



EUROPEAN COMMISSION

Directorate-General for Communications Networks, Content and Technology

Media and Data  
Converging Media and Content

## AGENDA V.5

**MEETING OF THE MEDIA LITERACY EXPERT GROUP<sup>1</sup>**  
**1 DECEMBER 2015**  
**VENUE: HOTEL COURTYARD BRUSSELS<sup>2</sup>**  
**AVENUE DES OLYMPIADES 6, BRUSSELS B-1140 BELGIUM**

@EU\_MedLit, @MediaEu  
#EUML15

**9.00 REGISTRATION**

**9.30 Lorena Boix Alonso**, Head of the Unit "Converging media and content"  
European Commission / DG CNECT @LorenaBoix  
Welcome speech

### **9.45-11.00 Scope and assessment of the Media Literacy Expert Group (MLEG)**

Introduction and moderation by **Lorena Boix Alonso**, Head of Unit "Converging media and content" @LorenaBoix and **Krisztina Stump**, Deputy Head of Unit in DG CNECT @Krisztina\_Stump

Participants will be invited to present their feedback to the new mandate of the MLEG and their assessment on how the Expert Group has functioned in the last years and scope for improvement. This includes examples of good media literacy practices that could be presented in future meetings of the group.

### **11.00-11.15 Coffee break**

### **11.15-12.45 Media Literacy: synergies with other EU policies**

**Moderator: Krisztina Stump**, deputy Head of Unit in DG CNECT, @Krisztina\_Stump

**Szilvia Kalman – European Commission / DG EAC @EUErasmusPlus**

*Follow-up of the Paris Declaration<sup>3</sup>: Tackling radicalisation through education and youth action<sup>4</sup> – funding opportunities through the Erasmus+ Programme<sup>5</sup>*

<sup>1</sup> <http://ec.europa.eu/transparency/regexpert/index.cfm?do=groupDetail.groupDetail&groupID=2541>

<sup>2</sup> <http://www.marriott.com/hotels/maps/travel/brucy-courtyard-brussels/>

<sup>3</sup> Paris declaration at the Informal meeting of European Union Education Ministers of 17 March 2015  
<http://www.rijksoverheid.nl/bestanden/documenten-en-publicaties/convenanten/2015/03/17/verklaring-conferentie-17-maart-2015-over-burgerschap-in-het-onderwijs/742679-declaration-on-promoting-citizenship-verklaring-parijs.pdf>

**Christel Mercade Piqueras – European Commission / DG JUST, #NoPlace4Hate**  
*Fundamental rights - Tolerance and respect: preventing and combating antisemitic and anti-Muslim hatred in Europe*<sup>6</sup>

**Evangelia Markidou – European Commission / DG CNECT, @SaferInternetEU**  
*Online safety and digital literacy*<sup>7</sup>

**Susanne Kiefer – European Union External Action Service, @Susanne\_Council**  
*The role of media literacy and media freedom in the EU action plan on strategic communication for the Eastern neighbourhood*<sup>8</sup>

**Marcel Boulogne – European Commission / DG CNECT**  
*The Audiovisual Media Service Directive*<sup>9</sup> and media literacy

## 12.45-13.45 Sandwich lunch offered by the European Commission

**13.45-15.15 Panel 1**  
**The complex ecosystem of media literacy: media freedom and pluralism, media ethics, technical verification tools in the EU, tools for decoding propaganda, media literacy beyond borders...**

**Moderator: Gabriele Bertolli, policy officer in DG CNECT, @GabBertolli**

**Aidan White – Director - the Ethical Journalist Network**<sup>10</sup> @aidanpwhite  
*Ethical journalism as an inspiration for responsible communications*

**Jochen Spangenberg @jospong - Innovation Manager - New Media/Deutsche Welle and Reveal Project @RevealEU**  
*The need for social media verification: REVEAL*<sup>11</sup> project financed by the European Commission

**Heinke Veit – European Commission / DG NEAR**  
*Media-related projects in the Southern neighbourhood countries*

**Alton Grizzle – UNESCO @UNESCO**

---

<sup>4</sup> See speech of Commissioner Navracsics on "Youth and the digital world" on 14.09.2015  
[https://ec.europa.eu/commission/2014-2019/navracsics/announcements/shaping-future-youth-and-digital-world-1\\_en](https://ec.europa.eu/commission/2014-2019/navracsics/announcements/shaping-future-youth-and-digital-world-1_en)

<sup>5</sup> [http://ec.europa.eu/programmes/erasmus-plus/documents/fact-sheet-post-paris\\_en.pdf](http://ec.europa.eu/programmes/erasmus-plus/documents/fact-sheet-post-paris_en.pdf)

<sup>6</sup> [http://ec.europa.eu/justice/events/colloquium-fundamental-rights-2015/index\\_en.htm](http://ec.europa.eu/justice/events/colloquium-fundamental-rights-2015/index_en.htm)

<sup>7</sup> <http://ec.europa.eu/digital-agenda/en/european-strategy-deliver-better-internet-our-children>

<sup>8</sup> <http://eap-csf.eu/assets/files/Action%20PLan.pdf>

<sup>9</sup> <https://ec.europa.eu/digital-agenda/en/audiovisual-media-services-directive-avmsd>

<sup>10</sup> <http://ethicaljournalismnetwork.org/en>

<sup>11</sup> <http://revealproject.eu/>

*Media literacy at global level*

**Renee Hobbs - Founder and Director of Media education lab<sup>12</sup> @reneehobbs**

*How can citizens learn to defend themselves from propaganda? Case study: Mind Over Media – Analysing contemporary propaganda<sup>13</sup> (video presentation)*

**15.30-15.45 Coffee break**

**15.45 – 17.15 Panel 2**

**Why does the media sector care about media literacy? Does media have a moral imperative to create informed citizens and support democracy?**

**How is media literacy implemented: Good practices from the public service broadcasters and newspapers associations**

**Moderator: Mari Sol Pérez Guevara, policy officer in DG CNECT @EU\_MedLit**

**Wouter Gekiere, European Broadcaster Union (EBU) – @EBU\_HQ**

*Responsibility of Public Sector Broadcasters and the role of the EBU*

**Stéphane Hoebeke – French-speaking Belgium Public Television (RTBF)**

**@HoebekeS**

*Examples of media literacy actions from a public service TV broadcaster*

**Cecilia Boreson – Swedish Educational Broadcasting company<sup>14</sup> – @ceciliapi**

*Example of media literacy actions from a public service radio broadcaster*

**Aralynn McMane - The World Association of Newspapers and News Publishers**

**@NewspaperWorld**

**Margaret Boribon – European Newspaper Publishers Association -**

**@MargaretBoribon**

*News literacy: the Global and European perspectives*

Video about filter bubbles from Eli Pariser:

<https://findwhatmatters.wordpress.com/2015/10/09/elis-pariser-beware-of-filter-bubbles/>

17.15- **Krisztina Stump, Deputy Head of Unit in DG CNECT @Krisztina\_Stump**

17.30 *The way forward*

---

<sup>12</sup> <http://mediaeducationlab.com/about-us>

<sup>13</sup> <http://propaganda.mediaeducationlab.com/browse>

<sup>14</sup> [www.ur.se](http://www.ur.se) [www.urplay.se](http://www.urplay.se) [www.kunskapskanalen.se](http://www.kunskapskanalen.se)