



United Nations
Educational, Scientific and
Cultural Organization



THE UNIVERSITY OF THE WEST INDIES
MONA CAMPUS, JAMAICA, WEST INDIES

GLOBAL MEDIA AND INFORMATION LITERACY WEEK

2017

25 October - 1 November

Media and Information Literacy in Critical
Times: Re-imagining Ways of Learning and
Information Environments

AND ITS FEATURE CONFERENCE

24 - 27 October, Kingston, Jamaica

concept note



United Nations
Educational, Scientific and
Cultural Organization



UNITWIN Cooperation: Programme on
Media and Information Literacy and Intercultural Dialogue



GAPMIL
GLOBAL ALLIANCE FOR PARTNERSHIPS
ON MEDIA AND INFORMATION LITERACY



United Nations
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Jamaica National
Commission for UNW 50th
Anniversary



**MINISTRY
OF
EDUCATION, YOUTH & INFORMATION**
Every Child Can Learn. Every Child Must Learn.

CONTENT

#GlobalMILWeek

- 3** Rationale
 - Global MIL Week and the feature conference
 - Global MIL Week Youth Agenda
 - Global MIL Week in the Caribbean Context
- 6** MIL CLICKS as a tagline
- 7** Feature conference sub-themes
- 7** Strengthening Global MIL Week and GAPMIL Awards
- 8** Background to the 7th MILID Conference 2017
 - UNESCO-UNAOC MILID University Network
 - Global Alliance for Partnership on MIL (GAPMIL)
- 10** Partnership with the University of the West Indies, Mona
- 11** Global MIL Week partnerships
 - Lead partners
 - International Organizing Committee
 - Local Organizing Committee
- 12** Related websites

GLOBAL MIL WEEK 2017 OFFICIAL WEBSITE:

<https://en.unesco.org/global-mil-week-2017>



RATIONALE

How should we respond to the spiraling challenges of the so-called post-truth era, issues such as misinformation, fake news, sensationalism and alternative facts? One dimension of the problems is a significant gap between learning in the formal education environments and learning in other environments such as social media, movies, pop culture, the media, youth or community centres, places of worship etc.

How can this gap be bridged? What types of innovations are needed to complement technological applications?

Media and Information Literacy (MIL) as a collection of different and intersecting competencies can help to build bridges between learning inside and outside the classroom, is part of the solution. It use these interconnections to transform people's interaction with information and learning

environments.

MIL includes a set of competencies to search, critically evaluate (including verify), use and contribute information and media content wisely. It also covers how to:

- understand and manage one's rights online;
- combat online hate speech and cyberbullying;
- understand the ethical issues in communications; and,
- engage with media and ICTs to promote equality, free expression, tolerance, intercultural/interreligious dialogue, peace, etc.

The demand for these competencies is steadily rising across the globe. They are essential to stem the erosion of our civic, social and economic lives. MIL is an answer to these critical times in which the world's Sustainable Development Goals have the

potential to move us all forward.

The theme for Global MIL Week 2017, “Media and Information Literacy in Critical Times: Re-imagining Ways of Learning in Information Environments” responds to these realities.

The feature event of Global MIL Week 2017 is the Seventh Media and Information Literacy and Intercultural Dialogue (MILID) Conference. It will be held in Jamaica under the same theme from 24-27 October 2017, at the Jamaica Conference Centre in Kingston. Special emphasis will be placed on the youth, at the Global MIL Week Youth Agenda Forum, pre-conference, to take place on October 24, 2017, at The University of the West Indies, Mona Campus, Jamaica.

UNESCO organizes these initiatives in association with the Global Alliance for Partnership on MIL (GAPMIL), UNAOC, the UNESCO-UNAOC MILID UNITWIN and the University of the West Indies.

This year, Global MIL Week will again highlight the MIL CLICKS initiative, which is explained further below.

GET INVOLVED IN THE PREPARATION OF GLOBAL MIL WEEK 2017

To prepare for Global MIL Week, we look forward to six months of activities to promote MIL, beginning in May. Watch the UNESCO website for news items, announcements, activities and events, which explore the theme and which will help connect you to individuals and organizations from around the world who share your interests and passion for MIL.

UNESCO and partners will issue

- **a call for papers or presentations for the conference,**
- **a call for the organization of national and regional activities during the week,**
- **a call for online initiatives around the world to promote Global MIL Week 2017.**

Invitations for special sessions at the conference will also be made. A scientific committee will be involved in reviewing the proposals of papers received.

GLOBAL MIL WEEK AND THE FEATURE CONFERENCE

The purpose of Global MIL Week is to be a cap and aggregator for MIL-related events and actions around the world, leading up to and around October 25 to November 1. Global MIL Week, together with the feature conference promotes MIL connections across disciplines, professions and information and learning environments. These include international organizations, universities, associations, research groups, educators, media professionals, library and information professionals, technological intermediaries, policy makers, regulators, development organizations, NGOs and practitioners around the world.

The 2017 feature conference will explore how stakeholders interpret ways of educating citizens in MIL in all types of environments. It will focus on the global status of research and practice about the significance of MIL as a way to transform present and future information and learning environments. The aim is to build more bridges between learning outside of the classroom and learning inside the classroom. In addition, the conference will contribute to making learning a process of social change, which fosters human rights online and offline and which constructs a new citizenship identity based on critical civic participation and intercultural dialogue.



GLOBAL MIL WEEK YOUTH AGENDA

Young people's voices will resonate loudly in the global commemoration of MIL Week as well as the feature event. Youth will be engaged not just as target groups for MIL training but also as actors and as part of the solution to achieve media and information literate societies.

The MIL Week Youth Agenda is an extension of the UNESCO Global Youth Forum in Paris and will include thematic panels and hands-on workshops by various young people and youth organizations and leaders. Workshops will be innovative and creative, incorporating music, memes, poetry etc. The GAPMIL Youth Committee will lead certain actions including activities on social media via MIL CLICKS, described in the next section.

GLOBAL MIL WEEK IN THE CARIBBEAN CONTEXT

Institutions in the Caribbean have been participating in the promotion of MIL especially as it relates to research, content creation, and public education and advocacy.

The University of the West Indies, an active member of the UNESCO-UNAOC MILID University Network,

conducted a study of MIL levels among school teachers in Antigua and Barbuda, Guyana, Jamaica and Trinidad and Tobago. With the support of UNESCO, the Broadcasting Commission of Jamaica, the Joint Board of Teacher Education and the Caribbean Institute of Media and Communication have in the past produced and delivered a series of documentaries and seminars to improve MIL in Jamaican primary and secondary schools. UNESCO's Model MIL Curriculum has formed the basis of two national online courses developed by UNESCO in cooperation with the MILID Network. Also, policy-makers in Saint Lucia piloted the draft MIL Policy and Strategy Guidelines at a workshop for the members of the Organization of Eastern Caribbean States (OECS).

One outcome of the UNESCO, BCJ/JBTE initiative is the embedding of media literacy in the curriculum of Jamaican Teachers Colleges. The Broadcasting Commission of Jamaica continues to be engaged in media and digital literacy through its schools and adults media/digital literacy programme which focuses on opportunities and challenges of the digital economy and society, including management of the "digital self".

UNESCO looks forward to continued partnership with the University of the West Indies, and other regional institutions to place MIL as a priority for the development agenda in the Caribbean.



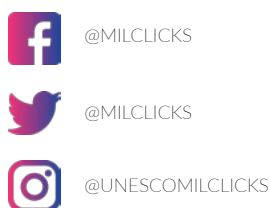


MIL CLICKS AS A TAGLINE

UNESCO has started a popular campaign called MIL CLICKS¹ (Critical Thinking-Creativity, Literacy, Intercultural Citizenship, Knowledge and Sustainability). MIL CLICKS is a bid to improve people’s critical competencies online and offline. MIL CLICKS will be the nucleus of a social media initiative about non-traditional, creative or innovative ways of acquiring MIL and intercultural dialogue competencies by people in their normal day-to-day use of all forms of media and other information environments.

Everyone, including all organizations, can play a role in MIL CLICKS. There are several ways to be involved:

1 <https://en.unesco.org/milclicks>



- 1** Liking and following the MIL CLICKS social media pages, posts & tweets;
- 2** Sharing/retweeting the MIL CLICKS posts & tweets on your social media pages;
- 3** Sharing MIL CLICKS with your networks and inviting your networks to share MIL CLICKS.
- 4** Declaring your website, classrooms, meeting rooms, offices as spaces for critical thinking, by downloading and displaying the MIL CLICKS Space logo.

CONFERENCE SUB-THEMES

- MIL as a defense against misinformation, fake news, propaganda and manipulation in post-truth era
- Better Internet experiences: opportunities for learning, engagement, and advocacy; respect for privacy, cyber security and safety
- Understanding the potential of media and libraries to support MIL
- MIL for journalists' safety, freedom of expression and to build trust in journalism
- Resetting MIL in the present information and media landscape
- MIL and the different actors of information environments and situations of learning (formal and non-formal MIL education)
- MIL augmenting freedom of information
- Enlisting MIL as a tool for gender equality and advocacy in information environments
- Transparency and open Internet governance as part of MIL development
- MIL for social inclusion, growth and development (gender, ethnicity, religion, and capabilities)
- MIL in media policies enabling diversity and pluralism.
- MIL within the Caribbean
- MIL, and music as a medium of communication
- Stimulating critical civic engagement in democracy through MIL empowerment
- MIL revolutionizing the learning process
- Incorporating MIL in education policies and other social policies and programmes
- MIL in the workplace
- Intercultural and religious dialogue through MIL
- MIL and disaster risk reduction and management
- MIL as platform supporting production and distribution of youth media
- MIL cities

STRENGTHENING GLOBAL MIL WEEK AND GAPMIL AWARDS

Partners are invited to make financial or in-kind contributions to the diffusion of Global MIL Week around the world, as well as the expansion of the various categories of the GAPMIL Awards. Partners are invited to propose new categories that they may have an interest to support.

In 2017, a number of new categories for the **GAPMIL Awards** could recognize researchers, youth, teachers, and organizations who have paved the way for MIL regionally, nationally and internationally. Watch the GAPMIL website for details about the awards and related criteria.

Contact UNESCO if you would like to become a partner of Global MIL Week.

BACKGROUND TO 7TH GLOBAL MIL WEEK FEATURE CONFERENCE AND GAPMIL

THE MILID UNESCO-UNAOC UNITWIN NETWORK

The International University Network that links MIL and intercultural dialogue was created to enhance intercultural and cooperative research on MIL and to encourage cross-regional MIL initiatives on issues such as cultural diversity, representation, inclusivity, and peace building.

Working together, over 20 member universities across cultural differences are engaged in global dialogue and cooperation. Together, the universities promote global research and capacity-building through MIL initiatives that reinforce civic participation through open, free and independent media and information systems that favor intercultural dialogue and cooperation.

Previous Global MIL Week feature conferences have taken place in Fez (2011), Barcelona (2012), Cairo (2013), Beijing (2014), Philadelphia (2015), and Sao Paulo (2016). Each of these meetings was part of a larger global week and drew in researchers, educators, industry professionals, students, policy makers, regulators and NGOs. The Fez Declaration on Media and Information Literacy, which was the first international declaration to combine both media literacy and information literacy, called for a “world

media and information literacy week to highlight to all stakeholders the value of promoting and pursuing MIL throughout the world.”¹

The conference in Jamaica builds on the achievements over the past 6 years.

One of the key products of the MILID University Network is the MILID Yearbook. The MILID Yearbook is a peer-reviewed academic publication and a joint initiative of the UNESCO-UNAOC University Cooperation Programme on MILID. The cooperation programme was launched in 2011 within the framework of the UNESCO University Twinning Programme (UNITWIN). The MILID Yearbooks 2013, 2014 and 2015 have been published in cooperation with the Nordic Information Centre for Media and Communication Research (NORDICOM) and since 2016 directly by UNESCO. “Media and Information Literacy in Critical Times: Re-imagining Ways of Learning” has been selected as the main theme for the MILID Yearbook 2017.

1 <http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/news/Fez%20Declaration.pdf>.

CURRENT MEMBERS OF THE MILID NETWORK

Brazil

The University of São Paulo

Canada

Western University

China

Tsinghua University

Egypt

Cairo University

Fiji

University of the South Pacific

India

Punjabi University

Jamaica

University of the West Indies

Japan

Hosei University

Latvia

University of Latvia

Mexico

University of Guadalajara

Morocco

Sidi Mohamed Ben Abdellah University

Nigeria

Ahmadu Bello University; Nnamdi Azikiwe University; University of Calabar

Russia

Moscow Pedagogical State University

South Africa

University of South Africa

Spain

The Autonomous University of Barcelona

Sweden

University of Gothenburg

USA

Temple University

THE GLOBAL ALLIANCE FOR PARTNERSHIPS ON MIL (GAPMIL)

To broaden the reach and impact of MIL initiatives, the Global Alliance on Partnerships for Media and Information Literacy (GAPMIL) was initiated by UNESCO and established in June 2013 in Nigeria. GAPMIL is a groundbreaking initiative to promote international cooperation to ensure that all people have access to critical information, media and digital competencies.

Organizations from over 80 countries have agreed to join forces and stand together for change. Membership has reached over 600 organizations. More information on the GAPMIL is available at <http://www.unesco.org/new/en/gapmil>.

Regional chapters of GAPMIL have been established in Europe, North America, the Arab States, the Pan-African Region, Latin America and the Caribbean, and the Asia-Pacific Region. The MILID network is the research arm of GAPMIL, together with the GAPMIL research committee.



PARTNERSHIP WITH THE UNIVERSITY OF THE WEST INDIES

The University of the West Indies (UWI) has been involved in the UNESCO-UNAOC MILID University Network since 2011. The UWI through the Department of Library and Information Studies (DLIS) and the Caribbean Institute of Media and Communication (CARIMAC) participated in **UNESCO-supported Student Exchange Programme on Media and Information Literacy and Intercultural Dialogue**, in connection with the MILID University Network, February 15-22, 2014.

At the University of the West Indies, the Principal

of the Mona campus and Pro-Vice Chancellor of the University, the Department of Library and Information Studies, the university's Mona Library and the Caribbean Institute of Media and Communication (CARIMAC) are partners. Others include the Ministry of Education Youth and Information; the Jamaica National Commission for UNESCO; the Jamaica Broadcasting Commission; Jamaican Youth Empowerment through Culture, Arts and Nationalism (JAYECAN); the Library and Information Association of Jamaica; and the Jamaica Tourist Board.



GLOBAL MIL WEEK PARTNERS

UNESCO AND UNAOC

THE UNIVERSITY OF THE WEST INDIES, MONA

- The UWI Library
- Department of Library and Information Studies
- Caribbean Institute of Media and Communication (CARIMAC)

MILID UNIVERSITY NETWORK

INTERNATIONAL ORGANIZING COMMITTEE

- Alton Grizzle – UNESCO
- Jordi Torrent – UNAOC
- Carolyn Wilson – Western University, GAPMIL International Steering Committee Chair
- Chido Onumah – African Centre for MIL, GAPMIL Co-Chair
- Maria Carme Torras – IFLA, GAPMIL Co-Chair
- Dorcas Bowler – National Library and Information Services of Bahamas, GAPMIL Secretary General
- Ester Hamburger – University of Sao Paulo, 2017 MILID Network Chair
- Alexandre Le Voci – Media Education Lab, GAPMIL Latin America Sub-Chapter Representative
- José Manuel Tornero – Autonomous University of Barcelona
- Jagtar Singh – Punjabi University
- Sherri Hope Culver – Temple University
- Aralynn McMane – WAN-IFRA, GAPMIL Advisor
- Ramon Tuazon – Asian Institute of Journalism and Communication
- Ulla Carlsson – University of Gothenburg, GAPMIL Advisor
- Drissia Chouit – Moulay Ismail University
- Suraj Olunifesi – Lagos State University

LOCAL ORGANIZING COMMITTEE EXECUTIVES

- Isabel Viera – UNESCO Cluster Office for the Caribbean
- Erika Walker – UNESCO Cluster Office for the Caribbean
- Charlene James – UNESCO Cluster Office for the Caribbean
- Everton Hannam – Secretary General, Jamaican National Commission for UNESCO
- Paulette Kerr – University of West Indies, Mona, Chair
- Paulette Stewart – University of West Indies, Mona, Co-Chair
- Hopeton Dunn – Co-Chair
- Jessica Lewis – Executive Secretary
- Clement Lambert – University of West Indies, Mona
- Abraham Simmonds – Jamaican Youth Empowerment through Culture, Arts and Nationalism (JAYECAN)

SUPPORTED BY GAPMIL SUB-CHAPTERS

- GAPMIL Latin America and the Caribbean- Lead Chapter for the Global MIL Week
- GAPMIL Europe Sub-Chapter
- GAPMIL North America
- GAPMIL Arab States
- GAPMIL Pan-African Chapter
- GAPMIL Asia Pacific Chapter

RELATED WEBSITES

- **Global MIL Week 2017 official website:** <https://en.unesco.org/global-mil-week-2017>
- **UNESCO Media and Information Literacy webpage:** <http://en.unesco.org/themes/media-and-information-literacy>
- **UNESCO-UNAOC UNITWIN:** <http://milunesco.unaoc.org/unitwin/>
- **GAPMIL:** <http://www.unesco.org/new/en/gapmil>
- **MIL CLICKS:** <https://en.unesco.org/milclicks>
- **MIL Online Multimedia Tool:** <http://unesco.mil-for-teachers.unaoc.org/>
- **MIL Week 2011 (Fez):** <http://chouitnfissi.simplesite.com/284158233>
- **MIL Week 2012 (Barcelona):** <http://www.milidweek.com/>
- **MIL Week 2013 (Cairo):** <http://milidweek2013.blogspot.com/>
- **MIL Week 2014 (Beijing):** http://www.tsinghua.edu.cn/publish/jcen/4357/2014/20141024143459742911530/20141024143459742911530_.html
- **MIL Week 2015 (Philadelphia):** <http://namleconference.org/milidweek/>
- **MIL Week 2016 (São Paulo):** <https://en.unesco.org/global-mil-week-2016>



**GLOBAL
MIL WEEK
2017**

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