

GOVERNANCE PROTOCOL

EDMO COUNCIL ON EFFECTIVE MEDIA LITERACY INITIATIVES VOTED TO BE RENAMED EDMO COUNCIL ON MEDIA LITERACY

Amended April 2026

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1. BACKGROUND

The EDMO Council on Media Literacy was first established as a working group in 2023 and called the EDMO Council on Effective Media Literacy Initiatives. Recognising the need for greater focus on standards and best practices in media literacy, an expert group was formally convened in June 2023 to develop guidelines for the evaluation and assessment of media literacy interventions. The group met monthly from its inception through to the conclusion of EDMO II in May 2025.

Its objective was to produce practical guidelines for a wide range of stakeholders, alongside case studies of exemplary projects that meet established standards and can serve as inspiration for practitioners. Together with country profiles, these guidelines contributed to building an evidence base of effective media literacy strategies, helping to inform policy discussions aimed at improving media literacy across society. They also support signatories of the Code of Practice on Disinformation¹ in fulfilling their obligations under Commitment 17, which emphasises media literacy and critical thinking.

¹ The EU Code of Practice on Disinformation which has since been replaced by the [Code of Conduct on Disinformation](#)

Between September 2023 and July 2024, the Council conducted a public consultation process to agree on a shared set of principles and guidelines for effective media literacy initiatives. This process included a dedicated conference in December 2023, a presentation at the Media Literacy Matters conference in March 2024, and the publication of a draft for written feedback between April and June 2024. The final version of the principles was published in October 2024, accompanied by a broad outreach campaign to gather public endorsements from stakeholders in the policy sphere, civil society, and the wider media literacy community. As of April 2026, the guidelines have been endorsed by 92 organisations across 36 countries.

The Council brought together members of the EDMO Advisory Board, the EDMOeu Media Literacy team, and representatives from the EDMO Hubs. The following individuals participated as active members of the Council during this period:

Secretariat:

- **Chloé Pété**, MLA/EDMO
- **Sally Reynolds**, MLA/EDMO

Core members:

- **Andy Stoycheff**, NT Centre/BROD, Bulgaria
- **Bianca Rus**, CIJ/BROD, Romania
- **Caroline Lindekamp**, CORRECTIV/GADMO, Germany
- **Igor Kanižaj**, Catholic University of Croatia/DKMK, Croatia
- **Maia Klaassen**, University of Tartu/BECID, Estonia
- **Maja Cappello**, European Audiovisual Observatory
- **Martina Chapman**, Media Literacy Ireland/EDMO Ireland
- **Paula Gori**, EUI/EDMO
- **Sonia Livingstone**, LSE, United Kingdom
- **Vitor Tomé**, Universidade Autónoma de Lisboa/IBERIFIER, Portugal

The principles and guidelines can be found [here](#).

2. GUIDELINES PURPOSE

The goal of these principles and guidelines is to increase the effectiveness of media literacy initiatives across Europe by developing guidelines that new and existing practitioners can consult. This is crucial to EDMO's wider mission, since better media literacy is likely to increase the public's resilience to online mis- and disinformation.

For the purposes of this work, we based our definition of media literacy on that of the European Commission's [Media Literacy Expert Group](#): media literacy is an umbrella expression that includes all the technical, cognitive, social, civic and creative capacities that allow a person to access, have a critical understanding of the media and interact and engage with it.

These guidelines have been designed for use by anyone involved in the development of media literacy initiatives – civil society, educators, policy makers, and 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. Media literacy initiatives – such as training courses, published lesson plans or other resources, online games, or campaigns – vary considerably in scope, size, duration and focus. As a result, not all of these guidelines will be relevant to all projects. It is entirely up to the user to select the most appropriate advice for their initiative.

While EDMO's focus is on disinformation, the guidelines can be applied widely across diverse media literacy initiatives. For example, these might include news literacy initiatives, which will

have a greater focus on the value of independent journalism in the media ecosystem; wider digital literacy initiatives, which will focus on explaining how digital media operate and how to use them; and algo-literacy initiatives, which will focus on understanding the role of algorithms in our media consumption, or many more.

The guidelines checklist is intended to be helpful in raising issues for consideration, based on the experiences of prior media literacy initiatives. It should not become a ‘tick box’ exercise or be used to limit flexibility in developing future initiatives.

3. DEVELOPMENT OCTOBER 2024 – MAY 2025

During this period, the Council continued to meet regularly on a monthly basis. It agreed that the Guidelines should be reviewed annually and established a mechanism on the EDMO website to allow for proposed revisions to the text, partly in response to feedback and suggestions from external experts. Visitors were also invited to endorse the Guidelines.

At the same time, the Council began implementing its plan to complement the Guidelines with examples of good practices and additional resources. These materials are intended to support users by illustrating how the principles can be applied in practice and by providing further guidance through relevant frameworks, recommendations, and research. The EDMO website serves as a platform where visitors can suggest:

- initiatives that demonstrate good practice in relation to one of the 12 principles in the Guidelines;
- resources (such as research, frameworks, or alternative guidelines) that could be referenced alongside the Guidelines.

The Council also initiated the development of a system for the official translation of the Guidelines into EU Member State languages and beyond.

During this period, a total of 15 examples and resources were submitted, primarily by EDMO Hubs, and the initial steps toward their evaluation and approval were undertaken based on a commonly agreed set of criteria.

In addition to endorsements, best practices, and textual suggestions, several organisations contacted the Council and EDMOeu to express interest in translating the Guidelines. Since April 2026, the Guidelines have been translated into Ukrainian, Bulgarian, and Romanian, with a Japanese version currently under consideration.

4. MOVING FORWARD WITH THE EDMO COUNCIL ON MEDIA LITERACY IN EDMOIII

The next steps in the development of the council are described in the service contract with the EC in Task 3.3 as follows:

The EDMO Guidelines will be further updated and promoted among media literacy professionals, journalists and other relevant practitioners. The Guidelines will be further enriched with relevant resources and carefully chosen examples from the EDMO Hubs and other sources. Finally, steps will be taken to understand the needs for localisation in terms of language and culture, with a view to making the guidelines available in member states

and other relevant languages in local languages. In case of interest, steps will be taken to set up collaboration with local organisations to illustrate guidelines with local examples and resources. EDMO.eu commits to making the guidelines available in accessible formats that can be easily translated. The responsibility for the creation of linguistic variants lies with the interested parties, while EDMO.eu will provide guidance to support translation and localisation efforts. The EDMO website will maintain a repository of all created linguistic versions. Promotion of the guidelines will be ensured through awareness-raising actions, presentations at relevant conferences and targeted outreach towards organisations and institutions for voluntary endorsement.

5. COUNCIL'S GOVERNANCE

We propose the following steps in relation to how the Council should move forward during the next 24 months of EDMOIII:

5.1 Title

We propose to adjust the name of the Council from “EDMO Council on Effective Media Literacy Initiatives” to “EDMO Council on Media Literacy”.

**Approved on 17 April by unanimous vote of the Council members present.*

5.2 Membership

Membership of the Council is currently restricted to members of EDMO, either coming from EDMO.eu, the advisory Council or the hubs. For continuity, it has been agreed to proceed with the following members from EDMOII for the first 12 months of EDMOIII:

1. **Chloé Pété**, MLA/EDMO
2. **Igor Kanižaj**, Catholic University of Croatia/DKMK, Croatia
3. **Maja Cappello**, European Audiovisual Observatory
4. **Paula Gori**, EUI/EDMO
5. **Sally Reynolds**, MLA/EDMO

The following 5 members of the Council were included to represent the EDMO Hubs during EDMOII:

6. **Bianca Rus**, CIJ/BROD, Romania
7. **Caroline Lindekamp**, CORRECTIV/GADMO, Germany
8. **Maia Klaassen**, University of Tartu/BECID, Estonia
9. **Martina Chapman**, Media Literacy Ireland/EDMO Ireland
10. **Vitor Tomé**, Universidade Autónoma de Lisboa/IBERIFIER, Portugal

In Year 2, we propose to increase the Council membership to 12 members with at least 4 new members coming from outside the direct EDMO community. For Year 2, a new open call will be added to the website in January 2027 with a closing deadline of 28 February whereby people are invited to put themselves forward to join the Council, their application should be accompanied by a simple letter of motivation.

5.3 Objectives

The main objectives of the Council for Year 1 are to:

Guidelines

- Review and update the wording of the Guidelines, incorporating both the Council's deliberations and feedback received from the public, with a revised version to be published by February 2027.
- Collect, assess, and publish at least 30 examples of good practice, along with a minimum of five supporting resources or frameworks, to be integrated into the Guidelines by March 2027.
- Develop localised versions of the Guidelines in collaboration with at least seven national-level organisations or institutions active in media literacy. Localisation will include translation as well as the integration of relevant examples and resources in the respective languages. These versions will be published both on partner websites and on the EDMOeu website.

Dissemination

- Promote the Guidelines by securing additional endorsements and ensuring strong visibility across relevant fora, while continuously updating and adapting the EDMO website in response to growing engagement.
- Support EU-wide outreach by contributing to a coordinated framework for media literacy dissemination across the EDMO network, strengthening public awareness, resilience, and engagement with reliable information.
- Facilitate connections between EDMO Hubs and representatives of the Media Literacy Expert Group (MLEG), fostering collaboration at national and European levels. (*This activity is not part of the tender contract but will be initiated by the team.*)

Delivery

- Contribute to the development and implementation of European media literacy campaigns and training programmes under EDMO III, in collaboration with MLA and EUI. This includes shaping the strategic direction of campaigns and supporting the design, topics, and delivery of training activities.
- Establish and maintain a coordinated governance and action framework for media literacy across the EDMO network, enabling sustained collaboration and effective delivery of initiatives.
- Strengthen coordinated responses to disinformation by working closely with Task 1 and EDMO Hubs to support awareness-raising, resilience-building, and timely mobilisation in response to emerging threats.
- Establish a more formal and representative structure for Council membership by January 2027, potentially including one representative per EDMO Hub, alongside the creation of dedicated task forces/thematic groups (e.g. Campaigns, Surveys, Training) with clearly defined roles and responsibilities.

5.4 Meetings

The council will meet for 60 minutes at least every month, the meeting calendar will be shared well in advance, and where possible, these meetings will coincide with the EDMO meetings for DML reps.

5.5 Meeting management

The management of these meetings, including the position of chair of the meeting, will be the responsibility of the Council Secretariat, which is managed by MLA. The Secretariat is responsible for maintaining council documentation, circulation of meeting minutes and of maintaining contact with the communications team in EDMO responsible for the EDMO website.