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
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.
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 a ebook published.
- 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
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.
- ITS (Institute of Technology and Society) is engaging government and society to cover all public schools with fast internet access.
- Kicked off 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

Promedio América Latina
204 millones de conexiones en 2013

Fuente: UIT.
<table>
<thead>
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<th>País</th>
<th>Porcentaje de Internet 2012</th>
<th>Porcentaje de Internet 2013</th>
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**Fuente:** UIT.
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.
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 Keywords

- Media (110)
- Information (817)
- Literacy (177)
- Education (8796)
- Digital (100)
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
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.
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.
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!

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