



**Hellenic Film &  
Audiovisual Center**  
Creative Greece

## EU Sub-Chapter Mediterranean Group of UNESCO MIL Alliance

**News Bulletin**  
**December 2024, Issue 16**



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**Dear members of the EU Sub-Chapter Mediterranean Group,  
we are back with selected news from Media and Information Literacy global and regional community  
and our network in the Mediterranean.**

**We are looking forward to your own contributions for more synergies and actions.**

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### 2024 UNESCO Global MIL Week

During the 13th Global MIL Week Feature Conference, held in Jordan, the “**Amman Declaration on Strengthening Media and Information Literacy to Advance Public – Interest Information in the Digital Age**” was signed with commitments and recommendations for governments, UNESCO and other intergovernmental organizations, digital platforms and technology companies, civil society, media, youth, academic institutions and researchers. At the same time, UNESCO also launched its first free global training, the 4-weeks course “**Digital Content Creators and Journalists: How to Be a Trusted Voice Online**”, developed in partnership with the Knight Centre for Journalism in the Americas and aiming to address the challenges of misinformation.

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### CIFEJ moves its HQ to Athens

The Hellenic Film and Audiovisual Center – Creative Greece announced the relocation of the International Centre for Films for Children and Young People (Centre International du Film pour l’Enfance et la Jeunesse – CIFEJ) to Athens, after 14 years based in Tehran. The leading international, non-governmental network CIFEJ operates with over 100 members, comprising professionals from the field of children’s and youth cinema from all continents. Its primary objective is to promote excellence in both audiovisual and film production and education, advancing multicultural, entertaining, artistic, educational and informative projects, specifically designed for children and young audiences. Read more [here](#).

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Should you have any news you wish to be promoted, kindly email us  
to [educate@ekkomed.gr](mailto:educate@ekkomed.gr) to include them in the next issues.

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## New Media Literacy Open Call by the European Commission

In a rapidly evolving digital media landscape, the European Commission continues to invest in innovative solutions to enhance the media literacy skills of all European citizens, support effective cross-border cooperation, and limit the detrimental impact of disinformation. In this context, a new **call for proposals** has been launched under the cross-sectoral strand of the **Creative Europe Programme**. Grants will encourage knowledge-sharing and exchanges on media literacy policies and practices to enable the development of innovative cross-border media literacy initiatives and communities across countries, taking into account current user behaviour among various age groups. Closing date: March 6, 2025. Read more [here](#).



## 4th International Student Competition for Board and Digital Games Design

250 students and teachers from kindergartens, primary, secondary and high schools from Greece and Cyprus participated in the award ceremony of this creative competition, organized by the Hellenic Film and Audiovisual Center-Creative Greece at the Cultural Centre "Hellenic World" on December 16, 2024. The competition aims to promote game-based learning and encourage collaborative activities within the school environment. 148 games took part in the edition of the school year 2023-2024, of which 104 were board games and 44 digital games – this meant a 130% increase in submissions over last year. See the 47 awarded games [here](#). The **5th year of the Competition** is already running!



## Meet the new Hellenic Film and Audiovisual Center – Creative Greece

The Hellenic Film and Audiovisual Center – Creative Greece is the new organization after the merge of the National Center of Audiovisual Media and Communication and the Greek Film Center, by Greek Law 5105/2024 under the supervision of the Ministry of Culture. Its aim is to establish a coherent national policy for film and audiovisual, as well as the broad creative and cultural sector. **Creative Hub GR** is the new agency for Innovation and Technology of Creative Greece that enables networking and community development in the Cultural and Creative Industries. The Hub supports the development of educational, vocational training, reskilling & upskilling for the audiovisual and creative sector to increase media familiarity, visual culture and Media literacy.



## Media and Information Literacy Days in Bosnia & Herzegovina

From October 26 to November 5, 2024, the 4th "Media and Information Literacy Days: Digitally empowered" were held in Bosnia & Herzegovina, culminating in a "Media and Information Literacy Fair" on November 4 and 5 in Sarajevo. The campaign was organized by **The Communications Regulatory Agency** in collaboration with the Network for Media and Information Literacy. A large number of educational institutions, domestic and international organizations and institutions, media outlets, non-governmental organizations and experts participated in the campaign through 20 events held across 8 cities in B&H at 13 locations. Learn more [here](#).