The *MELIA Observatory* Project

Media Literacy Observatory for Active Citizenship and Sustainable Democracy

Output T1.4. Strategy of MELIA Observatory

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1. INTRODUCTION

The document presents strategy on development of MELIA Observatory as mechanism that will serve to increase media literacy among Youth and thus strengthening of citizen's competence in the Danube Region. On the basis of audit on media landscapes, cataloguing existing media literacy policies in states of Danube region and formulation of policy guidelines – all of these activities were conducted in the framework of the Melia Observatory project in 2021 and 2022 - this strategy aims to determine the future role that will be played by MELIA Observatory in training activities, in raising awareness campaigns and in supporting policy developments in the filed of media literacy and active citizenship in Danube region. The document includes:

- clear statement of MELIA Observatory's' vision, mission
- objectives that will be followed and challenges that will be addressed by the observatory
- SWOT analysis - defining strengths, weaknesses, opportunities, threats
- PEST analysis - assessing political, economic, socio-cultural and technological environment to support strategic planning
- activities that shall be launched in order to achieve MELIA Observatories' objectives ensuring sustainability beyond EU funding
- identification of possible obstacles to the strategy goals and possible ways to overcome them
- action plan for future development of MELIA Observatory as important regional influencer and generator of positive change that would strengthen media literacy and active citizenship, contributing to democratic development in the Region

Relevant stakeholders from Danube Region were engagement is the strategic planning processes. The strategy covers sustainability and transferability mechanisms for long-term

exploitation of the observatory. It includes action plan for future development of MELIA Observatory as important regional influencer and generator of positive change that would strengthen media literacy and active citizenship, contributing to democratic development in the Region. The strategy will contribute to SPO1 since it will represent the framework of transnational training network. It is planned for the observatory to have durable impact, providing support and advice to policy makers in the field of media literacy in Danube region and assistance for actual implementation of activities dedicated to foster media literacy and active citizenship among Youth in the Danube region.

Based on analysis of national and regional contexts and situations regarding the media landscape, media literacy, and media education we prepared an action plan for the future development of MELIA Observatory MELIA Observatory as a platform that will serve to improve media literacy and thus strengthen citizen's competence in the Danube Region. The plan must be seen as a schematic approach that should cope with the region's social, political, and economic realities and Europe-wide. Namely, the action plan provides for the MELIA Observatory network expansion and the use of its outputs, findings, and results in other European regions.

The action plan offers a comprehensive approach to the exploitation of MELIA Observatory via future actions of the partnership.

2. STRATEGIC ROLE OF MELIA OBSERVATORY

2.1 Statement of MELIA Observatory's' vision, mission

Vision: Media literate and active citizens in the Danube region.

Mission: Melia Observatory contributes to good governance in the Danube region, by supporting and guiding various stakeholders in media education processes (teachers, policy makers, civil society, youth) in their efforts for media literate and active citizens. It contributes in this way to key attributes of good governance in the Danube region: transparency, responsibility, accountability, participation and responsiveness.

2.2 Objectives that will be followed and challenges that will be addressed by the observatory

Overall objectives:

The main objective of the project is to improve democratic governance in Danube region by developing transnational media literacy observatory. This observatory serves as a mechanism for increasing media literacy and thus strengthening citizen's competence what will contribute to development of sustainable democracy.

The main target group is the youth since the future of democracy rests on its shoulders. Higher media literacy will stimulate its political participation. For the purpose of strengthening its civic skills, the observatory provided different types of learning tools for both young people as well as their educators.

By connecting various relevant stakeholders – higher education institutions, NGOs, public authorities, media related associations – in Danube region and developing mechanism and contents intended to strengthen and increase media literacy which is defined as the ability to access, understand and create communications in a variety of contexts, MELIA Observatory intends to influence institutional capacities in Danube region to tackle important societal challenges like falling confidence in political and state institutions, apathy, feelings of helplessness, lack of political interest, lack of active political participation, rise of populism and authoritarian tendencies that result in deterioration of democratic standards in many parts of the Danube region.

In digital age media literacy has become a core element of the citizen's competence since it enables informed political engagement. MELIA Observatory offers integrated service for youth, their educators and policy-makers in the region, to foster media education of youth that will support learning process in the field of media literacy and offer users tools to develop resilience to negative phenomena, produced by media landscape, like hate speech, fake news and offer relevant policy guidelines to decision-makers in the system of multi-level governance

The observatory is built on a transnational network of relevant stakeholders in the fields of media, education and civil society all over the Danube region. It brings together higher education institutions, media enterprises, civil society organisations (dealing with youth issues) and public authorities at both national and local level.

MELIA Observatory provides information on media landscape, tools for scrutinising media contents and learning instruments for upgrading media literacy, in relation with other civic skills. It is focused on both youth and people that work with it, i.e. teachers, tutors, instructors, supervisors etc. This intensifies transnational coordination in strengthens media

literacy of youth in the region and lead to more effective training and learning implementation.

Developed learning tools and trainings that are openly provided to interested stakeholders working with Youth in the field of media literacy and active citizenship were developed on the base of thorough needs assessment analysis and were supported also by regional audit of media landscape. Developed tools and materials can be used in effective way and are adapted to a specific cultural, social and systemic circumstances of Danube region.

A Web platform was developed to support networking, information sharing and learning process in the field of media literacy and active citizenship of Youth in the Danube region. It is becoming an important hub connecting the newly established transnational network also with other relevant stakeholders in the field of media literacy, youth and active citizenship in the region and provides clear guidelines for policy development in the field. It is also a rich resource of tools for youth and their educators, intending to build resilience against negative phenomenon constructed by contemporary media and strengthen their ability for critical thinking.

Specific objectives:

Transnational training network for upgrading citizen's competences in the Danube region

Transnational training network for upgrading citizen's competences in the Danube region, consists of key stakeholders from civil society, higher education, media organisations, institutions of local and national governance. MELIA Observatory diffuses existing knowledge, experiences and best practices and disseminates new tools and approaches to foster media literacy and active citizenship among youth, by connecting, interacting, developing, testing, performing trainings, disseminating and increasing access to contents

and services provided to strengthen media literacy and civic participation among youth. MELIA Observatory aims to narrow the existing gap between various stakeholders, that need to cooperate in order to have a greater impact (policy makers, scientific institutions, high schools, youth organisations, civic organisations and enterprises). Compared to many Western members of the EU, most countries of the Danube region lag far behind when it comes to policy commitment to fostering media education or literacy among population. There is a high need to address this issue quickly. However, as we learned from many instances in the past, just copying policies and best practices from more developed western countries, with different cultures, habits, media landscapes, educational systems and budgets, my not lead to actual impacts desired or comparable with impacts in western European countries, that we may copy policies from. MELIA Observatory provides policy makers with regionally grounded guidelines for policy development in the field, taking in consideration also actual social, cultural and systemic circumstances in the Danube region. In this regard, the ambition is with policy advices to stimulate comprehensive institutional change in the fields of media, youth issues and education what would create conditions for higher level of civil participation which is indispensable for development of sustainable democracy.

Capacity building tools for enhancing media literacy skills

MELIA Observatory provides training tools and programs to build media literacy and to encourage active citizenship and participation in governance processes. These programmes are freely available and disseminated through MELIA Observatories web platform. MELIA capacity building tools enhance knowledge and skills required to efficiently build resilience against negative phenomenon constructed by contemporary media, strengthen youths' ability for critical thinking and empower them for political participation. These tools focus on both youth and people who work with them in professional or voluntary way, i.e their educators in formal and non-formal education (teachers, tutors, supervisors, coaches). Among youth, the special attention is paid to young individuals in their formative years, i.e.

last years of elementary school, as well as those who are not in position to develop media literacy skills in sufficient extent during teaching process in their high schools (students in vocational school are typical example). The learning and capacity building tools in the areas of media literacy and active citizenship are based on innovative teaching approaches and methods, building on mutual interaction among those involved in educational process as well as on the use of new technologies. They are applicable in both formal and informal education. These tools build up their skills, their real-life problem-solving capacities, as well as ability to understand and cope with media constructed reality. Competences in the field of media in terms of capability to understand and to critically assess media contents as well as produce and disseminate own messages empowers young people to manage their own media and wider social activities. Media skills are thus coupled with ability and motivation for democratic engagement in public life.

Media audit instrument

The third specific objective is a supply and maintenance of an online interface, which serves as the transnational access point to Media Literacy Training Network and contains relevant learning and capacity-building materials. It also includes tools with algorithms for scrutinising online media contents. The platform is designed to effectively target young population. Namely, contemporary youth are digital natives. Their daily routine includes hours of interaction in virtually mediated environment, which significantly shapes their worldview, also their perceptions of governance and their possible role in it. It is thus of utmost importance to equip them with competences to understand and critically assess media contents. Web platform automates analysis for detection of various types of media messages of online media contents based on sophisticated algorithms and artificial intelligence technology (AI). It discerns structure of information, generated by different media outlets. The special focus is on detection of disinformation in media contents, i.e. spreading skewed and biased information, half-truths and event direct fabrications, what is commonly known udder the label 'fake news' including detection of 'hate-speech', i.e.

contents that spread hatred among people on different grounds and generate prejudice toward vulnerable social groups – like Roma, migrants from the Third world etc. The media audit instrument will is the basis for development of capacity building tools and educational methods aimed for upgrading the level of media literacy.

2.3 SWOT analysis - defining strengths, weaknesses, opportunities, threats

SWOT Analysis	
Strengths	**Weaknesses**
Open access data facilitates knowledge transfer and networking among various stakeholders in the field of media literacy and active citizenship in a Danube region. In a unique way in the Danube region, statistical data, regional approaches, training materials and training support activities are publicly available in one place. The MELIA Observatory provides a variety of expertise and gives platform to a transnational cooperative activity. The concept of the Observatory is validated with many Observatories stakeholders, which guarantees the user-friendly structure. The services of the MELIA Observatory connect different types of stakeholders and other interested parties together, e.g.	Both the information exchange and the organizational mediation costs are high, while the duration of a project building MEDIA Observatory is limited to only two and half years, which is a short amount of time given the substantial needs in this filed in the Danube region. The sustainability of the MELIA Observatory must be planned appropriately with motivated partners. For the continuous operation a continuous contribution of members is required. In subsequent phases difficulties in obtaining data and data updates can present a problem. Difficulties can arise in sustaining and measuring the long-term impact of the platform.

HEIs, enterprises, policy makers, support organisations etc. MELIA Observatory provides policy makers with regionally grounded guidelines for policy development in the field, taking in consideration also actual social, cultural, and systemic circumstances in the Danube region.	
Opportunities	**Threats**
There is a high demand for tools and networks in the field of media literacy. Digitalisation, mass media, ICT are expanding, with many future opportunities to apply developed tools and other deliverables in MELIA Observatory project. Also the important sog good governance and civic engagement is being stressed in the EUs' strategies and also in individual national states. MELIA Observatory focuses on the media literacy and civic engagement a transnational level, which gives a wide range of possibilities to connect existing platforms, knowledge bases, sources with each other. By strengthening the topic through an EU level collaboration, MELIA Observatory can also be the subject of	Funding after the projects' end is the crucial issue: for the smooth operation of the MELIA Observatory (content updates, maintenance, and platform management) it is crucial to assure financial support. Therefore, the MELIA Observatory management has to deal with the challenge to gain the support of public authorities, even after MELIA Observatory project ends. A risk is presented by a lack of interest of the potential users in the services provided by the Observatory. Overlapping existing databases or interface that is not sufficiently user friendly can hinder the popularity of the platform. The lack of long-term commitment of the MELIA Observatory management and lack of long-term dissemination opportunities

business planning in the future.

MELIA Observatory can unfold great potentials if it is consistently applied: with the contribution of the users, it can boost innovation, help to overcome trust barriers and can become an example of a standardised methodology with European perspective.

The good practice of establishing the platform can lead to further developments on EU level related to other, so far unrevealed topics.

Future beneficiaries, like policy makers, teachers civil society can find connections with academies, universities all over the Danube region or even Europe, and get support for media literacy.

can also hinder the project.

Quick developments in technology, mass media and digitalisation may change needs in the field of media literacy beyond our ability to adapt.

2.4 PEST analysis - assessing political, economic, socio-cultural and technological environment to support strategic planning

PEST Analysis	
Political	**Economic**
• high diversity of institutional, legal and socio-cultural contexts among the countries in the MELIA project • having very limited systematic data on media education interventions, which in turn	• economic factors determining the gap between individuals, households, businesses and geographic areas at different economic levels with regard both to their opportunities to access

impedes the efforts to clarify goals and define clear policies • need for policies that aim to improve skills that are essential for media literacy, including numerical literacy, critical thinking and understanding biases • need for media literacy curricula that enable full coverage of the five main competences for media literacy: access, analysis and evaluation, creation, reflection, and action/agency.	information and communication technologies (ICTs) and to their use of the Internet for a wide variety of activities • diversity in regions economy situation
Socio-cultural	**Technological**
• diversity in the quality of schooling education among the countries in the MELIA project • diversity in civil society development among the countries in the MELIA project • lack of a comprehensive understanding of the media environment	• rapid development of ICT technology • high changeability of a technological environment • high speed of digital transformations • diversity in ICT technology access • diversity in ICT technology use abilities

2.5 Activities that shall be launched in order to achieve MELIA Observatories' objectives ensuring sustainability beyond EU funding

Given the nature of the MELIA Observatory project and its specific objectives, it is crucial to ensure the sustainability of the project's activities after the end of the EU funding, and make sure that after its finalisation, it will still have a significant outreach to the wider public and the policymakers at national and EU levels. To this end, we will capitalise on the work carried out and the produced outputs to sustain our future activities.

Activities that shall be launched in order to achieve MELIA Observatories' objectives ensuring sustainability beyond EU funding refer to the assurance that the outcomes would continue after the end of the project, to the multiplication of results and to follow-up activities.

Cooperation during the preparation and implementation of the project as well as peer-to-peer learning has created long-term organizational memory that has guaranteed the sustainability and continuity of the MELIA Observatory network. By empowering participating organisations and their networks of partners in their national environment as well as on transnational level, to build and identify with the MELIA Observatory network, a sense of long-term interest and personal investment has been secured. Collaborative decision-making is part of the MELIA Observatory networks identity. The development of ground rules, as well as a collegial, open, and accessible atmosphere, supports the identification of collaborating partners with projects goals and activities and willingness to participate in networks activities also in future.

Network of individual supporters: Throughout its implementation, MELIA Observatory has impacted the lives of thousands of individuals, shaping their perception of media education and competences in media literacy. This network is precious, and it is envisaged, that these

connections will be maintained and developed further to ensure sustainability and strengthen our network.

Continued partnerships: The work MELIA Observatory does is made possible via the cooperation, support and trust of many of partner organizations. They support our project-based and operational work. We aim to further consolidate existing partnerships and bring our work in front of new potential partners. The spirit of partnership in which we work is further conducive to such new funding opportunities. MELIA observatory plans to work with the members on how they can contribute to the multiplication of their experiences gained during the project, so that they could become actors in the exploitation process.

As all activities conducted by the members of the network are in line with the member's own strategies and organizational interests, the self-interest of members also contributes to sustainability, as it happened in the last years. Stronger coordination, sharing of information, and joint projects contribute to a better quality of work and more efficient use of resources. Ensuring open accessibility of MELIA Observatories results: MELIA Observatory' online resources will be a virtual space connecting all activities of the project after the project's lifetime. It will be open access; all materials will be openly available to all. To guarantee the sustainability of the project, MELIA Observatory will actively disseminate information on the project, its outcomes and results to its members, to encourage them to implement the project outcomes in their work. With regard to the sustainability of tangible outcomes, the project results will remain available online after the project and will be the basis of the discussion to shape policies in the field of media literacy in the Danube region.

Developed tools and materials will be used in an effective way in the specific cultural, social, and systemic circumstances of the Danube region. A Web platform developed will be openly available to support networking, information sharing and the learning process in the field of media literacy. It will be the hub connecting the established transnational network with

other relevant stakeholders in the field of media literacy, youth and active citizenship in the region and provide clear guidelines for policy development in the field. It will also be a rich resource of tools for individuals wanting to build resilience against negative phenomena constructed by contemporary media and strengthen their ability for critical thinking.

National-level funding: A stronger and more visible MELIA Observatory, as well as empowered cooperating organisations and partners, will be increasingly relevant partners for national level policymakers. This will put us in a position to apply for national-level funding both for the organization as a whole and for individual member unions.

Our way to ensure sustainability is through the co-design of spin off projects, based on the tools, know-how and outputs of the MELIA Observatory. These projects will be submitted for funding in national and European calls for proposals as well as in the private sector, in cooperation with other think thanks, universities and civil society organisations.

Following the end of the funding, MELIA Observatory will continue to develop its capacity also on a transnational level (Danube region) and further implement its overall and specific objectives, continue to play a fundamental role in providing objective, scientifically based expertise for domestic and external policymakers, media, academics, think-tanks, and society on international processes and actively support media literacy in the region.

We will incorporate our core principle of research-advocacy-education into every activity which is then translated into financial management of projects as well, allowing the MELIA Observatory to build an impressive reputation over the years.

2.6 Identification of possible obstacles to the strategy goals and possible ways to overcome them

Possible obstacles to the strategic goals and possible ways to overcome them:

- Obstacle 1: Lack of understanding of the potential benefits of follow-up activities & insufficient cooperation among network members.

Solution: Individuals leading MELIA Observatory and projects core team will provide information and motivation for follow-up activities among the partners.

- Obstacle 2: Disagreements over policies among members or conflicts.
  Solution: Netowk cooperation was established based on mutual values and principles. Partners are still free to opt-out from actions of the whole group or can act in smaller coalitions.

- Obstacle 3: Lack of a systematic approach to pursuing sustainability goals. Solution: Developing a detailed action plan based on this Document on the strategic role of the MELIA Observatory to provide a systematic approach to pursuing MELIAs' sustainability goals.

- Obstacle 4: Restriction measures on mobility and social distancing as the results to a pandemic.
  Solution: In the specific case of a prolonged Europe-wide COVID-19 pandemic, we will be prepared to utilise online tools instead of phisical meetings whenever appropriate.

- Obstacle 5: Change in staff/network members leading to a loss of information.
  Solution: Archiving and managing of online materials, as well as networks' capacity building even after the project has ended, should mitigate the risk.

- Obstacle 6: Data collected during the project gets compromised by a virus or hacking. Solution: The mitigation strategy includes regular backup of the date on this shared drive, the careful allowance of access and the support of technical experts.

- Obstacle 7: The cultural difference between members/participants leaves space for misunderstanding.

  Solution: The mitigation measures include practices based on adaptation (key in a multicultural environment), respect of differences, identification of shared values and the building of relationships leading to a safe working environment to accept everyone's view.

2.7 MELIA Observatory stakeholders and members

This section presents the matrix of MELIA Observatory members and stakeholders.

A	Internal human capital resources (short term)	
	MELIA Observatory Project Partners	- School of Advanced Social Studies (SASS) - Slovenia - Babes-Bolyai University (BBU) – Romania - Edhance Plus o.p.s. (Edhance +) – Czechia - Research Centre Regional and Global Development (REGLO) – Bulgaria - Algebra University College (VUA) – Croatia - Budapest Chamber of Commerce and Industry (BCCI) – Hungary - Faculty of Media (FAM) – Slovenia - Metropolitan University Prague (MUP) – Czechia - Association for socio-scientific consultancy and research registered association (SoWiBeFo) – Germany - Association Centre for Public Innovation (CIP) – Romania - Croatian Chamber of Economy (CCE) – Croatia - Pannon Business Network Association (PBN) – Hungary - Presscut d.o.o. (Preesscut) – Croatia - University of Montenegro (UCG FF) –

		Montenegro
		• NGO Petrovaradin Media (Petrovaradin) – Serbia
	MELIA Observatory Associate strategic partners	• International Association for Media Education (IAME) – Belgium
		• University of Sheffield (US) – United Kingdom
		• The Finnish Society on Media Education (FSME) – Finland
		• The City of Vienna (CoV) – Austria
		• Ministry for Education, Science and Youth of Canton Sarajevo (MESYCS) – Bosnia and Herzegovina
		• Croatian Journalists and Publicists (HNiP) – Croatia
		• International business-informational academy (IPIA) – Bosnia and Herzegovina
B	**External stakeholders**	
	Collaborators already involved (organisations which supported project implementation)	• Faculty of Information Studies in Novo mesto – Slovenia
		• Ministry of Culture - Slovenia
		• Institute and Academy for Multimedia – Slovenia
		• Družina – Slovenia
		• Association of Journalists and Publicists – Slovenia
		• Slovenian Association of Patriotic Journalist – Slovenia
		• Cromo Foundation – Hungary
		• Televele Media Education Association – Hungary
		• Hintalovon Child Rights Foundation – Hungary
		• Center for Independent Journalism – Romania
		• ActiveWatch – Romania
		• Mediawise Society – Romania
		• Association for Communication and Media Culture – Croatia
		• Agency for Electronic Media – Croatia
		• UNICEF Croatia – Croatia
		• School of Media Culture dr. Ante Peterlić – Croatia
		• Ministry of Science and Education – Croatia

		• Safer Internet Centre Croatia – Croatia • National Pedagogical Institute of the Czech Republic – Czechia • The Council for Television and Radio Broadcasting – Czechia • ICUK – Czechia • Bavarian State Centre for Political Education – Germany • Hans Bredow Institut fuer Medienforschung – Germany • tate Ministeray of Education of the Free State of Bavaria in the District of Upper Palantine - Germany
C	**New stakeholders envisaged –** organisations or individuals, who have already shown interest to the project	
	National and local authority	• Municipality of Nova Gorica – Slovenia • National Audiovisual Council of Romania – Romania • Education and Teacher Training Agency – Croatia • Ministry of Education – Czechia • The City of Regensburg - Germany
	Higher education and research	• University of Maribor – Slovenia • Erudio – Slovenia • Competence Centre for the Prevention of Religious Radicalisation in Bavaria – Germany • University of Regensburh – German
	NGO	• Zavod Iskreni – Slovenia • Society for Studies in Social Science - Slovenia • MediaSmart Hungary Educational Non-profit Ltd. – Hungary • Media Union – Hungary • Idea Foundation – Hungary • Institut za medije JI Europe – Croatia • The Forum for Freedom in Education – Croatia • GONG – Croatia • The Forum for Freedom in Education – Croatia • Association of Teachers of Civics and Social Studies – Czechia • Novinářský incubator – Czechia

		• People in need – Czechia • Jeden svět na školách – Czechia • Svět médií – Czechia • AKADEMIE CZ.NIC – Czechia • e-bezpečí – Czechia • Hoax – Czechia • Manipulátoři.cz – Czechia • Internetem bezpečně – Czechia • NEovlivní.cz – Czechia • Bez faulu – Czechia • Bezpečný internet – Czechia • Desinformační imunologie Transparency International – Czechia • No Hate Speech Movement Germany – Germany • Bavarian Youth Council - Germany
	Education and training	• Colegiul Naţional Al. I. Cuza Focşani – Romania • National Pedagogical Institute of the Czech Republic • Česko-anglická Montessori základní škola a mateřská škola IDEA s.r.o. – Czechia
	Media practitioners	• Planet TV - Slovenia • Vipavska – Slovenia • Radio Ognjišče - Slovenija • Nova obzorja – Slovenia • Nova 24 – Slovenia

2.8 Target groups

Target groups	Characteristics/ Sub-groups
Education and training centers	Since the project is focused on media literacy, in combination with other civil skills, of the young population, cooperation with education and training centers and schools is of utmost importance. We will target schools from both elementary and secondary level (at later, we will target vocational schools). Regarding educators, we will target both schools and centers of formal and informal education/training. Particularly important role will be played by schools in implementation of the pilots, in terms of upgrading our current level of cooperation.
Higher education and research	Institutions of higher education and research (universities, independent schools, research institutes) play key role in production of knowledge. In the context of our project, we will target particularly higher education institution from social sciences and humanities, although certain institutions that deal with ICT will also be attracted. They will provide knowledge and expertise in fields of media, civil society, democratisation, participation, education and youth issues. They will also provide experts in analysis and audit, linguistics, ICT and Artificial Intelligence, pedagogics, teaching and training. Experts from different higher education and research institutions will exchange information on trends, developments and good practices.
Non-governmental	There are many NGOs that play very active role in

organisations	media audit, non-formal education, promotion of active citizenship and spreading democratic values. Some of them are focused on practical work with young population. NGOs in the field of media often raise public awareness on problematic nature of phenomena, produced by media landscape, like 'hate speech' and 'fake news'. Targeted NGOs will provide us valuable feedback on the recent situation and developments in above-mentioned areas.
National public authority	Institutions of public authority at national level still are in change for regulations and policies in the key fields of society. As such, they crucial impact in level of political and social participation and the quality of democratic governance. Their actions also strongly affect the level of social and political trust of the citizenry. We will in particular target those national institutions that deal with media, education, youth and civil society issues. Their involvement will be particularly important from policy and strategic aspects at the national level.
Local public authority	Institutions of public authority at local level are in change for regulations and policies that have significant impact of people's life in their communities. In the field of media and education, their role is important at least at certain levels. In many countries, elementary schools are funded by municipalities. They also have impact on in terms of providing

conditions of youth participation in political and social life at the local level. Their involvement will be particularly important from policy and strategic aspects at the local level. |

Media practitioners	Media practitioners, i.e. people with work in media organisations as journalists, editors, commentators etc., have strong impact on the character of media messaging. Ability of the people to reflects the situation in politics and society strongly depends on the quality of information they provide to them. In this regard, they are important agents of media education. Their involvement will give insight into the media production process, particularly how to recognize potential malpractice in this respect.
General public	Media literacy and active citizenship are topics that have been gaining on importance in the eyes of the general public in the last year. We can witness increasing awareness on their importance for good governance and development of sustainable democracy. There is also growing awareness they need to become part of education process, i.e. that teaching on them becomes integrated into the curricula. We will keep informing general public on the potential of media literacy as a tool to empower citizen's active participation.

3. ACTION PLAN FOR FUTURE EXPLOITATION OF THE PROJECT

The action plan for the future development of MELIA Observatory MELIA Observatory includes the following activities: funding, network growing, raising awareness, and skill increase.

Funding

To not only continue with the development of the observatory in the Danube region but also expand it to other European regions, additional funding is necessary. In this regard, the consortium will apply for the next Call within Danube Transnational Programme but also prepare an application to other calls for projects and other activities, funded by the European Union or other public or private entities that cover fields of media production, media education, media literacy, and civic participation. The Lead Partner SASS will coordinate these actions and efforts.

Network growing

To sustain the observatory and to cover other European regions, we have to expand the networks of our stakeholders from different relevant areas both within the Danube region and Europe-wide. We will begin with mapping the stakeholders in the fields of media production, media literacy, and media education which are prospective partners in the observatory. BBU will coordinate the mapping actions.

Raising awareness

A number of events will be organised for the *presentation of the MELIA Observatory*, its objectives, activities, and results. Certain events are already planned with the current project, with the aim to address the public on the topic of media literacy among youth and its importance for increasing political participation. However, we will continue with these events after the formal end of the project. BCCI will coordinate raising these presentation activities, with the active participation of all interested partners (particularly the ones

involved in dissemination activities). Furthermore, we will organise several *events for policymakers* that are active in the relevant areas at different levels of governance (the coordinator will be MUP).

Increase of skills

One of the main aims of the MELIA Observatory is to contribute to the increase of skills in the fields of media literacy and civic participation. These efforts will take place also after the end of the project. In this regard, we will *organise networking events with a capacity-building component*. This action will be coordinated by REGLO, with the involvement of all interested partners, particularly those involved in WP T4 activities (piloting, benchmarking). Further, we will carry out *comparative studies on media literacy and media education* (coordinated by FAM, particularly with the involvement of HEI partners). Finally, we will distribute information on the media scrutiny instrument, developed within MELIA Observatory (coordinated by Algebra which is in charge for its development).

Theme of cooperation		Regions Interested	
		Lead of the action	Interested partners and regions
Assure funding	Preparing new project applications	SASS	All partners, all regions
Networks growing	Mapping actors in the fields of media production, media literacy and media education	BBU	All partners, all regions

Raising awareness	Presentations of MELIA Observatory	BCCI	Partners who have disseminations events + interested partners
	Events for policy makers	MUP	All interested partners
Increase of skills	Networking event with a capacity building component	REGLO	Partners who will organise WP T4 events + interested partners
	Coordinate comparative studies on media literacy and media education	FAM	SASS, BBU, MUP, UMN, Algebra
	Information on media scrutiny instrument	Algebra	All interested partners

Roadmap of implementation						
Indicators	**Measure and source**	**Current**	**6 months**	**1Y**	**2 Y**	**TOTAL** **After 2 Y**
Submitted project applications	number	1	1	1	2	5
Mapping of relevant stakeholders	number	15	14	0	0	29
Presentations of MELIA Observatory	number	4	5	2	1	12
Networking event for capacity building	number	0	1	1	1	3
Comparative studies media literacy and media education	number	0	0	1	0	1
Info on media scrutiny instrument	number	0	0	0	1	1
Event for Policy makers	number	0	0	2	1	3

4. CONCLUSION

To assure the full functioning in the post-project period the document elaborates a series of actions to follow and measures to undertake to achieve the full exploitation of results obtained through the MELIA Observatory project. A list of feasible interregional actions will serve as a roadmap to monitor the path to the best exploitation of the results of the MELIA Observatory.