

UNESCO
Media & Information
Literacy Alliance
EU Sub-Chapter
Mediterranean Group

MEEt our Members



EKOME



National Centre
of Audiovisual Media
and Communication



UNESCO
MIL Alliance
Media & Information Literacy for All

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**UNESCO
Media & Information
Literacy Alliance**

**EU Sub-Chapter
Mediterranean Group**

2nd Edition

MEEt
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Members

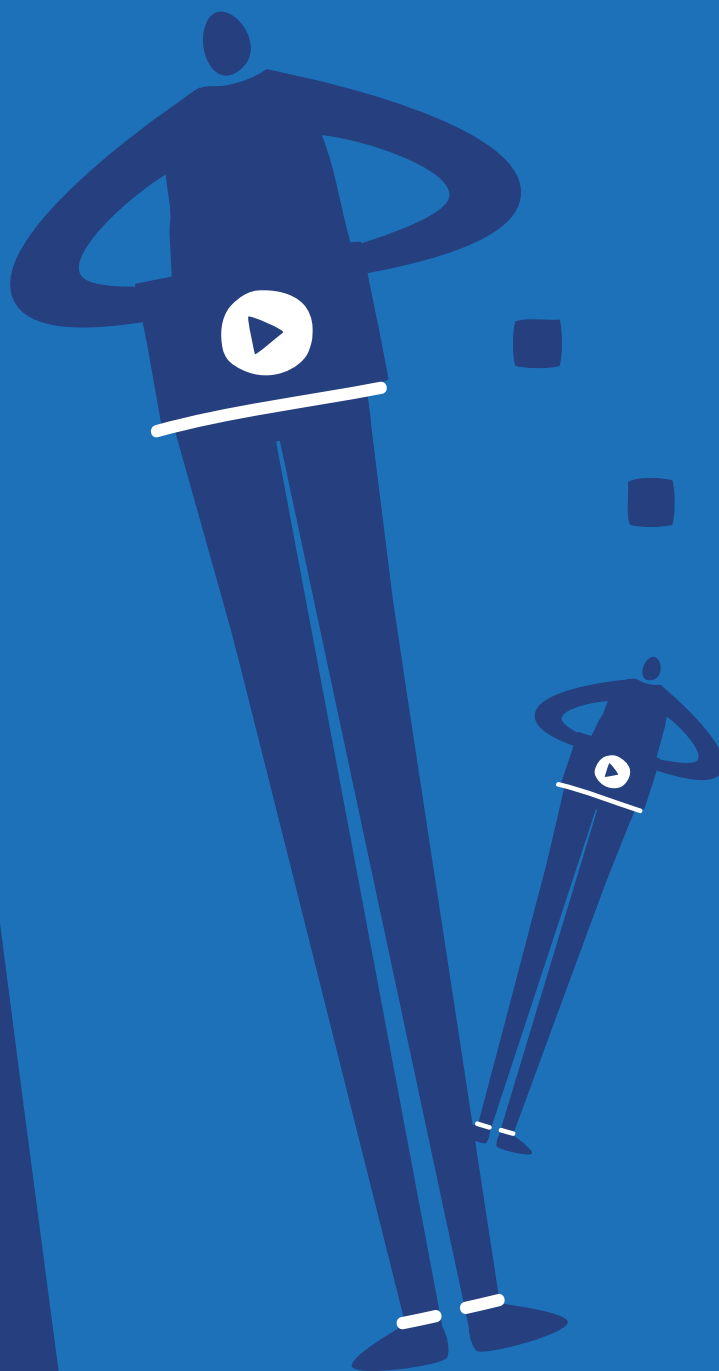
**EKOME
December 2021**

Contents

Foreword by Panos Kouanis	7
A short Welcome by Jesus Lau & Alexandre Le Voci Sayad	8
UNESCO MIL Alliance short Welcome by Tessa Jolls	9
The UNESCO MIL Alliance: Framework and Objectives	11
The MIL Alliance EU Sub-Chapter Mediterranean Group: Aims & Scope	13
Advanced Media Institute	14
Advertising and P. R. Lab (ADandPRLAB), Panteion University of Social and Political Sciences	15
AEM – Agency for Electronic Media	16
Albanian Media Institute (AMI)	17
Animasyros International Animation Film Festival	18
Animateka International Animated Film Festival	19
Athens International Children’s Film Festival (ATHICFF)	20
AUPEX - Asociación de Universidades Populares de Extremadura	21
CAC - Consell de l’Audiovisual de Catalunya	22
Centro Zaffiria	23
Chania Film Festival Edu (CFF Edu)	24
Cinemovel Foundation	25
CLEMI - Centre pour l’éducation aux médias et à l’information	26
“Corti a Ponte” International Short Film Festival	27
CRA - Communications Regulatory Agency	28
CRTA - Cyprus Radio Television Authority	29
CSA - Conseil Supérieur de l’ Audiovisuel	30
Cyprus Film Days for Children and Youth	31
Cyprus Pedagogical Institute (CPI)	32
Department of Graphic Design & Visual Communication, University of West Attica	33
Department of Primary Education, University of the Aegean	34
Drama International Short Film Festival Educational Program	35
Educational Radiotelevision & Digital Media (EduTV)	36
EKOME - National Centre of Audiovisual Media & Communication	37
Fest of Fests - Michael Cacoyannis Foundation	38
Film Museum, Thessaloniki International Film Festival	39
Films Pour Enfants	40
Gabinete de Comunicación y Educación, Universidad Autónoma de Barcelona	41
Institute of Digital Games, University of Malta	42
Interdepartmental Master’s Programme on Information and Communication Tech. for Education	43

Karpos - Center for Education & Intercultural Communication	44
Kids Meet Art, Sedmi Kontinent	45
Media Literacy Institute (MLI)	46
Media What	47
MED-mediaeducation	48
NCRTV - National Council for Radio & Television	49
Neaniko Plano (Youth Plan)	50
OI2 - The Observatory for the Innovation of News in the Digital Society	51
Olympia International Film Festival for Children and Young People	52
Onassis Education	53
Peace Journalism Lab (PJL), Aristotle University of Thessaloniki	54
School of Film, Aristotle University of Thessaloniki	55
The Peace Institute, Institute for Contemporary Social and Political Studies	56
UNESCO Chair on MIL for Quality Journalism	57
List of the members of the EU Sub-Chapter Mediterranean Group	58

Foreword



Dear members,

I would like to introduce you to the 2nd Edition of the “Meet our Members” e-booklet, an initiative of EKOME aiming at presenting the members of the UNESCO Media and Information Literacy European Sub-Chapter Mediterranean Group.

The European Sub-Chapter Mediterranean Group and the strengthening of its works has been the focus of a partnership between EKOME, UNESCO and the network of MIL Alliance (GAPMIL), launched in October 2018, during the 8th UNESCO International Conference on Media and Information Literacy & UNESCO MIL Week. The partnership’s goal is to raise MIL awareness towards an active citizenship and further motivate State policies into eventually introducing a more systematic and sustainable MIL policy agenda in the Mediterranean.

EKOME approaches MIL as the overarching concept which underpins the development of a vigorous and diverse audiovisual and digital market within the creative industries, towards a competitive knowledge society. At the same time, EKOME is a strong proponent of the power of networks as tools for establishing effective synergies as well as visibility towards common goals.

In this context, EKOME is looking forward to exploring, together with other partners, new opportunities and inspiring initiatives for joint actions within our network, under the auspices of UNESCO. This e-booklet is an introductory step, presenting each member’s profile and their approach to MIL. More than a standard publication, it seeks to work as a dynamic visibility tool for the Mediterranean Group, that will be periodically updated as our network is expanding with the addition of more members, and our track record is acquiring momentum through combined efforts and strategic partnerships.



Panos Kouanis
President & CEO, EKOME

MIL Alliance co-Chairs

In the semantic roots on each MIL skill or concept there is a direct connection to the notion of full citizenship because MIL competencies enable citizens to fully interact with social contemporary information demands that characterize our knowledge-based times.

If we consider freedom of expression, digital fluency or research skills as being vital elements of the MIL concept, it will be impossible to avoid being concerned with the limited basic rights/ skills of marginalized, low-income or immigrant populations: mainly in the sense of accessing, analyzing, using, and producing quality information that are critical to be fully engaged in our digital and connected society.

In other words, fostering MIL for all means promoting an inclusive society, an inclusive world, where nobody should be left behind. This goal demands the coordination of several stakeholders such as schools, media companies, libraries, museums, and above all: Governments and their policy makers.

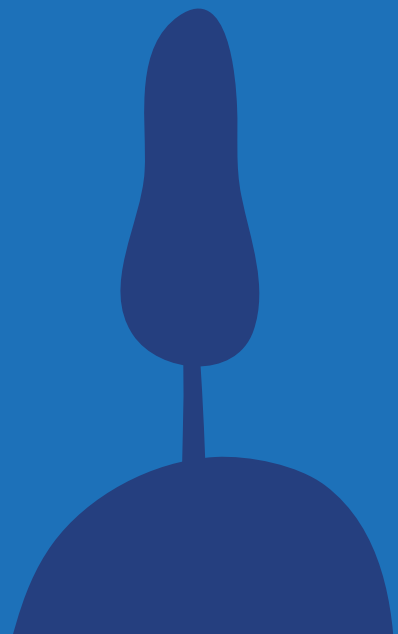
The UNESCO MIL Alliance (GAPMIL) is proud of the work done by EU Sub-Chapter Mediterranean Group. A region that is raising MIL skills and awareness during times when political, economic and social rights are unequal in several parts of the world. The co-chairmen congratulate and wish success to this active and committed leading MIL region.



Jesus Lau, Phd
Faculty of Pedagogy, Universidad Veracruzana



Alexandre Le Voci Sayad
General Director, ZeitGeist Education



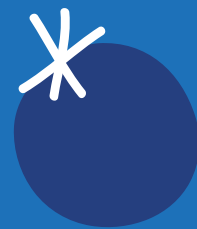
MIL Alliance Regional Representative for North America & Europe

It is with great respect and delight that we welcome the EU Sub-Chapter Mediterranean Group to UNESCO MIL Alliance.

With a goal of helping all voices be heard, and of spreading and deepening the media and information literacy work being done throughout the region, the Mediterranean Group is making a substantial contribution for all policy makers, researchers and practitioners in the field. It is through building community, and supporting our communities, that we will meet the challenge of seeing that all citizens have the resilience that MIL provides, and the freedom of thought and expression that MIL champions. We thank you for your work and for your dedication and commitment to MIL, now and in the future.



Tessa Jolls
President & CEO, Center for Media Literacy



Framework & Objectives



UNESCO MIL Alliance

The UNESCO MIL Alliance (GAPMIL) is a joint initiative by UNESCO and other key stakeholders such as the United Nation Alliance of Civilizations (UNAOC), UNICEF, Open Society Foundation, IREX, European Commission and other UN agencies and international development partners, who agree to come on board on Media & Information Literacy, towards UNESCO Sustainable Development Goals by 2030.

The Alliance seeks to globally reposition MIL around the core objectives of articulating key strategic partnerships to drive MIL development globally and its application to the following key areas:

- Governance, citizenship and freedom of expression.
- Access to information and knowledge for all citizens.
- Development of media, libraries, internet and other information providers.
- Education, teaching, and learning - including professional development.
- Linguistic and cultural diversity as well as intercultural and interfaith dialogue.
- Women, children and youth, persons with disabilities and other marginalized social groups.
- Health and wellness.
- Business, industry, employment and sustainable economic development.
- Agriculture, farming, wildlife protection, forestry and natural resources conservation as well as other areas.

Additionally, UNESCO MIL Alliance (GAPMIL) seeks to enable the MIL community to speak and address, with a unified voice, certain critical matters, including the need for policies. MIL Alliance (GAPMIL) also furthers deepening the strategy for MIL to be treated as a composite concept by providing a common platform for MIL related networks and associations globally that will ensure convergence of regional and international initiative and amplification of global impact. If you are interested in joining the MIL Alliance, click here: <https://en.unesco.org/feedback/join-global-alliance-partnerships-media-and-information-literacy-gapmil>.

International Steering Committee

<https://en.unesco.org/themes/media-and-information-literacy/gapmil/isc>

Aims & Scope



UNESCO MIL Alliance EU Sub-Chapter Mediterranean Group

Launched in 2018 by UNESCO-led GAPMIL and EKOME, the National Centre of Audiovisual Media and Communication in Greece, UNESCO MIL Alliance EU Sub-Chapter Mediterranean Group is a regional initiative that aims at promoting Media and Information Literacy (MIL) skills as integral component of citizenship in the Mediterranean of the 21st Century, through knowledge sharing and practices in the field.

Drawing upon UNESCO's 40 years of experience in MIL and with direct links to social inclusion and intercultural dialogue, the Group is an expert-driven network. It aspires to establish enduring partnerships and project-based synergies that may advance MIL in the region and lead the way forward for the national governments to articulate MIL strategies and policies.

The aim of the Group is to raise awareness and advance MIL in the public domain as the ultimate soft skills tool that enhances citizen participation to knowledge societies, freedom of expression, quality of information and critical use of media. To this end, the Group works closely with UNESCO MIL Alliance International Steering Committee and the relevant Chapters and Sub-Chapters for further promoting the goals and principles of MIL Alliance through the establishment of a network consisting of 50 plus members from countries in the Mediterranean. Furthermore, Irene Andriopoulou Head of Research, Studies and Educational Programmes Department of EKOME has been elected as co-Secretary General of the International Steering Committee for UNESCO MIL Alliance for 2020-2022, nominated by EKOME and reinforcing the organisation's presence in the global MIL map.

Within this public discourse on MIL and in view of the new digital challenges worldwide, the Group has set up five Task Forces on a) synergies b) research c) policy d) creative industry e) formal education, so as to analyze data and facilitate communication among the Group members in order to provide resources and create a map of MIL actions in the Mediterranean.

Mediterranean Group coordinated by EKOME

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Advanced Media Institute

Advanced Media Institute, Applied Research in Communication and Journalism focuses on innovative research and field practice through life long and distance learning. The Institute, established by a highly-regarded team of academics, journalists and communication specialists, is a non-profit organisation based on Cyprus and is linked to the Graduate Programme “Communication and New Journalism” of the Open University of Cyprus. This advantage ensures the support of knowledgeable educators who combine academic credentials with broad experience in Media and Communication.

Towards our commitment to link theory and practice, the Institute pursues the following goals:

- To fully support the advance of scientific knowledge in communication and journalism through original research projects.
- To exploit the multi-disciplinary expertise of the faculty to create and produce special projects, from communication strategy to full implementation, including publications. These activities offer the opportunity for scholars and professionals to meet on the field for fruitful collaboration.

Advanced Media Institute also focuses on an ongoing multi-focal project, the purpose of which is to contribute to the two interrelated fields of “Education Communication” and “Media Literacy,” by exploring the relationship of the field of Education to the fields of Media and Communication. Especially in terms of media literacy, it covers the three following aspects: a) civil society b) education communication c) adolescents. Using the open and distance learning methodology, the Institute employs the latest digital technologies, including teleplatforms and cloud.



Cyprus



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Advertising and Public Relations Lab (ADandPRLAB), Panteion University of Social and Political Sciences

Advertising and Public Relations Lab (ADandPRLAB) of the Department of Communication, Media and Culture of Panteion University was founded in 1993, in cooperation with the Hellenic Association of Advertising-Communication Agencies (EDEE). It is driven by the vision to inspire and educate future critical thinkers, innovators and creative minds in advertising and public relations, in strategic design and immersive storytelling, in digital innovation and startup entrepreneurship, in branding, in public digital diplomacy and social innovation, in tune with international developments.

ADandPRLAB focuses on Media and Information Literacy (MIL) in the digital era, aligning with UN Sustainable Development Goals (SDGs) and UNESCO MIL Alliance objectives. Current MIL international initiatives include:

- “The Room Where It Happens” project, funded through a small grant by Alumni TIES and the U.S. Department of State, and engaging 100 media, communication, and journalism students from Greece, and India, addressing misinformation in encrypted messaging apps.
- “#DisinfoHakcs” in partnership with DCN Global and YET NGO, with the support of U.S Embassy Athens and U.S Consulate General in Thessaloniki.

ADandPRLAB is implementing a co-creative, agile educational model in partnership with a wide network of experts from communication, business, startup ecosystem, digital media, and immersive/mobile technologies. Academic international collaborations across continents are powered through participation to the Erasmus+ program. As an academic partner of The Hellenic Association of Mobile Applications Companies (ΣΕΚΕΕ-HAMAC), ADandPRLAB has been supporting the Greek delegation at the Mobile World Congress since 2013. ADandPRLAB has signed MOUs with Antenna Music, member of Antenna Group (2018), Velocity Partners VC (2019), Digital Communication Network SEE (2020) and 24 MEDIA (2021).



Greece



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<https://medium.com/ad-discovery-and-creativity-lab>



AEM – Agency for Electronic Media

The Agency for Electronic Media (AEM) is an independent regulatory body for electronic media in Croatia. In addition to its regulatory activities, the Agency is the most active institutional body in the field of media literacy in Croatia, understanding that only education and developing of key media literacy competencies can protect users from numerous challenges in a digital and mediatized continually evolving world. In implementing projects, the AEM has maintained a constant strategic cooperation with UNICEF, cooperating as well with different and numerous stakeholders.

There are two main media literacy projects conducted by the AEM in cooperation with the UNICEF Office Croatia. One of them are the Media Literacy Days as a main platform for gathering and cooperation of various stakeholders. The main goals of the project are to encourage and develop sustainable media literacy projects, to support educators by developing materials for media education, to educate and inform children and educators about media and media literacy, and finally to raise public awareness of the importance of media education. The second key project is the Internet portal for media literacy (www.medijskapismenost.hr), launched in 2016. The portal's purpose is to inform, educate and empower parents, caregivers and teachers on media literacy. The Portal is a central national reference point for media literacy, where everyone involved in media education in Croatia can find a comprehensive overview of reliable and useful information about media and their potential influence as well as about media literacy.

In addition, the AEM conducts an annual public tender for co-financing of media literacy projects, researches as well as media campaigns.



Croatia



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Albanian Media Institute (AMI)

The Albanian Media Institute (AMI) is the main organisation of media development and media freedom in Albania. Training is the core activity of AMI. The Institute is substantially engaged in media policy issues in Albania, such as the improvement of media legislation, Code of Ethics, etc. In addition, the Institute has organized several research works. AMI has been active on initiatives involving media and information literacy over the years. AMI with the support of UNESCO held national consultations with different actors and drafted the MIL Strategic Paper for Albania.

AMI is part of a consortium of organisations from the Balkan region, implementing an EU-funded project on media literacy, including activities such as research reports, forming of MIL coalitions and work groups, training future trainers on MIL, sub-granting NGOs to work on MIL initiatives, and launching online campaigns focusing on the views about MIL of journalists, teachers and citizens - students, parents, the elderly - as the main protagonists. In addition, AMI has organized several training courses for journalists and journalism students related to MIL aspects, such as digital literacy, fact-checking, data journalism, social media use for media, etc.

AMI with the support of UNESCO has started the implementation of the project “Building Trust in Media in South East Europe and Turkey”, which is financed by the EU. The project aims to enhance youth Media and Information Literacy skills through introduction of MIL in formal educational system in Albania.



Albania



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Animasyros International Animation Film Festival

Animasyros International Animation Festival was launched in 2008. Since then, the festival is hosted annually every September on Syros island, Cyclades, Greece, while this year's edition was held in phygital (both physical & digital) form on 23-27 September 2020.

Animasyros consists of three main pillars:

- The screenings of animation films from around the world.
- The media literacy programmes (applied workshops & lectures) addressing kids, teens, university students, audiovisual professionals and socially vulnerable groups (i.e. People with Disabilities, senior citizens, etc.).
- The Agora market section, while there are also parallel activities such as exhibitions, concerts and parties.

In its 12 editions, Animasyros has screened over 2,500 animated films from all over the world, it has produced over 65 original animated films available online in the course of the media literacy workshops, over 20 projects have been presented at the Agora market section and over 1000 guests have been invited by the festival.



Greece



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anima
syros
education

Animateka International Animated Film Festival

Animateka International Animated Film Festival is an international festival that focuses on high quality, artistic animated film. Every December, it presents the peak production of short animated films from Central and Eastern Europe in its main competition programme, a programme comprising the most original European student films and a carefully curated selection of international films for children and teenagers. The Festival also presents various special programmes each year, ranging from the best contemporary works from all parts of the world, to a historical glimpse at different countries and animation techniques, or other topics. From the very beginning, Animateka holds national premiere screenings of a selection of the newest animated feature films. Audiences of all ages have the opportunity to enjoy a rich film programme and also an abundance of events such as talks with artists, authors, masterclasses, round tables, a regional pitching session (all within the industry-oriented platform AnimatekaPRO), workshops, exhibitions, concerts and informal gatherings. Animateka's goal is to be a focal point where professionals from both the region and the world can meet, to create collaborations and co-productions, and at the same time attract the interest of the local public and get them to fall in love with the art of animated film.



Slovenia



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ANIMATEKA

Athens International Children's Film Festival (ATHICFF)

Athens International Children's Film Festival (ATHICFF), founded in 2018, is a leading organization for children's and young audiences' audiovisual content in Greece, bringing the highest quality films the world has to offer to the Greek capital and beyond in an annual celebration of children's cinema, held in autumn. In addition to the annual flagship event, ATHICFF is active throughout the year in the educational community of Greece with continuing educational programmes throughout the school year. These include School Screenings, comprising a dedicated programme of films curated by the programming team in collaboration with our partner educators and accompanied by an open discussion and the distribution of educational materials for the promotion of audiovisual literacy and its use in the classroom. Furthermore, ATHICFF organizes special film critique masterclasses with the aim to form student Juries, holds teacher-training webinars for the training and promotion of interdisciplinary teaching techniques, including media literacy, and has adapted the school screenings programme to an online format for country-wide distribution. Finally, during the festival itself, ATHICFF holds film workshops for children, and for its 4th Edition, a special event showcasing student-made video games will be piloted, which will include an educational component on game design.



Greece



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**Athens
International
Children's
Film Festival**

AUPEX - Asociación de Universidades Populares de Extremadura

AUPEX is a non-profit organisation gathering over 213 folk-high-schools, most of them located in rural areas. The organisation develops a variety of lifelong learning projects in the field of culture, environment, art, languages, democratic values, citizen participation and, particularly, digital and social inclusion.

AUPEX manages the Digital Competences Programme of Extremadura, implemented in over 75 digital competence centres across the region reaching over 29,000 users every year. In the field of media literacy, and due to the infodemic resulting from information overload (especially in digital media), AUPEX carries out different awareness-raising activities to address the relevance of MIL-media and information literacy- and the impact of misinformation in today's society, highlighting the importance of acquiring knowledge and skills that allow the promotion of critical and reflective attitude. Skills to search, critically evaluate and responsibly use information are the only way to guarantee a solid online reputation that, in addition to contributing to a committed digital citizenship, help us improve our own personal brand, as a key element in the improvement of employability. We take as a reference for those activities the website www.infopirina.org, which helps to understand the phenomenon of information manipulation, including risks, effects and guidelines to fight it.



Spain



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CAC - Consell de l'Audiovisual de Catalunya

The CAC media literacy programme is the eduCAC. This programme covers many initiatives, actions and activities fostering critical thinking among the citizens, especially children, young people and families, about the content they watch on the many screens available to them nowadays. EduCAC is split into 3 areas:

- Materials for teachers with educational resources on the media and the audiovisual language, and training/information on activities and related projects.
- Content and proposals for families regarding how children and adolescents use the audiovisual media and internet.
- The annual CAC school awards.

The eduCAC school materials project, carried out jointly with the Catalan Ministry of Education, equips schools, but also families, with educational resources to use audiovisual content critically and responsibly. The main objectives are: boost knowledge of audiovisual language and encourage healthy audiovisual consumption habits among children and young people, through tools and activities for the educational community; and promote knowledge and comprehension skills that enable people to effectively and safely use the media. CAC also participates in teachers' summer schools to spread the importance of the education in the audiovisual competences. The proposals for families are recommendations and best practices examples on how to deal with fake news, misinformation, harmful contents for the children, etc. Recently, CAC has been focusing on the potential effects of harmful contents and the screen usage during the lockdown period provoked by the Covid-19 health crisis. To this effect, CAC has carried out several initiatives like TV spots, recommendations, etc. CAC is the coordinator of the EDUMEDIATEST Project, an on-line self-evaluation tool for students, that has been one of the five projects awarded by European Commission funds (Media Literacy preparatory action call). Together with seven more public partners (CSA-FR; AEM-HR; ERC-PT; DWEC-IE; Universitat Pompeu Fabra-ES; RVR-SK; EKOME-GR) CAC will work on this project for the next 12 months, starting on September 2020.



Spain



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www.educac.cat



**Consell
de l'Audiovisual
de Catalunya**

Centro Zaffiria

Zaffiria works in the field of Media Education since 1998, manages the National Centre Alberto Manzi and is qualified to work with the method Bruno Munari ©. Zaffiria coordinates and is partner of numerous local, national, as well as European projects dealing with media education, creative technology, toolkit production, pedagogical experimentation and teacher training.

We create applications for mobile devices and video games that focus on children and adolescents through the creative and divergent use of technology.

We were also involved in various European projects, that allowed us to carry out in-depth experiments and to exchange approaches and methodologies with partners from different countries on complex topics such as:

- Education, game and digital citizenship.
- Creativity and participation explored with media in school and extra school.
- Approach to technology and diverse disciplines in a creative way.
- Promotion of children's rights and their social participation through the creative use of media.
- Social cohesion.
- Human rights and intercultural education.



Italy



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www.zaffiria.it



Chania Film Festival Edu (CFF Edu)

The CFF Edu aspires to provide a complete understanding of film and audiovisual language through a series of annual projects and activities. It offers an inclusive, access-free and versatile programme, addressing divergent audiences and ages, that has been developed on the basis of:

- Familiarization with methods and techniques of film making and script writing.
- Encouragement for study and critical thinking in relation to audiovisual products.
- The interdisciplinary dimension of cinema, its interconnection with the arts and the world.

The programme includes the following projects: CineMathimata, training of teams from all levels of school education in film production within the school environment; CineGrafimata, training of teams of educators in audiovisual literacy; Crete Education Documentary Project/ CR.E.DOC, practical exploration of methods to include documentary in the educational process; Crete Oral History, a collaboration with the local community for the conservation of intangible cultural heritage as part of collective identity, memory, and its documentation; and the CFF Edu online platform (<https://cff-e-edu.gr/>). Also, CFF Edu has undertaken two publications that further develop its key components:

- *Cinema and Creative Writing. Lessons in Cinema Education*, Stavros Grosdos (2018).
- *Media Literacy: Keys to Interpreting Keys to Interpreting Media Messages*, Irene Andriopoulou & Art Silverblatt (2017).

The CFF Edu programme is designed and conducted by a selected team of experienced professionals from the fields of education and cinema and it has received official approval by the Institute of Educational Policy and the Ministry of Education and Religious Affairs.



Greece



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Cinemovel Foundation

Cinemovel's story started in 2001 in Mozambique, bringing the magic of movies to the villages, using their impact and evocative strength to talk about AIDS and doing what movies have always done: telling stories. It was the first traveling project using the movies to talk about health care, and the effects on a mainly illiterate population have been outstanding, as confirmed by field research carried out by doctors. With Ettore Scola as honorary President, over the years this idea has become a project. Morocco, Ethiopia and Senegal are pieces of this story which, as Nelson Mandela suggested during the first project in Mozambique, sought to extend all over Africa, in an effort to "imagine a trans-African movie project".

Today Cinemovel Foundation has created a traveling platform for social communication, using movies and the internet for the development of civil society, the exchange of information, the creation of new connections between different centres and their peripheries, different cultures and countries, tradition and innovation.

As a cultural foundation, Cinemovel has been involved in designing, planning, and implementing traveling movie initiatives at an international level for 20 years. Since 2011, Cinemovel has conceived and conducted various projects in Italy and abroad to bring young people closer to the language of moving images and the importance of Media Literacy. Convinced that there is an inseparable link between access to contemporary languages and the quality of democracy, Cinemovel continues to use cinema to facilitate people's access to active citizenship.



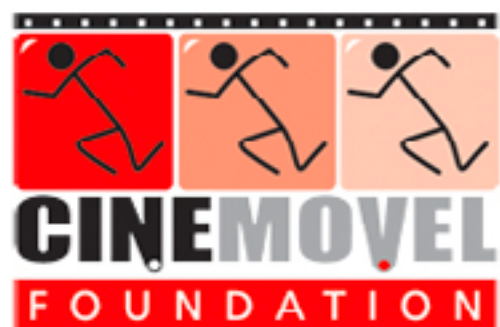
Italy



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CLEMI - Centre pour l'éducation aux médias et à l'information

CLEMI is in charge of media and information literacy in the French education system. CLEMI was created in 1983 with the mission to train teachers to a better knowledge of the news media system and to build children's citizenship skills by providing tools and fostering their critical thinking of media and information. CLEMI develops actions in schools such as the Press and Media Week at School. It offers children the opportunity to discover the plurality of the media sector and to discuss with media professionals every year. CLEMI produces tools and resources in media literacy and is also in charge of teacher training on those issues that has been integrated in French curricula. CLEMI's activity rely on a national team, a strong network of local academic coordinators but also on several media partners to build up projects and actions for schools.

More recently, CLEMI decided to open a new range of action by addressing directly to parents and not only to educators. The societal stakes of media and information literacy must mobilize all actors to strengthen the continuum between school and out-of-school time. The Screens Family guide and series is the product of this mobilization. Working with partners is an important aspect of CLEMI's work as we highly value the exchange of experience with all actors in media and information literacy in France, in Europe and overseas.



France



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**Le centre pour l'éducation
aux médias et à l'information**

Corti a Ponte International Short Film Festival

The “Corti a Ponte” International Short Film Festival promotes the culture of moving images, both live action and animation. The program presents both professional films and films made by children and youth all around the world. The event aims to attract and involve its audience, aged 3-99 years old, with special screenings dedicated to schools. Each festival edition is the culmination of a yearlong activity, involving schools and people of any age. Film literacy and cultural diversity are the Festival’s most representative keywords.



Italy



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CRA - Communications Regulatory Agency

Communications Regulatory Agency of Bosnia and Herzegovina (CRA), as a convergent regulatory authority, has taken the task of promoting media literacy and raising awareness of responsible and safe use of all media and communications services since 2009. Particular focus was put on the protection of children in audiovisual media services and online safety. Over the past decade, CRA has cooperated with numerous institutions, representatives of academia, NGOs, media, film festivals and the ICT sector in this field.

Within its remits, while taking into account the growing importance of MIL and the need to take a more prominent role in this field, a separate Department for Content and Media Literacy has been established in 2019. It resulted in increased activities such as establishing and coordinating an informal network of around fifty relevant institutions and organisations active in the field of MIL, launching a Facebook page aimed at informing the general public about various MIL topics, and generating and sharing materials from all members of the MIL network, organisation of Media and information literacy days and celebration of UNESCO's Global MIL week. One of our future planned activities is to establish a website that would serve as the central hub for all nationally devised MIL resources in Bosnia and Herzegovina.



Bosnia - Herzegovina



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www.rak.ba



CRTA - Cyprus Radio Television Authority

Cyprus Radio Television Authority (CRTA), established in 1998, is the independent regulatory authority responsible for monitoring the audiovisual media services in Cyprus. CRTA has a formal role in promoting media literacy as it was attributed by the mandate to design and coordinate the agenda for the enhancement of media literacy in the Republic of Cyprus. The development of media literacy policy is therefore recognized as a statutory duty for the Authority and anchored in the statutory requirements outlined in Article 30C of the Radio and Television Broadcasters Law of 7(I)/1998 (as amended), and in Article 18D of the Cyprus Broadcasting Corporation Law, section 300A. Media literacy policy and activities undertaken by the CRTA seek to empower citizens with essential skills and competences in the new digital and converged media environment, and to facilitate them to have critical thinking and deep knowledge about media modus-operandi. In this perspective, it offers workshops on different topics on media, such as how to tackle fake news and disinformation, or how to analyze and deconstruct advertisements. It further provides media professionals and journalists with guidance and consultation on topics such as legitimate product placement and organizes awareness raising campaigns.



Cyprus



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ΑΡΧΗ
ΡΑΔΙΟΤΗΛΕΟΡΑΣΗΣ
ΚΥΠΡΟΥ

CSA - Conseil Supérieur de l'Audiovisuel

Media are key influencers in the shaping of public opinion. They have significant responsibility to the public concerning education, culture, entertainment, information, representation, and social cohesion. The Conseil Supérieur de l'Audiovisuel (CSA), and especially the Working Group called «Education, Public Protection and Social Cohesion» pay close attention to these principles which now need to be applied to all forms of media: radio, television, video-on-demand platforms, video sharing platforms, and social networks.

Since 2013, CSA has been fully committed to promote media literacy by carrying out actions with the audiovisual actors it regulates, and schools' audiences. From 2018, its activity has particularly developed around several flagship projects:

- Its participation in schoolteachers training: to date, the CSA has contributed to the training of more than 530 teachers, all around the country.
- The development of educational resources for teachers in partnership with the Ministry of National Education and the National Audiovisual Institute (INA): this kit provides teachers with tools to address issues of equality, representation, and citizenship in the media in class. It consists of resources sheets, educational scenarios and video resources (<https://www.csa.fr/Proteger/Education-aux-medias-et-a-l-information-EMI/Res-sources-pedagogiques>).
- Its participation in the European project «EduMediaTest», <https://edumediatest.eu/>.



France



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CONSEIL SUPÉRIEUR DE L'AUDIOVISUEL

Cyprus Film Days for Children and Youth

Cyprus Film Days for Children and Youth is especially curated for young children aged between 9 and 14 years old, and aims at enhancing the perception, aesthetics, and intellectual maturity of young viewers. By introducing young audiences to quality world cinema, the Festival gives them the opportunity to enjoy films, as well as to participate in workshops led by acclaimed film professionals; an initiative which aims at inspiring and developing children's imagination and enriching their emotional world.

The Festival organizes a series of film workshops for children and youth led by film professionals. Young film enthusiasts have a unique opportunity to attend these workshops during the Festival. During the previous edition, the Festival surpasses the challenges imposed by the pandemic by taking full advantage of technology, thus offering a unique opportunity to children and students from across the island to watch four films online, for free, either via their school or individually.



Cyprus



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www.cyprusfilmdays.com



Cyprus Pedagogical Institute (CPI)

Cyprus Pedagogical Institute (CPI) was founded in 1972 with the mission of catering for the continuous training of teachers in the context of national educational policy. CPI offers in-service training to teachers of all levels through several programmes and seminars, executes educational research and evaluation studies, follows current trends in pedagogy, promotes the use of new technologies in education, undertakes the writing and publication of teaching books, the designing of the curriculum and the production of teaching material.

CPI's Educational Technology Department implements programs of continuing professional development in the areas of information and communication technologies and promotes innovations related to the use of new technologies in education. The Department supports alternative types of learning, enhancing critical thinking and creativity, like the school based programs and actions that promote media and information literacy: production of films, web radio broadcasts and cybersafety material by students, annual student contests on video and audio production. In addition, the Department offers workshops on media and information literacy to teachers and students, produces and distributes educational films and other audiovisual works, organises conferences and seminars to inform on the integration of media and information literacy in education, coordinates and partners in European Union projects, manages the Cyprus Safer Internet Center, designs and operates web portals with educational material.



Cyprus



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ΠΑΙΔΑΓΩΓΙΚΟ ΙΝΣΤΙΤΟΥΤΟ
ΚΥΠΡΟΥ

Department of Graphic Design & Visual Communication, University of West Attica

The Department of Graphic Design and Visual Communication (GDVC), University of West Attica (UniWA) provides an educational degree of the highest quality and trains its students in various fields of Design, by ensuring their excellence in knowledge acquisition, in aspiring to scientific endeavor and in attaining cutting-edge technological insight. It is a four-year course (BA in Arts), which is designed according to the international standards of the constantly evolving educational trends and practice, and is aligned with the recommendations of the international associations of the industry (job market) and the directives of the Hellenic Quality Assurance and accreditation Agency (HQA).

The GDVC aims to:

- Promote literacy, competency and expertise in theoretical and applied studies in art and technology through qualitative, updating courses, seminars and training courses.
- Encourage research, as it provides a systematic and continuous evidence-based knowledge to produce research studies in various areas and from diverse, innovative perspectives.
- Keep abreast of the fast advancing scientific developments by readjusting the coursework accordingly.
- Ensure that each graduate has acquired a sound scientific foundation, creative artistic perspective and high technical skills, which can be used successfully for a professional career in the many fields of the Visual Communication industry.
- Disseminate knowledge and prepare students to pursue successfully post-graduate studies in Greek institutions or abroad, by establishing cooperation and links with a constantly expanding academic network of partners.



Greece



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Department of Primary Education, University of the Aegean

The objectives of the curriculum of the Department of Primary Education of the University of the Aegean are:

- To offer modern, innovative and flexible studies in Science of Education, tailored to the wider scientific, social and business needs.
- To cultivate in the students and future teachers the spirit of search for knowledge, collective effort and democratic behavior.
- To contribute positively to the development of humanistic education, respect for human rights, as well as social and ecological awareness for tomorrow's teachers and citizens.

Laboratory of Psychology, Educational Research and Media

The Laboratory covers research, educational and teaching needs of Educational Sciences and Psychology field in the following areas: Educational Sciences, History of Education, Theories of Learning and Teacher Education, Educational Research, Adult Education, Clinical Psychology, Cognitive Psychology, School Psychology, Special Education, School Pedagogy, Education and Research of Education, Pedagogy of Media-Media Education (media, cinema, ICT, Internet), History of Media in Education, Teaching of Media and Software Design, Distance Education, Comparative Pedagogy, Social Integration and Intercultural Education. The Laboratory is used as a basic infrastructure for research and training activities.



Greece



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www.mediapedagogy.gr



ΣΧΟΛΗ ΑΝΘΡΩΠΙΣΤΙΚΩΝ ΕΠΙΣΤΗΜΩΝ
ΠΑΙΔΑΓΩΓΙΚΟ ΤΜΗΜΑ ΔΗΜΟΤΙΚΗΣ ΕΚΠΑΙΔΕΥΣΗΣ

Drama International Short Film Festival Educational Program

The new Educational Program of Drama International Short Film Festival, with the support of EKOME, is a solid ongoing educational tool all year round. The following actions are included:

- Projects from the Pitching Lab and Pitching Forum, online sessions of screenplay workshops and development.
- Co-production Forum – online discussions: matchmaking of young filmmakers with producers and industry professionals.
- Screening slots of films that were realized starting from the Pitching lab.
- Access to the Market - Talks and case studies by producers, sales agents, and industry professionals.
- Online counselling and doctoring of screenplays.
- Special section for Kid's Lab.
- Database of screenplays and projects.



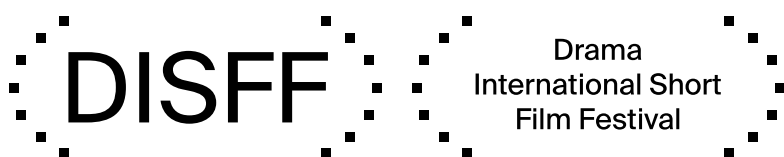
Greece



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www.dramafilmfestival.gr



Educational Radiotelevision & Digital Media (EduTV)

Educational Radiotelevision & Digital Media (EduTV) is a department of the Greek Ministry of Education and Religious Affairs (MoE). It plays a key role in the implementation of the educational reform “Digital School” through the deployment of multiple digital and social media projects, and in this context it has taken significant steps in spreading the use of media in education through engaging students and educators in both formal and informal educational settings. Following international trends and the European Strategy for the Use of Digital and Audiovisual Media in Education, EduTV promotes Media Literacy in all educational levels and provides tools for a better understanding and use of digital learning environments.

Key activities include:

- Creation and operation of the i-create platform (www.i-create.gr) which encourages student-generated content across a series of thematic categories and events (with contests, social responsibility and awareness-raising campaigns).
- Production of audiovisual content, development of pedagogical scenarios for use in the classroom and pilot implementation in schools under European programmes.
- Development of a portfolio of online media which ensure EduTV’s digital presence through the upgrading of the site and the daily content management of a number of social media platforms (Facebook, Twitter, Vimeo, YouTube, Blog in the Greek School Network).

EduTV has been developing a number of synergies with educational, cultural and media organisations such as: EKOME, Hellenic Broadcasting Cooperation (ERT), the National Research Institute, Computer Technology Institute, Panteion University of Social and Political Sciences, University of Athens, University of Piraeus, the British Council, and the Michael Cacoyiannis Foundation.



Greece



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www.edutv.gr



EDUCATIONAL RADIOTELEVISION
AND DIGITAL MEDIA
HELLENIC REPUBLIC
MINISTRY OF EDUCATION AND RELIGIOUS AFFAIRS

EKOME - National Centre of Audiovisual Media & Communication

EKOME is a state company working under the auspices of the Ministry of Digital Governance of Greece, with a threefold strategic mission:

- To create the proper infrastructure that will help boost entrepreneurship and attract investments in the Greek audiovisual sector,
- to establish the National Depository for the archiving and digitization of all forms of audiovisual works which operates as a reference centre for a national audiovisual, digitized and digital archives policy, and
- to develop a consistent framework for the advancement of audiovisual and digital literacies, as well as related professional skills, through targeted actions on informal training, lifelong learning projects, research, and relevant synergies.

EKOME is operating as a national reference point for the support of the Greek audiovisual branch within the global creative industries framework and for the promotion of innovative and participatory approaches to the management of audiovisual archives and heritage. Educational activities and strategic planning (including MIL) are undertaken by EKOME to this end.

Also, EKOME forms partnerships and articulates networks with organisations, research bodies, academia, and industry professionals, both on a domestic and on an international level. Established EKOME partners in Greece include key media and cinema literacy stakeholders, such as the Educational Radio-Television (EduTV), the Thessaloniki International Film Festival, the Olympia International Film Festival for Children and Young People, the Animasyros Festival and the Chania Film Festival, among others. EKOME also cooperates with EU key stakeholders for the implementation of media literacy projects in formal and informal education.



Greece



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EKOME



National Centre
of Audiovisual Media
and Communication

Fest of Fests - Michael Cacoyannis Foundation

International Network of Youth Film Festivals and Educational Organisations

Fest of Fests has been launched as a unique international network that promotes the development of filmmaking by children and youth. The 400 Children and Youth Film Festivals that operate worldwide constitute a large and autonomous market for audiovisual content. Fest of Fests organizes annually an international meeting of the Children and Youth Film Festivals and promotes networking and collaboration for the development of new audiovisual educational products and services. The two international meetings that took place in 2018 and 2019 focused on creating an intelligent, informed and thinking viewer. This project that was co-funded by the Region of Attica became a motivational starting point for interesting collaborations between film festivals and research organisations.

Digital Panorama of Films Made by Kids

We are planning to make a digital video streaming service that will present the films made by children that have been distinguished in the international festivals. Every film will be accompanied by relevant educational and informational material. Each year we will be granting ten awards. Ten young filmmakers will be selected to participate in a summer film school, working with an acclaimed figure of the international film industry. The proposed service is the digital evolution of the KIDS FOR KIDS project which had been implemented globally for a decade (1996-2006) with the support of MEDIA, YOUTH EUROMED and the Greek State.



Greece



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www.screenwiser.com



Film Museum, Thessaloniki International Film Festival

The “Thessaloniki Film Festival” organisation was established in 1960. It is a non-profit public service organisation, supervised and supported by the Greek Ministry of Culture and Sports. Focusing on TIFF’s educational activity, its fundamental goal is to familiarize children and young people with the potential of films as an alternative educational medium. Those programmes are specially designed by TIFF’s educational team in order to be appropriate for kids in every age and in every school level. Moreover, throughout the year, a list of selected films is available for school screenings (Kids Go to Cinema), while every Sunday morning we organize family-friendly screenings, for children to watch films together with their family and friends (Kids Love Cinema).

Film literacy becomes more and more broad and so teachers and professors must become more adaptable. To this effect, special workshops are organized for teachers of primary and secondary education, while teachers and professors have the opportunity to participate in networks promoting Film Literacy. During both festivals that take place every year in Thessaloniki, the educational team of TIFF selects a series of films suitable to every school level, free of charge, aiming to expand the audience even more. Equally important is the collaboration with specialized festivals for children and young people on a national and international level. A great example is the transnational project Euforia (European Film For Innovative Audience), implemented in cooperation with Polish and Hungarian partner organisations, which supports the idea of films in schools, promoting the benefits for Film Education in European countries.



Greece



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www.filmfestival.gr



**SALONIKI
THESSALONIKI
FILM FESTIVAL**

Films Pour Enfants

Films Pour Enfants (Films For Children) is a French NPO created in 2017, the purpose of which is education with and through animated images. The pedagogy is based on:

- An advertisement free web portal (300 short films).
- A subscription platform created in partnership with the Ministry of Education and the Ministry of Culture in France, dedicated to educational, cultural and social institutions (100 short films).

The sponsor of the association is Serge Tisseron, an internationally recognized psychiatrist and author of numerous essays on the relationships we establish with images and the impacts that new technologies have on children's development ("Guide your children's screen use with the 3-6-9-12 rule").

Films Pour Enfants is in charge of Takorama.org, the international online children's film festival for school teachers around the world and their students. The objective of the festival is to allow children to discover new films, new stories, new visual universes and, in an optimistic dimension, to give their opinion, to vote for their favorite film. Beyond cinematographic and artistic education, the festival aims to affirm the educational dimension of cinema by positioning it alongside literature and painting as a resource capable of accompanying and supporting a set of lessons; it will allow children to view animated images not just as entertainment, but as a communication tool. In 2020, the festival reached more than 300,000 students from 3 to 17 years old worldwide.



France



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www.films-pour-enfants.com



Gabinete de Comunicación y Educación, Universidad Autónoma de Barcelona

The Gabinete de Comunicación y Educación is a consolidated group which belongs to the Department of Journalism and Communication Sciences of the Autonomous University of Barcelona (UAB), specializing in scientific research and dissemination. Founded by the Governing Board of the UAB in 1994, it aims to promote research in a field of convergence between two disciplines: Communication and Education. Since its creation, it has developed initiatives aimed at integrating communication technologies with the so-called global or knowledge society. The Gabinete, directed by José Manuel Pérez Tornero, has been recognized by AGAUR (Agència de Gestió d'Ajuts Universitaris i de Recerca) of the Generalitat de Catalunya as a Consolidated Research Group based on its trajectory, projection and development. The main research areas are: Educational television, media education, development and management of educational projects, educational multimedia, media literacy and film literacy.

In 1994, the first research -educational projects and initiatives-conducted by the Gabinete resulted in the first edition of its MA of Communication and Education and specialized courses taught in different modalities. The programme is supported by several Spanish and foreign universities, besides leading agencies and institutions in the field of Communication and Education. The Gabinete has a large team of researchers, communication specialists, semioticians, sociologists, marketing experts, journalists, web designers, professors, educators, as well as students. This interdisciplinary team actively participates in the implementation of educational projects, seminars, congresses, conference cycles and other types of activities within the framework of communication and education.



Spain



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Institute of Digital Games, University of Malta

The Institute of Digital Games is the centre for research and education in game design, game analysis, and game technology at the University of Malta.

Our work is at the forefront of innovative games research. We explore games and play, uncovering new playful and generative possibilities in game design and technology. Our multidisciplinary academic team spans computer science, literature, game design, philosophy, media studies, and social sciences.

The Artificial Intelligence (AI) research group at the Institute of Digital Games is performing cutting edge research at the crossroads of AI and games, pushing the boundaries of the field with innovative work being published in top-tier journals and conferences. In addition to academic research supported by European and national funding, the Institute's AI research group also collaborates actively with industry giants such as Ubisoft. Researchers of the AI research group have had their work awarded at numerous conferences and competitions in the field of computer science, particularly as relates to: Artificial intelligence, machine learning, affective computing, creative computing, and player modelling.

As one of the top-ranked postgraduate programmes in game design (currently listed as the 16th top game design programme worldwide - *The Princeton Review*) and leading contributor to technical games research, the Institute of Digital Games competes and collaborates with established research powerhouses both in Europe, the United States, and beyond. Currently the Institute is also working on using AI and games for education in its LearnML Erasmus+ project as well as its H2020 Com-N-Play Science project. Since the foundation of the Institute in 2013, we have been involved in a number of funded research projects within the FP7 and H2020 frameworks. The Institute's members have published over 200 academic publications including conference papers, journal articles, books, and book chapters.



Malta



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L-Università ta' Malta
Institute of Digital Games

Inter- departmental Master's Programme on Information and Communication Technologies for Education

The Programme was established in the academic year 2005-06 in collaboration with the Department of Early Childhood Education and the Faculty of Communication and Mass Media Studies of the National and Kapodistrian University of Athens, the Department of Architecture of the University of Thessaly and the Department of Electrical and Electronics Engineering of the University of West Attica. It provides a joint degree by the four Faculties.

The MA is a two-year programme, which includes a dissertation. It aims at developing a critical stance towards the role of technology in education as well as providing professional training, at enhancing knowledge on applications of information and communication technologies and at bringing students in contact with experts on the use of such technologies in various sectors of education. The MA is primarily addressed to applicants with a first degree which qualifies them to work in primary, secondary and further education, but applicants with degrees in any relevant field are also eligible for the programme.



Greece



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Karpos - Center for Education & Intercultural Communication

Karpos was founded in Athens in 2008, with the aim to gather competencies and ideas in the field of Media and Education. Karpos develops local and European projects encouraging expression and the exchange of views and creative ideas through the use of media. We specialize in how media, image and sound can develop narratives and how they can be introduced in educational environments. Following our experience with the nationwide MELINA Project for the Arts in Education (1996-2004) and the European project Children in Communication about Migration (2002-04), we collaborate with various organisations for teacher training in media education.

We believe that image and sound “texts” need to be better understood, as more people of all ages realize the strength of media around them and want to develop visual narratives themselves. We have developed a site with freely accessible material for applying media literacy activities. The methodology, to our knowledge, is original and is applied in various groups before being recorded and uploaded. Karpos promotes hands-on and participatory learning through the media workshops it runs. We have trained over 2200 teachers and 3000 youth from 5 to 17 years old.



Greece



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karpos

Kids Meet Art, Sedmi Kontinent

Among film education and film literacy projects, Kids Meet Art is a unique association in Croatia that consistently and for years creates and develops projects with the aim to bring the art of the audiovisual closer to children. Established in 2011, Kids Meet Art organized more than 500 screenings of various European films with over 150,000 children (from 4 to 15 years old) attending cinema within its program named “Seventh continent”.

The aim of each screening and its follow-up activities is to raise curiousness and understanding of a film, as well as the children’s ability to watch it critically by analyzing the content and technical aspects of the film, and furthermore to understand a variety of European culture(s) throughout audiovisual art. Kids Meet Art does this by screening numerous European films followed by thorough analysis, talks and small group workshops on each aspect of the film with professionals such as film critics, directors, actors, theorists, etc. All these are carried out with the use of appropriate, tailor-cut educational materials and relevant film catalogue.

Kids Meet Art currently implements its activities in 17 locations in Croatia, with a strong network of partner organizations (cities, counties, schools, cinemas), as well as the acknowledgement and financial support by the National Ministries of Culture and Education and by the Croatian Audiovisual Centre (HAVC). Up until today, Kids Meet Art has developed different platforms for raising the film literacy level of its target group. Main projects include: Seventh continent in tour; film debate club; film in hospitals; seventh continent for preschools and cultural centers.



Croatia



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Media Literacy Institute (MLI)

Media Literacy Institute (MLI) is a non-profit organisation founded in 2017 under Greek Legislation. Its aim is to promote and disseminate the concepts of Media and Information Literacy in Greece, Europe and internationally. Media and Information Literacy aims at the critical perception, use and creation of knowledge and information on any traditional or modern communication medium, and requires the acquisition of cognitive, functional, technical and communication skills, as well as the capabilities of using modern means of communication.

The mission of the Institute is to inform the Greek public about the conceptual, theoretical, regulatory and practical framework in which MIL concepts are developed. Its goal is to mobilize citizens by providing them with opportunities to access the relevant information, skills, tools and means, and to engage in appropriate activities, in order to become media literate.



Greece



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www.medialiteracyinstitute.gr



Media What

Media What is a non-profit organization set up in 2019 and it is made up of a team of educators and researchers experienced in designing learning experiences which encourage critical thinking through media activities. The work we do is focused on developing media literacy through participatory media activities that nurture a reflective stance towards everyday media use. Our workshops and projects are designed with the understanding that engagement and critique of the media is empowering. We are dedicated to supporting youth in developing the knowledge, skills and attitudes that can enable them to be creative in their use of media, while remaining conscious and critical citizens online and offline.

Media What activities revolve around three pillars: Memory, Identity, and Citizenship. Memory-centered activities focus on exploring personal and collective narratives and ways of documenting storytelling as a practice; Identity-centered activities explore individual and community representations by unpacking the different forms of identity construction; Citizenship-centered activities focus on understanding privacy, belonging, and expression online, as well as the critical engagement with media and information in digital and traditional media spaces. Our expertise is focused on:

- designing participatory literacy activities that enhance learning about the media,
- developing educational materials for secondary and tertiary education,
- designing and delivering professional development courses for teachers,
- conducting desk- and empirical research on topics pertaining to literacy that align with our three pillars (memory, identity, and citizenship).



Cyprus



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www.mediawhat.org



MED - mediaeducation

MED, the Italian Association for Media Education, is a non-profit organization established in 1996 in Rome by a group of academics, schoolteachers, educators, and media professionals. All activities of MED aim to achieve the following objectives:

- To create a network among all people interested in the relationship between media and children/adult education (university and media industry; educational and recreational youth centres; schools etc.);
- to promote research, study and experimentation in the field of media education, media studies and pedagogy, both at school and community level, so that young people as well as adults may develop the capacity to interact in a critical and reflective manner with the current complex sociocultural environment they live in;
- to foster the collaboration among different stakeholders (young people, educators, researchers, policy makers and media professionals), so that each and every one may play his/her own part in the promotion of media education initiatives within the community;
- to promote education in active digital citizenship, social cohesion and inclusion;
- to promote instruction and training in Media Education of youth, adults, educators, and media professionals.

Besides several initiatives carried out across the country at a local level, one of the most important initiatives organized by the Association since 1996 at national level is the Summer School in Media Education, where media educators are trained and coached (both at theoretical and practical level).

Since 2010, MED has been publishing the biannual scientific journal *Media Education – Studi, ricerche e buone pratiche* (Firenze University Press). MED has been officially recognized by the Italian Ministry of Education as a teacher-training agency.



Italy



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www.medmediaeducation.it

MED
associazione italiana
media education

NCRTV - National Council for Radio & Television

The Greek National Council of Radio and Television (NCRTV) is an independent authority established in 1989 to supervise and regulate the broadcasting sector. Apart from imposing administrative sanctions for the infringement of the relevant legislation, NCRTV fosters the promotion of informational, educational and cultural pluralism. To that end, NCRTV focuses on the protection of childhood and adolescence, as well as on public awareness on media literacy issues in order to ensure the audience's protection from incitement to hatred as well as from discrimination based on race, sex, religion or other characteristics.

More particularly, NCRTV approves the free-of-charge transmission of various spots, tackling issues that affect young audiences (alcohol, drugs, bullying, gender violence, sexual identity, racism, etc). In specific matters, NCRTV addresses directives or recommendations to help broadcasting agents improve their information practices on some sensitive issues (economical crisis, migrant and refugee's crisis, covid 19, etc.) so that their audience will be assisted in developing critical thinking skills. At the same time, NCRTV participates in all national legislative initiatives related to media literacy (such as the draft proposal for the new content rating system) and European groups promoting media literacy actions (ERGA MIL Group, MNRA MIL Group).



Greece



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www.esr.gr



Neaniko Plano (Youth Plan)

Neaniko Plano, a non-profit organisation founded in 1992, operates in the field of cultural and creative industry, specifically in the audiovisual production and film education. In 1997 it founded Olympia International Film Festival for Children and Young People, which plays a leading role in film education in Greece.

The main aims and objectives of Neaniko Plano are:

- To support youth initiatives for children's and young people's expression with the use of audiovisual media (cinema, video, multimedia, etc.),
- to encourage the production and distribution of international films that meet the criteria established by UNESCO and other international organisations for children and youth films, such as ECFA (European Children's Films Association), CIFEJ (International Centre of Films for Children and Young People),
- to provide training to children, young people and educators in the field of audiovisual media, through educational workshops, seminars, lectures, conferences, screenings, etc.,
- to support young people develop critical and creative thinking, acquire social consciousness and contribute to the mutual understanding between people from different cultures.

Neaniko Plano has an experienced team of professionals (artists, educators, filmmakers, technical experts) and has developed a unique Film Library with internationally awarded films for children and young people. At the same time, Neaniko Plano designs and develops innovative digital film guides, distance learning programmes with the use of new technologies and audiovisual media platforms, and organizes film education workshops (animation, fiction, documentary) for the creative expression of children and young people in Greece and abroad.



Greece



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www.neanikoplano.gr



OI2 - The Observatory for the Innovation of News in the Digital Society

New users, new television. In a communication environment in which digitization plays a key role and penetrates all areas, television is forced to reinvent itself. Attracting new audiences, offering creative content through user intervention or convergence with other media and exploring new formats are some of the possibilities available for the “TV”. This is a possible prospect, in a context in which young people migrate to the Internet to consume news, but also in which the audiovisual is created as one of the star languages of the scene.

OI2, the Observatory for the Innovation of News in the Digital Society aims to:

- Provide prominence to the latest trends in the field of news and television,
- show how these initiatives are developed in a sustainable manner, with business models in line with today’s economy,
- observe information narratives in the digital society,
- serve as a meeting point with other actors that promote innovation in information formats: universities, business schools, technology companies, among others,
- involve the society in this reflected process and position Radio Television Española-RTVE (The Spanish Radio and TV) as an actor and leader in innovation.

Case studies, trend reports, meetings and interviews with experts as well as the demonstration of good practices are some of the activities that are developed within the framework of this research platform, promoted by RTVE and carried out by two higher education institutions: the Autonomous University of Barcelona (UAB) and the CEU San Pablo University.



Spain



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www.oi2media.es



Olympia International Film Festival for Children and Young People

“The Social Cooperative Enterprise Festival Olympias” is the entity responsible for the operation and development of Olympia International Film Festival for Children and Young People under a special Programme Contract with the Greek Ministry of Culture and Sports and the Region of Western Greece. The main event consists of three pillars:

- An International Film Festival (four competition sections -feature films, live-action shorts, animation shorts, documentaries- and various tributes, around 200 film screenings),
- the “School Cinema” film literacy activities (approximately 80 workshops, seminars, and master classes), and
- “Camera Zizanio” -European Meeting of Young People’s Audiovisual Creation (a film competition consisting of a selection of 250 films made by children and youth).

Additionally, around 100 activities on other arts and cultural tourism are held each year during the festival as satellite events. The Festival also organizes events aimed at film professionals, such as Olympia “Creative Ideas” Pitching Lab, which is designed to trigger the interest of film professionals in Greece to get involved in the production and distribution of films for children and youth. The Festival is active throughout the year with around 200 activities (European film screenings, workshops, seminars, etc.) all over the country. The total yearly audience of the main event and of year-long activities is over 40,000.



Greece



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www.olympiafestival.gr



Onassis Education

Onassis Education supports the growth and development of the individual. Since 1978, it has offered fellowships to higher education and technical institutes graduates, supporting schools, providing scholarships for doctoral research, and promoting academic figures whose work has marked the current era through the Onassis Prizes. Up until today, Onassis Education has supported more than 100 educational foundations in 40 countries across Europe, America, Africa, Australia, and Asia, where Greek studies are taught.

Onassis Education develops its educational programs addressing a broad audience of all ages, including children, families, adults, educators, and scholars, via physical or digital presence. Regarding the latter, Onassis Education has created the educational platform Classroom, a versatile, digital classroom with no limits. It is openly accessible to all, improving lifelong learning, synchronous and asynchronous online learning while offering the opportunity to use a wealth of open access content. Furthermore, Onassis Education supports media and digital literacy through a series of digital publishing programs, hackathons, editathons, open workshops, and digitization programs that ensure open access and provide content subject to open licensing. Towards this direction, Onassis Education has published the Digital Collections of the Cavafy Archive and the Onassis Library.

Onassis Education aims at promoting audiovisual and media and information literacy through educational programs for professionals, educators, students, academics, and the public, and by participating in international networks. Above all, it seeks out excellence, determination, and the rare art of wanting to become the best in your field.



Greece



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ONASSIS EDUCATION

Peace Journalism Lab (PJL), Aristotle University of Thessaloniki

The Peace Journalism Lab (PJL) is a center of excellence in its field and within the Greek academic community, focusing on interdisciplinary themes such as: International and European Journalism, Peace Journalism, Crisis Management, Media and News Literacy, Hate Speech, Disinformation. It is the only one in Greece and among the few that exist in Europe. Our work is recognized as we are a member of the highly distinguished UN Academy Impact Network.

Objective:

The Lab's overall objective is to promote and spread awareness to young people on the globalized information and communication society by facilitating research activities and by disseminating new research insights within this field.

Activities:

- Organisation of the Thessaloniki International Media Summer Academy.
- Distinguished research regarding Media and News Literacy, Verification of News, Disinformation, European Journalism, etc.
- Webinars, forums, conferences on the above related topics.
- Various research and cooperative projects regarding refugees, immigrants, etc.



Greece



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PJL
PEACE JOURNALISM LAB

School of Film, Aristotle University of Thessaloniki

The School of Film of the Aristotle University was established in 2004 and is the only public higher-education film school in Greece, based in the country's second biggest city, Thessaloniki. It offers a five-year programme of studies, covering both the 1st and 2nd cycle, leading to a degree in eight possible directions: Screenwriting, Film Directing, Cinematography, Film Editing, Sound and Music of Cinema, Production Management, Set and Costume Design and Film Theory & History.

According to its founding statute, the aim of the School is “to cultivate and promote film art in the context of a wider audiovisual education, through theoretical and applied tuition and research”. Throughout its existence the School has already educated young filmmakers “capable of contributing to the upgrading of local production” as the successful participation of students in international festivals testifies, together with the integration of an adequate number in the professional world, despite today's dire economic conditions in the country.



Greece



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ARISTOTLE
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MA IN FILM
& TELEVISION
STUDIES

The Peace Institute, Institute for Contemporary Social and Political Studies

The Peace Institute is a non-profit research institution founded in 1991 in Ljubljana, Slovenia, by individuals who believed in peaceful conflict resolution, equality and respect for human rights standards. The Institute uses scientific research and advocacy activities aimed at creating and preserving an open community, capable of critical thought and based on the principles of equality, responsibility, solidarity, human rights and the rule of law.

The Institute develops interdisciplinary research, educational and awareness-raising activities in the areas of social science, humanities, anthropology and law, in five thematic fields: human rights and minorities, politics, media, gender and cultural policies. It acts as an ally to vulnerable groups and acts against discrimination in partnership with them. It is a prominent research and civil society stakeholder in Slovenia, both on regional and on international level, and a leading resource in the fields of its operation. It acts in partnership with other similar stakeholders (institutes, universities, non-governmental organisations) as well as with residents on the local, regional and international level.

The Institute conducts action and research projects on media education, which include national and regional research studies, development of learning scenarios, policy analyses and educational activities for various publics. One of the recent projects on the topic was MEET, Media Education for Equity and Tolerance, the aim of which was to simultaneously promote inter-cultural understanding and an aware use of media among young citizens in multicultural public schools. The main project's result is a toolkit, which includes learning scenarios, videos and pedagogical guidelines, (available at: <https://meetolerance.eu/>).



Slovenia



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Mirovni inštitut

UNESCO Chair on MIL for Quality Journalism

The focal objective of the Chair is to foster quality journalism, mainly through contributing to the promotion of news literacy, empowerment and quality information. It mainly focuses on expanding and improving media and information literacy, one of UNESCO's priorities in the Communication and Information Sector.

Today's multiplicity and variability of information sources is fed by different phenomena, such as big data (data based journalism), complex mobile communication devices (mobile, citizen journalism and blogging), information consumption (increased navigation, information creation and consumption due to mobile use, better connections and Wi-Fi). These phenomena, along with associated factors such as increased disinformation, misinformation and mistrust of media and journalism, set the enhancement of critical thinking and citizens' knowledge as urgent priorities towards more active citizenship and improved participation in the public and private sphere. Accordingly, achieving greater trust in reliable media and supporting the appreciation of quality journalism are of great importance. These come as essential dimensions of media and information literacy that require deeper attention.

Specific objectives:

- Promote MIL for quality journalism in a changing communication and information landscape (sharing MIL's impact on journalism's best practices, ethics, media trust, engaged audiences, etc.).
- Enhance the role of MIL in preparing critical citizens who can identify reliable media.
- Reflect on current trends in journalism to identify lines of action and research issues; specifically the potential role of MIL in this area.
- Establish strategies to cooperate with libraries and strengthen current agreements with information providers and disseminators.



United Nations
Educational, Scientific and
Cultural Organization

UAB
Universitat
Autònoma
de Barcelona

UNESCO Chair on MIL
for Quality Journalism

List of Members

Albania

- Albanian Media Institute (AMI)

Bosnia – Herzegovina

- Association for Promotion of Culture and Thinking Sofia
- CRA - Communications Regulatory Agency
- Western Balkans Information and Media Literacy Conference WBIMLC 2019

Croatia

- AEM - Agency for Electronic Media
- Croatian Audiovisual Center
- Kids Meet Art, Sedmi Kontinent

Cyprus

- Advanced Media Institute
- CPI - Cyprus Pedagogical Institute
- CRTA - Cyprus Radio Television Authority

France

- CLEMI - Centre pour l'éducation aux médias et à l'information
- CSA - Conseil Supérieur de l' Audiovisuel
- Films Pour Enfants

Greece

- Advertising and Public Relations Lab (ADandPRLAB), Panteion University of Social and Political Sciences
- Animasyros International Animation Film Festival
- Athens International Children's Film Festival (ATHICFF)
- Chania Film Festival Edu (CFF Edu)
- Department of Gr. Design & Visual Communication, University of West Attica
- Department of Primary Education, University of the Aegean
- Drama International Short Film Festival Educational Program
- Educational Radiotelevision & Digital Media (EduTV)
- EKOME - National Centre of Audiovisual Media & Communication
- Faculty of Communication & Media Studies, National and Kapodistrian University of Athens Greece
- Fest of Fests - Michael Cacoyannis Foundation
- Film Museum, Thessaloniki International Film Festival
- Interdepartmental Master's Programme on Information and Communication Technologies for Education
- Karpos - Center for Education & Intercultural Communication
- Media Literacy Institute (MLI)
- NCRTV - National Council for Radio & Television
- Neaniko Plano (Youth Plan)
- Olympia International Film Festival for Children and Young People
- Peace Journalism Lab (PJL), Aristotle University of Thessaloniki
- School of Film, Aristotle University of Thessaloniki

Italy

- Centro Zaffiria
- Cinemovel Foundation
- Corti a Ponte International Short Film Festival
- Informatici Senza Frontiere
- MED-mediaeducation

Malta

- Institute of Digital Games, University of Malta

UNESCO Media & Information Literacy Alliance EU Sub-Chapter Mediterranean Group

- **Montenegro**
Montenegro Media Institute
- **Slovenia**
 - Animateka International Animated Film Festival
 - The Peace Institute, Institute for Contemporary Social and Political Studies
- **Spain**
 - AUPEX - Asociación de Universidades Populares de Extremadura
 - CAC - Consell de l'Audiovisual de Catalunya
 - Gabinete de Comunicación y Educación, Universidad Autónoma de Barcelona
 - EDULLAB (Laboratorio de Educación y Nuevas Tecnologías)
 - OI2 - The Observatory for the Innovation of News in the Digital Society
 - UNESCO Chair on MIL for Quality Journalism
- **Transnational**
SEEMO - South East Europe Media Organisation



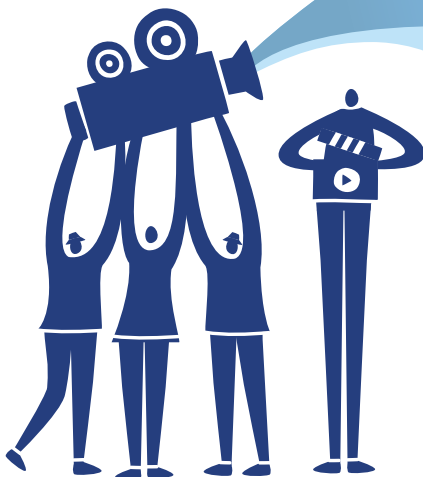
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