



EDMO GUIDELINES FOR EFFECTIVE MEDIA LITERACY INITIATIVES

12 principles to increase effectiveness in the stages of Development, Delivery and Review

Reflecting the input and expertise of 100+ practitioners from 50+ countries and all EDMO Hubs, these Guidelines aim to help increase the quality of media literacy across Europe. They have been designed for use by anyone involved in the development of media literacy initiatives, including civil society, educators, policy makers, those in the media or tech industries.

In an area as complex and diverse as media literacy, there can be no one-size-fits-all approach. Not all principles will be relevant to all projects. It is entirely up to the user to select the most appropriate advice for their initiative.

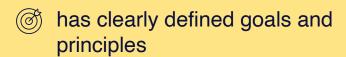
Read the full document:



edmo.eu/mil-guidelines

A GOOD MEDIA LITERACY INITIATIVE:

DEVELOPMENT





promotes critical understanding of the media ecosystem

is consultative and relevant

takes an evidence-based approach

is inclusive

is ethical and accessible

DELIVERY

💈 is transparent

🖺 is prepared

is adaptable

REVIEW

endures

reflects, shares and evaluates