

Dynamic coalition on media education

Following up on the first worldwide "mapping of media education policies" (Frau-Meigs and Torrent, Unesco-Aoc-EU, 2009), there seems to be a need to go on with research on media education and all sorts of attendant issues (benchmarking, standard setting, critical assessment, etc.). To address such needs worldwide, the best means seems to be a "dynamic coalition", the "dynamic coalition for media education".

Dynamic coalitions are multi-stakeholder platforms that have emerged as a follow up of the World Summit on Information Society. They are thematic and are especially active within the Forum on the Internet Governance (IGF) but they correspond to the way we could work together, within the IGF, the Alliance of civilisations, EuroDIG, and any other events or fora where media education is involved.

The dynamic coalition on media education could be a diagnostic and evaluation tool at the global level and would devise media and information literacy assessment tools, propose benchmarking frameworks, offer public policy solutions, etc.

The initiative could build on a lot of examples of good and sensible practices but it could also ensure that all the dimensions of media and information literacy be covered, critically (citizenship, social participation,...), keeping in mind the need for a fair and people-centered approach to education and access to valuable content.

The meeting in Geneva will launch the dynamic coalition. It will take place on Monday 14th from 18:30 to 20 pm on the EBU premises. An update on the statements of interest already received will be done, new partners will be invited to introduce themselves and some strategies for further action will be presented, including the workshop at the next IGF : "The challenges of being literate on the Internet".
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