

Action Group 3 – 2021 Terms of Reference (ToR)

Name of Action Group 3 (AG 3)	Media Literacy
AG Co-Chairs	Stephanie Comey, BAI (Ireland) Antje vom Berg, DLM (Germany)
Background	<p>European audiovisual regulators are faced with similar challenges with regard to a constantly changing media landscape. In this context, ERGA acknowledges the ever-increasing importance of media literacy in all areas of media consumption as an important factor for strengthening democracy and economic resilience of the sector. Therefore ERGA has set up the Action Group on “Media Literacy“ in its Work Programme 2021. This Action Group aims at enhancing the impact and reach of the AVMSD media literacy provisions as well as media literacy projects and campaigns.</p> <p>Building upon the work of ERGA Subgroup 2- Workstream 2 (which in 2020 drafted some recommendations regarding the Media literacy campaigns implemented by the Signatories of the Code of Practice on Disinformation), taking onto account EPRA’s taskforce on media literacy (ML) and referencing key European initiatives, such as the European Democracy Action Plan and the Media and Audiovisual Action Plan, as well as taking into account specific ML projects at European level (e.g. Safer Internet Centres), the Action Group will exchange ideas, best practices and experiences on the use of regulation (AVMSD), financing and campaigns with the ultimate goal of helping regulators and other authorities to be more efficient in empowering citizens in using digital media in a fair an self-determined manner.</p> <p>As regards regulation, the focus will be on AVMSD provisions requiring that video-sharing platforms (VSPs) put in place effective media literacy measures and tools and raise users' awareness of those measures and tools and, to a lesser extent, on AVMSD provisions concerning Member States' measures for the development of media literacy skills and reporting on such measures. In particular, the Action Group will support the Commission in developing a toolbox to ensure practical application of the new media literacy obligations of VSPs and make suggestions to the Commission on matters to be included in Member States' media literacy reports.</p> <p>As regards projects and campaigns, the focus will be on two overarching issues: How can ML projects be better communicated to the targeted group? How should such projects be organised so that they develop a certain reach? In particular, the Action Group will analyse specific projects ongoing at European level. The aim is to identify which specific criteria should be considered to make a ML project suitable for addressing different target groups in a user-oriented manner and to set them up in such a way that they achieve a high level of reach among the identified target group. In doing so, the Action Group will compile already existing projects on European and national level.</p>

Action Group scope and purpose

The overall aim of the Media Literacy Action Group is to enable all EU citizens to use digital media in a fair and self-determined manner. They should be able to use the opportunities offered by digital media. This goes hand in hand with strengthening democratic structures and economic resilience of the media sector. Therefore, the Action Group will focus on the following priorities:

- As regards **regulation**, the main priority will be to support the Commission in developing a toolbox to ensure practical application of the new media literacy obligations of VSPs, especially in the online sphere. As set out in the Media and Audiovisual Action Plan, “the Commission, together with the European Group of Audiovisual Regulators (ERGA) and other experts, as well as and in dialogue with video-sharing platforms, will develop a toolbox to improve users’ awareness, improve their critical skills and choices and to help users reach a greater variety of media content available on video sharing platforms.” Also, the Action Group will exchange ideas and make practical recommendations to the Commission on the scope of the matters to be included in Member States’ media literacy reports.
- As regards **projects and campaigns**, the target groups (e.g. children, young people, parents, educators, citizens, elderly people) whom we want to empower to use and interact with media in a fair and self-determined way are very heterogeneous. The challenge here lies primarily on two levels:

1. A focus on the user:

Taking into account user’s differences, ML initiatives should be thematically oriented to the specific life contexts and individual needs. To overcome this challenge, identifying best practices and sharing resources can help regulators in meeting their unique needs at a national and local level.

2. Improving the reach:

ML initiatives should reach the largest possible number of people. Therefore, strategies should be set up and implemented to reach the respective target groups in the best possible way.

The Action Group will look at selecting criteria to help determine best practice with a view to help regulators and other stakeholders to make informed decisions as to which ML initiative they may wish to pursue.

- There are various concepts, initiatives, programmes and projects in each Member State as well as at European level to support the media literacy of citizens. The relevant measures at European level (e.g. the recent ERGA’s recommendations for the MIL campaigns implementing the Code of Practice on disinformation, EPRA’s MIL Taskforce, CEF Telecom Programme: Safer Internet Centres) will be compiled for use and reference. The aim is to provide a ‘User Guide’ for regulators who seek to develop their activities in ML, as well as promote cooperation between regulators in this field.
- On the basis of the above points, a recommendation(s) will be worked out.

	<ul style="list-style-type: none"> - It is anticipated that the aspects of disinformation and media literacy will be dealt with the Subgroup Disinformation, subject to confirmation and discussion.
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Action Group 3 Deliverables

Deliverable 1	Deliverable type	Report with Recommendations and Summary of existing initiatives where applicable
	Deliverable title	(To be decided)
	Due date	December 2021, plenary meeting
	Publication	Yes

Allocated Resources AG 3

<p>Drafters</p> <p>Members</p> <p>Observers</p>	<p><u>Co-Chairs:</u> Stephanie Comey, BAI (Ireland) Antje vom Berg, DLM (Germany)</p>
<p>AEM (Croatia) CNMC (Spain) TRAFICOM/KAVI (Finland) AGCOM (Italy) ERC (Portugal) RVR (Slovakia)</p>	
<p>KommAustria (Austria) CSA (Belgium) CEM (Bulgaria) RRTV (Czechia) TTJA (Estonia) CSA (France) AEM (Croatia) NCRTV (Greece) NMHH (Hungary) ALIA (Luxembourg) NEPLP (Latvia) BA (Malta) KRRiT (Poland) ERC (Portugal) MPRT (Sweden) AKOS (Slovenia) NMA (Norway)*</p>	
<p>CRA (Bosnia and Herzegovina) AAAVMS (North Macedonia) RTUK (Turkey)</p>	

* Without voting rights (Article 1 of the ERGA Rules of Procedure)

Workflow for Action Group 3 (internal and external milestones)

Date	Action/deliverable	Internal Action Group only	External Contact Network (CN), Plenary, Publication
2020			
December	ToR: written adoption procedure (1 st step: consultation)		
December	ToR: written adoption procedure (2 nd step: electronic vote)		
2021			
January	1st AG3 meeting (online) Kick-off meeting to outline the proposed methodology and main principles of the report. Division of tasks among the drafters of the Action Group.	All members	
January	Meeting with Commission gather common understanding	Co-Chairs	
January / February	2nd AG3 meeting (online) Prioritising the work of the AG following meeting with the Commission	Co-Chairs All members	
February	Collecting and selecting the information needed Drafting of the structure of the report in consultation with drafters. First elaboration on possible recommendations	Co-chairs and drafters	
March	Feedback from AG3 members on the draft structure and main principles of the report as well as on the first ideas of recommendations	Co-chairs and drafters All members	
April	3rd AG3 meeting (if possible in Brussels) Discussion and agreement about the main findings of the analysis and the draft conclusions	All members	

Date	Action/deliverable	Internal Action Group only	External CN, Plenary, Publication
2021			
6 May	CN meeting Presentation and discussion of the draft structure and main principles of the report and the recommendations	Co-chairs	CN
1 June	ERGA plenary meeting Presentation, discussion and agreement on the draft structure and main principles of the report and the recommendations	Co-chairs	Plenary
June - July	Drafting of the deliverable in consultation with the drafters.	Co-chairs and drafters	
September	4th AG3 meeting (if possible in Brussels) Presentation and discussion of the draft of the report	All members	
10 November	CN meeting. Presentation and discussion of the draft deliverable	Co-chairs	CN
2 December	ERGA plenary meeting. Presentation, discussion and adoption of the deliverable	Co-chairs	Plenary