

## OPEN CALL

### Welcome to the Media Literacy Observatory for Active Citizenship and Sustainable Democracy (MELIA)

The main objective of the **project Media Literacy Observatory for Active Citizenship and Sustainable Democracy (MELIA)** is to improve democratic national and transnational governance. This will be achieved by developing transnational media literacy observatory in cooperation with different relevant stakeholders. The project is being implemented in the framework of the Danube Transnational Programme and it is co-funded by European Union funds (ERDF, IPA, and ENI).

In some countries of the Danube region, the development of competencies of media literacy and active citizenship are lagging behind the situation in the more developed parts of Europe. The MELIA Observatory is intended to serve as a mechanism for increasing media literacy and thus strengthening citizens' competencies to contribute to the development of sustainable democracy. The main target groups are the youth and the people who work with them. To strengthen it, the observatory will provide tools, available for both young people, as well as their educators.

The MELIA project will establish an observatory for media literacy that will provide instruments for scrutinising media contents, training tools and policy recommendations for upgrading media literacy concerning other civic skills. Outputs include capacity building and training tools, web-based interface and policy recommendations. The core activities of the project are: mapping of practices and dissemination of information, developing a learning system, designing a web training platform, and pilot testing.

More information about the MELIA project and our partners can be found on the official website of the Danube Transnational Programme: (<https://www.interreg-danube.eu/approved-projects/melia-observatory>).

As the final step in the work on the MELIA project, it is planned to organise live testing of the MELIA Observatory. Three piloting actions in Bulgaria, Croatia, Czech Republic, Germany, Hungary, and Slovenia will provide monitored feedback for the enhancement of learning media literacy competencies in youth.

In the framework of the MELIA project have been developed the following innovative educational toolkits:

- Toolkit for the training of pupils in higher years of elementary school (eighth/ninth school year);

- Toolkit for the training of high school students (with a focus on vocational schools);
- Toolkit for the training of youth educators (teachers, tutors, coaches, representatives of NGOs, etc.)

The major task of the three pilots will be to test the knowledge, attitudes and behaviour of the representatives of selected audiences:

- Pilot 1: Pupils in elementary schools will be carried out in Germany and Hungary;
- Pilot 2: Students in vocational schools will be carried out in the Czech Republic and Croatia;
- **Pilot 3: Youth Educators will be carried out in Bulgaria and Slovenia.**

Specifically for Pilot Study 3 with youth educators, the goal is to test MELIA Observatory tools and services with people who are involved in both formal and informal education of the youth as teachers, supervisors, tutors, representatives of NGOs, etc. The overall goal is to empower teachers and trainers working with youth in their confidence and capacities to use media education techniques in their classrooms.

The Research Centre Regional and Global Development (REGLO) is the responsible organisation for carrying out the pilot testing in Bulgaria.

### **What can you expect?**

The programme of the testing will be organised in two sessions and will cover two themes for each session:

#### **Topics for the first Session in September 2022:**

- Behaviour on Social Networks;
- Critical Thinking Skills.

#### **Topics for the second Session in October 2022:**

- Manipulation and Propaganda;
- Politics.

More information on the educational toolkits can be found at the following link:

<https://www.interreg-danube.eu/approved-projects/melia-observatory/section/materials-for-educators>

### **The organisation of the testing**

Each participant in the pilot testing will have an opportunity to review and study the developed educational toolkits online. The first pilot testing will be in the first week of September, and the second - is in the last week of October 2022. The same youth educators are expected to participate in both sessions and review the four formulated topics. After each session, the participants will be asked to fill up a structured questionnaire to get feedback on the usability and applicability of the training toolkits.

## **Make a difference in your work as a youth educator in the field of media literacy by becoming one of the participants in the pilot testing!**

For applying to the programme, the prospective participant has to submit a brief CV with an explanation of why he/she would like to participate in the pilot project to the e-mail of REGLO: [office@reglo-bg.eu](mailto:office@reglo-bg.eu) or the feedback form on the REGLO webpage: <https://reglo-bg.eu/contact-us/>

As a whole, 10 youth educators from Bulgaria will be accepted as participants in the testing.

### **Call timeline**

- 26 April 2022 – Application Start Date;
- 31 July 2022 – Application End Date;
- 15 August 2022 – Application Result Date (Confirmation of the accepted participants);
- 1 September 2022 – Launch of the programme.

### **Eligibility**

Apply if you are:

- Involved in formal and/or informal education of youth in the field of media literacy;
- Interested to learn more about the developed innovative media literacy education and training materials by the MELIA project team;
- Willing to increase your professional network.

### **Certificate**

The participants who have completed the Pilot will receive a **Certificate**.