

DIVERSIFICATION OF SUPPORT AND FUNDING FOR EFFECTIVE DIGITAL MEDIA LITERACY ACTIVITIES IN EUROPE

M&L SEMINAR || 22 FEBRUARY 2023

Session moderated by [Sally Reynolds](#), Media & Learning Association and [Juliane von Reppert-Bismarck](#), Lie Detectors, Belgium.



This event is organised jointly between the Media & Learning Association and media literacy organisation [Lie Detectors](#).

Description: Organisations working in the field of digital media literacy often **struggle to identify reliable sources of funding support compatible with their mission, objectives and scale of activity**. The European institutions play a vital role in providing support to many organisations. And as media literacy takes up an increasingly central role in Europe's fight against disinformation, **new sources of funding begin to appear**. How to balance these to ensure the greatest efficiency and effectiveness of important media literacy work? During this session, we heard from several practitioners busy in the field of digital media literacy and tackling disinformation who will share their experience of sourcing diverse funding. We explored necessary conditions for success and shared ideas and suggestions to others interested in following similar paths.

Recording available [HERE](#) 

[Nicholas Aiossa](#), Deputy Director, Head of Policy and Advocacy, [Transparency International EU](#), Belgium

Introduction of the Transparency International EU' Funding Model, presentation's plan:

1. *Transparency Funding Models & other civil society organisations*
2. *Strategies & Types of Donors*
3. *Cultivating & Building a relationship with Donors*

Links (all the references below are accessible in English):

Transparency International EU: <https://transparency.eu/>

Transparency International org: <https://www.transparency.org/en>

Transparency International, who support us: <https://www.transparency.org/en/the-organisation/who-supports-us>



More information about the **Media & Learning**: media-and-learning.eu

More information about **Lie Detectors**: lie-detectors.org

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Transparency International France: <https://transparency-france.org/>

Transparency International UK: <https://www.transparency.org.uk/>

Q&A / Interesting questions asked in the chat:

- For some of us (I mean the academics), the most important issue is if you have any recommendations of grants open to academics on Media literacy, other than the classic Horizon Europe grants. Just as an example, the Media literacy for all Preparatory Action. Second: sometimes people in academia feel that there is a gap between us and organizations such as the ones you represent. And the only way in which we could reach each other is via international grants. Are there any other kind of activities that we could have in mind to build bridges across this gap?
- At a country level, who do you think must be responsible for the media literacy or advocate for it and funding for it?

[Roslyn Kratochvil Moore](#), Head of Digital Sphere, DW Akademie, Germany ([Presentation](#))



Presentation of **DW Akademie: Free media. Free expression. Free societies** presentation's plan:

1. *Media development. Supporting free expression*
2. *Funding Model*
3. *Our understanding of cooperation*

Links (all the references below are accessible in English):

DW Akademie: <https://akademie.dw.com/en/home/s-9519>

Q&A / Interesting questions asked in the chat:

- Bulgaria was not mentioned (and obviously is not on the map) even it is at the bottom of Media Literacy Index reports year after year. Who has to make the first step to express interest and to start conversation on potential partnership?



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