



11th meeting – Summary

12 July 2023

Sharing updates among EMIL members

10.00 -12.00 CET

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1. Update on EMIL and Media literacy in Europe

- **EDMO Hubs II Third Bi-Monthly Closed Meeting**, 30 June: Maria Donde participated on behalf of EMIL to present EMIL with the aim to exploit synergy between the two groups.
→ *EMIL profiles might be shared with EDMO Hubs II.*
- Reminder: [online survey](#) on the “State of Play of Media Literacy at National Level” from Irene Andriopoulou, circulated to EMIL members (email 10/07) – *Deadline: 31 August 2023*
- **Updated EMIL members’ list** (available [here](#)): kindly inform the secretariat about changes.
- Publication of the [National reports on the application of the Audiovisual Media Services Directive 2020-2022](#) (25 May)
 - *EMIL mentioned in some reports*
 - *A large variety of reports in terms of length, methodology used, and details provided.*

2. Update from EMIL members

- **Update from KAVI – FI** (Leo Pekkala - leo.pekkala@kavi.fi)

- "Media literacy reflections": <https://medialukutaitosuomessa.fi/en/reflections/> (EN)

A series of videos (in English) to get to know different experts, on various topics, to hear from their insights and reflect their questions. This project has also led to more abstract reflections around MIL and provided food for thought on how to develop KAVI's work on MIL.

KAVI intends to further develop the project.

- KAVI welcomes any feedback or suggestions/contribution to the project with new videos.
- Possibility to contact the experts talking in the videos.

- **Staff Change:** [Lauri Palsa](#), the Senior Adviser who worked on this project, is leaving the KAVI team for a post-doc research on data literacy: KAVI will start a recruitment process soon.

- **Update from Ofcom – UK** (Fay Lant - Fay.Lant@ofcom.org.uk)

- 13 organisations have been commissioned by Ofcom to deliver local MIL projects, tailored to the particular needs of different groups/communities (*people from minority communities, disadvantaged backgrounds and those with protected characteristics are not being effectively met by current MIL provision, compared with the wider community*). The aim is to understand what works and what are the needs. Ofcom is catching up with what these organisations are doing. A wide range of different approaches are adopted (*library approaches, online App, community network, schools,...*)

More information: <https://www.ofcom.org.uk/research-and-data/media-literacy-research/approach/initiate>

- An evaluation report is expected in March 2024.

- Ofcom also intends to develop further its work in local communities and explore the connection between different MIL activities (*how to support MIL, what skills are needed...*). Within its local community plan, Ofcom is looking for 4 projects to support and is recruiting for a part-time position in Glasgow.

- Ofcom welcomes any experiences/feedback related to delivering MIL in local communities.

- Ofcom is about to launch a call for tender across Europe to find organisations that can help in developing MIL training for 1,000 UK professionals working with children and young people by March 2024. There are two lots available, and organisations may apply for one lot or both:

- Education and youth professionals
- Children's health, social work and community professionals

→ (Update 14 July) **The deadline for submission of tenders is 12:00 BST on 16 August 2023.**
To express interest or submit a question, please register on the [eTendering portal](#) or contact Fay.Lant@ofcom.org.uk.

- **Update from "Making Sense of Media" – UK** (Kate Morris, Ofcom)

- In June, a series of events took place across the UK to bring people together and exchange with people for whom projects are delivered. Each event focused on a theme (Children, Gaming, MIL in the Community, Future Tech). The issues around “digital inclusion” raised a lot of interest and ideas.

- In 2024, a report of the evaluation process will be published, and an updated version of the [evaluation toolkit](#) (v.2) is expected in autumn. Meanwhile, MSM continues to organise free online workshops around its evaluation toolkit (a third workshop is upcoming – open to all).

- **Update from Media & Learning Association** (Sally Reynolds - sally.reynolds@atit.be)

The [agenda](#) for Sept-Dec is now published:

- [TeaMLit project](#): (Teacher training networks in digital and media literacy: providing guidance, resources and support for teacher trainers in Europe) a TeaMLit’s Teacher Trainers Network “Get Together” meeting teachers on 12 September and Wednesday Webinar series on Teacher Education ([18 October](#) / [22 November](#) / [13 December](#)) and a webinar on “[How to adapt educational resources to local contexts](#)” on 20 September – **open to all**.

Other TeaMLit outputs: A [draft version of a repository](#) of existing materials to support teacher education is now available.

Next Advisory Board Meeting: Sept/Oct in Croatia.

- [EDMO II](#) – Task 5: coordination of MIL activities: 10 among 14 of the hubs were present at the last closed meeting where EMIL was presented. Another closed meeting will be held in September to discuss evaluation/assessment.

EDMO II encourages the Hubs to connect with media regulators: strengthening the partnership with EMIL goes in that direction.

- [Media & Learning’s Newsletter](#): M&L is always looking for articles so feel free to share with Sally or Chloé any articles, news or announcement related to MIL.

Focus on an article from the June’s newsletter on school libraries in Portugal: <https://media-and-learning.eu/type/featured-articles/media-literacy-in-portuguese-school-libraries/>

- **Update from Mediawijs - BE** (Andy Demeulenaere - andy.demeulenaere@mediawijs.be)

- **European Digital & Media Literacy Conference Week**, Brussels, 26 Feb - 1 Mar 2024 (*see Andy’s email from 12/07/2023*).

The Belgian government intends to put MIL at the forefront during the EU Council Presidency from Jan. to June. The Flemish ministry, Department Culture, Youth and Media, team Media and Film, Mediawijs and CSEM are organising a MIL conference week from 26 Feb to 1st March 2024. The conference will be organised in 3 parts:

- Monday 26 Feb.: Media Literacy Commission Expert group day (MLEG – TBC)
- Tuesday 27 Feb.: a specific day for high-level governmental representatives on how to support ethical conduct from influencers.

- From Tuesday evening to Friday noon (1st March): MIL conference to highlight examples of MIL, practical projects, best practices and impact assessment methodology in Europe. (Wednesday's focus: disinformation / Thursday and Friday's focus: MIL in education, vulnerable groups, media creation).

→ EMIL members are invited to **save the date and suggest speakers** (more details & link to come).

→ Potential for EMIL to organise a session (to be discussed with Steering Group).

- **Update from Agency for Electronic Media - HR** (Robert Tomljenović - Robert.tomljenovic@aem.hr):

As part of the National Recovery and Resilience Plan launched by the Ministry of Culture and Media and the Agency for Electronic Media (AEM), a comprehensive study "[Strengthening Resilience to Disinformation: The State of Affairs and Guidelines for Action](#)" was published in September 2022 (and in April 2023 for the English version).

This report provides data and a comprehensive overview of the current state of the measures and initiatives to tackle disinformation in Europe, with a focus on online information disorders, fact-checking systems and the relationship between the stakeholders. The report was the basis for a call for tender for fact-checkers in Croatia (*establishing principles, criteria...*).

Next steps of the resilience plan:

- Establish a fact-checking system in Croatia (a call for tender was launched – budget for the next period = EUR 200 000).

Mandatory principles: cooperation with all stakeholders, clear and transparent standards for those giving money and those receiving it, and other principles based on EDMO's standards.

- A new call for tender will be launched to select 10 additional projects.

(See also the EPRA website article: https://www.epra.org/news_items/media-literacy-and-disinformation-aem-croatia-publishes-study)

- **Update from Georgian National Communications Commission** (Mariam Bibilashvili - mbibilashvili@comcom.ge):

3 main directions:

- [Integration of MIL in formal education](#), in cooperation with UNICEF and ministry of education. The project (educational standards textbook + training module) has led to the training of 600 teachers (instead of 500 expected) and is now in the hands of teachers' development centres. The training was supposed to last for 3 days but had to be adapted to 4 hours (introduction to MIL for now).

- Digital inclusion in Georgian rural communities: a training module was developed to address the particular needs of rural communities (1000 beneficiaries for now).

- Adapting and replicating best European projects.

- ComCom applied for membership in the UNESCO MIL Alliance but so far has received no follow-up
→ This might be due to administrative backlog and a lack of human resources, ComCom should reach out to Alton Grizzle directly (similar experience in UK and FI).

- **Update from [Media Literacy Ireland](#)** (Martina Chapman - martinachapman@mercuryinsights.com)

- The Global European MIL Week will be at the end of October in 2023.

MLI plans to [relaunch the “Be media smart” campaign](#) for the third time, with new elements to raise awareness on the importance to know where the information comes from, provide tips to check accuracy and additional resources for MIL support and training. The campaign will be released at national level on TV channels, news websites and online platforms.

The aim is to normalise the concept of “needs of skills” and demonstrate the values of MIL (actual development and confidence). MLI is working on various measurements system to see how to best capture that.

MLI has also developed a high-level training programme for potential trainers (*library sector, teachers, Irish language speakers*) with the aim to avoid preaching only the interested.

Events to come:

- A series of webinars in Sept. (around creative participation, digital citizenship and critical thinking)

→ MLI is looking for speakers.

- **Update from [Coimisiún na Meán – IE](#)** (Stephanie Comey – scomey@cnam.ie)

The government and ministry of media are preparing a National Counter Disinformation Strategy. This strategy is based on the report of the [Future of Media Commission](#) which includes 50 recommendations, one of them being to develop a counter disinformation strategy.

In March 2023, a [multi-stakeholder National Counter Disinformation Strategy Working Group](#) was created, chaired by Martina Chapman. A draft principle and rights-based strategy should be published for public consultation in early autumn.

- **Update from [Gibraltar Regulatory Authority – GI](#)** (Francis Trenado - francis.trenado@gra.gi)

- The GRA has recently launched a [MIL awareness campaign](#).

- For the first time, GRA has been invited to a summer camp for 10-14 years old organised by PSM to talk about influencers and disinformation.

- Within EPRA, the GRA has initiated a working group with other regulators from small-sized jurisdictions to address specific issues linked to MIL and disinformation. The initiative was very successful, and GRA intends to further develop such relationship.

- **Update from Agcom – IT** (Francesco Marrazzo - f.marrazzo@agcom.it)

- In Italy, the government is in charge of the promotion of MIL while Agcom does the monitoring (e.g. report to the Commission to provide an overview of MIL initiatives made by media operators). As part of the Agcom's performance plan, a MIL monitoring report will be publicly released on a yearly basis (the EC only requires a report every 3 years).

- Agcom is also the link with the **regional communication committees**. In this context, research, campaigns and MIL programmes have been developed with a focus on digital literacy over the last 5 years. Strategic guidelines from Agcom to help the regional communication committees carry out their work are expected shortly.

- The links to the most recent digital literacy audiovisual resources from Agcom (IT):

Hate speech: <https://www.youtube.com/watch?v=EgGCMvxBYNA>

Online Secondary Ticketing: <https://www.youtube.com/watch?v=Z47Ha9lFQp8>

- **Update from the Council for Media Services – SK** (Viktoria Norisová - viktoria.norisova@rpms.sk)

- Initiative in June: The Media positive week (June 22 being the global positive media day). During this week, CMS has launched its MIL platform (Media Literacy+) which aims at encouraging respect in online discussions, making creators accountable and responsible, increasing critical thinking and communicating about the impact of media content on mental health.

CMS has also published stories for social networks, and developed activities and workshops in schools and libraries, campaigns on Slovak PSM, and continues to publish its newsletter highlighting important MIL projects in other countries (they are thankful for the inspiration from EMIL members!).

- Information on the website: <https://rpms.sk/en/node/842> <https://www.rpms.sk/en/node/837>

NB: on mental health, see also Ofcom's recent report.

https://www.ofcom.org.uk/data/assets/pdf_file/0021/261219/Listening-to-experts-Mental-health-and-media-literacy.pdf

- **Update from Arcom – FR** (Raphaël Honoré - Raphael.honore@arcom.fr and Mathilde Le Tarnec - Mathilde.LETARNEC@arcom.fr)

Since audiovisual regulator CSA has merged with copyright authority HADOPI to become Arcom, the NRA is vested with competences in the copyright field and had to adapt its MIL material accordingly:

- One successful project in schools (6 schools) to raise awareness on copyright protection, by putting children in the position of a content creator, with the support of a film director. The theme was "filming creation". The movie created was projected in a partner cinema.

- During the Cannes festival, launch of a national campaign on anti-piracy awareness (a TV spot, 3 spots on social network and 2 on radio) with a humoristic approach (the spot thanks those consuming content legally) (link to the press release: <https://www.arcom.fr/actualites/larcom-et-le-cnc-lancent-la-nouvelle-campagne-de-sensibilisation-la-lutte-contre-le-piratage>).

- A [partnership](#) signed in March with journalism school CELSA-Sorbonne for a cooperation in the field of MIL (training in master's degree classes, presentation of Arcom's activities, MIL trainings, visit of Arcom by the students). Arcom is also developing a project with their research laboratory.

Next year, Arcom will work with another university/institute that trains teachers to raise awareness on the importance of media literacy ([INSPE](#)).

3. Update on EMIL profiles & next meeting

- EMIL profiles:

<https://docs.google.com/spreadsheets/d/1fG6KmUy0fqY0RkTbGkYTOx97NRGquKy63Q-7NVwBRxs/edit#gid=1960522875>

The great majority of EMIL members have filled the Google spreadsheet.

The last EMIL members who have not yet submitted any data are warmly encouraged to do so!

Points raised:

- the types of MIL networks covered (only networks members of EMIL or broader?)
→ *To be discussed within the steering group.*
- budgetary data: difficult to get (often no separate MIL budget).
- MIL projects sheet: EMIL members are encouraged to fill in this tab with significant projects

- Next meetings:

Probably 2 other meetings to take place in 2023 in Sept. and November (precise dates TBC)

- One is likely to be a workshop on evaluation (Further thematic suggestions welcome!)
- The second is likely to focus on sharing informal updates (as the present meeting).

→ In addition, one meeting of the Steering Group will (inter alia) discuss proposals on how to clean up and consolidate information in the EMIL members profiles' database.