



Building MIL communities across the city and beyond : using libraries, youth centres and online spaces to promote media literacy and civic participation

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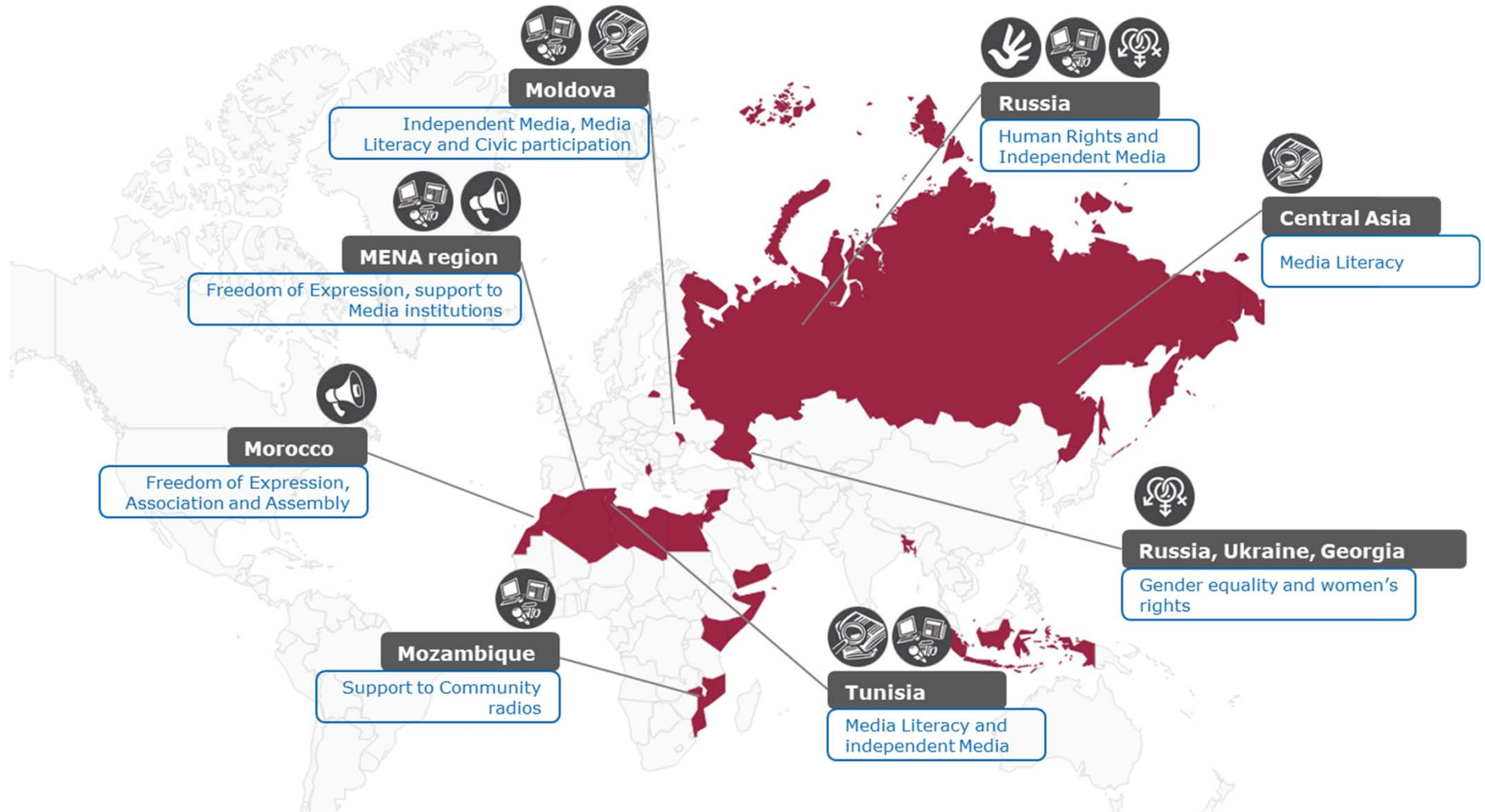
IREX Europe overview

Over the last fourteen years, IREX Europe has been running media development and media and information literacy (MIL) programmes in different community spaces – from schools and libraries to summer camps, blogtours and multimedia festivals, targeting all ages from youth to pensioners.



Video production workshop during the Multimedia Connector for Youth

Geographical coverage





Thematic areas focus

MEDIA AND INFORMATION LITERACY —



IREX Europe is committed to empowering citizens to engage critically with what they read and to increase their access to accurate and objective information.

GENDER EQUALITY —



IREX Europe works internationally to promote the rights of women and to combat discrimination against lesbian, gay, bisexual, transgender, and intersex persons.

HUMAN RIGHTS —



IREX Europe works to promote fundamental rights in closed societies. We work with Human Rights Defenders to strengthen their capacity in the field, to strengthen local networking and to provide emergency support and legal support to victims of repression.

MEDIA DEVELOPMENT —



Since its creation in 2004, IREX Europe has worked to strengthen local and independent media, aiming to improve the sustainability, quality and accuracy of reporting.

FREEDOM OF EXPRESSION —



IREX Europe provides assistance and capacity building to media organisations, journalists, media lawyers and civil society organisations (CSOs) focused on media freedom.



Media and Information Literacy Approaches



Reinvigorating spaces such as libraries, youth centres, regional media, and schools can be especially effective in smaller cities and villages where they can develop at the heart of the community. It also has the advantage of reaching youth in closed or closing societies where introducing critical thinking into the official school curricula may be an impossible task.



MIL trainings for youth and Multimedia Connector for Youth

There are a set of activities IREX Europe uses in its work, that proved to be successful and easily adjustable to the local context.

Media Corners in Libraries



MIL ToT for Librarians , Teachers and Youth



MIL activities for Youth



MIL Curricula in Moldova Central Asia, Tunisia





Media and Information Literacy Approaches

- **Access:** learning how to find, understand and use the media tools.
- **Analysis:** learning to think critically and reflect on media messages in social.
- **Creation:** learn to create and disseminate their own messages through multimedia production.
- **Reflection:** analysing media products with Media literacy tools.
- **Action:** connecting young people to relevant social issues, debates and controversies so that the voices of youth can be heard





MIL communities around rural libraries in Moldova

CITEȘTE
ANALIZĂ
GÂNDI
CRITIC

Suntem înconjurați de știri, nu și de adevăr.



- In Moldova we work primarily via libraries that increasingly serve as local community centres and are ideal for a MIL outreach programme.
- By building the capacities of librarians across rural Moldova, we target local communities entirely.
- Taking into the account the small dimension of Moldovan villages, where a trained librarian is present, the media and information literacy is well disseminated and absorbed. This way the librarians become the ambassadors of MIL across Moldovan villages.



MIL communities around rural libraries in Moldova



What is happening at the Media Corner?



Young journalistic club in Dinceni



A meeting of the PR team of the Falesti Library

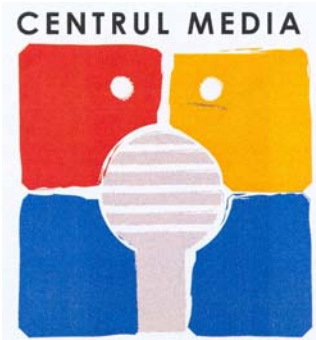


Citizens information



MIL Communities for Youth in Moldova

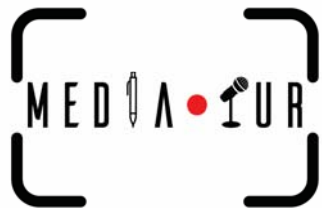
4 type of activities



1 **MIL for youth**
Over 30 MIL trainings for 500 youth from 23 rural communities



2 **Multimedia Connector for Youth**
170 youth, 18 media specialists, 22 media products and 1 media fair



3 **Media Tour**
2 Media Tours for 10 active youth working together with journalists and civil activists.



4 **Small Grants for Media**
Over 400 youth involved in activities together with 5 regional media



MIL
communities
built together
with local
media

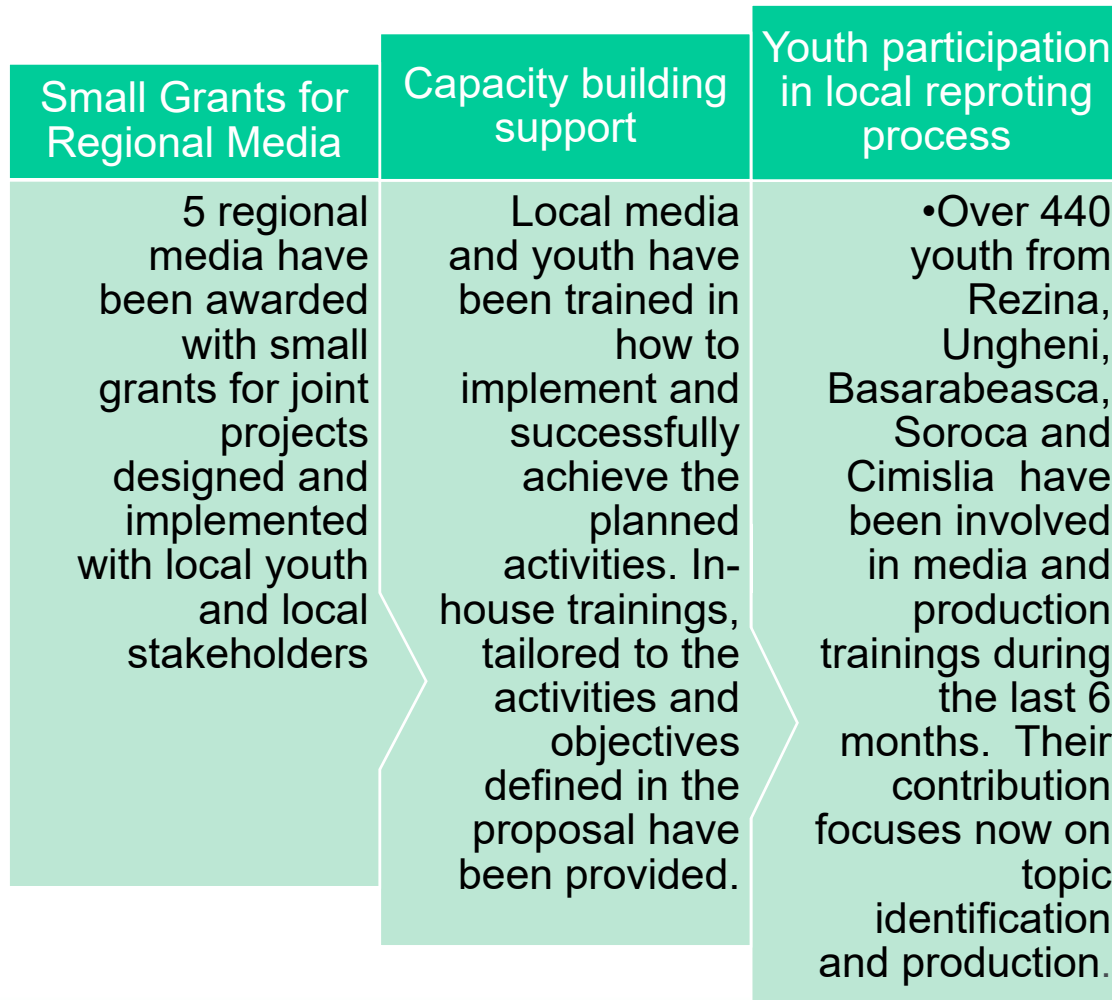




MIL community built together with local media



How do we revitalize the communities?





MIL community built together with local media

ELITA TV: The voice of young people on both sides of the Nistru River in regional television.

Main objective: to attract youth in regional media process, diversify TV production and increase public confidence.



After trainings on MIL and MOJO but also continuous support and mentorship, youth had the opportunity to apply for the regional competition launched by the media: [The Voice of Youth in Regional TV](#)

[18 youth applied with video reports](#), focussed on:

- ❖ Local issues (stray dogs)
- ❖ Launching crowdfunding for social vulnerable community members
- ❖ Debating the proposition on school uniform
- ❖ Risks and benefits of internet
- ❖ Local personalities
- ❖ [Why pupils do not like schools](#)

Rezina

Local authorities have appreciated the youth involvement and offered to award all the participants (as the project means were only for the finalists) .

To encourage the continuation of youth involvement in local reporting, a scholarship for 12 months was offered for the most active and motivated young representative of the community.



Thank you!



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