



Media & Press | EU response | Creative Europe Community | Creative Europe Community

EU | Call for Media Literacy

Deadline 30 March 2023

Scope:

The objective is to promote media literacy in order to enable citizens to use, and develop a critical understanding of, the media and support knowledge sharing and exchanges on media literacy policies and practices.

Support 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 Europe, in a continuously changing digital media landscape and taking into account current user behaviour among various age groups.

Expected Outcome

The Call for Proposals will result in:

- pan-European consortia, scaling up best practices across national, cultural and linguistic borders, and developing and upscaling media literacy tools and actions to ensure the transfer of such practices to the widest possible audience, covering different types of media delivery modalities
- forums for exchange of best practices around specific age groups, groups with limited media literacy skills or access, or those at risk of social exclusion
- support for media literacy professionals to adapt their practices to fast developing media formats and changing media consumption patterns.

Description of the activities to be funded

Support is foreseen for collaborative projects with clearly defined objective(s) to advance/target specific area(s)/goal(s) within the field of media literacy, addressing at least two of the following areas of activities:

1. Activities building on, sharing and scaling up best practices from innovative media literacy projects that take into account a changing media ecosystem, especially by crossing cultural, country or linguistic borders and strengthening collaboration between

- different regions of Europe.
2. Developing innovative, interactive online toolkits to provide solutions to existing and future challenges in the online environment, including disinformation.
 3. Developing materials and toolkits to enable citizens to develop a critical approach to the media, and to recognise and appropriately react to disinformation.
 4. Develop media literacy practices adapted to the changing media environment including manipulative techniques and AI-based media production.

All proposals should consider citizen inclusiveness, civic engagement and participatory culture as a fundamental aspect of their proposal. Applicants should cooperate actively with the European Digital Media Observatory (EDMO) regional hubs with a view to sharing good practice and avoid overlaps in the media literacy initiatives to be covered.

The following types of activities are eligible under this Call for proposals:

1. Creation and/or distribution of multilingual and/or multicultural material, including interactive content to improve the digital capacities of citizens and their understanding of the media landscape and their resilience against disinformation.
2. Development of materials for citizens and trainers targeting all or any age and societal groups.
3. Development of innovative media literacy solutions fit for the future media landscape (the project can include prototypes, but not focus exclusively on IT-development).
4. Training activities for citizens and educators, including sharing of best practices across linguistic, state and cultural borders.
5. Organisation of public events and/or workshops to raise awareness and share best practices.
6. Community-led activities to tailor and make accessible the above-mentioned tools and materials.

Find more information [here](#)