

Media Literacy Task Force for Global development Education

Kick-off Meeting, Sintra, Portugal

REPORT

27-29 November, 2017

Funded by the European Union and the Council of Europe

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The Media Literacy Task Force was established in the framework of the iLEGEND –project, which is a joint programme between the European Union and the Council of Europe through its North-South Centre. The aim of the iLEGEND project is to raise awareness about global interdependence and solidarity through Global Development Education (GDE) and youth cooperation in Europe and beyond.

The overall main objectives of the task force are:

- ✓ to explore and develop the media literacy dimension of GDE
- ✓ to promote awareness and knowledge about the media literacy dimension of global education, towards youth workers, educators and decision makers
- ✓ to improve the impact and outreach of the actions developed by the Youth and Global Education programmes of the North-South Centre .

The task force will work on three main areas, being each area connected to a specific North-South Centre event/activity and on identifying the final output:

Area of work	North-South Centre event/activity	Output
Advocacy	Global Education Guidelines (GEG)	Revised version of the Global Education guidelines including a section on media literacy.
Awareness raising	Global Education Week (GEW)	- Social media campaign promoting GDE - Communication strategy for promotion of the GEW2018
Capacity building	Global Education Training Course (GETC)	Training module and tool-kit on media literacy for Global Development Education (GDE)

The Media Literacy Task Force consists of six experts: - four experts from member states of the North-South Centre and two experts from Council of Europe member states, having different but complementary expertise in areas related to media and information literacy, digital citizenship, social media engagement, journalism, education and campaigning.
They will work together for 12 months to advocate, raise awareness and build capacities on media literacy for GDE.

The task force is divided in two groups:
- Sub-group A (three experts): working on GEW social media campaign and GEW Communication strategy.
- Sub-group B (three experts): working on Global Education Training Course (TC module and tool-kit).

The whole group will work together for the revision of the GEG on what concerns the media literacy dimension of the guidelines and the best practices of Media Literacy for global education.

Composition of the Media literacy Task Force		
Group	Name and country	Expertise
Sub-Group A	Tatjana Ljubic (Serbia)	Media Information Literacy and Media literacy policies, educational programmes and campaigns; journalism, teaching and curriculum development; former consultant at UNESCO on the project "Building Trust in Media in South East Europe and Turkey"
	Veronica Stefan (Romania)	Digital citizenship, youth work and youth policies, advocacy, networking and coalition building, human rights education, no hate speech campaign; founder of Digital Citizens Romania.
	Mouloud Kessir (Algeria)	Digital communications strategy; video and multimedia production, civic engagement; degree on digital communication leadership and founding member of AIESEC Algeria.
Sub-Group B	Ioli Campos (Portugal)	Digital media, media literacy for educators, ethical journalism, human rights; journalist; PhD in digital media, university researcher, author of articles on youth/children and media literacy, editor of a news storytelling website
	Kristiina Anttila (Finland)	European Youth Information Charter, media center management, media pedagogy, youth participation, education; teacher; member of the Presidency of ERYCA (European Youth Information and Counselling Agency).
	Vid Tratnik (Slovenia)	Training and non-formal education, psychology, international project management; trainer of the Slovenian National Agency for Erasmus+ and co-author of the manual "Backpacking journalism".
Coordinator: Graziano Tullio – North South Centre of the Council of Europe		

The members of the Media Literacy Task Force applied through a call for experts which ended on the 19 November. They were notified about their acceptance the following week and gathered for the first time in Sintra, Portugal on the 27 November.

Then, during the next two days, the Media Literacy Task Force members attended the GEW coordinators' meeting and had several internal meetings in order to:

- get acquainted with one another;
- understand the activities and the objectives of the North-South Centre;
- get familiar with the GEW network and its work;
- discuss and define the working goals of the task force in more detail;
- Agree on the practical and administrative arrangements for the development of the task force activities;
- discuss and define the key-concepts guiding the task force work.

1) Definition of Media Literacy in the context of GDE

Since the first meeting on the 27 November it was clear that for the purposes of the task force there was a need to clarify the concept of Media Literacy in the context of GDE.

Thus, during the meeting the task force has started to narrow down the concept of Media Literacy according to the specificities of the iLEGEND project.

2) Definition of target group

During the meeting the main target groups have been identified according to the different task force activities and sub-groups:

Sub Group A: Global Education social media campaign and Global Education Week:

- policy & decision makers;
- youth/student-led NGOs, Development NGOs;
- media outlets & media influencers (bloggers and digital activists).

Sub group B: Media Literacy toolkit:

- Youth workers and youth multipliers
- non-formal education practitioners, educators/teachers (in formal education settings),
- Global Education Week national coordinators and their national networks.

3) Interaction with the GEW national coordinators' meeting (November 27-29)

One of the most important parts of the meeting was to collect experiences, information and ideas from the GEW coordinators via observing, discussing and by joining working groups. This happened throughout the two working days, following the already set agenda.

The aim of this was to map the key partners of the Media Literacy Task Force and to get an overview of the GEW activities, stakeholders and way of working in order to then shape the Task Force activities having a better understanding or the overall scenario.

From the Media Literacy Task Force perspective there has been a constant interest throughout the GEW meeting to understand how it could:

- design the Media Literacy tool-kit in order to ensure that the most relevant target groups benefit from it and the most relevant topics will be addressed as part of it;
- shape the social media campaign on Media Literacy in order to create useful and practical tools for the most relevant target groups;;
- create a GEW strategy through useful materials, tools and how to ensure better support during the GEW 2018 in order to have as many Media Literacy activities as possible;
- support advocacy initiatives in the bigger Media Literacy context and create partnerships with other national and international stakeholders.

Following this meeting, the Media Literacy Task Force will further support the national coordinators to ensure synergy between the annual GEW theme and the Media Literacy dimension of the GDE.

4) Deliverables

4.1) Revision and updating of Global Education Guidelines

The main objective is to update GEG 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, in order to have more updated and effective tools for education, advocacy and capacity building.

The Media Literacy part of the new version of the Guidelines will have to complement the existing section on media, reinforcing the critical approach of media and the deconstruction of biased information or manipulative discourses.

For the developing of this assignment, the task force will keep into high consideration the Council of Europe Reference Framework of Competences for Democratic Culture on the strategic recommendations of the 3rd European Congress on GE Congress, Zagreb;

4.2. GEW 2018 Campaign for Media Literacy (Sub-group A)

The main objective is to raise awareness about the importance of Media Literacy to create a more peaceful and inclusive society based on the GDE principles and values (global interdependence and solidarity).The task force's efforts in this regards should increase the engagement on Global Education through social media and the impact of the GEW2018, reaching also digital activists, youth workers and youngsters outside of the school system.

The task force will also harmonize and support the GEW2018 initiatives focused on Media literacy and disseminate the results in a wide, coherent and profitable manner.

4.3 Training Module and Toolkit (Sub-group B)

The main objective is to empower educators, youth multipliers and youth decision makers with new tools, skills and resources to promote GDE and global citizenship on social media (production of on-line GDE contents) and at the same time

The task force will conduct researches and studies in order to provide data, theories and perspectives to support the efforts of formal and non-formal educators dealing with media literacy and GDE;

They will develop and deliver training modules on media literacy in order to test activities, improve the module and collect input from participants for the final toolkit.

The final toolkit will be used by youth workers, educators and trainers to run workshops and training activities on MIL for GDE using a non-formal education approach.

The tool kit will empower young people and youth workers with knowledge/tools/skills on how to:

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