

## EVENT DESCRIPTION SHEET

PROJECT	
Participant:	Fundación Alternativas - FA
PIC number:	892134124
Project name and acronym:	Media Literacy for Democracy —MLFD

EVENT DESCRIPTION	
Event number:	WP10
Event name:	MFLD Final Conference
Type:	Conference
In situ/online:	Online
Location:	Online/Zoom
Date(s):	19/03/2024
Website(s) (if any):	<p>Link to the EDS: <a href="https://fidu.it/language/en/media-literacy-for-democracy-cerv-programme/">https://fidu.it/language/en/media-literacy-for-democracy-cerv-programme/</a></p> <p>Link to the event report: <a href="https://fidu.it/language/it/mlfd-final-conference-2/">https://fidu.it/language/it/mlfd-final-conference-2/</a></p> <p>Other links: <a href="https://fundacionalternativas.org/actividades/media-literacy-for-democracy-final-conference/">https://fundacionalternativas.org/actividades/media-literacy-for-democracy-final-conference/</a></p> <p><a href="https://www.ondacerojaen.es/inicio/el-proyecto-europeo-media-literacy-for-democracy-en-el-que-participa-la-uja-presentara-en-su-conferencia-final-sus-recomendaciones-para-promover-una-alfabetizacion-mediatica">https://www.ondacerojaen.es/inicio/el-proyecto-europeo-media-literacy-for-democracy-en-el-que-participa-la-uja-presentara-en-su-conferencia-final-sus-recomendaciones-para-promover-una-alfabetizacion-mediatica</a></p> <p><a href="https://shorturl.at/dwzEI">https://shorturl.at/dwzEI</a></p> <p><a href="https://usz.edu.pl/zaproszenie-do-udzialu-w-miedzynarodowej-konferencji-naukowej/">https://usz.edu.pl/zaproszenie-do-udzialu-w-miedzynarodowej-konferencji-naukowej/</a></p>
Participants	
Female:	82
Male:	44
Non-binary:	1
From country 1 [Spain]:	35
From country 2 [Poland]:	22
From country 3 [Italy]:	39

From country 4 [Bulgaria]:	14		
From country 5 [Ireland]:	9		
From country 5 [Belgium]:	1		
From country 6 [Chez Republic]	2		
From country 7 [France]	1		
From country 8 [Germany]	1		
From country 9 [Estonia]	3		
Total number of participants:	127	From total number of countries:	10
<b>Description</b>			
<i>Provide a short description of the event and its activities.</i>			
<p>The MLFD Final Conference was held online via Zoom on March 19 and gathered representatives of civil society organisations, institutions, media, universities, as well as students and young professionals from different backgrounds. Participants from 10 different countries across the EU + others (7) from Ukraine, Norway, Cambodia, and Pakistan, have engaged with international experts in discussions on media literacy initiatives aimed to fight against disinformation.</p> <p>The discussion was structured around 3 sessions:</p> <ul style="list-style-type: none"> <li>- The first session opened with insightful addresses from Olena Goroshko, Professor at the Ukrainian National Technical University, focused on hybrid war tactics and their detrimental impact on democratic values, and from Eugenia de la Rosa, Press Officer at the Representation of the European Commission in Spain, focused on the multidisciplinary approach to combatting disinformation, highlighting cooperation with Member States and robust monitoring mechanisms. The session was followed by questions and answers.</li> <li>- The second session was dedicated to the MLFD project overview, results, and recommendations. The project partners introduces the activities that have been implemented from October 2022 to March 2024, the local results and the challenges linked to each participating country. The consortium emphasised the necessity of the cross-sectoral cooperation in the promotion and implementation of inclusive media literacy initiatives involving various stakeholders, such as media workers, journalists, academics, human rights experts, and civil society organisations. Special attention was given to vulnerable and marginalized groups, with discussions focusing on addressing their specific needs and challenges in the context of the fight against disinformation in digital era.</li> <li>- Finally, the third session – the expert roundtable – was dedicated to a dialogue between experts and participants. Thanks to the experts, Victor Ventura (PhD Researcher at the Universidad Rey Juan Carlos), Coral Garcia (International Alliances Officer at Maldita.es) and Gian Marco Passerini (Luiss Data lab and IDMO content creator), the participants had the opportunity to engage actively in discussions on the different issues around media literacy in the EU and disinformation also in the context of the upcoming European elections.</li> </ul> <p>Description of participants</p> <p>The event had a total of 127 participants from EU countries (the project participating</p>			

countries + Belgium, France, Estonia, Czech Republic, Germany). Additionally, also people from outside the EU joined the conference: 4 people from Ukraine, 1 person from Norway, 1 person from Pakistan, and 1 person from Cambodia. Participants were essentially students, professionals in the field of international relations, law, and journalism, as well as members of civil society organisations.

The demographics of the event reflected a diverse and inclusive participation. Specifically: approximately 65% women and 35% men, with 33% of participants in the range of age 18-30 years, 61% in the range of age 30-65 years and 7% in the range of 65+.

#### General results

The event was successfully implemented in terms of both quantity and geographical coverage, with participants from various countries actively engaging in discussions. The questions and comments left in the chat demonstrated significant engagement from participants and a keen interest in both the project activities and the topics covered. The event served an educational and dissemination function, providing a platform for interested parties to exchange ideas and compare initiatives and best practices across different EU countries. Moreover, the MLFD Consortium uses the event to introduce a set of policy recommendations (the final MLFD activity) addressed to civil society, media workers, and local and international institutions, which further enriched the discourse and potential impact of the discussions.

An evaluation questionnaire was shared before the closing remarks, and the responses reflected a high level of appreciation for the event. Participants expressed keen interest in participating in similar initiatives in the future, indicating the value they found in the discussions and the topics covered. In general, the positive feedback received underscores the relevance and the good impact of the event in fostering dialogue, collaboration, and learning around media literacy and the fight against disinformation.

#### Dissemination

The event was promoted through the consortium's networks, including national press agencies, universities, stakeholder lists, umbrella organisations, MPs, MEPs and social media channels.