



INTERNATIONAL ASSOCIATION FOR MEDIA EDUCATION

Activity report 2023

1. Statutes

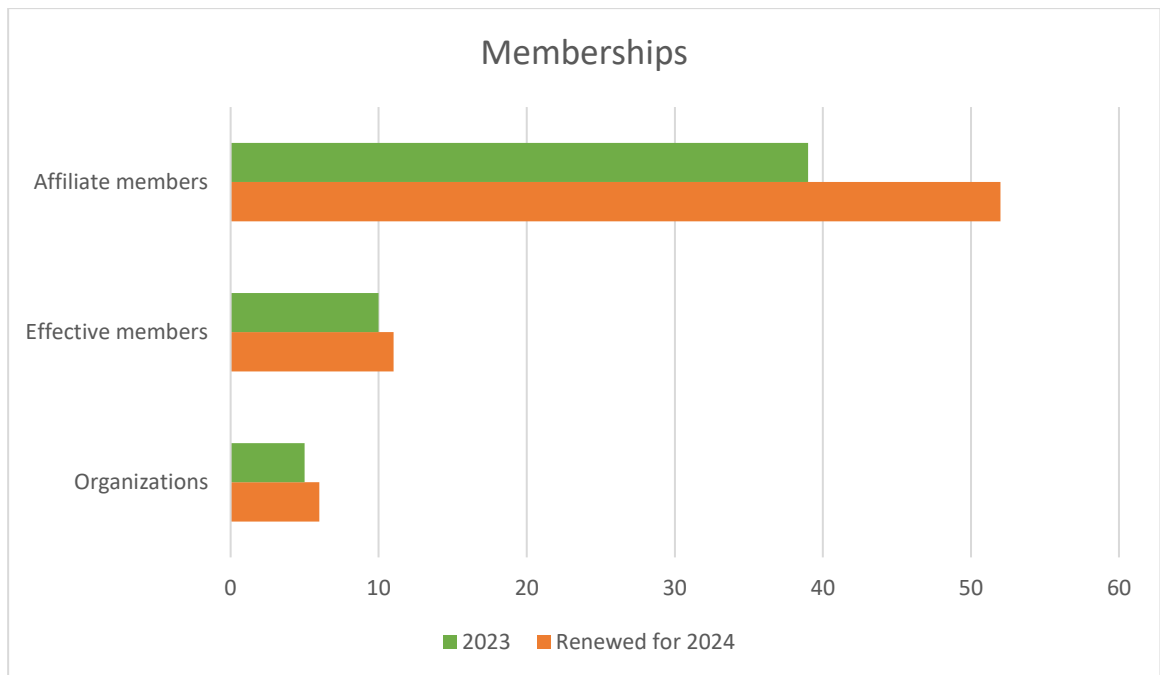
In 2023, the administration board has been composed of:

- FOTIADE Nicoleta, representing Mediawise Society (Romania), President;
- VERNIERS Patrick, representing CSEM (Belgium), Vice-President ;
- DE THEUX Paul, representing Media Animation (Belgium) , delegate to the daily management ;
- ANDZONGO Blaise Pascal, representing Eduk-Media (Cameroon) ;
- BRUMDER-BEVORT Evelyne (France) ;
- CAPPELLO Gianna, representing MED (Italy) ;
- LEONIDA Maria (Greece) ;
- PIELSTICKER Anja, representing the GMK Association (Germany) ;
- WATHELET Emmanuel, representing IHECS (Belgium)

2. IAME Memberships

In 2023, IAME was represented by:

- 39 affiliate members in order of membership. Among them, 52 renewed their membership in 2023-2024.
- 10 effective members in order of membership. Among them, 11 renewed their membership in 2023-2024.
- 5 organizations were in order of membership. Among them, 6 renewed their membership in 2023-2024.



Since 2022, the association has adapted its membership fees as follows: free for affiliated members, 50 euros per year for full members and 100 euros per year for legal entities.

Legal entities themselves represent dozens of additional members under the umbrella of their parent organization:

- GMK, the German association, represents approximately 650 single German members and 400 institutions.
- MED, the Italian association, represents numerous Italian members as well.

3. Report of 2023 activities

Assises Internationales du Journalisme de Tours

In March 2023, Patrick Verniers and Blaise Pascal were invited to the Assises Internationales du Journalisme de Tours : “Quelles démarches pour l’EMI dans l’espace francophone ?”:



French Institute meeting in Bucarest

In May 2023, Patrick Verniers introduced IAME during a French Institute meeting in Bucharest. This made IAME better known among Romanian practitioners and had an impact on new memberships in the association.



Writing and submission of the TADAM project

In spring 2023, the IAME board was closely involved in writing the European TADAM project 'Tools and Awareness about Disinformation, Algorithms and Media'. This project had already been submitted in 2022 to the Gulbenkian Foundation's Media Literacy Fund, but was unfortunately not funded.

The consortium of partners met again in 2023 and studied the feasibility of submitting the project to another funding programme: the Media Literacy call of the Creative Europe programme.



Creative
Europe
MEDIA

Unlike the Gulbenkian Fund, which provided 100% funding, the Creative Europe call only co-finances 70%. The IAME Board therefore discussed whether or not the association could be a full partner in such a project: the association did not have sufficient budget reserves to finance the 30%. The decision was therefore taken to join the Consortium as an associate partner.

The TADAM Consortium is composed by Média Animation (Belgium) as coordinator, the Université Catholique de Louvain (Belgium), the University of Florence (Italy), the University of Tampere (Finland), the Université Paul Valéry de Montpellier (France), Karpos, the Centre for Intercultural Education and Communication (Greece), ICS, the Institute of Communication Studies (Macedonia), as well as the IFJ - the International Federation of Journalists and IAME, the International Association for Media Education as associate partners.

Main activities:

- A **major cross-perspective seminar** on June 2024 in Louvain-la-Neuve, Belgium to identify the specific issues on which the project will focus, to give direction to the avenues of reflection and to define the most appropriate methodology for the subsequent stages. IAME members were invited to join the Seminar.
- A decentralized, cross-sectoral phase involving **workshops in each partner country**: Belgium, France, Italy, Greece, Finland, Montenegro, Macedonia and elsewhere in Europe. The idea is to be able to collect all the best practices, local resources and innovative ideas that can respond to the challenges posed by the use of AI and algorithms in the information process, including disinformation. Thanks to IAME, some workshops pourront être organisés grâce à certains de ces membres, localisant des activités au delà du territoire du Consortium.
- An **online workspace** for collecting results, pooling resources and working together. Online meetings will also be set up for this purpose.
- Then, in 2025, a transnational event in the form of a **creative MediaEdukathon**. This major training event will be dedicated to educators, teachers, journalism trainers, etc. wishing to train and co-design together inspiring activities and the outlines of future educational resources to address the issue of the impact, both positive and negative, of AI and algorithms in the overall information process – from production to reception.

IAME will be a partner in this last event, inviting all its members to attend. This activity will be an opportunity to bring the network together face-to-face in 2025.

At the end of 2023, the TADAM Consortium was pleasantly surprised to see the project rescued from the reserve list and thus received the green light for funding. The project officially began in January 2024. More info: <https://tadam.education>

Working group on Social Media

Some members of the board worked in a working group dedicated to social networks in order to redefine IAME's communication on social networks. A SWOT analysis was carried out in May 2023.

Information practices and the most popular social networks vary from one country to another and from one continent to another. Should we multiply our networks? Should we open an account on Instagram, for example, which is widely used in Africa? Should we stay on X, formerly known as Twitter, since Elon Musk bought the platform? The board has decided to leave X, but to maintain its LinkedIn account. Access to the LinkedIn account has been shared with all board members so that they can be more active and reactive in disseminating information via this channel.

Survey to IAME members

In July 2023, the IAME board was launching [a survey to members](#) how could IAME better support member projects and work?

Would they be interested in a networking meeting? In what way?

How should IAME communicate with its network of members? Do they have any good ideas or suggestions?



Due to the summer period, the survey unfortunately had little impact. Only 4 members responded to the questionnaire. Their responses were shared during a board meeting and then discussed again at the General Meeting in September 2023.

Co-organisation of a workshop during the GMK Forum

Thanks to Anja Pielsticker and GMK, once again this year IAME had the opportunity to co-organise a workshop as part of the annual Forum programme of the German association GMK.

<https://www.gmk-net.de/veranstaltungen/40-forum-kommunikationskultur-2023/>



This workshop was held in English and online on 23 November 2023. The subject of the workshop was the presentation of the Filter project, Ukraine's first national media literacy: "From protection to empowerment: a story of *Filter*, Ukraine's first national media literacy project". The speaker was Valeria Kovtun, in charge of the Ukrainian project, and the moderator Anja Pielsticker.

A summary of the workshop is available on: <https://iame.education/from-protection-to-empowerment-a-story-of-filter-ukraines-first-national-media-literacy-project/>

However, it appeared that the Forum's programme and registration procedures are in German, which is an obstacle for international members. Similarly, as the workshop co-organised by IAME is itself in English, German media educators are few and far between. The language barrier is a real obstacle for this initiative.

IAME - partner in the organization of the EU Belgian Presidency initiative on media literacy

During the summer and autumn of 2023, IAME was involved in preparing the 3-day conference in Brussels in March 2024 as part of the EU Belgian Presidency initiative on media literacy.

As the CSEM was a partner in the initiative, Patrick Verniers was able to add IAME as a partner as well. Seeing this event as a great opportunity for IAME members to

meet, the board was involved in the reflection and was invited to share proposals of topics/themes that IAME think is of importance to be worked during the conference and that make sense for the ML sector, proposals of speakers and topics of possible keynote or input during the sessions and proposal of practitioners to be invited.

From autumn 2023, IAME widely shared the call for applications with all its members, as the number of places was limited. Board members were able to see for themselves the various ways in which they could take part in the event, with travel to Brussels financed in part by the CSEM.



Reflections on requests for other projects and the search for funding

During the year, the board also exchanged views on various requests, such as:

- Gianna Cappello was involved in the reflection of a project submission to a European Horizon call coordinated by the University of Podova, in Italy. Here again, the obstacle to IAME's participation is the lack of budgetary capacity to be a full partner.
- The Board has received an invitation to join the Media and Learning Association network. After a meeting with Sally Reynolds in charge of the Media and Learning Association, the Board decided not to join the network, but to propose a cooperation agreement to promote the actions of the 2 associations and to define a 'set' of elements of cooperation would be more an

act of language than something very operational. To date, no agreement has been finalized.

- With a view to seeking fundraising, Nicoleta Fotiade also had the opportunity to make contact with various organizations and present the IAME project to them, such as the Deutsche Welle Akademie. <https://akademie.dw.com>

4. Meetings of the administration board

11 online meetings of the administration board were held in 2023:

- On 16th January 2023 with Paul de Theux, Evelyne Bévort, Patrick Verniers, Nicoleta Fotiade, Anja Pielsticker, Maria Leonida, Gianna Cappello
- On 20th February 2023 with Paul de Theux, Evelyne Bévort, Patrick Verniers, Nicoleta Fotiade, Emmanuel Whatelet, Gianna Cappello
- On 21st April 2022 with Paul de Theux, Ida Pöttinger, Patrick Verniers, Evelyne Bévort, Gianna Cappello
- On 16th March 2023 with Paul de Theux, Evelyne Bévort, Emmanuel Whatelet, Andzongo Blaise Pascal, Anja Pielsticker
- On 8th May 2023 with Patrick Verniers, Paul de Theux, Anja Pielsticker, Andzongo Blaise Pascal, Evelyne Bévort, Maria Leonida, Nicoleta Fotiade, Gianna Cappello
- On 30th May 2023 with Nicoleta Fotiade, Patrick Verniers, Paul de Theux, Anja Pielsticker, Evelyne Bévort, Maria Leonida
- On 5th July 2023 with Nicoleta Fotiade, Patrick Verniers, Paul de Theux, Evelyne Bévort, Maria Leonida, Andzongo Blaise Pascal
- On 4th September 2023 with Nicoleta Fotiade, Gianna Cappello, Paul de Theux, Maria Leonida, Andzongo Blaise Pascal, Anja Pielsticker
- On 3rd October 2023 with Nicoleta Fotiade, Gianna Cappello, Paul de Theux, Emmanuel Whatelet, Patrick Verniers, Evelyne Bévort
- On 20th November 2023 with Nicoleta Fotiade, Paul de Theux, Emmanuel Whatelet, Patrick Verniers, Evelyne Bévort, Anja Pielsticker, Maria Leonida, Andzongo Blaise Pascal
- On 12th December 2023 with Nicoleta Fotiade, Paul de Theux, Patrick Verniers, Evelyne Bévort

All these meetings, reporting and follow-up were supported by Berenice Vanneste from Media Animation.

5. Online newsletters



In 2023, 7 newsletters were prepared and sent to members and ex-members. At the end of 2023, 222 people subscribed to the IAME newsletter.

- A newsletter ["IAME Newsletter January 2023 - Nicoleta Fotiade is the new President of the association"](#) was sent on 26th January 2023 to 192 recipients. 94 opened it.
- A newsletter ["IAME Newsletter: Two events you may wish to participate"](#) was sent on 11th July 2023 to 201 recipients. 104 opened it.
- A newsletter ["Time to renew your IAME membership"](#) was sent on 7th September 2023 to 209 recipients. 119 opened it.
- A newsletter ["What do you want for IAME? Invitation to the General Assembly 2023"](#) was sent on 19th September 2023 to 208 recipients. 99 opened it.
- A newsletter inviting to join the workshop organized during the GMK Forum ["Webinar: How to media educate in a war context? Discover Filter, Ukraine's first national media literacy project"](#) was sent on 16th November 2023 to 219 recipients. 113 opened it.
- A newsletter ["Filter, Ukraine's first national media literacy project - Join our webinar!"](#) was sent on 20th November 2023 to 221 recipients. 110 opened it.
- A newsletter ["European Digital and Media Literacy Conference: applications are open!"](#) was sent on 5th December 2023 to 222 recipients. 122 opened it.

6. Social media

Our social media LinkedIn is also used to promote the activities and partnerships: <https://www.linkedin.com/company/international-association-for-media-education/>

The board has decided to leave X (Twitter) since the new editorial policy of the platform (since the acquisition by Elon Musk) and the changes affecting the freedom of expression do not comply with the values and objectives of IAME anymore.



Activity report prepared for the administration board by Berenice Vanneste.

