Media is the *significant other* in our daily "praxis"

YOUTH: Mainstream modern approach to media literacy is not followed by a reflective attitude towards content, but rather by a "craze" on new techniques, filters, special effects for the most impressive, high-impact, followers-attraction result.

▶ Meanwhile, **the time children spend online almost doubled between 2010 and 2020** in many countries. A majority of children use their smartphones **'daily'** or **'almost all the time'**.

New media identities for children and young people

- Digital Natives (Prensky)
- Gen Z Ambassadors
- Screen-born nation
- Digital Pioneers

UNESCO Media & Information Literacy (MIL): MIL is the new alphabet of *reading and writing* through the media. Young people – "prosumers" - use new technologies to communicate, consume, learn, interact, create, share media experiences.

RENEWED VISION
NEW IDENTITY
GREATER IMPACT

UNESCO
MIL Alliance
Media & Information Literacy for All

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EU Trends & Challenges

Information Chaos & Combating Disinformation

- **e-Twinning thematic priority for 2021: "Media literacy and disinformation"**
- **New EDMO, EU Digital Media Observatory** (2020), budget **of €2.5 million.**
- **New Creative Europe /MEDIA program 2021-2027 →** emphasis on disinfo and digital skills and AI.
- **2022 Code of Practice on Disinformation,** Major online platforms, emerging and specialized platforms, players in the advertising industry, fact-checkers, research and civil society organizations delivered a strengthened Code of Practice on Disinformation following the Commission's Guidance of May 2021.
- Ongoing: **AVMSD Implementation → Country Reports on ML** (Art. 28b, 33a)

❑ **Renewed Trust towards traditional media news & journalism**

❑ **Citizen's have their own information paths in social media and the internet sources**

❑ **Filter bubbles / Echo chambers → new social media attitudes → risks online**

Skills to **access, critically evaluate and creatively express** in the media and information providers field, as prerequisites for personal expression & social action. Through the acquisition of MIL, citizens are equipped with problem-solving and active citizenship skills towards open, democratic, resilient societies.

MIL Framework

a) Basic skills (technical)

b) Advanced skills (cognitive)

c) Social / communication skills

UNESCO MIL Ecosystem
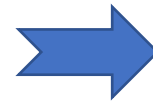
Related to digital well-Being

"eudaemony" of navigating & interacting online
vs
ensuring a protectionist approach

Recent Global MIL Policy Developments

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UNESCO Abuja Declaration 2022 – 11th UNESCO Global MIL Week

UN Transforming Education Agenda Summit 2022:
MIL / Digital Skills

UN 2020 Resolution A/RES/75/267B encouraging national MIL policies and strategies to tackle disinformation

EC Guidelines for Educators & Policy Report for stakeholders on how to tackle disinformation through ML & Digital Literacy in school and lifelong learning

21-23 February 2023

unesco

Our Expertise ⌄   Our I

Internet for Trust

Towards Guidelines for Regulating Digital Platforms for Information as a Public Good

European Commission

Guidelines for teachers and educators on tackling disinformation and promoting digital literacy through education and training
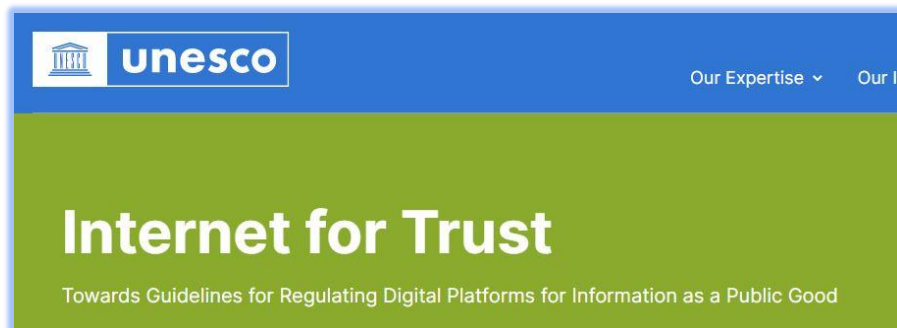
Schools should adopt ML either as core unit or in a multidisciplinary and cross-curricular format through making use of abundant digital resources and opportunities.

Recent Global MIL Policy Developments

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UNESCO Internet for Trust: CONTENT!!

New **UNESCO Guidelines for regulating digital platforms** : multi-stakeholder approach
- ❏ to safeguarding freedom of expression
- ❏ access to information
- ❏ accurate & reliable information online

Open publicly for consultation

Deadline: 8 March 2023
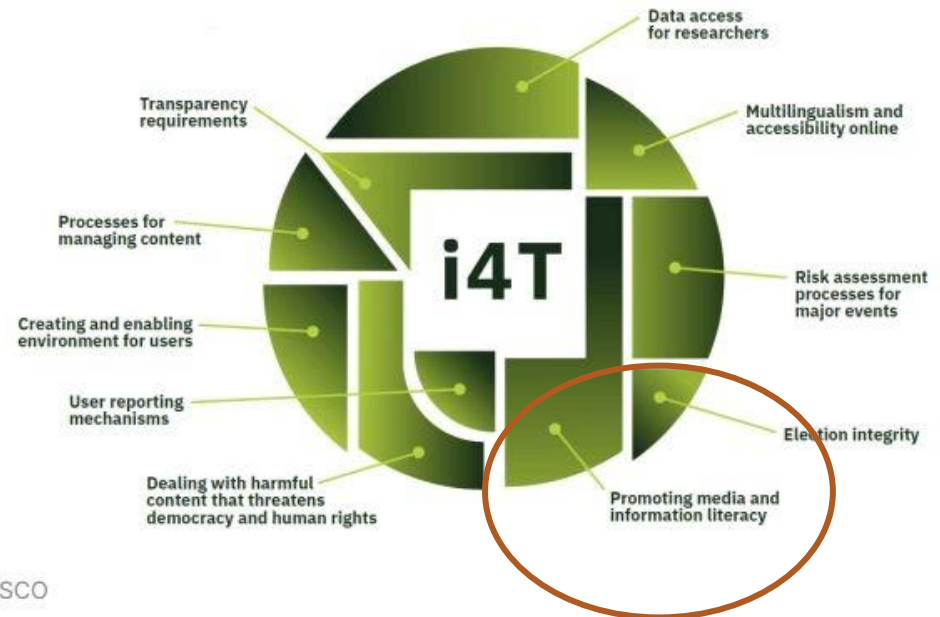
new!
MOOCs on Policymakers on MIL!

Data access
for researchers

Transparency
requirements

Multilingualism and
accessibility online

Processes for
managing content

i4T

Risk assessment
processes for
major events

Creating and enabling
environment for users

User reporting
mechanisms

Election integrity

Dealing with harmful
content that threatens
democracy and human rights

Promoting media and
information literacy

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Recent Global MIL Policy Developments

UNESCO Internet for Trust WHY?

i4T	**i4T**	**i4T**
≈ 60%	**10**	**$5.3 Million**
of more than 1 million internet users	"Toxic" spreaders of climate disinformation	ad revenue during 6 months
surveyed worry about misinformation. Most concerned are young and low-income groups.	had 186 million followers on social media.	generated by ten "Toxic" spreaders of climate disinformation.

https://www.unesco.org/en/internet-conference

UNESCO Media & Information Literacy Alliance

❑ A global network promoting MIL strategies towards media policies & national strategies

❑ Launched in 2013, Abuja, Nigeria by UNESCO

❑ Over 600 members from 115 countries globally

➢ Global MIL Week (every October)

➢ Annual Feature Conference on MIL

➢ Awareness raising campaigns

➢ OERs, MOOCs & platforms on MIL

➢ Publications – webinars

➢ MIL Awards: best practices globally

UNESCO Media & Information Literacy Alliance

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Media & Information Literacy for All

Joint initiative with key stakeholders such as UNAOC, UNICEF, Open Society Foundation, IREX, European Commission and other UN agencies and international development partners towards SDG by 2030.

Main objectives – relevant fields of action in **9 key areas in media and communication**:

❑ Governance, citizenship and freedom of expression;

❑ Access to information and knowledge for all citizens;

❑ Development of media, libraries, internet and other information providers;

❑ Education, teaching, and learning - including professional development;

❑ Linguistic and cultural diversity as well as intercultural and interfaith dialogue;

❑ Digital inclusion: Women, children and youth, persons with disabilities and other marginalized social groups;

❑ Health and wellness (health literacy);

❑ Business, industry, employment and sustainable economic development;

❑ Enabling the MIL community to speak and address, with a unified voice, including the need for policies;

3 GOOD HEALTH AND WELL-BEING

THE GLOBAL GOALS

4 QUALITY EDUCATION

11 SUSTAINABLE CITIES AND COMMUNITIES

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UNESCO Media & Information Literacy Alliance

❑**Structured into 5 Regional Chapters & Sub-Chapters** (Working Groups, National Chapters, Youth-Sub Committee), UNESCO Division

❑ **Special Working Group for the Mediterranean Region**: **European Sub-Chapter – Mediterranean Group** – by EKOME

❑ **Main Advisory Body: International Steering Committee** (2 years term)

Challenges
❑Difficulty to establish a common framework globally on MIL policies due to countries – regions cultural contexts / particularities.

Aims & Scopes
❑Voluntary network aiming to act as "supra platform" for connecting, promoting, practicing, advocating on MIL in typical education, lifelong learning context.

❑**Ultimate challenge**: to map projects / initiatives, good practices and exemplary MIL actors globally and evaluate them towards public policies and strategies

The ISC of UNESCO Media & Information Literacy Alliance

International Steering Committee (ISC) of UNESCO Media & Information Literacy Alliance is composed of representatives of the core group of partners engaged in the Alliance.

❑ Supports…

❑ Coordinates…

❑ Advises…

❑ Promotes…

International Steering Committee

❏ISC Normative documents (ISC Strategic Plan - ISC Operational Action Plan

❏ Regional Normative Documents (General Guidelines to Operationalization of the Regional Chapters, Regional/National Chapter Guidelines)

❏Annual ISC Reports / Regional Reports

❏ ISC Monthly Meetings

❏ Members´ Meetings

❏ Global Media in Information Literacy Awards / Criteria / Committee

❏ ISC News UPDATE (Newsletter) / Facebook closed group

UNESCO MIL Alliance
Media & Information Literacy for All

International Steering Committee

❑ ISC Booklet "Who is Who" (2021)

❑ ISC News Update (19 Issues 2019-2022)

❑ News Editorial Compilation
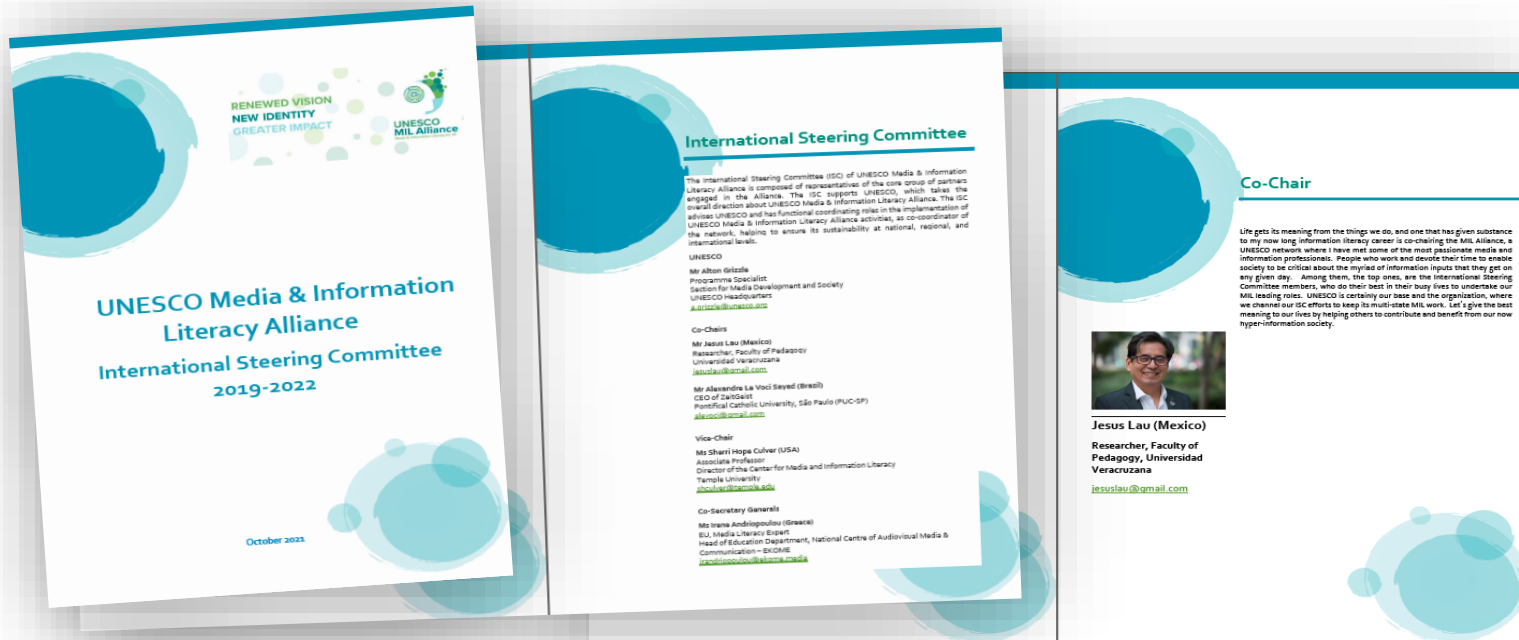
UNESCO MIL Alliance Europe Sub Chapter Mediterranean Group

Thematic WG: aim to promote scopes of the Alliance and coordinate MIL actions and policies in the Mediterranean region for a broader momentum in the area.

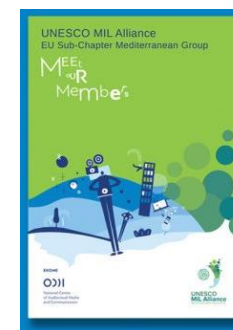- ❑ **EKOME coordinator:** 50+ members, 11 countries, 1 transnational

a. 5 Task Forces

b. 2 Booklets "Meet our Members" 2020,2021

c. 8 EKOME MIL Webinar Series, >4000 views, 41 countries, available by EKOME YouTube

d. Bimonthly News Bulletins,

e. Strengthening, promoting local to global actions…

1 TF / Promotion	2 TF / Research	3 TF/ Synergies	4 TF / Creative Industry	5 TF / MIL in Schools

Europe Sub-Chapter Mediterranean Group

Europe Sub-Chapter Mediterranean Group

EKOME MIL Webinar Series "Raising MIL Skills in the Mediterranean"

Round I: Policies & Practices (2020-2021)
Round II: Partnerships & Projects (2021-2022)

MIL & AI

MIL Policies & Practices

MIL & Digital Skills

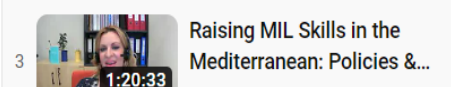**Disinformation & MIL**

MIL & Kids Content
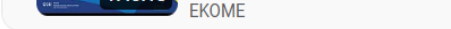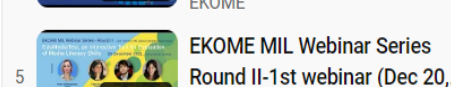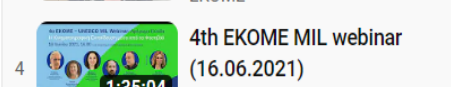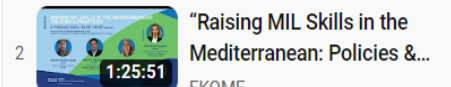
41 Countries

EKOME MIL Webinar Series

UNESCO OERs

Public Awareness Raising for Yout

UNESCO MIL Clicks, Social Media Initiative

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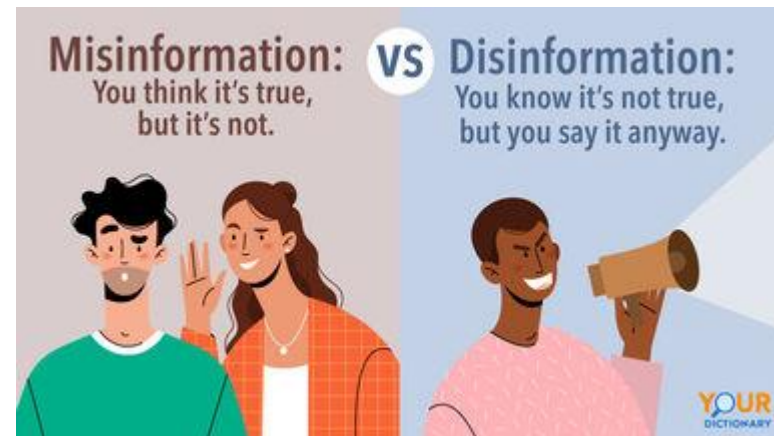
MIL & Post-pandemic era: A watershed moment

*""Post-pandemic wise, now it's the time to re-think critically and act proactively through this "hybrid economy" digital knowledge model and explore new media literacy challenges. Through my nearly 20 years engagement with MIL, and through UNESCO Media & Information Literacy Alliance, the pointiest challenge has always been **reaching, like "concentric circles", a Media & Information Literacy consensus for all** aspects of our digital-oriented life. We are getting faster and better than the we thought, and we have to thank UNESCO's, over 40 years of impactful work on that. "*

We ARE going digital but ARE WE going media and information literate?

Let's Keep in touch!
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Global Secretary General of ISC of UNESCO MIL Alliance
Member EC Expert Group on Disinformation & Digital Literacy, EU
Member of OFCOM Making Sense of Media RG, UK
Media policy expert, Sec Gen for Communication & Media, Presidency of
the Government , GR

THISAM
#QUOTES

**THROUGH MEDIA LITERACY SKILLS,
CITIZENS TURN FROM PASSIVE
RECIPIENTS TO ACTIVE "PROSUMERS"
MAKING WISER CHOICES TOWARDS
THE QUEST FOR QUALITY MEDIA
CONTENT**

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