



Brussels, 14 November 2024
(OR. en)

15700/1/24
REV 1

AUDIO 103
EDUC 423
JEUN 279
DIGIT 230
RECH 502
DISINFO 128
ONU 131
RELEX 1436

INFORMATION NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Media and Information Literacy for All - <i>Presentation by UNESCO (Audiovisual and Media Working Party meeting on 13 November 2024)</i>

Delegations will find attached the presentation¹ given by UNESCO² at the above-mentioned meeting.

Regarding the MIL Cities initiative and at this stage, the new Guidelines that UNESCO has just published are meant to stimulate cities to start piloting some activities promoting MIL learning in physical and virtual urban spaces, and share these experiences with UNESCO so that UNESCO can advocate for the formal creation of such a new city network

(<https://unesdoc.unesco.org/ark:/48223/pf0000391748>).

¹ This document contains presentations by external stakeholders and the views expressed therein are solely those of the third parties it originates from. This document cannot be regarded as stating an official position of the Council. It does not reflect the views of the Council or of its members.

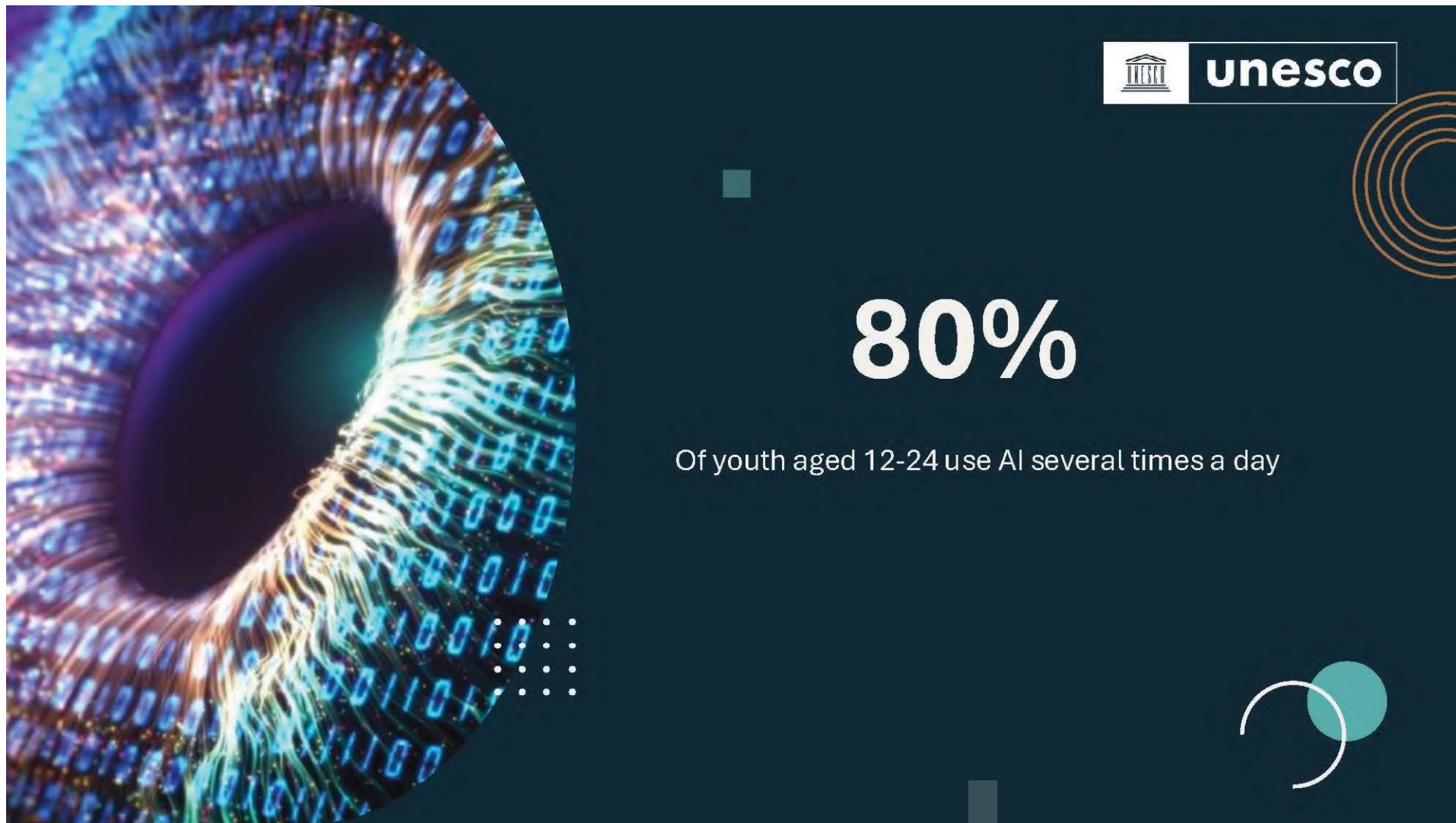
² EU Transparency Register Number: 728245916986-09



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MEDIA AND INFORMATION LITERACY FOR ALL



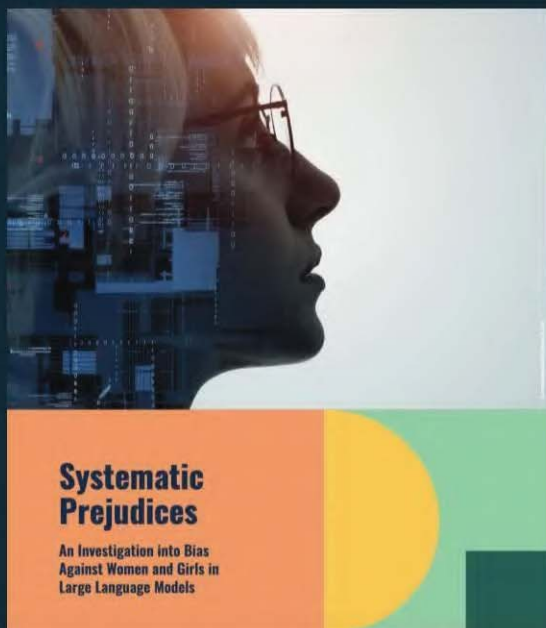




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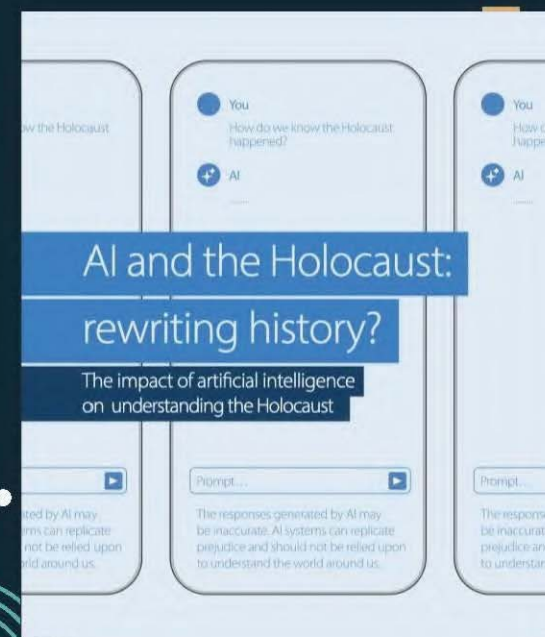


AI Biases



GAI produces gender bias, as well as homophobia and racial stereotyping

AI can distort the historical record of the Holocaust and fuel antisemitism



The Guardian

**Reading, writing and ...
disinformation: should
schoolchildren be taught media
literacy like maths?**



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“Children will have to approach content with deep scepticism and maturity and apply the skills that historians and journalists apply in their daily work.

We need policies that recognise media and information literacy.”





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“The UN General Assembly calls upon all Member States and other stakeholders to develop and implement **policies, action plans and strategies related to the promotion of media and information literacy**, and to increase awareness, capacity for prevention and resilience to disinformation and misinformation, as appropriate”

— **UN General Assembly** (Resolution [A/RES/75/267](#))





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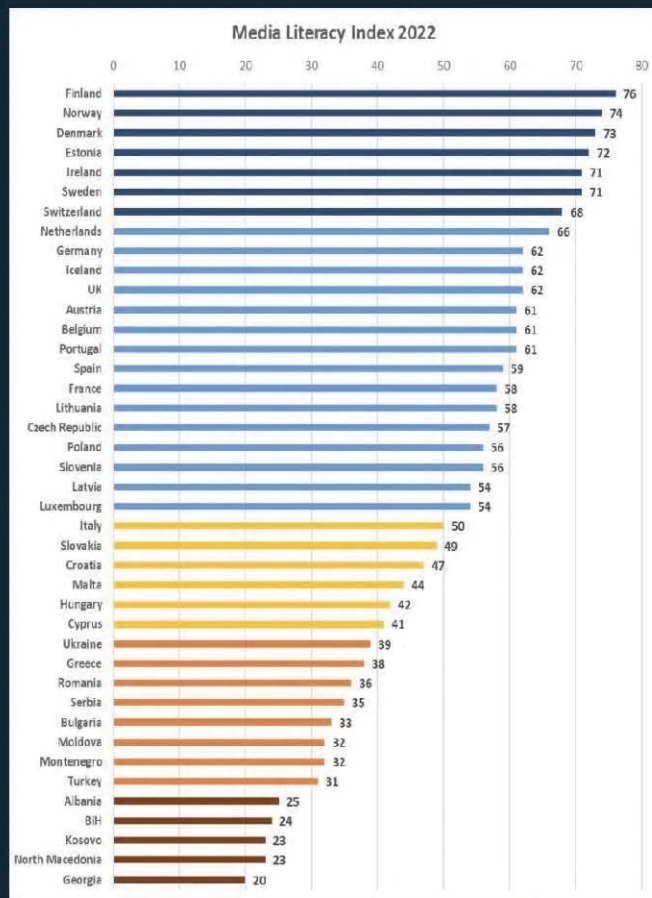
35. We commit, by 2030 to:

(a) Design and roll out digital media and information literacy curricula to ensure that all users have the skills and knowledge to safely and critically interact with content and with information providers and to enhance resilience against the harmful impacts of misinformation and disinformation (SDGs 3 and 4);

SUMMIT OF THE FUTURE
OUTCOME DOCUMENTS
September 2024

Pact for the Future,
Global Digital Compact,
and Declaration on Future
Generations

OSCE, 2022



OSCE, 2022



A strong **geographical gap** in media and information literacy development



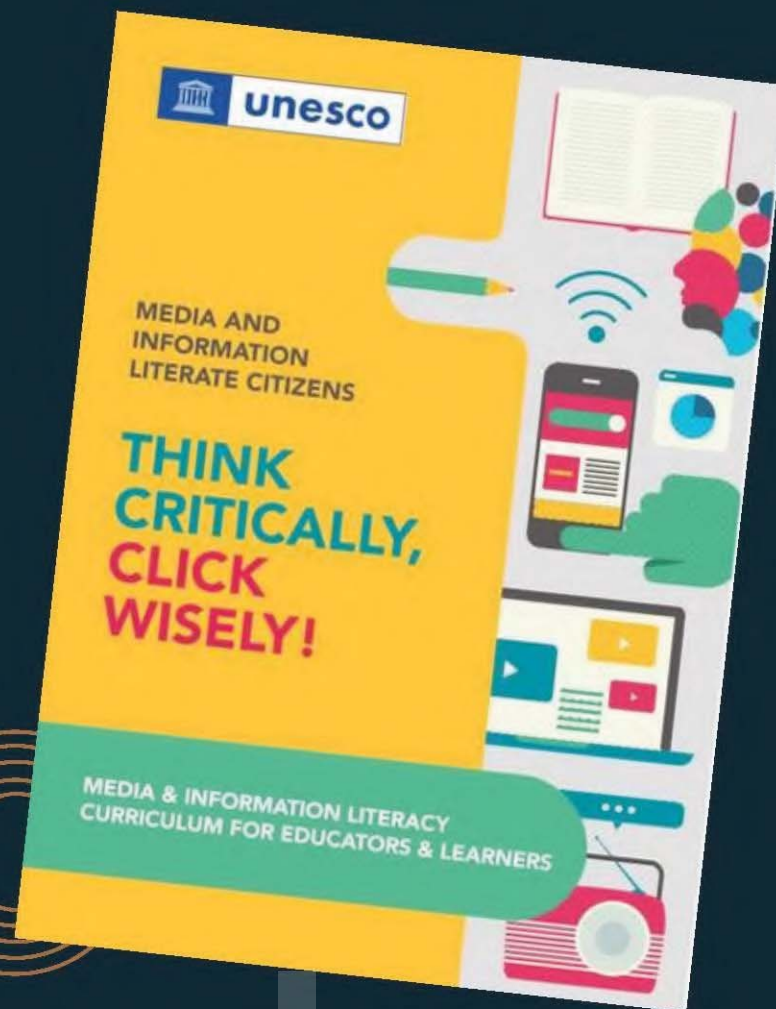
1. Integration of MIL into formal and informal education



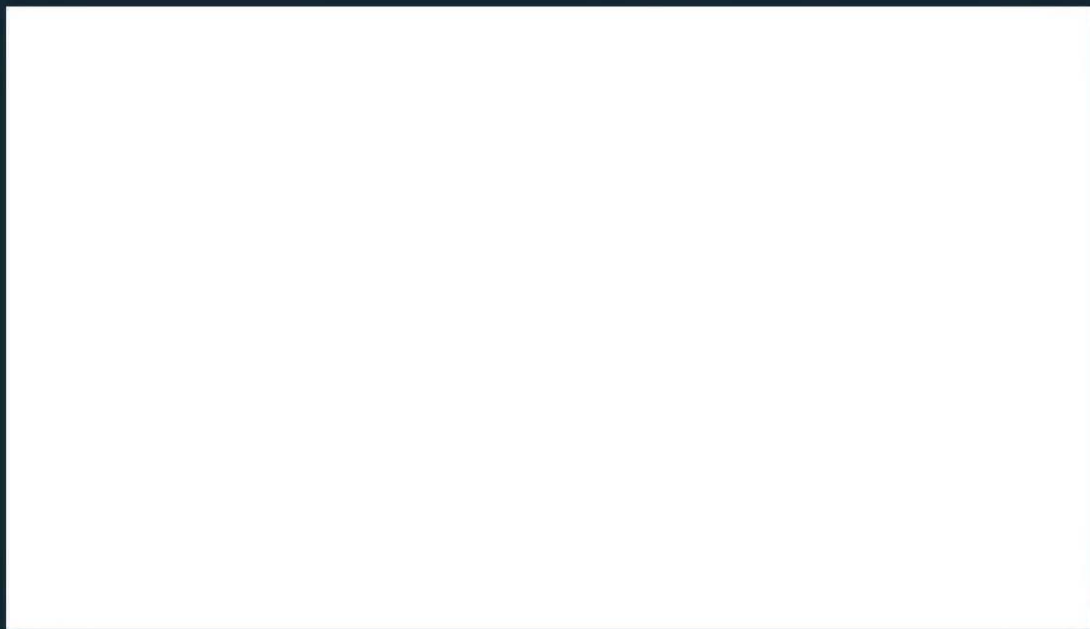
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32 Member States taking steps to integrate
MIL into national school curricula



“Think Critically, Click Wisely »





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In **Nigeria**, MIL was embedded as a compulsory component of all teacher trainings and every student in Nigeria colleges of Education must take and pass MIL courses in year one and two.



Other examples: Brazil, Cambodia, Kenya, South Sudan etc.





2. Support to Youth Organizations

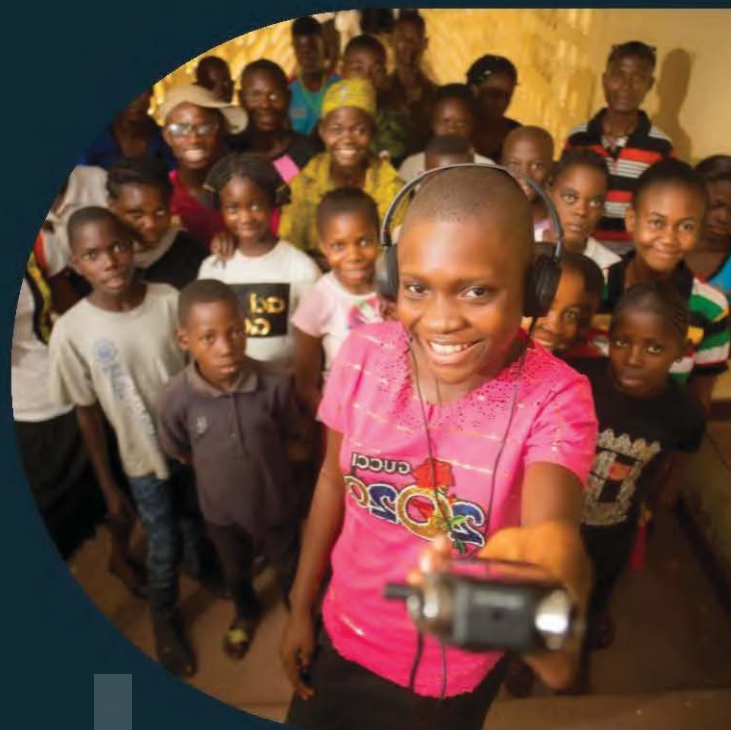


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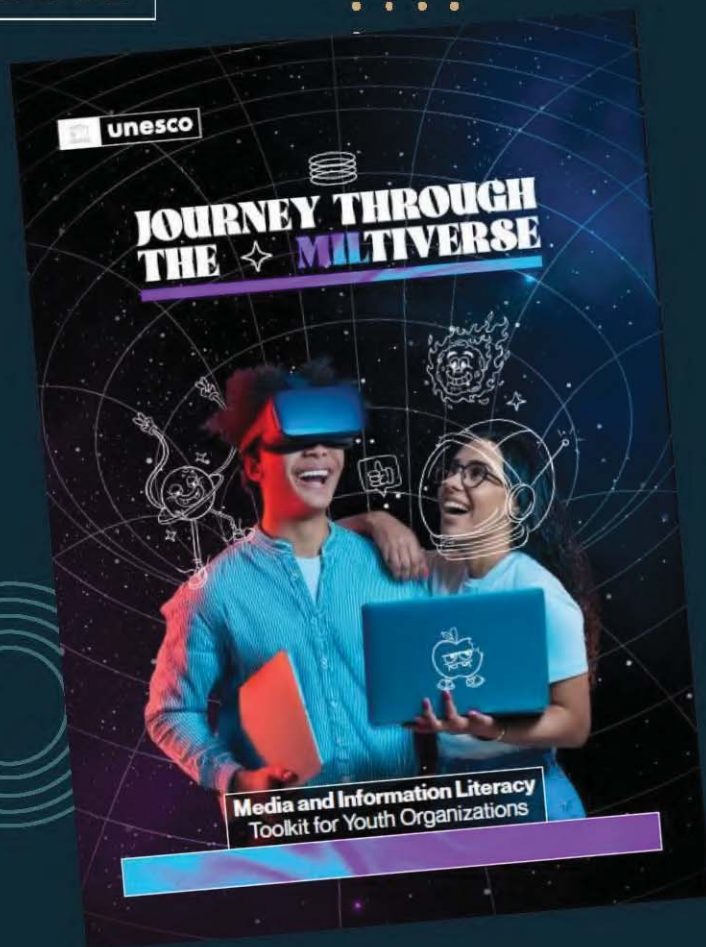
500 youth organizations

equipped to counter disinformation and hate speech with media and information literacy.

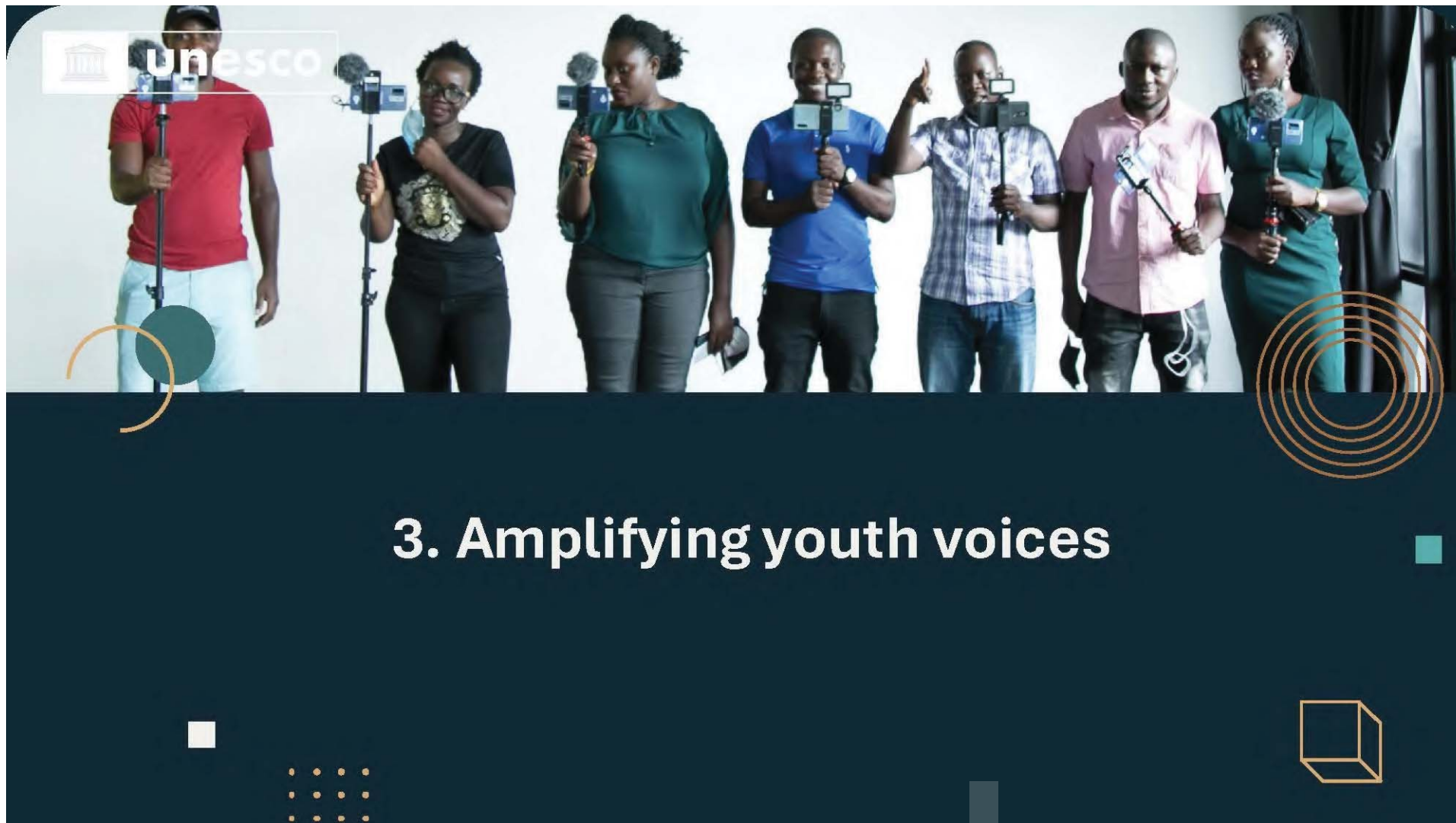




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Development of a **MIL Toolkit**
for Youth Organizations



3. Amplifying youth voices

Youth Hackathon



eracy Week 2024
Information Literacy for pu



*“Youth Leading the Way - Media and Information
Literacy and the New Digital Frontiers of
Information”*

2024 edition (Global MIL Week):
203 teams from 68 countries



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YouthMobile 



“Empowering the next generation!”

Since 2014, thousands of youths have been trained and created mobile apps in **26 countries** (Cambodia, Madagascar, Mozambique, Lebanon, Nigeria, Rwanda, Senegal, South Sudan...)





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Youth Multimedia Room



*“Young journalists, activists and influencers
invited and trained to cover
International Conferences”*

2024 edition (WPFD in Santiago):
32 participants from 14 countries



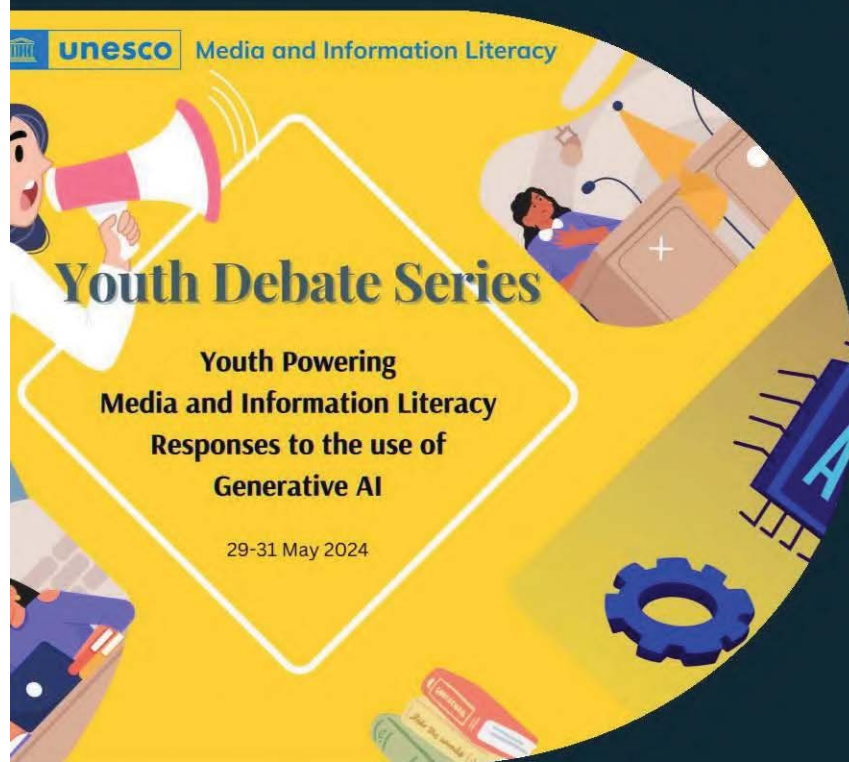
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Participants interviewing Maria Ressa, Nobel Peace Prize Winner



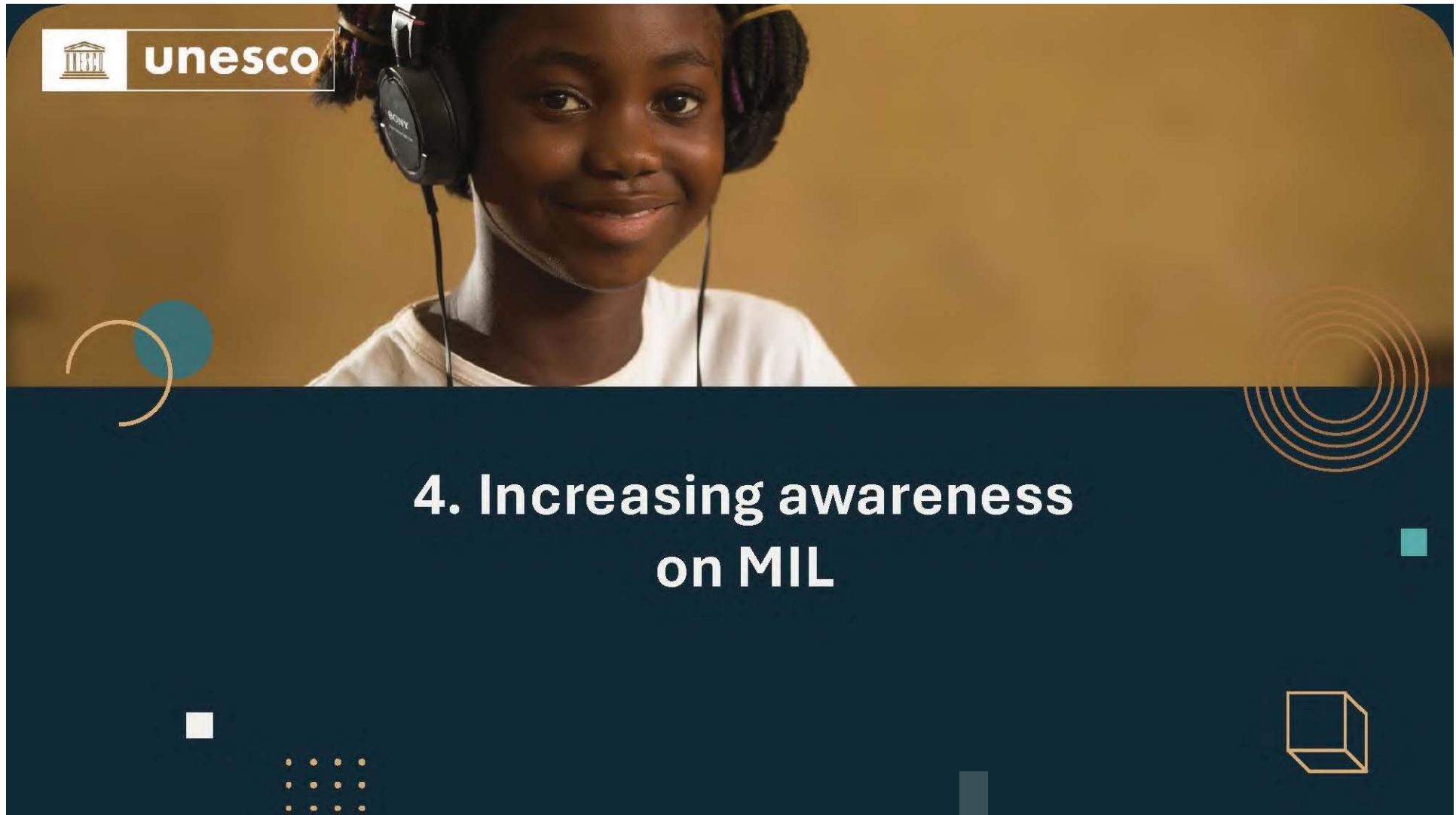
Youth Debate Series



*“A platform for youth to voice their opinions
and contribute to the discourse surrounding
MIL”*

2024 edition:
27 youths from 23 countries



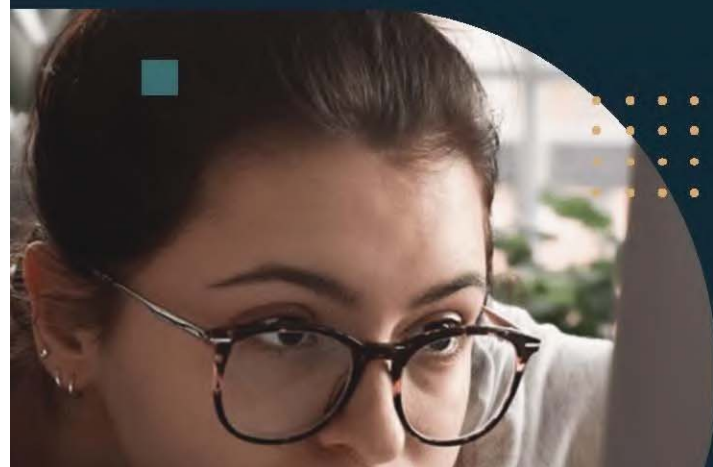


MOOC

A full Media and Information Literacy MOOC
with 20 comprehensive and interactive modules.

MODULE 1:

INTRODUCTION





Podcast

8 episodes available on all platforms
(Spotify, Deezer, Apple, YouTube etc.)





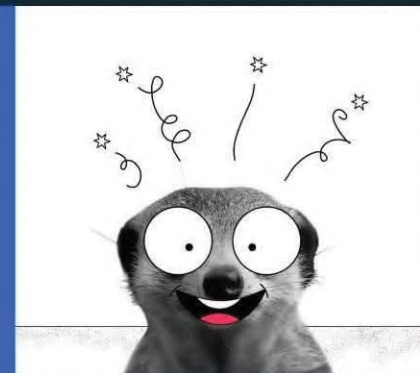
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Videos

A series of audience-driven videos
explaining the basics of MIL

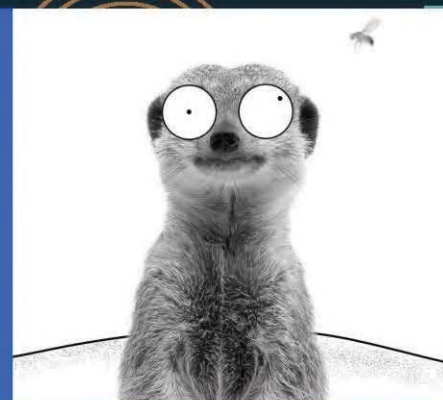
Media &
Information
Literacy

and
Elections



Media &
Information
Literacy

and
Generative AI

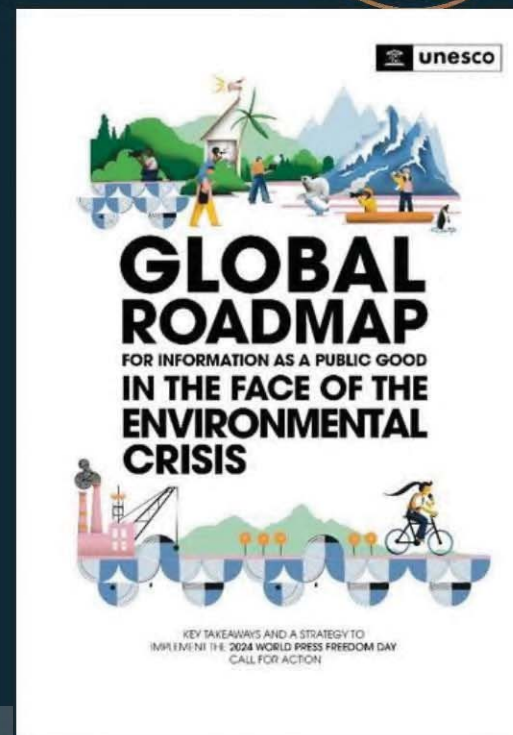




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Online Courses

Each course addresses specific topics such as climate change or AI.





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Social Media Campaigns

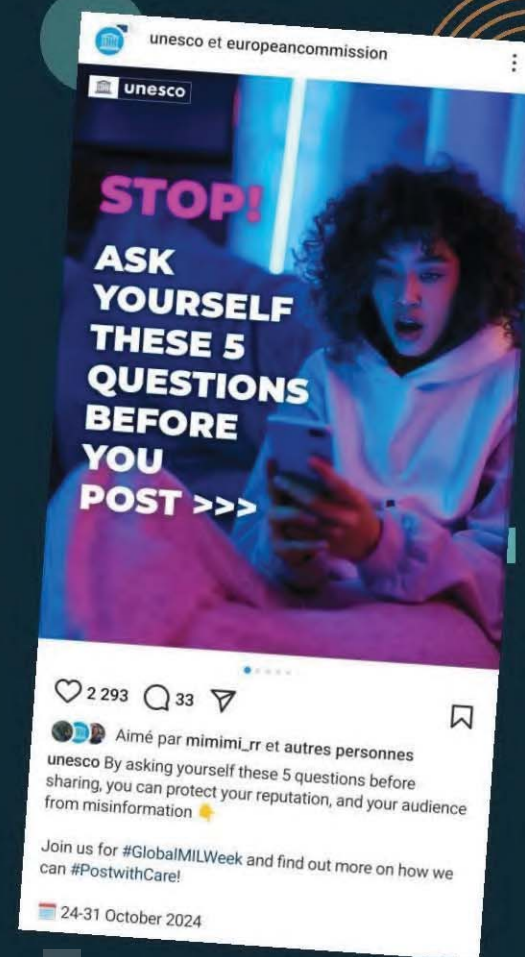


#PostWithCare



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#PostWithCare campaign shared by the European Commission

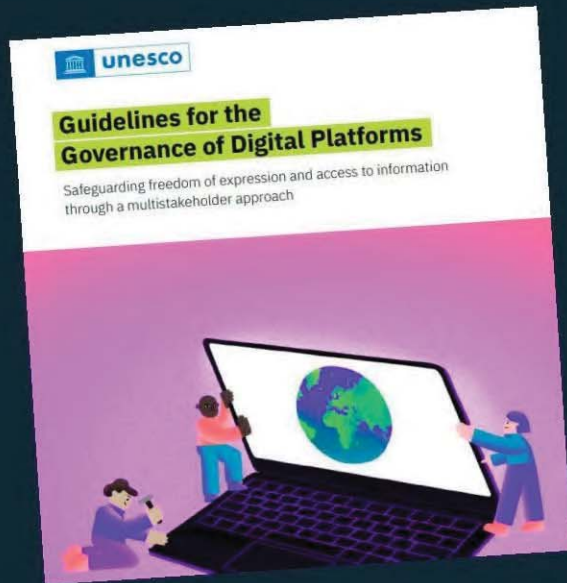




5. User empowerment on Digital Platforms



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2023: Ensuring that all stakeholders, in particular **digital platforms**, are committed to creating and maintaining an open, safe and secure environment for users.

2024: Action Plan to integrate media and information literacy policies into the governance of digital platforms



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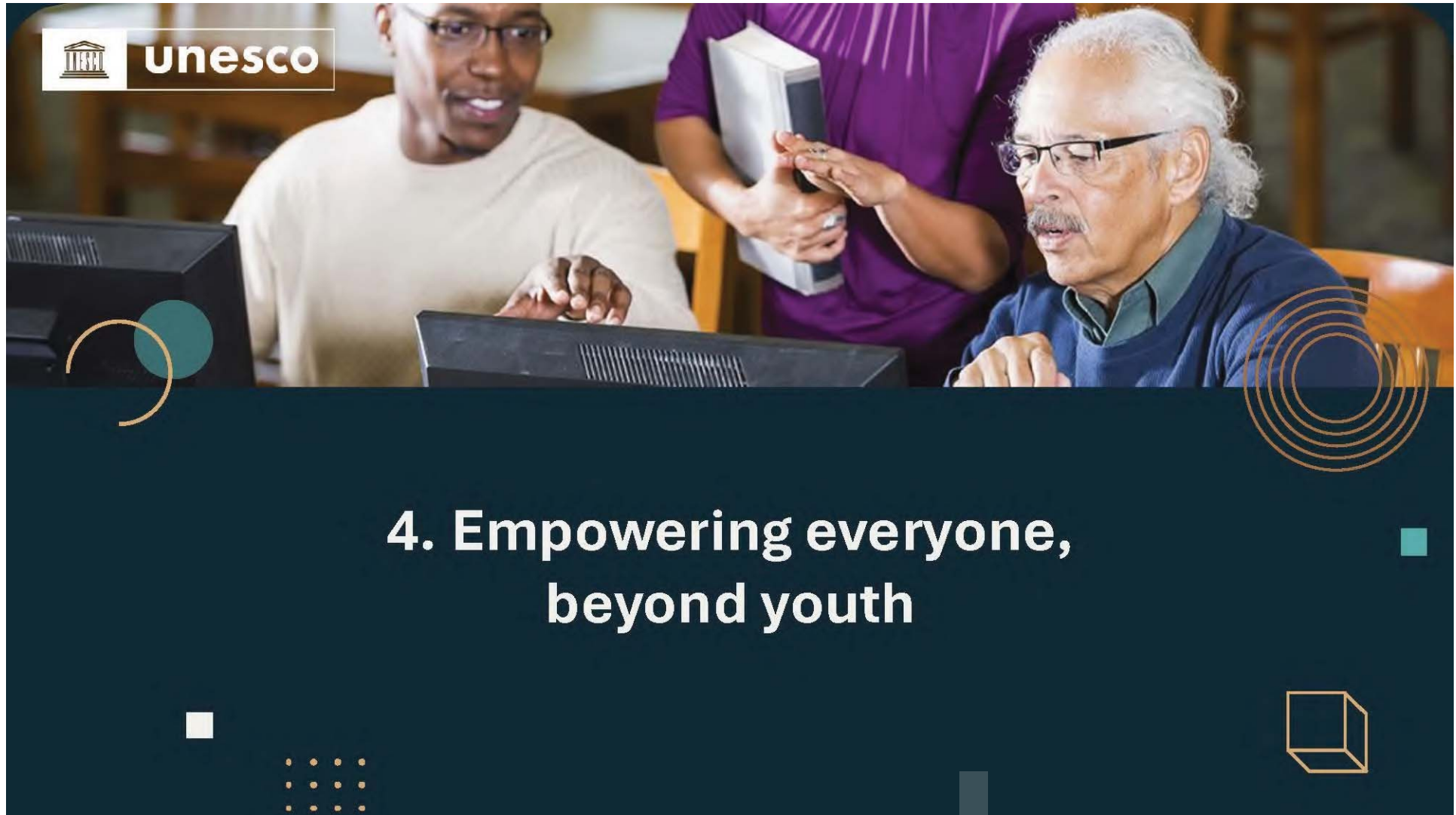


“Policies and regulations on artificial intelligence must prioritize user empowerment, and in this perspective, media and information literacy offers the key set of competencies for users to navigate through a disrupted digital ecosystem.”

Tawfik Jelassi

Assistant Director-General for Communication and Information, UNESCO







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Lifelong Learning

Media and Information Literacy course
for adult educators





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Operational Guidelines:

Constructing UNESCO Media and Information Literacy Cities



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MIL Cities

Set cities on a path to innovatively empower more citizens with MIL competencies.



7. UNESCO and EU's partnerships



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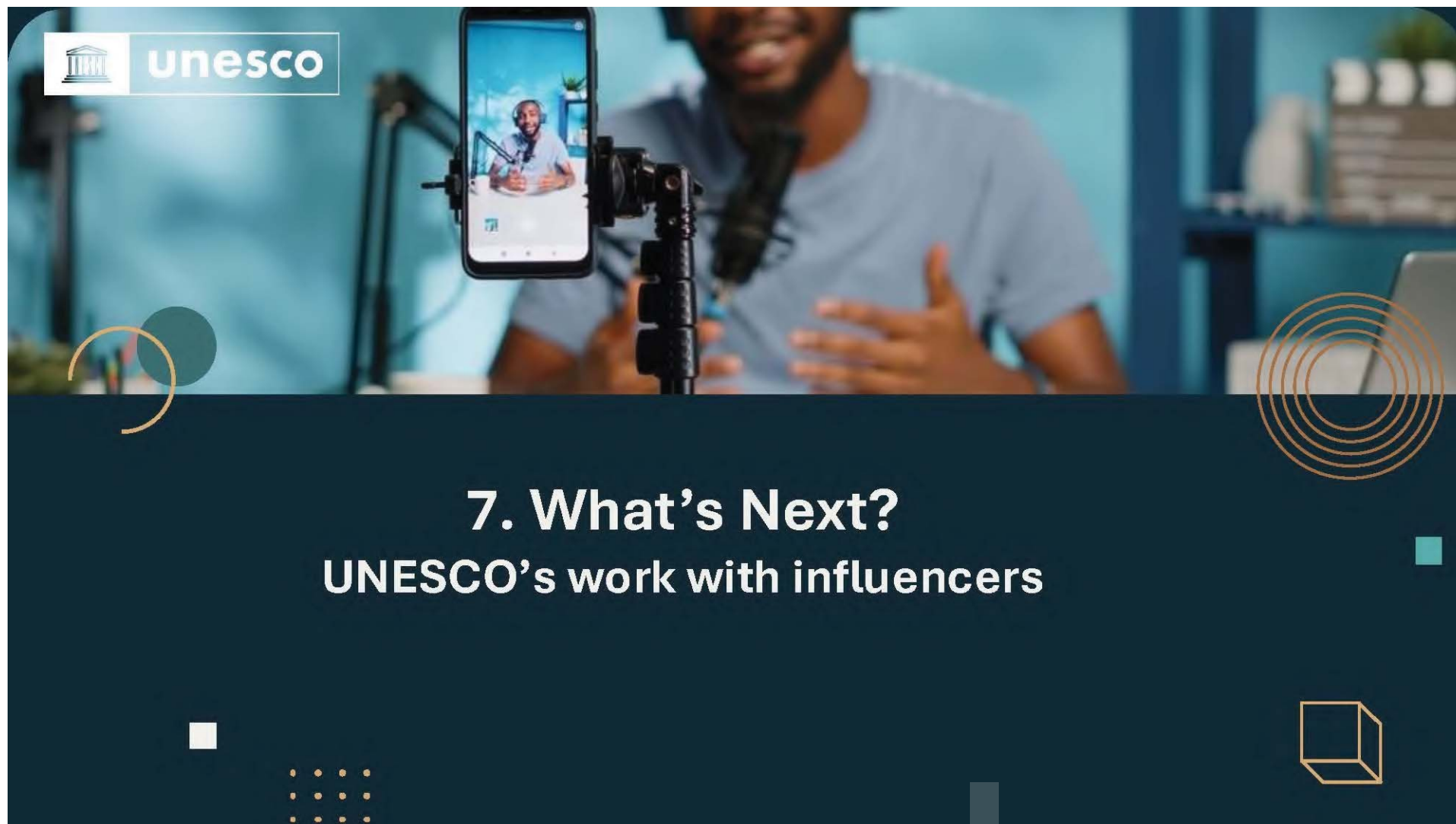


A multistakeholder strategy to address together the challenges of disinformation and hate speech globally.

Guidelines for the Governance of Digital Platforms

Safeguarding freedom of expression and access to information through a multistakeholder approach





7. What's Next? UNESCO's work with influencers



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Hugo Décrypte
(14M followers)



María Paulina Baena
(1.3M subscribers on YouTube)



Austin, Texas, 11 April 2024



Hannah Ajakaiye
(leader of FactsMatterNG)



Dylan Page
(10M followers on TikTok)



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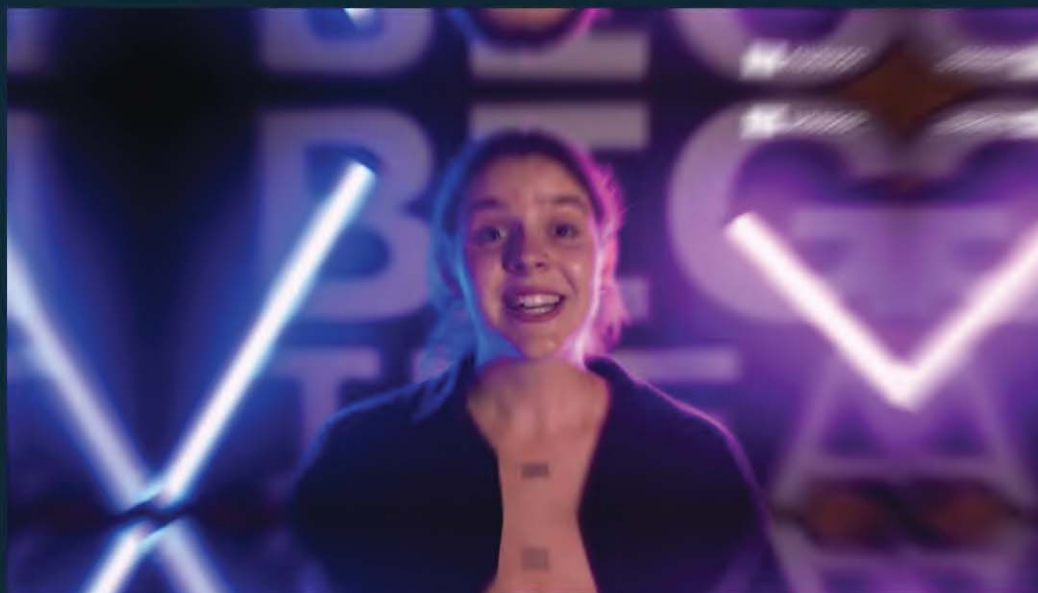
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Online course for digital
content creators,
influencers, journalists



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Online course for digital content creators, influencers, journalists



The infographic features a central poster for the 'GLOBAL MEDIA AND INFORMATION LITERACY WEEK 2024' conference in Amman, Jordan. The poster includes the UNESCO logo, the Ministry of Government Communication logo, the title, a subtitle 'The new digital frontiers of information: Media and Information Literacy for public-interest information', the event details 'Global Conference Amman - Jordan 30-31 OCTOBER 2024', and the hashtag '#GlobalMILWeek'. The poster also displays a compass rose with various digital media icons and a cityscape at the bottom.

800 participants

200 events around the world

2025 edition to be hosted by Colombia

Thank you!

Adeline Hulin, Head of the UNESCO Unit for
Media and Information Literacy and Digital Competencies

Contact: a.hulin@unesco.org



