

## 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.

# 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**

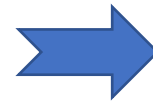
# UNESCO MIL Approach: MIL is for Public Good

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



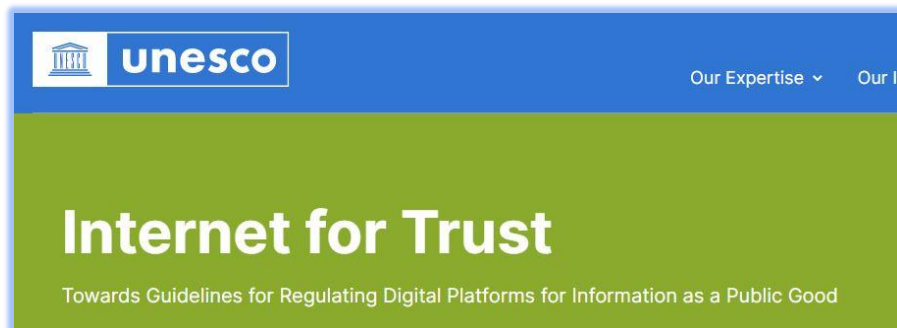
UNESCO Abuja Declaration  
2022 – 11th UNESCO Global  
MIL Week

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



**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

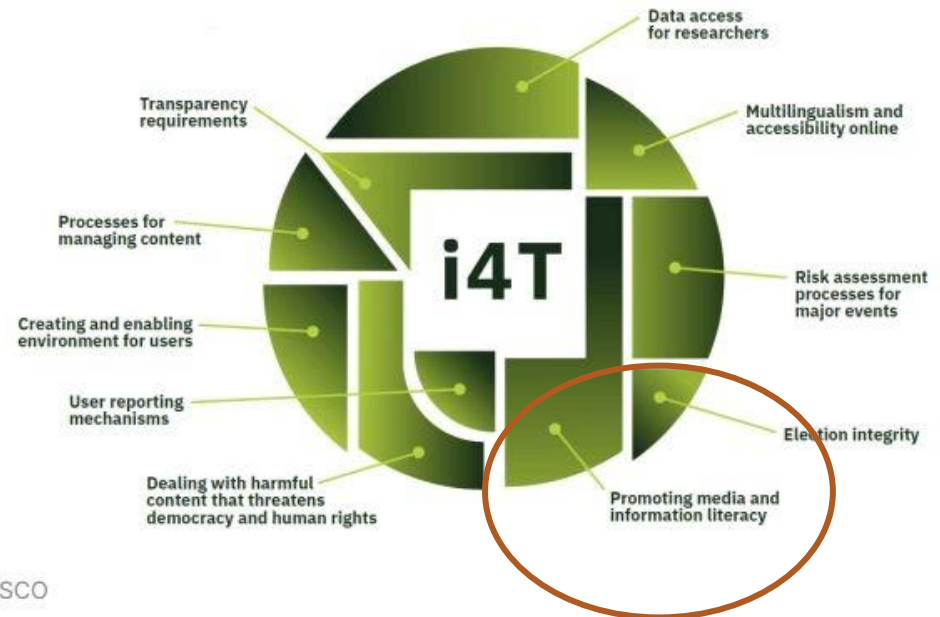
## UNESCO Internet for Trust: **CONTENT!!**

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!**

UNESCO

## Recent Global MIL Policy Developments

### UNESCO Internet for Trust **WHY?**



**≈ 60%**

of more than 1 million  
internet users

surveyed worry about  
misinformation. Most  
concerned are young and  
low-income groups.



**10**

"Toxic" spreaders of  
climate disinformation

had 186 million followers on  
social media.



**\$5.3  
Million**

ad revenue during 6  
months

generated by ten "Toxic"  
spreaders of climate  
disinformation.



# UNESCO Media & Information Literacy Alliance

RENEWED VISION  
NEW IDENTITY  
GREATER IMPACT



- ❑ 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  
MIL Alliance  
Media & Information Literacy for All

## MIL CLICKS' PACT

Think Critically and Click Wisely

I am a MIL CLICKER. I pledge to REVIEW before I click, post, and share:

**R**ights: I recognize that I am a global citizen\*\* with rights and agency online and offline. I am aware that my online posts can have both visible and unknown consequences for me or towards the rights of others. It is important to *think critically* before posting and sharing. Even if I make a mistake, I will act ethically and correct it.

**E**ducation / Economy: I recognize that I am part of a global village and economy. I understand that my full *literacy* includes being information and media literate. Therefore, my self-empowerment through the pursuit of information, media and technological competencies can contribute to peace and *sustainability* of my country, region and the world.

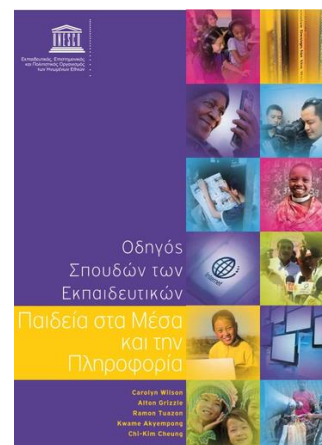
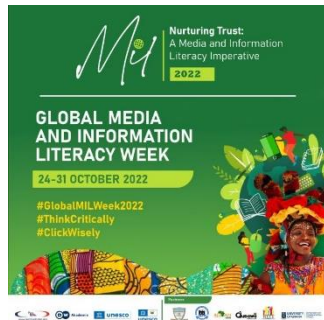
**V**oice: I commit to sharing my voice and acting as a peer-educator of media and information literacy for all. I will advocate and pursue *inclusivity* and self-expression, and drive positive development-oriented conversations in online and offline spaces.

**I**ntercultural dialogue: I am aware of different cultural and religious views as well of various beliefs that other people have that may not align with mine. I respect our differences. I will try to see things from the perspective of others though I may or may not agree with them. I see MIL as a tool to enhance my rights, and that of other people to make informed decisions to engage in *intercultural dialogue* and cultural understanding of people. As a media and information literate person, I will commit to a dialogue that does not spread hate.

**E**thics: I will not share information that I know not to be true/factual. I am a respecter of others' privacy, their rights online (including their intellectual rights), and I will use ethical judgments when sharing and posting content. Whenever sharing content from others, I will include references and allow readers to access the source of my comment and make their own judgment.

**W**e clicking for women and men: I recognize that the information, media, technological and communication landscape concerns women and men of all ages equally. I understand that MIL is a tool to promote gender equality. I commit to using my MIL competencies, when acquired, to advance the equal rights of women and men of all ages – as far as I am able and have the opportunity. I commit to applying media and information literacy knowledge, skills and attitude when assessing information online or offline and sharing it further with my friends and family.

\* Media and Information Literacy: Critical-thinking, Creativity, Literacy, Intercultural, Citizenship, Knowledge and Skills  
\*\* Citizens here should be taken to mean individuals identified with metaphors of citizenship.



# UNESCO Media & Information Literacy Alliance



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;





# 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...



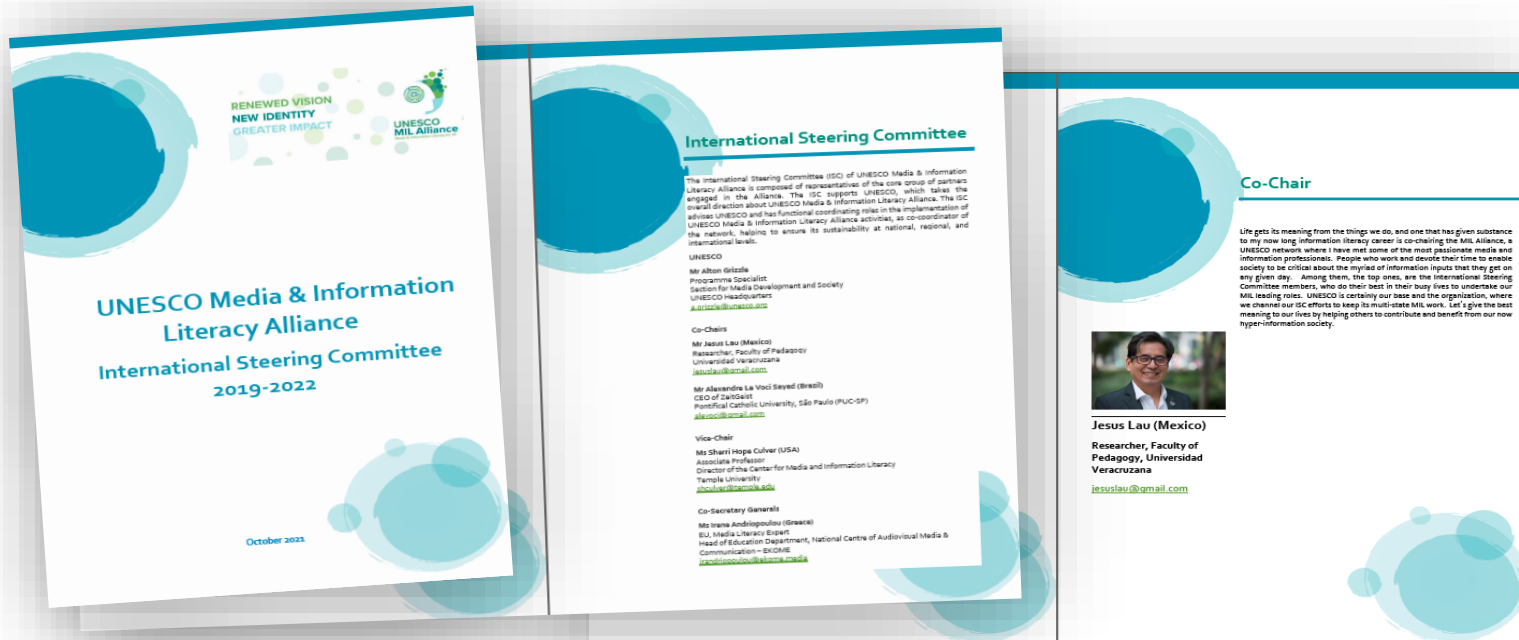
# International Steering Committee

- ☐ 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



## 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

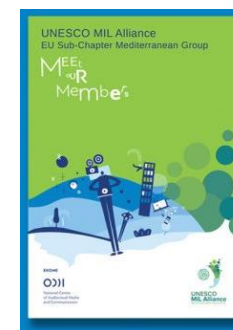
a. 5 Task Forces

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
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EKOME



## Europe Sub-Chapter Mediterranean Group





# Europe Sub-Chapter Mediterranean Group



L-Università ta' Malta  
Institute of Digital Games



up  
aupex



AUPEX comprometida con los Objetivos de Desarrollo Sostenible

RENEWED VISION  
NEW IDENTITY  
GREATER IMPACT



UNESCO  
MIL Alliance  
Media & Information Literacy for All

OI<sup>2</sup>

Observatorio para la Innovación  
de los Informativos en la Sociedad Digital

CSA

CONSEIL SUPÉRIEUR DE L'AUDIOVISUEL

PJL

PEACE JOURNALISM LAB



Albanian Media Institute  
Instituti Shqiptar i Medias

CLEMI

Le centre pour l'éducation  
aux médias et à l'information



ADVANCED  
MEDIA  
INSTITUTE



CYPRUS  
FILM  
DAYS

children & youth



Consell  
de l'Audiovisual  
de Catalunya



Zaffiria  
CENTRO PER L'EDUCAZIONE AI MEDIA

O))I

EKOME



ΕΘΝΙΚΟ ΣΥΜΒΟΥΛΙΟ ΠΑΙΔΕΥΣΗΣ



CINEMOVEL  
FOUNDATION



SEDMI  
KONTINENT

Filmska destinacija za djecu



mediawhat  
a media literacy lab

# EKOME MIL Webinar Series “Raising MIL Skills in the Mediterranean”

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

### MIL Policies & Practices



### MIL & Digital Skills



### Disinformation & MIL



### MIL & Kids Content

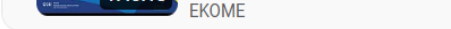
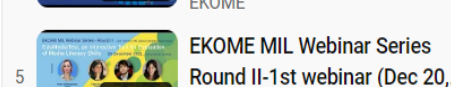
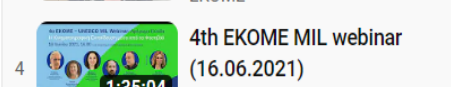
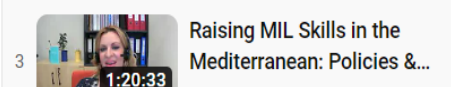
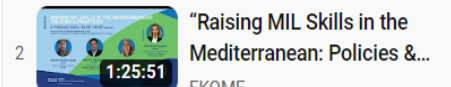


### MIL & AI



### MIL webinar series by EKOME

EKOME - 1 / 6





EKOME



41 Countries

## EKOME MIL Webinar Series

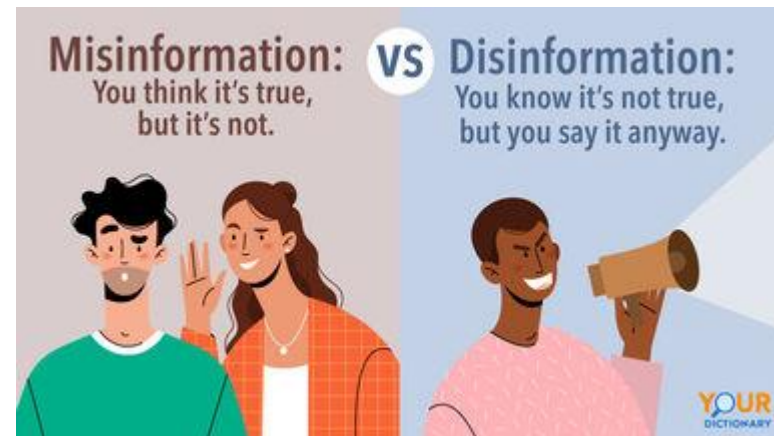




# UNESCO OERs

## Public Awareness Raising for Yout

### UNESCO MIL Clicks, Social Media Initiative





## 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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Media Literacy Expert / Advocate

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



**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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