

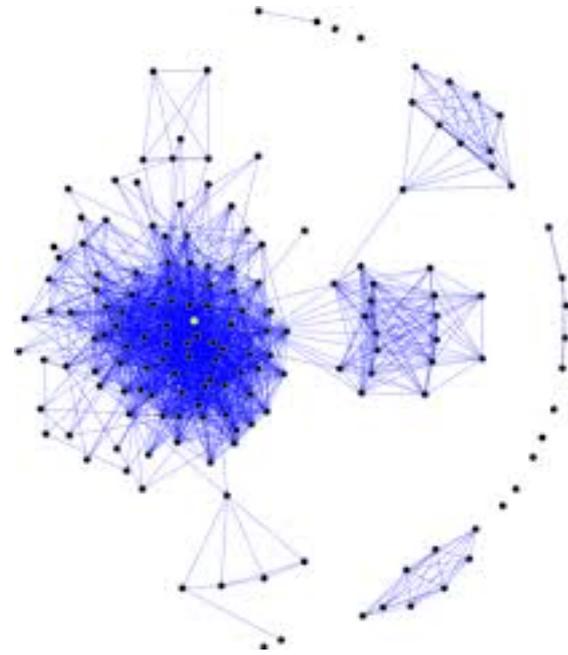


What's the role of MIL in a smart, creative or educating city?

Alexandre Le Voci Sayad
MIL WEEK 2018 - Kaunas, Lithuania

A city as a network of places, people and actions

- ▶ What does connect places and people?
Communication does.



Educating Cities - Main Proposals

- ▶ Established by the cities that were represented at the 1st International Congress of Educating Cities, held in Barcelona (Spain) in 1990.
- ▶ Information Society: You can learn anywhere, everywhere - How to strength experiences and public policies?
 - ▶ Based on articulation, collaboration and integration among public, private and social organisations.
- ▶ Cidade Escola Aprendiz: “Neighbourhood as a School” recognised by Harvard University as a case of city innovation.



Theorizing: Educating Cities to MIL Cities

- ▶ You can be Media and Information educate everywhere
- ▶ Technology as a tool to improve access and quality of learning processes
- ▶ MIL and clarity as a goal for local administration
- ▶ Collaboration, integration and articulation of the variety of curricula and initiatives



What a MIL City looks like?

- ▶ Hospitals can publish health issues in digital boards and become trustful sources
- ▶ Cinemas can offer tips to avoid misinformation before the movies
- ▶ Parks can develop initiatives to introduce citizen into wellbeing data
- ▶ Public Transportation may introduce new data about environment
- ▶ Libraries can organize workshops with writers and journalists for kids and teenagers about how to research
- ▶ All actions must be articulated and certificated by the local administration



MIL Cities: Innovation in Certification

- ▶ How to certificate different MIL skills creating a variety of learning paths.
- ▶ Integrate certifications of schools and non-formal education
- ▶ Example of Chicago Summer of Learning



GAPMIL and MIL Cities Framework

- ▶ **Complementary Frameworks: As GAPMIL focused on advocacy, MIL Cities stimulates integration at the municipality level**
- ▶ **MIL Cities role is also to implement MIL processes in non-traditional social equipments**



GAPMIL LAC CHAPTER

- ▶ According to UNESCO: 33 countries
- ▶ Challenge: 33 different realities, with a common background.
- ▶ 1- Human Rights and Democracy
- ▶ 2 – Public Education
- ▶ 3 – Libraries and Literacy
- ▶ 4 – Free Speech



GAPMIL LAC CHAPTER MILESTONES

- ▶ 2013 – First Meeting in Abuja, Nigeria.
- ▶ 2014 – AMILAC – First LAC Chapter Forum in Mexico City, Mexico. More than 200 experts and an ebook published.
- ▶ 2015 - Educommunication Forum in Porto Alegre, Brazil.
- ▶ 2016 – GLOBAL MIL WEEK Sao Paulo, Brazil.
- ▶ 2017 – Simeduc Conference, GLOBAL MIL WEEK, Aracaju, Brazil
- ▶ 2017 – GLOBAL MIL WEEK, Main Event, Kingston, Jamaica
- ▶ 2017 – 10th Symposium of the Ciberculture Researchers Association - GLOBAL MIL WEEK, Sao Paulo, Brazil
- ▶ 2018 - 4 Conferences



GAPMIL LAC CHAPTER NETWORK - Progress



- School of the Future Research Laboratory is promoting a mapping over the policies related to MIL principles in Brazil.
- We have been also promoting a digital cartography over the MIL initiatives in Latin American and the Caribbean.
- Project fostered by the Facebook Corporation (the Brazilian headquarters) to discuss News Literacy in Brazil: definitions and challenges
- Working with Rosario University (Colombia) to bring MIL inside the curriculum of Law School.



GAPMIL LAC CHAPTER NETWORK - Progress

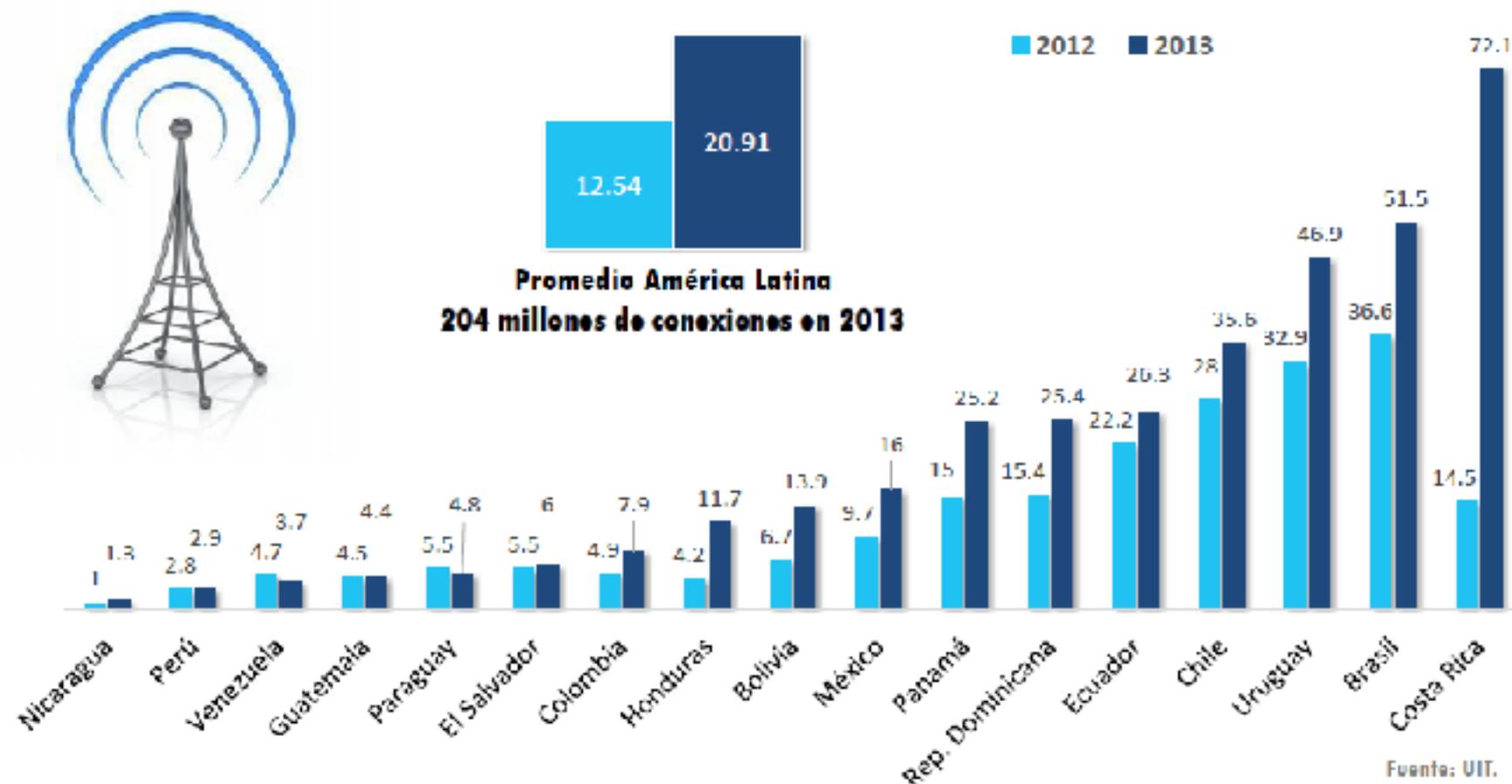


- ITS (Institute of Technology and Society) is engaging government and society to cover all public schools with fast internet access .
- - Kicked of the Portuguese version on MIL Clicks on Facebook - To be enhanced in 2019.



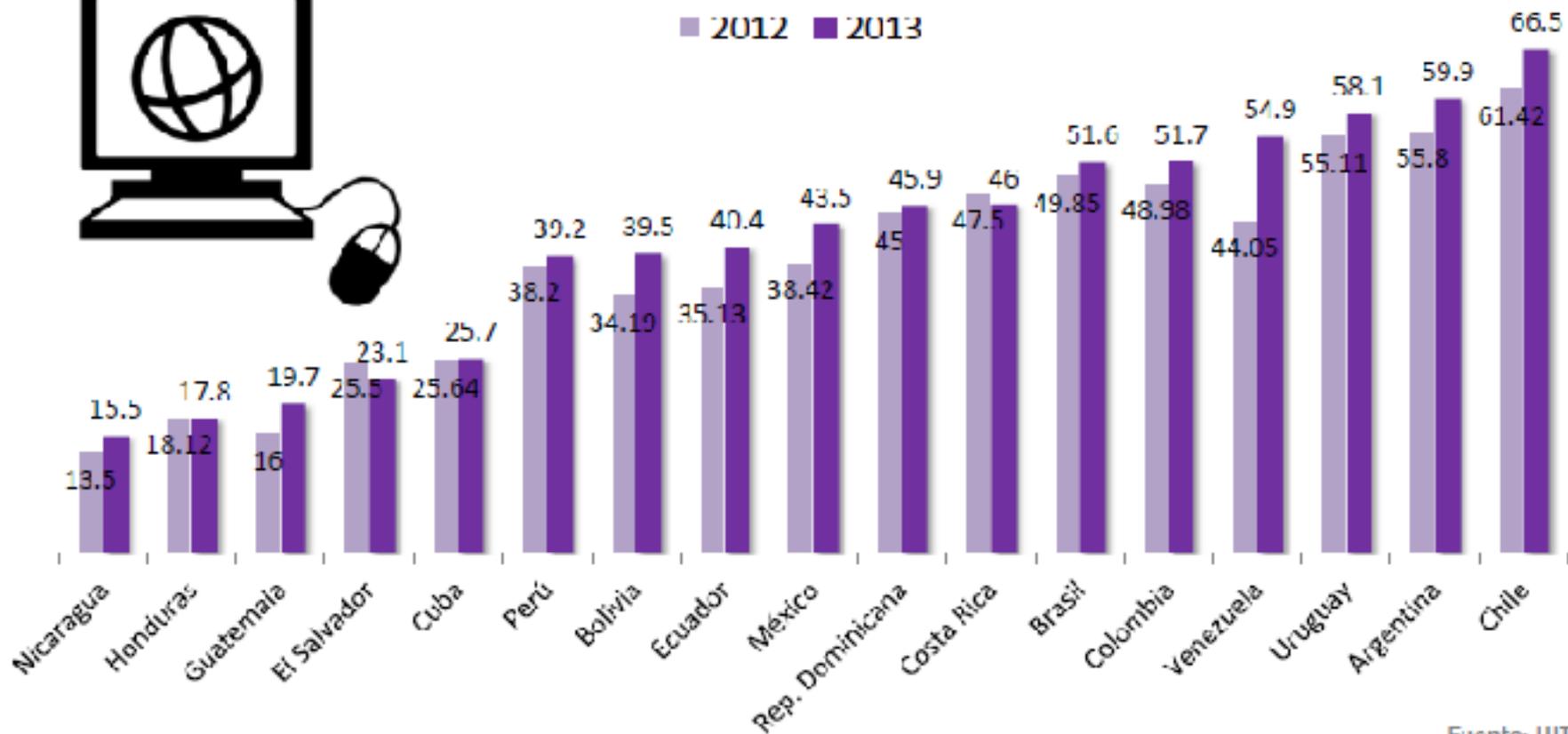
Penetración de banda ancha móvil en América Latina 2012-2013

Muestra el crecimiento de la banda ancha móvil en la región según datos de la UIT



Porcentaje de usuarios con acceso a Internet en AL 2012-2013

Muestra el crecimiento de usuarios con acceso a la red según datos de la UIT

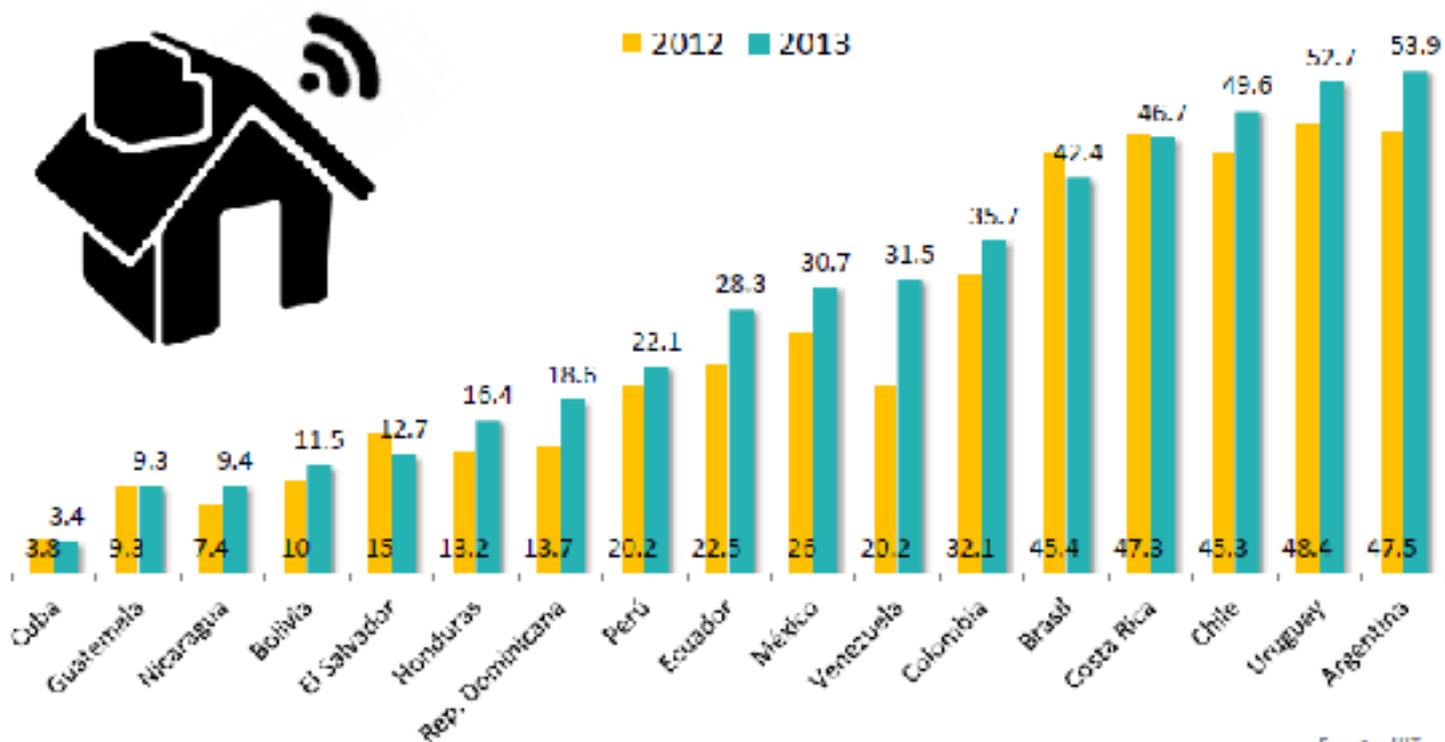


Fuente: IIT.



Porcentaje de hogares con acceso a Internet en AL 2012-2013

Muestra la penetración de hogares con acceso a Internet según datos de la UIT



Fuente: UIT.

To begin: 12 facts about MIL in LAC region

- ▶ There are only a few public policies on MIL, mainly regarding to activities in schools
- ▶ There are a few or no mass media regulation from the federal or local government
- ▶ An important chapter of internet regulation was approved by the parliament in 2014
- ▶ There are more mobile phones than people in Brazil

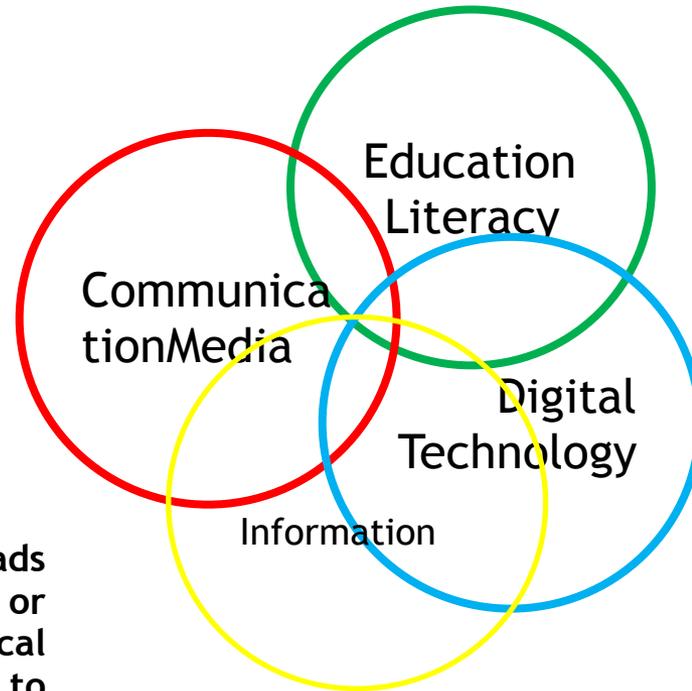




Cartography on Brazilian Federal Legislation



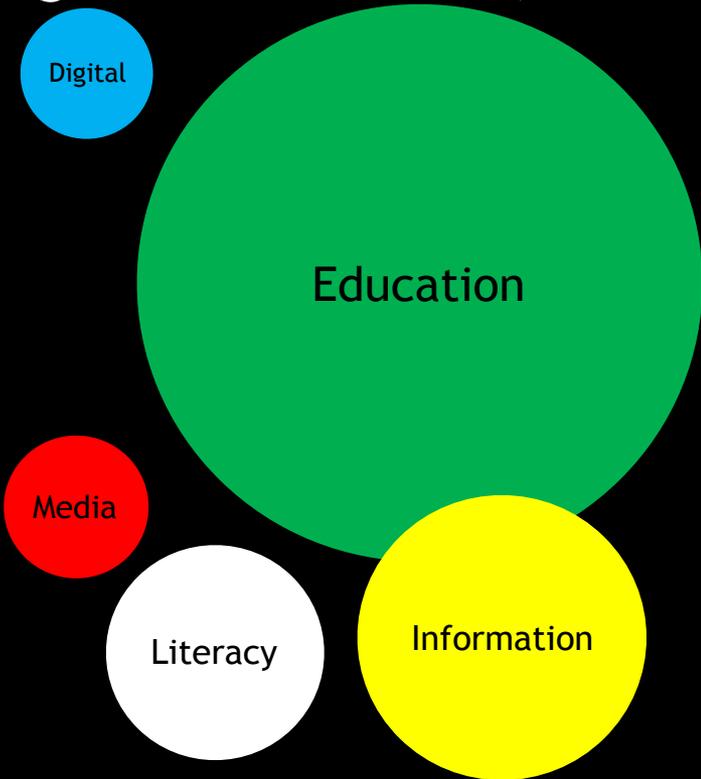
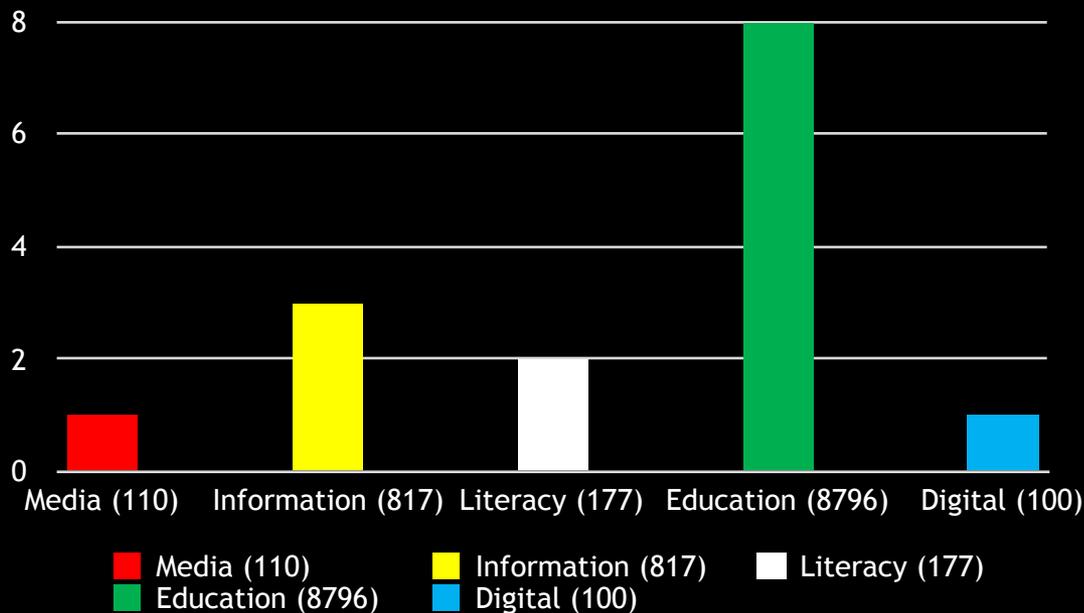
10.000 results analyzed



An excessive *technicist* approach that leads projects and initiatives (in formal, informal or non formal education) to engage with technical questions and not always encourage them to promote empowerment discussion involved in the Media, Information and Digital Literacy debate. It may set a comfort zone which can lead projects to not going further the technical aspects.



Cartography on Brazilian Federal Legislation: results; Federal Legislation Results Divided by Key- Words



12 facts about MIL in LAC region

- ▶ Public education system has reached universality only last decade (45 million students in more than 150 thousand schools)
- ▶ Despite of it, 30% of students drop out before graduating in public schools
- ▶ According to FGV – RJ research, the first reason of dropping out is “lack of interest” of the students to the school
- ▶ Professionals don't find teacher's career attractive because of the salaries



12 facts about MIL in Brazil

- ▶ Universities don't have an appropriate curriculum for training teachers and don't stimulate innovation
- ▶ Federal government don't spend money on innovation for education
- ▶ Private schooling represents only 11% of the kids and youngsters
- ▶ Media Literacy and Information Literacy operate in separate worlds since graduation

ZEITGEIST is a free and remote lab, open to debates, research and project development.

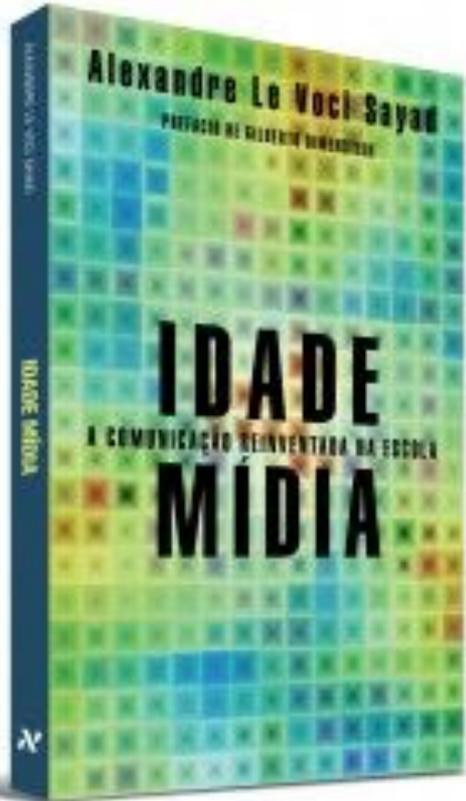


Guidelines

- ▶ Our work is based on the following guidelines:
 - ▶ Customized and blended learning
 - ▶ Project based learning
 - ▶ Communication as a driving force of education
 - ▶ Network
 - ▶ Experimentation
 - ▶ Teachers training
 - ▶ Communication as a value and as an essential skill
 - ▶ Publication
-



Successful Experiences



- ▶ Since 2001, students have created more than 10 magazines, 3 movies and other communication products on this MIL experience.
- ▶ 4 universities are using this model as a MIL case in Brazil.

**ZEIT
GEIST** EDUCATION
CULTURE
MEDIA



Successful Experiences

- ▶ Festival Educação was an experience in which ZG could use its methodology of creation in 9 schools, from 3 different Brazilian states, to stimulate 150 students to create almost 400 ideas to transform their schools. It was all possible because of a partnership with Centro Ruth Cardoso.



UMA PERGUNTA RARA

NO FESTIVAL EDUCAÇÃO,
ESTUDANTES CONTRIBUEM
PARA UMA ESCOLA MAIS
PARTICIPATIVA



More about ZEITGEIST (ZG)

- ▶ More than 20 movies created
- ▶ Apps, games and exhibitions developed by students and teachers
- ▶ Partnership with Galileu, a magazine that has more than 2 millions views on its website a month



Thank you!

- ▶ Follow me in social media:

- ▶  @alexandre.sayad
- ▶  @alevoci
- ▶  Alexandre Le Voci Sayad
- ▶ alevoci@gmail.com
- ▶ alexandresayad.com
- ▶ 5511- 99132-2280

