Online misinformation and Media Literacy: [Final report](#)

Discussion:

- ➔ Mary Berkhout: Dutch ML network has model for skills testing.  
In addition EDMO is conducting similar work focused on disinformation:
  - [EDMO Training: “Evaluating the impact of media literacy initiatives” \(24-25 March\)](#)
- ➔ Martina Chapman: is involved in EDMO training event on 24-25 March.
- ➔ Andy Demeulenaere: has been involved in a few such projects. The Social Innovation Factory has an online tool for impact assessment. Not fully satisfactory at this point but a step in the right direction.
  - [Betternet Impact Wizard](#)
- Unrelated to the above, a toolkit to measure social media literacy developed by a colleague.
  - [Toolkit developed by Hadewijch Vanwynsberghe and Louise Haspelagh](#)
- ➔ Stephanie Comey: Evaluating MIL implies evaluating long-ranging behavioural changes, which is very difficult. Identifying what doesn’t work is as valuable as identifying what works.
- ➔ Stanislav Matejka: CBR will be able to contribute with their own data soon. Underlines the importance of working with platforms and assisting them if necessary to get them to provide NRAs with the right indicators and data.
- ➔ Pernille Huseby: Nordic countries have created the Nordic MIL index, a method of measuring MIL in Nordic countries, based on common elements of measurement.
  - [Open tender to find a stakeholder to develop the method and start measurements](#)

### 3. Exchanges on MIL funding opportunities

Discussions during the recent EMIL Steering Group meeting, emphasised the opportunity to use the network as a means for its members to learn about funding opportunities and secure potential new sources of funding, individually or via a consortium of EMIL members.

Presentation of tenders from two potential source of funding for MIL-related projects:

- **Creative Europe**
  - **Aim:** funding collaborative projects addressing two of the following areas of activities:
    - Activities building on, sharing and scaling up best practices from innovative media literacy projects that take into account a changing media ecosystem, especially by crossing cultural, country or linguistic borders;
    - Developing innovative, interactive online toolkits to provide solutions to existing and future challenges in the online environment, including disinformation;
    - Developing materials and toolkits to enable citizens to develop a critical approach to the media and to recognise and appropriately react to disinformation;
    - Develop media literacy practices adapted to the changing media environment including manipulative techniques and AI-based media production.

- **Eligible applicants:** consortia of at least 3 applicants (with one lead) from 3 different countries from EU, EEA countries, EU candidates and potential candidates and European Neighbourhood Policy countries.
  - **NRAs are eligible,** consortia may also include: profit and non-profit organisations, international organisations, universities, educational institutions, media organisations, research and technology institutions, technology providers.
- ➔ Public presentation of the tender is planned for 10 March 2022 (to be confirmed). More on the tender: [Funding & tenders \(europa.eu\)](https://europea.eu)
- **European Media and Information Literacy Fund (EMIF)**
    - **Aim:** 4 open calls:
      - **Boosting fact-checking activities:** 6-12 months duration, 55-80K€ grants, single applicant or consortium
      - **Multidisciplinary investigations on disinformation:** up to 12 months, up to 130K€, consortium only
      - **Research into media, disinformation and information literacy:** up to 18 months, up to 400K€, consortium only
      - **Media and information literacy:** up to 18 months, up to 400K€, consortium only
    - **Eligible applicants:** organisations located in the EU, EFTA and UK only.
    - **NRAs eligibility to be assessed on a case-by-case basis:** “state-controlled” organisations are ineligible. NRA eligibility will be determined by their ability to prove that they retain **decision-making power** and that they are **not mostly funded by the state**.
- ➔ More information on the calls: [European Media and Information Fund \(gulbenkian.pt\)](https://gulbenkian.pt)

The visual slides made during the meeting will be circulated to EMIL members.

#### 4. Terms of reference

[The EMIL terms of reference](#) have been updated to take into account the elements discussed during the last Steering Group meeting.

##### **Changes regarding EMIL’s purpose:**

- More emphasis on EMIL’s role to promote MIL and MIL networks to a wider audience of stakeholders
- Clarification on EMIL’s role as a network to mutualise efforts from its members and avoid duplication

##### **Changes regarding its activities:**

- Encouraging collaboration between EMIL members on projects of common interest, including in relation to funding applications
- Cooperating with other coordination bodies

#### 5. Next steps

**A template for the Members’ Profiles** is to be developed.

- ➔ Andy Demeulenaere, Monica Duran Ruiz, Martina Chapman proposed their help

**Next EMIL meeting: 22 April – a 2-hour session with special focus protecting and empowering minors**  
EMIL members will also discuss how the group will report on their activity during the EPRA Meeting in Antwerp on 11-13 May.