

Polish Presidency Seminar

The role of media literacy in the new media landscape

8 June 2017, Warsaw, 14:00-17.00 hrs, Hotel Novotel Centrum, room Orchidea

13.30 **Welcome coffee**

14.00 **Welcome and opening of the seminar**

- Halina Rostek, Chair of the Polish Presidency
- Witold Kołodziejki, Chairman of the National Broadcasting Council

14.15 **Introductory session**

- Moderation: Susanne Nikoltchev, Executive Director of the European Audiovisual Observatory (EAO)
- How the access to content is changing in the digital age: the example of video content – Gilles Fontaine, EAO
- Presentation of the main findings of the Media Literacy Mapping – Maja Cappello, EAO
- Media education in Poland from a regulatory authority perspective – Ewa Murawska-Najmiec, National Broadcasting Council of Poland
- **Q&A with the audience**

15:20 Short technical break

15.30 **Panel discussion – media literacy initiatives in Europe**

This session will illustrate the practice of media literacy and we hope to actively involve members of the Executive Council

- Moderation: Martina Chapman, Mercury Insights (UK)
 - Leo Pekkala, Head of Unit, MEKU (Finland)
 - György Ocskó, International Legal Advisor, NMHH (Hungary)
 - Jamal Eddine Naji, Director General, HACA (Morocco)
- **Q&A with the audience**

16.45 **Conclusions** – Anni Hellman, Deputy Head of Unit, Media Convergence and Social Media, DG Connect, European Commission

17.00 **Closing of the meeting**, Halina Rostek