



**Interreg**



**Danube Transnational Programme**

**MELIA Observatory**

# **Melia Observatory project**

*Media Literacy Observatory for Active Citizenship and Sustainable Democracy*

22 October 2020, Kick-off

Project co-funded by European Union funds (ERDF, IPA, ENI)

A stream of cooperation

# About us

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- ▶ **The Research Centre “Regional and Global Development” (REGLO)** is a non-governmental and non-for-profit organization, registered in 1991, <https://reglo-bg.eu/>.
- ▶ **MISSION:** To be a leading centre for expert discussion and advanced research on socially significant problems on the national, regional and global level and contribute to making informed decision-making in response to the challenges of contemporary social development.
- ▶ **RESEARCH PRIORITIES:**
  - ▶ Management of social transformation, individual and institutional strategies for managing social risks;
  - ▶ Education, science and innovation;
  - ▶ National, regional and global security challenges;
  - ▶ Social mobility, labour market and social policy;
  - ▶ Technological renovation and organizational innovation;
  - ▶ Changes in cultural orientations and behavior, interethnic and interfaith relations.
- ▶ Ecology and environmental policy.

## WP 4 Pilot Testing: January – November 2022

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- ▶ **Summary description:** This WP will be dedicated to live testing of MELIA Observatory. The Piloting actions will provide monitored feedback on enhancement of learning media literacy competences in youth, as well as in training competences of their educators. Each pilot report will include policy recommendations for improving the media literacy skills in targeted groups. Additionally, a series of benchmark activities will be undertaken to monitor the state of the art in the Danube region countries where Piloting actions are not taking place.
- ▶ **WP4 Responsible partner:** Research Centre Regional and Global Development (REGLO), Sofia, Bulgaria.
- ▶ **Partners involved:** All members of the MELIA team.

## WP 4 Pilot Testing (Cont.)

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- ▶ **Main activities:** The WP consists of five activities.
- ▶ **Activity A.T4.1** Implementation of the pilot with elementary school pupils (Pilot 1) JAN 2022 – NOV 2022;
- ▶ **Activity A.T4.2** Implementation of the pilot with high school students from vocational schools (Pilot 2) JAN 2022 – NOV 2022;
- ▶ **Activity A.T4.3** Implementation of the pilot with youth educators (Pilot 3) APR 2022 – NOV 2022;
- ▶ **Activity A.T4.4** Benchmarking MELIA Observatory in Danube region JAN 2022 – NOV 2022;
- ▶ **Activity A.T4.5** Evaluation of piloting actions JUN 2022 – NOV 2022.
- ▶ All five activities will be dedicated to live testing tools developed in T2 and T3.

## WP4 Locations of Testing

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- ▶ **Pilot 1** on **elementary school pupils** will be implemented in **Germany** (responsible SoWiBeFo) and **Hungary** (responsible PBN);
- ▶ **Pilot 2** on **vocational high-school students** will be implemented in **Czech Republic** (responsible MUP) and **Croatia** (responsible CCE);
- ▶ **Pilot 3** with **young educators** (formal and informal) will be implemented in **Slovenia** (responsibility of FAM) and in **Bulgaria** (responsibility of REGLO).
- ▶ All partners will contribute with reviewing.

**Conditions:** Approval by parents and school is required.

# WP4, Activity A.T4.4 Benchmarking MELIA Observatory in Danube region

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- ▶ **The benchmark activity is a supporting activity to pilots** being implemented in Germany, Hungary, Czech Republic, Croatia, Slovenia and Bulgaria.

In addition, we intend to determine the state-of-the art in media literacy also in the following countries: **Romania, Montenegro, Ukraine and Bosnia and Herzegovina.**

- ▶ **Partners from the mentioned countries will be in-charge for organization of bench-marking activities.**
- ▶ **The main aim of the events is to repeat the training activities** and to collect additional information on how to better tailor the capacity building to enhance media literacy. Results from the benchmarking activities will be monitored and evaluated in the same manner as piloting events and as such fed into the final evaluation report.

## WP4, Activity A.T4.5

### Evaluation of piloting actions

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- ▶ The activity will start with development of **Evaluation Framework**, a document outlining evaluation methodology.
- ▶ On the basis of this information, **joint pilot evaluation report** on all pilot projects will be formulated.
- ▶ The activity will be **coordinated by REGLO and SASS**. They will be in charge for preparing the evaluation framework document. The partners involved in piloting and benchmarking activities will have the responsibility to contribute to the implementation of the activities.
- ▶ **Policy impact committee** will be involved in the activity as independent body and ASP will also be included, especially in parts where the policy recommendations will be developed.

## WP4 Deliverables

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- ▶ **Deliverables D.T4.1.1, D.T4.2.1, D.T4.3.1, *Framework methodology for pilot implementation***, tool to monitor the gained media literacy skills (for the three pilots with elementary school pupils, vocational high-school students and with young educators ), Delivery dates: April, May and June 2022;
- ▶ **Deliverables D.T4.1.2, D.T4.2.2, D.T4.3.2, *Translated training tools for elementary schools***, vocational high-school students and with young educators Delivery dates: May, June and July 2022.
- ▶ **Deliverables D.T4.1.3, D.T4.2.3 and D.T4.3.3, *Initial capacity building actions*** in Pilot 1, Pilot 2 and Pilot 3 – September 2022.



## WP4 Deliverables (Cont.)

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- ▶ Deliverables D.T4.1.4, D.T4.2.4 and D.T4.3.4, ***Follow up capacity building actions*** in Pilot 1, Pilot 2 and Pilot 3 – October 2022.
- ▶ Deliverables D.T4.1.5, D.T4.2.5 and D.T4.3.5, ***End piloting report*** – Pilot 1, Pilot 2 and Pilot 3 – November 2022.
- ▶ Deliverable D.T4.4.1 ***Benchmarking events*** in Danube region – August 2022;
- ▶ Deliverable D.T4.4.2 ***Joint report*** – November 2022;
- ▶ Deliverable D.T4.5.1, ***Evaluation Framework document*** – August 2022;
- ▶ Deliverable D.T4.5.2, ***Joint evaluation report*** – November 2022;
- ▶ Deliverable D.T4.5.3, ***Policy recommendations for media literacy education*** – November 2022.

# WP 4 Pilot Testing: January – November 2022

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- ▶ Thank you for your attention!
- ▶ Questions???