

EVENT DESCRIPTION SHEET

PROJECT	
Participant:	[Participant 2] - Think Tank for Action on Social Change - TASC
PIC number:	[949437456]
Project name and acronym:	[Media Literacy For Democracy] — [MLFD]

EVENT DESCRIPTION	
Event number:	1 - Project launch conference
Event name:	Media Literacy for Democracy Launch Conference
Type:	Conference
In situ/online:	Online
Location:	Online
Date(s):	20th January 2023 11:00 am - 12:30 pm CET
Website(s) (if any):	<p>Registration form with agenda: https://www.eventbrite.ie/e/media-literacy-for-democracy-launch-conference-tickets-489478682917</p> <p>Post on FIDU website with summary, recording, and EDS: https://fidu.it/language/en/media-literacy-for-democracy-cerv-programme/</p>
Participants	
Female:	78
Male:	43
Non-binary:	2
From country 1 [Ireland]:	39
From country 2 [Poland]:	37
From country 3 [Italy]:	20
From country 4 [Spain]:	13
From country 5 [Bulgaria]:	7
From country 6 [Belgium]:	3

From country 7 [Greece]	2		
From country 8 [France]	1		
From country 9 [Slovenia]	1		
Total number of participants:	123	From total number of countries:	9
Description			
<i>Provide a short description of the event and its activities.</i>			
<p>The event was preceded by a kick-off meeting held online on November 29 with the participating project's partners aimed at building the project model and the methodologies to apply, including activities of research for the booklet and identification of the relevant stakeholders (200 contacts on top of the already well established organizations' network) across Europe to be involved in the awareness campaign and its activities, notably the publication of the MLFD booklet and the online MLFD launch conference.</p> <p>The MLFD booklet on disinformation and media literacy drafted with the contribution of the participating partners was released on January 15. With the aim to raise awareness about the risk of mis- and disinformation in the EU and the need of an effective and inclusive media literacy strategy based on the multidisciplinary approach and the cross-sector cooperation, the MLFD booklet offered several talking points around the disinformation issue that have been addressed during the project's launch conference. After publication, the booklet was disseminated through the consortium's network, specifically in the field of CSOs, journalism, research and universities, as well as via social networks for a wider audience.</p> <p>In addition, the booklet was presented and discussed during the project's launch conference with the consortium's representatives, the experts and the participants.</p> <p>The project's launch conference was held online on January 20 and gathered the MLFD's identified target groups, specifically representatives of CSO's, institutions, media, universities, as well as students and European citizens from different backgrounds with a total of 123 participants from 9 countries (Ireland, Poland, Italy, Spain, Bulgaria, Belgium, Greece, France and Slovenia).</p> <p><u>Participants:</u> The event was attended by a diverse range of professionals including students (32/26%), communications professionals (24/20%), academics (21/17%), individuals working in voluntary organisations (21/17%), journalists (13/10%), and legal professionals (12/10%).</p> <p>The age of participants:</p> <p>18-25 = 42/34%</p> <p>26-35 = 28/23%</p> <p>36-45 = 18/15%</p> <p>46-55 = 18/15%</p>			

56-65 = 9/7%

65+ = 8/6%

All the data were requested at the registration phase and resulted in the attendance list which was automatically created by the conference platform.

Objectives : The objective of the event was to present the project to a wide audience, incl. the relevant stakeholders, which will play an important role in the subsequent activities of the project. In particular, the event was opened by the partners' representatives who outlined the project's activities, aims and target groups within the scope of the CERV Programme priorities. After the introduction of the booklet and the presentation of the external speakers, notably experts in social sciences, law, human rights, media literacy and disinformation, who discussed how in the last number of years the phenomena of mis- and disinformation have become a real threat to European democracy, European integration, and the well-being of European citizens, the event concluded with a question-and-answer session where participants had the opportunity to ask questions to panel members. These questions centred around how to balance freedom of speech with fighting mis and disinformation; how to support mainstream media while holding it accountable; and, how to keep citizens engaged in democratic processes. The number of questions that were posed by the audience showed the level of engagement had been high throughout the whole event, highlighting a strong interest in the topic.

The reactions and comments left in the chat also show great engagement and interest in the project activities, as participants shared their appreciation for the content of the event, its "educational" nature, and their interest in how to become active part and contribute to the project activities.

The event had an educational, awareness-raising and dissemination function and was an opportunity for interested parties to exchange ideas and compare initiatives and situations across different EU countries. Topics covered included disinformation around migrants and asylum seekers and pedagogical approaches to addressing disinformation.

The event was promoted through the networks of all organisations in the consortium, including national press agencies.

Following the event, all those who registered were sent links to the booklet, presentations, and further information on the project.

This event launched the Media Literacy for Democracy project. The event was promoted through the list of stakeholders' identified in the mapping exercise as preparatory activity, including both individuals, multiplier organisations, and national press agencies.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).