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CALL FOR EXPERTS

FOR THE CONSTITUTION OF A

MEDIA LITERACY TASK FORCE

FOR GLOBAL DEVELOPMENT EDUCATION

The media literacy task force of the North-South Centre of the Council of Europe will be composed of 6 experts (4 from the North and 2 from the South) on global education, media literacy and digital citizenship coming from Council of Europe member states and neighbouring countries. They will work together for 12 months to advocate, raise awareness and build capacities on media literacy for Global Development Education (GDE).

The task force will work towards the 3 main goals:

- Update and complement the Global Education guidelines section on media literacy.
- Develop a Campaign and a communication strategy for the Global Education Week 2018.
- Produce a short tool-kit on media literacy for the global education training course.

[Deadline for applications: 19th November 2017](#)

1. GDE and media: the context of the action

Nowadays, social media enable everyone to easily and readily engage in journalism and public commentary, giving practically to everyone the possibility to play a role in shaping public opinion.

In fact, as journalists take editorial decisions when writing their articles, similarly regular citizens can affect the presentation and understanding of global issues every time they post on social media.

It is undoubtedly positive that social media are increasing the engagement of citizens in public and political participation; nevertheless, social media users should be aware of the ethical responsibility to provide accurate, objective and reliable information in order to avoid ethical issues and questions related to fundamental values.

On the other side, the deontology and the code of conduct of professional journalism is constantly challenged under the influence of different political and economic powers and the request of the “news market” that is turning readers into consumers.

Within this context, it is then necessary to provide media and information literacy programmes addressing citizens to develop competences and values such as multiperspectivity, critical thinking and global citizenship in order to empower citizens with skills and knowledge to act as responsible and ethical “citizen journalists”.

Responsible and ethical journalism and social media engagement that avoids biased and stereotyped information can contribute in building positive social development, combat exclusion, countering discrimination, hate speech and racism.

A critical and responsible use of the media could also promote dialogue, encouraging political participation

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effectively linking governmental bodies with civil society.

2. iLEGEND - Intercultural Learning Exchange through Global Education, Networking and Dialogue

The task force will be established and will work within the framework of the iLEGEND: a joint programme between the European Union and the Council of Europe through its North-South Centre, aiming at raising awareness about global interdependence and solidarity through Global Development Education (GDE) and youth cooperation in Europe and beyond.

The overall objective of the project is to strengthen GDE in EU member States and potential EU member States, particularly where it is least established, by promoting dialogue, networking strategies, capacity building and exchange of good education practices in the field of GDE.

More info about the project [here](#).

3. Description and composition of the media literacy task force

The media literacy task force is a platform of 6 experts with complementary competences and experiences in journalism, social media engagement and digital citizenship for global development education.

Each members of the task force have specific knowledge, experience and know-how in one or more of the following areas:

- Human rights and intercultural dialogue
- Youth participation and global citizenship
- Populism, radicalism, and extremism
- Functional illiteracy and critical thinking
- Advocacy and campaigning
- Social media engagement and digital citizenship
- Media, communication and journalism
- Peace journalism and counter-narrative
- Education, pedagogy and non-formal education

Relying on the expertise, skills and deontological code of media specialist and journalist, the task force seeks to raise effectiveness and quality of the actions related to the media literacy dimension of the iLEGEND project.

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4. Activities of the media literacy task force

The task force will work on 3 main areas, being each area connected to a specific NSC event/activity and to identified final outcomes:

Area of work	NSC event/activity	Outcomes
Advocacy	Global Education Guidelines (GEG)	Updating and complementing the GEG media literacy section
Awareness raising	Global Education Week (GEW)	- Social media campaign promoting GDE - Communication strategy for promotion of the GEW
Capacity building	Global Education Training Course (GETC)	Training module and tool-kit on media literacy for Global Development Education (GDE)

The task force will be divided in two groups:

- Sub-group A (3 experts): working on Global education week (social media campaign and GEW communication strategy).
- Sub-group B (3 experts): working on Global Education Training course (TC module and tool-kit).

However, the whole group will work together for the revision of the GE Guidelines on what concern the media literacy dimension.

The task force will be coordinated by Graziano Tullio, staff member of the North South Centre of the Council of Europe.

Global Education Guidelines (GEG)

The whole task force throughout the year will work on updating the GE guidelines taking into consideration the development in the field of media literacy and social media as dimensions affecting the public sphere on what regards global citizenship and democratic participation. The revised guidelines will act as an updated and effective tool for education, advocacy and capacity building in line with the recommendations of the 3rd European congress on Global Education.

The task force will work in close cooperation with the GE guidelines "drafting team" and with the NSC of the Council of Europe.

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Global Education Week 2018 (GEW)

The sub-group A of the task force (3 members) will define and organize a global awareness raising social media campaign promoting GDE targeting young media activists and bloggers with the view of increasing the outreach of the GEW and increase knowledge and understanding of global development education among the general public

Moreover, the group will develop a transnational communication strategy for a more effective and coordinated promotion of the GEW (November 2018) throughout Europe.

The communication strategy has the objective to increase the outreach of the event, to harmonize the promotion of the GEW initiatives in the different countries and to disseminate the results in a wider and profitable manner.

The lessons learned and the best practices of the communication strategy will be then gathered in forms of as guidelines/recommendation for the next GEWs.

The Sub Group A of the task force will works in close cooperation with the GEW national coordinators and with the NSC of the Council of Europe.

Global Education Training Course (GE TC)

The sub-group B of the task force (3 members) will design, develop and deliver a training module/1day workshop targeting young social media activists, bloggers and youth multipliers in general in order to equip them with knowledge/tools/skills on how to:

- promote GDE among young people on social media;
- report and produce media content related to GDE;
- interact on social media respecting the GDE principles;
- deconstruct biased information.

The training module will be integrated within the 1-week residential training courses on global education organized by the NSC twice per year in the framework of the ILEGEND project.

The training module and all the background documentations will be gathered on a "social media tool-kit for GDE".

The training module and tool-kit have the objective of supporting formal and non-formal educators dealing with media literacy and contribute to empower youth bloggers, social media activists youth multipliers with new tools, skills and resources to promote digital global citizenship on social media and to increase their media literacy on what concern GDE issues and values.

The Sub-Group B of the task force will works in close cooperation with the pedagogical teams of the GE training course and with the NSC of the Council of Europe.

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5. Schedule of the task force meetings

The task force is scheduled to meet several times throughout the 12 months in different locations, being such meetings integrated in pertinent NSC's activities which will allow the task force to build synergies with all the relevant stakeholders and partners.

Meetings:

N °	When and Where	Event	Description
1° all members	27,28 and 29 November 2017 Lisbon, Portugal (3 nights)	Global Education Week Network coordinators annual meeting GEG revision: drafting team first meeting	- Kick-off meeting - task force yearly plan
2°A Only Sub Group A	April 2018 Riga, Latvia (3 nights)	Baltic regional seminar follow-up meeting on Global Development Education	Define and develop: - a awareness raising social media campaign - transnational communication strategy for GEW 2018
2°B.I Only Sub Group B	April 2018 Cascais, Portugal (3 nights)	GE Training course in the framework of the European Youth Capital	Delivering of the 1-day training module
2°B.II Only Sub Group B	September 2018 Mollina, Spain (3 nights)	GE Training course in the framework of the University of Youth and Development	Testing the tool-kit prior the final edition
3° all members	November 2018 Ljubljana, Slovenia (3 nights)	Global Education Week Network coordinators annual meeting	Presentation of: - GE Guidelines - Report on GEW Campaign - Guidelines/recommendation for GEW communication strategy - Tool-kit on Media literacy for Global Education

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6. Timeline of the task force activities

Timeline:

	NOV '17	DIC	GEN	FEB	MAR	APR '18	MAY	JUN	JUL	AGO	SEPT	OCT	NOV1	NOV '18
Sub Group A		Need assessment and collecting inputs from stakeholders				Regional seminar (Riga)	Development of the campaign and of the communication strategy						GEW campaign	Presentation of the outcomes
Sub Group B		Design of the training module				Training module (Cascais)	Development of the tool-kit				Training module based on tool-kit (Mollina)	Revision and finalization of the tool-kit		
Sub Groups A+B	Kick-off meeting	Revision and updating of GE guidelines												

7. Financial provisions

All the expenses related to the meetings (travel, board, lodging and insurance) will be covered by the NSC. Moreover, the North South Centre will provide a 12-months service contract as external consultant for a total gross amount of 3.300 euro for each expert of the task force.

8. Profile of the experts

- Citizens of one of the Council of Europe member states or of the Southern Mediterranean countries (Algeria, Jordan, Lebanon, Morocco and Tunisia).
- Good understanding of human rights and global issues and fair knowledge of intercultural and global education.
- Excellent communication, drafting and reporting skills.
- Able to work in team in a timely manner in a multicultural environment.
- Have an excellent command of English and good knowledge of French.
- Have 10 years of progressive knowledge and experience in at least one of the following areas:
 - ✓ Human rights and intercultural dialogue
 - ✓ Youth participation and global citizenship
 - ✓ Radicalism, populism and extremism
 - ✓ Functional illiteracy and critical thinking
 - ✓ Advocacy and campaigning
 - ✓ Social media engagement and digital citizenship
 - ✓ Media, communication and journalism
 - ✓ Peace journalism and counter-narrative
 - ✓ Education, pedagogy and non-formal education

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- Able to participate in their full duration at all the meetings as scheduled in the present call.

9. Selection procedures

All applicants fulfilling the criteria must send to: NSC.YouthandGlobalisation@coe.int

- CV;
- Cover letter highlighting the areas of expertise as in section 3 of the present call;
- Sample (or hyperlink) of their previous work related to the key-areas of expertise as mentioned in this call;

→ The body of the email has to make clear to which of the two groups are interest to be part of (sub-group A or sub-group B) explaining the reasons of such choice.

Deadline for applications: 19th November 2017

→ A skype call from the NSC will then follow on Monday 20 November in order to evaluate expertise, availability and knowledge of the background documents as listed below.

The results will be communicated right after the deadline and the selected experts will have to be ready to attend the first meeting in Lisbon already on dates 27, 28 and 29 November 2017.

10. Background documents and useful links

- [Global Education Guidelines.](#)
- [Global Education Week 2017.](#)
- [3rd European Congress on Global Education, Zagreb, 2015.](#)
- [Briefing note "Information and media literacy: core competences for active citizens"](#) within the workshop "Active citizenship", 3rd European Congress on Global Education, Zagreb, 2015.
- [Global Education National and Regional Seminars](#) (information and reports).
- [On-line Global Education training courses.](#)
- [5th Global Education and Youth Training Course for youth multipliers.](#)
- [Global Education Survey](#) - Evaluating the 2012 Lisbon Congress Thematic Recommendations.
- [Youth Global Skills Survey](#) - Exploring Youth Skills for the 21st Century from a Youth Perspective.
- [Council of Europe Strategy on Internet Governance \(2016-2019\).](#)
- [UNESCO Global Citizenship Education Framework.](#)

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www.nscentre.org