

## **Proposed project summary (to be used for publishing)**

Project acronym: MELICI

### Objectives:

**Highlight** best practice examples involving media and citizens' groups that stimulate the use of media and new technologies to improve citizens active participation in community life;

**Bring together** the best practice examples from different regions in Europe to define European citizenship ideas in such initiatives;

**Forge** closer links between citizens and media professionals in several European regions and at European level;

**Promote** through these best practice examples new media literacy initiatives in different regions and for different target groups in Europe.

### Approach:

The European citizens' main information source on political and social life is the media in general. It is important to highlight best practice in interactivity between media and citizens that go beyond analysis of finished media products and that involve citizens in making news and promote their active participation in community life. This project studies such best practice examples.

New technologies and especially the Internet have been used to develop initiatives allowing citizens to have a wider access to information, to interact better and to be more active in the community. The project will study several cases of interactivity best practice in various European regions.

This "best practice" approach will promote media literacy by showing practical and hands-on ways in which citizens can play more of a role in media and their communities.

### Expected results:

The project will demonstrate to various citizens' groups how simple and efficient examples of new media interactivity involving media professionals and citizens alike can be used to strengthen a community and to promote media literacy.

Publication 1 targeting citizens' groups will show:

- How to make the best use of the Internet in your community and beyond.
- How to adapt the best practice examples for your media literacy initiatives.
- How to bridge the gap between media and citizens
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Publication 2 targeting media and educational institutions will show:

- How you can interact with your audience;
- Innovative ideas for future media literacy projects;
- European identity and citizenship : examples from the regions and media;
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Roundtable :

- recommendations for future media literacy projects at regional and European level;
- launching of an EJC network initiative to take advantage of the project findings on a long term basis and monitor new initiatives.

Co-ordinating organisation: **European Journalism Centre**, further training, Netherlands, Zuid Limburg

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### Partner organisations:

- 1) **Vilaweb**, private sector organisation, Spain, Catalonia;
- 2) **Atouts Presse**, non profit association, France, Ile de France;
- 3) **London City University**, university, United Kingdom, South-West;
- 4) **Regionale Uitgeversgroep**, non-profit, Belgium, Limburg
- 5) **World Association of Newspapers**, non- profit association, international based in France.

