20ᵗʰ meeting
5 December 2025 – 10.00 – 12.00 CET
Summary

1. Welcome & EMIL internal News

- **Emmanuelle Machet** welcomed new participants from the Coimisiún na Meán's MIL team**:**
    - **Dorothee Meyer-Holtkamp**, Manager Media Literacy and User Education
    - **Clodagh O'Donoghue**, Executive Officer
    - **Ligimat Pérez**, Executive Officer

Team role: public-facing media literacy and user education team (awareness campaigns, educational resources, collaboration with stakeholders...)

- **Stephanie Comey, EMIL coordinator,** offered some warm introductory words for this 20th meeting – a roundtable providing updates on evidence-based approaches, strategy-setting, and pluralism - key topics featuring in EPRA's Work Programme for 2025.

2. Roundtable: Sharing informal updates

2.1. Evidence-based approaches

SWEDEN – MOOC "Media Aware" and Nordic MIL Survey

Catharina Bucht (Memy – SE) provided an update about the Government-commissioned project launched in March 2024 to strengthen citizens' ability to navigate AI and disinformation.

- **They developed [a MOOC addressing the public over 13 years old](#)** (will be available in English and Arabic)
    - Launched on 5 November 2025
    - Basic and advanced modules (teachers, trainers...)
    - Training takes about 35 minutes to complete
- **The Nordic Media Literacy Survey** (called the Nordic MIL Index in previous meetings)
    - Conducted in all 5 Nordic countries
    - 2 questionnaires: one addressing 9 to 15-year-olds and one for adult population above 16 years, 12,000 respondents
    - Survey is funded by the Nordic Council of Ministers
    - Publication expected in early January - also in EN

ℹ️ More information: catharina.bucht@mediemyndigheten.se

UNITED-KINGDOM - Updates on Ofcom's consultation

Julia Cooke (Ofcom – UK):

- **The consultation** (closing on 8/12/2025) is focusing on a set of **recommendations** on how online platforms, broadcasters and streaming services can support users in navigating in the digital environment. It calls on services to design with meaningful user choice in mind, equip people with tools to support them online, foster critical engagement skills and engage in continuous evaluation.
- **Making Sense of Media programme (MSM) annual conference**
    - More information will be shared soon, including through the MSM newsletter

Recent publications

- A document summarizing effective approaches for the delivering train-the-trainer models (evaluation practices and sharing insight about what works)
- A publication examining whether current media literacy skills in the UK are adequate in the age of AI (AI and Media Literacy)
- A publication on children's use and perception of ASMR and self-improvement content.

ITALY – National Survey on Digital & Media Literacy needs

Francesco Marrazzo (AGCOM – IT) gave some updates about a large-scale national survey covering **all age groups**, including minors, adults, and older people.

- Topic assessed: Access to media services, disinformation, hate speech, negative user-generated content, cyberbullying, prevention practices, algorithmic recommendation systems.
- Creation of an algorithmic literacy index for Italy.
- Report to be completed in late 2025 and an English version will be shared in 2026. The survey is going to be repeated every 3-4 years.
- AGCOM is developing a national impact-assessment toolkit for MIL projects, in collaboration with academic experts who have joined its Media Literacy Coordination Committee.

2.2. Strategy-setting

COUNCIL OF EUROPE - National Media and Information Literacy Strategies: Practical Steps and Indicators

- In the absence of **Elena Brodeala**, Emmanuelle Machet (EPRA Secretariat) reported that the Council of Europe Steering Committee on Media and Information Society (CDMSI) discussed and adopted the policy document *'National Media and Information Literacy (MIL) Strategies – Practical Steps and Indicators'* on 4 December 2025.
- A very valuable resource notably for media NRAs, national authorities and policymakers
- This policy document was drafted by Brian O'Neill, who is well known in the field, particularly for his work with Better Internet for Kids.
- An expert workshop took place at the end of September to gather feedback on the draft.
- A special event will be held in Chișinău, Moldova for the launch, on 20 March 2026.

Emmanuelle will enquire about the date of publication and inform the network.

2.3. Media Pluralism

IRELAND - Media Literacy Ireland Conference

Dorothee Meyer-Holtkamp (CnaM – IE) presented key points about the Media Literacy Ireland Conference.

- Held on 26 November 2025, with 90 participants.
- 3 panel discussions: Media Freedom and Media Pluralism (in collaboration with CnaM), Information Integrity (in collaboration with the Department of Culture, Communications and Sports) and Making Sense of AI (in collaboration with ADAPT, centre for AI-driven digital content)
- Interactive format with 10 roundtables
- The session on pluralism was well received, but terms like 'media pluralism' and 'media freedom' are not widely understood, especially outside media and regulatory circles, highlighting the need for further public empowerment and the need to reach out at local level. Equally, there is some work to be done to explain that regulation is not censorship.
- Contact for any resources: info@medialiteracyireland.ie

Q&A

- o Databases on media ownership are primarily developed by individuals outside the field of media education, with limited understanding of Media Literacy. Their focus tends to be more on media markets than on educational objectives. Building stronger relationships with media stakeholders would be beneficial.
- o North Macedonia maintains a media register covering radio, TV, print, and online media, including influencers since December 2025, with the first influencer recently registered as an on-demand audiovisual media service. An annual Media Ownership Report is published, including gender distribution across ownership, management, journalists, and support staff, revealing that women mostly work as journalists and the glass ceiling persists in leadership positions.
- o Cooperation between libraries and MIL initiatives is well established across several countries. In Finland, further to the Public Libraries Act, libraries have an obligation to promote versatile literacy and democratic participation. A report on Finnish libraries will be published by the Croatian AEM. In Serbia, libraries have been strong partners for the past two years, promoting media literacy through educational board games and training activities. In Sweden, libraries also play an effective role, contributing to the development of online training modules to better reach adults, although the system faces a shortage of school librarians and limited funding. In Ireland, libraries have been integrated into the Media Literacy Ireland network since 2019, benefiting from the high level of public trust in libraries and their extensive reach across both urban and rural areas, including mobile library services.

2.4. Other Topics

UNESCO - PRAI - MIL public courses for media regulators

Monica Duran Ruiz (CAC - ES) presented UNESCO-PRAI (Ibero-American Platform for Regulators of the Audiovisual Sector) MIL public course for media regulators' staff , more info here:

- Purpose: Build capacity within media regulators to understand regulatory and the policy framework, design, implement and evaluate MIL public policies, analyse international strategies and explore AI's Impact.
- 30+ hour course, 20 sessions and certificate issued by Universidade Lusófona.
- 55 interested, 41 registered et 39 active participants. Participants intend to develop structured MIL strategies, not just ad-hoc projects and growing demand for further training.
- The last press note will be issued in December. A dossier will be published with the survey results in English and will be shared with the EMIL network.

NORTH MACEDONIA – Media Literacy Days and AI Education Projects

Emilija Petreska-Kamenjarova (AVMU – MK) reported about the 7th Media Literacy Days,

- Theme "Using critical thinking to tackle disinformation", 13 events throughout the week
- Topics covered: foreign information interference, safe use of AI, ensuring safe working conditions for journalists, combating SLAPPs.
- Video spot using AI
- Key workshop focusing on the concepts of 'Interdemocracy' and 'Wisdom of Crowds' for secondary school students with Dutch expert Onno Hansen-Staszyński from the DROG organization and the SAUFEX project on different aspects of artificial intelligence.
- North Macedonia will adopt its first national media sphere strategy, aligned with EMFA, the DSA and AI Act. Expected in 2026.

UNESCO is expected to launch work on digital parenting shortly.

3. Any Other Business

Next EMIL Meeting: Friday 6 March, 10-12 CET - **We welcome your input and suggestions for topics!**

EMIL Reference Documents:
List of EMIL Members (with contact details)
EMIL's Member Profiles
19th EMIL meeting summary