Building MIL communities across the city and beyond: using libraries, youth centres and online spaces to promote media literacy and civic participation
• IREX Europe overview
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• MIL community built together with local media
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

- Moldova: Independent Media, Media Literacy and Civic participation
- MENA region: Freedom of Expression, support to Media institutions
- Morocco: Freedom of Expression, Association and Assembly
- Mozambique: Support to Community radios
- Tunisia: Media Literacy and independent Media
- Russia: Human Rights and Independent Media
- Central Asia: Media Literacy
- Russia, Ukraine, Georgia: Gender equality and women’s rights
**Thematic areas focus**

<table>
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<tr>
<th><strong>MEDIA AND INFORMATION LITERACY</strong></th>
<th><strong>GENDER EQUALITY</strong></th>
<th><strong>HUMAN RIGHTS</strong></th>
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<tr>
<td>IREX Europe is committed to empowering citizens to engage critically with what they read and to increase their access to accurate and objective information.</td>
<td>IREX Europe works internationally to promote the rights of women and to combat discrimination against lesbian, gay, bisexual, transgender, and intersex persons.</td>
<td>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.</td>
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**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.

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 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
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

1. MIL ToTs and PR training for 113 unique librarians

2. Under MEDIA CORNER Awards, over 250 MIL activities for more than 3400 people

3. 32 MEDIA CORNER have been set up between 2014-2018

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

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

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<th>Small Grants for Regional Media</th>
<th>Capacity building support</th>
<th>Youth participation in local reporting process</th>
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<tr>
<td>5 regional media have been awarded with small grants for joint projects designed and implemented with local youth and local stakeholders</td>
<td>Local media and youth have been trained in how to implement and successfully achieve the planned activities. In-house trainings, tailored to the activities and objectives defined in the proposal have been provided.</td>
<td>• Over 440 youth from Rezina, Ungheni, Basarabeasca, Soroca and Cimislia have been involved in media and production trainings during the last 6 months. Their contribution focuses now on topic identification and production.</td>
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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.

Rezina

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, focused 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

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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