



13th meeting – Summary

30 November 2023

Sharing updates among EMIL members

10.00-12.00 CET

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Note: This summary captures key points from the exchanges. If you have specific questions or need more details on certain aspects, feel free to ask the EPRA secretariat or the contact points provided in the document or in the [EMIL members list](#).

1. Introduction:

A brief recap of EMIL key outputs in 2023 - a mix of thematic and roundtable online meetings:

- **2 March:** Thematic session on "[Development of MIL Strategies and Policies](#)".
- **5 May:** Joint meeting with the AI & regulators roundtables on "[Algorithm literacy](#)".
- **12 July:** "[Sharing updates](#)" session.
- **18 Sept.:** "[Evaluation of MIL projects](#)", workshop with break-out groups (facilitated by Ofcom-UK):

➤ *The format worked well, worth exploring again. A brief outcomes paper to come out in the new year.*

For the last session of 2023, a **focus on recent updates**, e.g. coming out of the Media Literacy weeks.

2. Spotlight on new EMIL participants:

A number of new organisations, or delegates have recently joined the EMIL Taskforce ([see the updated members list](#)). Delegates from the AEM-ME and IMC-XK are also joining today as observers.

- **Jelena Kolo Jovanović**, [Regulatory Authority of Electronic Media of Serbia - REM \(RS\)](#)

REM has started its MIL activities 6 years ago, with the support of the Council of Europe ([Jufrex](#) ; now [PRO-FREX](#) programmes). In Oct. 2023, a new law on electronic media, aligned with the AVMSD, was adopted. It mentions "Media literacy" in the preamble as a new task for the regulatory authority.

The first MIL steps of REM:

- A visit to the Media Literacy Education Centre "[Magic valley](#)" in Budapest
- A [study](#) by Robert Tomljenović from the Agency for Electronic Media of Croatia (within the JUFREX programme) on best practices examples to promote MIL in Europe and recommendations.
- Publication of visual material for preschool children, in cooperation with the Croatian AEM & UNICEF.
- First MIL days in October 2022: meetings with preschool directors.

REM's work on preschool children:

- Research on preschools children's habits via a survey with preschools staff¹:
The research revealed a greatly contrasted picture in Serbia, with a significant use of social media among teachers and children and time spent alone in front of TV at inappropriate times. Generally, teachers are interested to include MIL in the curriculum and preschool educational programmes.

➔ **REM has thus decided to focus its work on preschool children.**

- A two-day training for the REM employees with experts from Croatia.
- Establishment of a MIL team of 10 colleagues (*from legal, monitoring and international department*).
- 2nd edition of MIL days in Belgrade to train preschool teachers on lessons learnt, to promote MIL material and to inform about the legal framework.

MIL days conclusions: the key components for meaningful MIL actions are:

- Support from the parents;
- Continuous campaigns;
- More educational material.

Next step:

- Smaller activities covering preschool children along the year.

¹ Replies from parents are usually not as reliable as replies provided by teachers and educators and at the time, there was not enough support and willingness to directly involve children.

- **Message from the REM:** Even though a lot can be done without, having an official legal framework and competence does help get support and finances for MIL projects.

→ For more information: see [Jelena's presentation](#).

Contact: jelena.kolo@rem.rs

- **Paul Harrison, [European Broadcasting Union](#)**

- New EBU report on ML initiatives and resources delivered by 54 Public Service Media (PSM) in 33 markets in Europe, emphasizing the need for a more comprehensive and uniform approach and clear robust strategy.

Paul encouraged collaboration and highlighted the impact of MIL becoming more critical in the next five years. The EBU is just starting its work on MIL and intends to produce another report in 2 years, to track how things are evolving.

→ For more detail, see the [EBU public report](#) (requires free registration to access). Feel free to circulate it.

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- **To be noted:** the [European Audiovisual Observatory](#) will produce a report on MIL in 2024.

- **Liliana Barbuta and Aona Antara Calistru - [National Audiovisual Council \(RO\)](#)**

MIL activity started informally in 2023 with 6 persons involved, coming from various communities and regions to help promote MIL on the ground.

- An on-going pilot activity, to select the areas to work on in the future.
- First partnerships with libraries, teachers and schools.
- MIL course in libraries across the country (*6-month classes for 15-17-year-olds about influencers, cyberbullying, social media...*).
- A project with 6 public schools (around 300 students in total) to discuss MIL topics.
- An event in June for teachers (60 teachers) invited to discuss how to teach MIL in classroom.

- **There is no MIL network in Romania for the moment, but the NAC relies on several organisations in touch with teachers to implement projects in classrooms.**

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3. Roundtable: Sharing updates

- **Lea Čengić, [Communication Regulatory Agency \(BA\)](#)**

- MIL actions since 2009: the lack of legal mandate obliges the CRA to struggle much more with resources and to rely solely on MIL networks to promote campaigns and implement actions.
- Successful MIL days: over 20 events across the country; a lot of participants from various sectors.

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- **Chloé Pété, [Media and Learning Association](#)**

- [Media Literacy Matters](#) Conference organised with Mediawijs (*Belgian EU Presidency*): from 27 February to 3 March 2024.

Call for inputs received more than 100 submissions; the team is now working on the agenda and the keynote. Topics under focus: disinformation, education and the future of media literacy.

→ A draft agenda is expected soon.

→ Link to [apply](#) for participants (limited space with 300 participants selected by the organisers).

→ To note: Commission expert Group (MLEG) to meet on 26 Feb.

→ To note: Closed workshop on 26 Feb. for (invited) national policy makers on how to support influencers to behave ethically

- [TeamLit](#): an 18-month project launched 12 months ago and financed by the European Media and Information Fund (EMIF) to provide support for MIL trainers in Europe. The key outputs of the project:

→ A mapping on resources available for teachers in 17 European countries + a [summary report](#) (*gaps, opportunities, guidelines, case studies...*)²

→ A network of trainers - 50 members - to share best practices & support cross-border implementation.

→ Trainer teaching modules (under drafting) including a repository of best practices for teachers.

- [EDUmake project](#) (with partners from HR, NL, BE): an [EDUbox](#) of educational materials for teachers and students (12-18 years old) developed by VRT and a dedicated [EDUbox on politics](#) (*elections, importance of voting...*)

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- Leo Pekkala, [National Audiovisual Institute \(KAVI\) \(FI\)](#)

- A successful [Finnish Game Week](#) in November: a full week of events related to gaming coordinated by KAVI and organised by more than 100 local organisations involving traditional, print and social media. The aim is to promote gaming in a positive way while discussing the potential negative effects.

- The “[New literacies](#)” [national 3-year programme](#) is coming to an end. More than 100 local communities received support to promote MIL at local level; KAVI is now trying to gather data on the outcomes (findings expected during summer 2024).

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- Julia Cooke, [Ofcom – Making sense of media \(UK\)](#)

- Update of the [Evaluation toolkit](#), based on feedback received (*update on data collection, indicators and tools, benefits of evaluation, and new templates on theory of change and evaluation*).

- [Establishing best practice media literacy design principles](#): Ofcom intends to look at how online providers can design their services to support at best MIL. The call for input focuses on 3 key themes³: accountability and transparency, timely MIL interventions, monitoring on an on-going basis. A final version of the outputs is expected next year.

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- Mathilde le Tarnec, [Arcom \(FR\)](#)

² Report to be updated in Jan. to include FR, LU, BE-FR, BG, PL, HR. For a shorter, more concise version, please contact Chloé

³ The call for input is open until 18 December 2023.

- [Report on MIL initiatives](#) undertaken by media providers in 2022/2023 published in December (update: December 2023).
- Adoption of a [roadmap](#) for the future of Arcom's MIL work.

Main outputs to come:

- Two educational sheets for schools created in partnership with [Arte EDUCATION](#) focusing on disabilities and representation of people with disabilities in the media.
- A partnership to be signed with a university for future teachers in Brittany, followed by a partnership with the network of these universities (Institut National Supérieur du Professorat et de l'Éducation - INSPÉ).

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- **Romana Kontírová, [Council for Media Services](#) (SK)**

CMS has long-term on-going MIL activities and plays a coordinator role between all stakeholders involved in MIL (*NGOs, individuals, educators...*) to exchange information & best practices ([Media Literacy+](#)).

- A successful MIL week organised in October with 2 conferences targeting teachers and digital coordinators (discussion with experts and workshops).

Main findings:

- AI is the most demanding and requested topic;
- **Everyone can be the agent of change as even small changes count!**

- **Francesco Marrazzo, [Agcom](#) (IT)**

- Technical roundtables on VSPs, organised with the Ministry of Enterprises and Made in Italy⁴, to decide on criteria to apply to select media providers for financial support for digital literacy projects (a total of 3 million euros budget for three years). The projects target the 8-15 years old age group.
- On-going evaluation of MIL needs by Agcom (AVMSD reporting), applying EU Commission guidelines.
- In 2024, a unique MIL initiative will be launched.

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- **Skúli Geirdal, [Icelandic Media Commission](#) (IS)**

- A project with the data protection agency on how to navigate in online space (*with red, yellow and green light signage*) and a focus on digital footprint, AI and privacy.
 - A set of educational materials (for parents, teachers and one for children aged 9-12 years old) with positive and significant outcomes (93% of the participants say they would like to spend less time on their phone and are now more aware of the importance of protecting personal data). Material to be extended to other schools and to be included in the curriculum.
 - An on-going survey on Media literacy in Iceland to assess the impact of MIL measures.
- Some findings: during 2021-2023, the number of children seeing pornographic content dropped down to 50% (*following the publication of material with simple stories explaining how internet really works*).

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- **Francis Trenado, [Gibraltar Regulatory Authority](#) (GI)**

⁴ The competence for digital literacy is shared between Agcom and the Ministry.

Gibraltar is a very small jurisdiction (44,000 inhabitants) where social media play a key role in the spread of disinformation.

- A nationwide [survey](#) targeting adults and children 10-17 (different questions) organised with a marketing external partner (8,000 respondents) to try to identify knowledge gaps.
- In November, launch of a [“Media Literacy Matters” campaign](#) launched to promote the survey and to address online habits, attitudes with fake news...

Based on the outcomes of this project, the GRA could collaborate with the community to produce specific workshops and guidance.

- **Maka Dakhundaridze, [Georgian National Communications Commission](#) (Comcom) (GE)**

Media literacy is on the agenda for 5 years now.

- In 2022, a project with the Ministry of education, with the support of UNICEF, was developed and it is now implemented in schools. A handbook and a training module for teachers were produced and Comcom has trained teachers selected by tenders. The training is now run by the Ministry (more than 1,000 teachers so far). There is high demand from teachers owing to a lack of resources on the matter.
- Successful [MIL week in October](#) with MIL days at school which helped raise awareness featuring a public lecture from [Renee Hobbs](#).
- Fruitful Ofcom-UK visit in September to share experiences and learn from each other on MIL matters.

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- **Bruna Afonso, [Regulatory Authority for the Media - ERC](#) (PT) (Post meeting update)**

The [ERC](#) developed 3 initiatives that it decided to associate with **Global Media and Information Literacy Week 2023 (GMILW)**:

- On 26 Oct., during the week itself, it promoted and co-organised a ***Masterclass on producing and directing for film and TV***, led by Manuel Pureza, a well-known Portuguese director and producer together with film, TV and multimedia students and open to everyone [via the YouTube channel of the GILM – Informal Group about Media Literacy](#) (a national MIL network of which ERC is a permanent member). The initiative was co-organised by GILM members together with the [National Film Plan](#) (a national programme that promotes film literacy).
- **Awareness-raising actions:** On 12 and 13 Sept., in partnership with the European project [TeamUp! – Media for adult education](#) (with which the ERC has been collaborating since June 2022) and hosted by the Eugénio de Almeida Foundation, a training session was held for those potentially interested in running non-formal training sessions for adults (librarians, heads of communications offices, university students, professionals of associations, heads of local authorities, teachers...). ERC ran three training sessions about **online disinformation, stereotypes and hate speech in the media**. On 27-28-29 Nov., [ERC organised a series of awareness-raising sessions about the same topics](#). These actions - aimed mainly at senior citizens and 13–18-year students - were run by 2 ERC technicians in 4 towns in the Alentejo region, 3 of which are characterised by not having any active media outlets. This was an opportunity for informal meetings with municipalities representatives, librarians (2 school libraries and a public library) and senior universities to explore the possibility of developing ML initiatives locally in cooperation.
- In November, the ERC was present at the [16th meeting of the National Network of Public Libraries](#), taking part in a round table about **“New Literacies in Public Libraries”**. The ERC had the

opportunity to share its experience in the area of ML alongside the [InCoDe2030](#) initiative, which shared its activity promoting digital literacy. Both seeking to make a connection with the work of public libraries, with which the ERC has already had the opportunity to develop some specific activities. The initiative was mainly targeted to librarians.

November 2023 also enters to the Portuguese MIL history because of the publication by the **government of a resolution formalising the [main guidelines of the National Plan for Media Literacy](#)** (announced in April as part of the VI Literacy, Media and Citizenship Congress), an initiative that aims to promote and develop ML in Portugal, with a special focus on the school context but also reaching segments of society with lower levels of ML. The ERC has been nominated to have a representative on the **monitoring advisory board** that will be working in conjunction with an inter-ministerial commission responsible for implementing the plan. The first steps are currently being taken.

4. Upcoming events & suggestions for next year:

- **Upcoming events/new initiatives:**

- **27 Feb - 3 March 2024:** [Media Literacy Matters](#) conference in Brussels

- **22 March 2024:** joint-event with EDMO on elections (TBC)

- **6-7 June 2024:** MIL is likely to feature on the agenda of one EPRA plenary session in Rotterdam (potentially on the role of media services providers).

- **19 Jan 2024:** Final conference in Vienna of the [European Excellence Exchange in Journalism's project](#): presentation of the findings and outcomes of a project aimed at developing a MIL-oriented strategy to promote information and discussion on Public Health in Community Radios in AT, DK, IE and ES (source: *COMMIT, a partner of the project*).

- An OSCE Representative on Freedom of the Media (RFoM) project on Media freedom literacy: [A survey designed to identify a range of 'promising practices' for fostering Media Freedom Literacy](#) – open until **22 January 2024** (*post meeting update*)

- **Topic suggestions for EMIL meetings in 2024 (by Lea Čengić):**

- Cooperation with institutions involved in education: how far can the regulator go?

- Cooperation with media: how to cooperate with services providers?

- Reporting on MIL initiatives: how can they be used in a positive way to develop and support NRAs' activity?