



Renewal of board members 2025

IAME General Assembly - 2nd September 2025

List of candidates

ANDRIOPOULOU Irene , representing EKKOMED – Hellenic Film and Audiovisual Center, Greece

Irene Andriopoulou is a media policy analyst, researcher, author and practitioner with expertise on media literacy for over 20 years. She has extended experience on prototyping media literacy actions, policies, campaigns and multimodal resources for Greece, Europe and globally through UNESCO, alongside public speaking and writing on media and information literacy for a diverse target group: from media stakeholders to policy makers, media professionals to educators and youth, students to parents, academics and researchers, engaging an interdisciplinary approach.

Irene has been cooperating with UNESCO for over a decade on authoring policy papers and articles, among them “Media and Information Literacy Curriculum for Teachers” (UNESCO, Gr. Eds, 2014) and “Towards WSIS +10 and Beyond: Literacy in, and Competencies, for Knowledge Societies (UNESCO, 2013). She is also the coordinator of UNESCO MIL Alliance Sub-Chapter Mediterranean Network on behalf of EKKOMED – Hellenic Film and Audiovisual Center. Elected as global co-Secretary General of the International Steering Committee for UNESCO Media & Information Literacy (2019-2022) and now serves as *ex-officio* at North America & Europe Chapter. Winner of 1st Prize 2023 Global Media & Information Literacy Awards. MOOCs Tutor on MIL & Intercultural Dialogue, UNESCO & Athabasca University (2015). Presently, she is working with UNESCO on piloting Athens as candidate MIL City, a synergy with the Mayor of Athens, through EKKOMED.

Irene has been advocating for a horizontal media literacy policy in Greece and Europe through various leading posts in Greek public organizations, such as IOM, ERT, Ministry of Digital Policy, EKOME and now EKKOMED, where she is the Director of Creative Hub GR. Founding Member of Greek National Network on Media Literacy: TV, Film, Internet. She is also the Executive Director of CIFEJ – International Center of Films for Children and Young People (2025-2027) working on film literacy education. She has worked as international advisor in the UK, with OFCOM ML Research Forum (2010), OFCOM Making Sense of Media Research Working Group (2023-2024), BFI and MILA – Media and Information Literacy Alliance.

With regards to the EU, Irene has been member of the EU Expert Group on Media Literacy since 2006 and also appointed member to the EU Expert Group on Tackling Disinformation and Promoting Digital

Literacy (2022, 2025) as well as taken part to multiple EU Creative Europe/ MEDIA, Erasmus, Horizon projects on media and culture. CDMSI CoE.

Motivation Note

When we talk about media literacy and well-being online—especially in the emerging metaverse—the conversation often centers on *safety*. Yet, safety is more than systems and processes; it is about individuals. It is about *us*.

Today, our mobile phones have become our “digital personas.” For younger generations—Gen Z and Gen Alpha—who are true digital natives, media platforms are not just tools but spaces that shape identity, interaction, and belonging.

Despite the wealth of research in this field, a pressing challenge remains: how can we better understand the pathways and digital journeys that leave us not only protected, but also empowered to make informed choices in complex media environments? Media and Information Literacy (MIL) stands out as a key answer. As a cornerstone of knowledge societies, MIL serves as a form of *pre-bunking*: a proactive remedy against information chaos and the avalanche of opinions on social media that influence behaviors, attitudes, and ideologies.

As someone based in Greece yet identifying as a global citizen, I bring over 20 years of experience in public speaking, research, policymaking, training, project development, and advocacy. I would be honored to contribute this expertise as a member of IAME—joining forces to raise awareness and deliver evidence-based results in MIL. Together, we can shape media-autonomous, empowered citizens and strengthen the foundations of democratic societies.

ANDZONGO Blaise Pascal, Cameroon

- President of the Cameroon Media Education Association (EDUK- MEDIA)
- Central African Coordinator of the YouVerify! Project funded by the Organisation Internationale de la Francophonie (OIF) and piloted by Savoir*Devenir (France)
- Co-coordinator of one of the 6 twinning projects of the initiatives against disinformation, financed by the OIF
- Physical education and sports teacher
- Temporary teacher at the University of Yaoundé 1 and at the National Institute of Youth and Sports (INJS – Cameroon)

Motivation:

Knowing the role of the Board in guiding the vision of IAME, I would be truly honoured to contribute and have Africa represented. I am the founder of the Cameroon Media Education Association (Eduk-Media). The recognition of our work in the field of Media and Information Literacy (MIL), engaged since 2017, has led to me coordinating a component of the European Union-funded Coronavirusfacts project related to the fight against misinformation and online hate speech. I am currently the Central African coordinator of the IOF-funded YouVerify! project and also the co-coordinator of one of the IOF-funded twinning projects on the fight against disinformation. These experiences within my association have allowed me to develop a strong knowledge on the issue of MIL. As a volunteer, team player and innovator, I feel qualified to participate in this Council. Furthermore, the idea of seeing IAME become a strong organisation with a worldwide presence, and in Africa in particular, is what I am looking for as a challenge. To this end, I will contribute my experience and skills to the success of this project.

CAPPELLO Gianna, representing MED, Italy

Associate Professor of Sociology of Education and Digital media, Sociology of Digital media, Social Media Studies. Gianna Cappello coordinates International Research Projects, among them:

- Local coordinator of the EU HORIZON project SMOOTH-Educational Spaces. Passing through enclosures and reversing inequalities. Call: H2020-SC6-TRANSFORMATIONS-2020, DG/Agency: REA. (2021-2024)
- Local coordinator of the EU project STATUS – Steering Transition and Advancement of Tertiary Underrepresented Students. (programme ERASMUS+ KA220-HED – Cooperation partnerships in higher education) (2022-2025)
- Local coordinator of the EU Project eMerge. e-Media Education Education about Representations and Gender, (Programme ERASMUS+, Key Action 2). (2020-2023)
- Local coordinator of the EU project COMMIT-COMMunication campaign against exTremism and radicalisation. Call: ISFP-2018-AG-CT-CSEP (Programme: ISFP, DG/Agency: HOME). (2019-2022)

She also coordinates National Research Projects, among them:

- Coordinator of the Monitoring and Evaluation of the Project
- Local coordinator of the project A.C.T. Arte, cultura e territorio per il contrasto alla povertà educativa, funded by the Fondazione Impresa Sociale con i Bambini (2020-2023)
- Coordinator of the impact evaluation of the project Comunità educante-Zisa Danisinni, funded by Fondazione Impresa Sociale con i Bambini (2020-2023)
- Coordinator of the project Educare all'informazione, funded by the Italian Ministry of Education (2019-2022)

Motivation:

After receiving approval from MED's board, I present my candidacy for the Board of IAME (2022- 2025). I would like to continue and further improve my commitment in the pursuit of IAME's activities. In particular, I would like to give my contribution to improve IAME's activities in three areas: International networking with media educators and media education's organization around the world ; Fund raising with special regards to media education projects ; Organization of training events, seminars, conferences, both online and in presence.

DEBRABANDERE Tatiana, representing Conseil Supérieur de l'Education aux Medias, Belgium

Deeply convinced of the importance of international exchanges in shaping media literacy that responds to today's challenges, I would like to contribute my experience and expertise to your network and actively support its new initiatives.

Since 2021, I have been working as a Project Officer at the Higher Council for Media literacy (Conseil supérieur de l'éducation aux médias - CSEM) in the French-speaking Community of Belgium. I coordinate several initiatives, including calls for projects to fund media literacy initiatives outside the formal school context, the working group « Media & information », an annual networking event for media literacy professionals but also representing the CSEM in various European projects.

Previously, I worked for three years as a project officer at LA PRESSE.be, the association of French and German speaking daily press publishers in Belgium, and I graduated in 2017 from IHECS, with a Master degree in Public Relations and a specialization in european affairs.

My responsibilities have led me to take part in several European initiatives, such as :

- Betternet, in partnership with Childfocus, Média Animation and Mediawijs, aiming to promote responsible, critical uses of media among children and teenagers.
- European Digital Media Observatory (EDMO Belux), a European network of fact-checkers, media literacy experts and researchers working to counter disinformation and develop relevant policy frameworks in the fields of media, digital services and education.
- Mediaconnect, a Franco-Belgian project designed to foster social, cultural and tourism-related cohesion in the cross-border area, to which I contributed by developing a media literacy component alongside partners such as CLEMI and Mediawijs and my participation in the Media Literacy Group of the European Commission, where I exchange best practices from the French-speaking Community of Belgium with other European stakeholders.

These experiences have allowed me to build solid expertise in project coordination, stakeholder collaboration, and the exchange of practices at the European level. My specific interest in the critical analysis of young people's media uses recently led me to contribute to one of your webinars, "Mobile phones in schools: media educators' perspectives." On this occasion, I shared insights from the French-speaking Community of Belgium, highlighting that media literacy should be seen as a means of prevention against risks related to social media use. I stressed the importance of understanding the underlying causes of harmful effects and supporting young people with approaches adapted to their age and practices, rather than imposing strict bans, in order to foster more conscious and informed uses of social media and media in general. Becoming a member of IAME would be a valuable opportunity for me to further broaden these exchanges, confront national practices, and contribute to the development of a shared international vision of media literacy.

FOTIADE Nicoleta, Romania

My name is Nicoleta Fotiade and I am part of the community of media literacy educators that work at grassroot levels to include media education in schools and libraries across Romania, the Republic of Moldova and other European countries.

I have been an advocate in the media education and communication field for more than 20 years. I have a keen interest in empowering educators and students to exercise this deep critical understanding of how media work and their impact on everyday life.

I lead Mediawise Society – a grassroots Romanian NGO. Each year, my team and I train teachers and librarians to recognize and challenge their biases about media so they are prepared to learn effective methods for teaching media education in schools nationwide. This is actually the primary goal of the Mediawise core professional development program, to enhance media literacy education across the country

I have authored many training course materials, some created and tested within international consortia (MindoverMedia, eMerge, Teachers 4.0 Digital, Changing Democracies) and co-authored two media literacy textbooks for high school in Romania. I have also contributed as a researcher to more than 20 media research studies and country profiles on media education for EU reports and I work as a media literacy expert in collaboration with the Council of Europe and the RAN network. I also taught media literacy education to final year BA Pedagogy students at the University of Bucharest.

I am one of the founding members of IAME and have participated actively in the Board of Members since its foundation in 2016, as I am a true believer in its gradual and constructive development for media educators all over the world.

I hope that the experience and expertise I tried to paint above will convince you that I am still a suitable candidate for the IAME Board of Members.

KNIERZINGER Johannes, Austria

I am writing to express my strong interest in serving as a member of the IAME Management Board for the upcoming three-year mandate. As a professional who has successfully bridged the worlds of media industry and education, I believe I can bring valuable perspectives and innovative approaches to advance IAME's mission of promoting media literacy globally.

Professional Background and Media Industry Experience

With over 15 years of experience in the media industry, I have worked as a marketing strategist and interim manager for national and international media companies including Tips, Puls4, Nextory, and OÖ Nachrichten. My expertise encompasses understanding how media functions, analyzing business models that drive media organizations, and exploring how algorithmic decision-making is increasingly replacing editorial choices. This deep industry knowledge has given me unique insights into the challenges and opportunities facing media literacy education in our rapidly evolving digital landscape.

My first encounter with artificial intelligence came in 2014 when I was confronted with algorithmic news distribution on social networks, which led me to found the media initiative #NeverBlogForFree. In recent years, I have focused extensively on automated content creation, particularly with the emergence of ChatGPT and other AI tools that are fundamentally reshaping how content is produced and consumed.

Transition to Education and Media Literacy

Recognizing the urgent need to prepare young people for our digital world, I made a deliberate transition into education, becoming a Teacher for Digital Literacy and working with the Education Directorate. This career shift was driven by my conviction that media literacy is not just an academic subject, but a fundamental life skill that every young person needs to navigate today's information landscape successfully.

In my teaching role, I bring real-world media industry experience directly into the classroom, helping students understand not just how to consume media critically, but also how media systems actually work behind the scenes. This practical approach bridges the often significant gap between theoretical media literacy concepts and the reality of how media operates in practice.

Co-Founder of FoMB Forum Media Education

As co-founder of FoMB Forum Media Education GmbH, (Forum MedienBildung - Forum for Media Education), I have been instrumental in creating an organization dedicated to advancing media literacy across multiple stakeholder groups. FoMB operates as a comprehensive platform that:

- Develops Educational Resources: We create workshops, training materials, and educational programs tailored to different age groups and contexts
- Supports Families: Through parent evenings and family workshops, we help parents navigate the challenge of guiding their children through the digital world

- Trains Educators: We provide professional development opportunities for teachers and educational professionals
- Conducts Research: We analyze current trends in digital media consumption and their educational implications

One of our flagship achievements is the development of the "Medienführerschein" (Media License/Media Literacy Certificate), an innovative educational tool that systematically builds media competency skills among children and young people. This comprehensive program addresses the urgent need to equip young people with the skills for conscious and critical engagement with digital media.

What can I contribute?

Industry-Education Bridge: My unique background spanning both media industry and education allows me to translate complex media industry realities into accessible educational concepts that reflect actual media practices.

Strong Networks: Through my extensive work with media companies and educational institutions across Europe, I bring valuable connections that can enhance IAME's reach and collaborative opportunities.

Committed Engagement: I am fully dedicated to advancing media literacy and will bring the same passion and commitment that drove me to co-found FoMB and develop innovative educational tools like the Medienführerschein.

Thank you for considering my candidacy. I look forward to the opportunity to discuss how my experience and vision can contribute to IAME's continued success and growth.

LEONIDA Maria, Greece

Maria Leonida is a documentary film director, co-founder and Director at Karpos, Centre for Education and Intercultural Communication, a non profit organisation (est.2008, www.karposontheweb.org) running Greek and European media and film literacy projects. She is a senior trainer in various EU projects and develops educational materials on the creative and critical aspects of media tools and expression for a range of learners in and outside schools.

ORBAN DE XIVRY, Anne-Claire, representing Media Animation, Belgium

Anne-Claire Orban de Xivry is the director of *Media Animation NGO*, a leading media education resource center in French-speaking Belgium, dedicated to vocational training, adult education and communication initiatives.

For more than a decade, she has worked as a trainer and coordinator on European projects addressing issues such as gender representation in media, hate speech, digital practices within families, and teacher training. She regularly facilitated workshops on media parenting and school–family coeducation.

Anne-Claire has also coordinated a youth media education organization and served as a consultant on training programs for the Council of Europe. At the Institute of Higher Studies of Social Communications (IHECS, Brussels), she taught *Uses and Practices of the Web*.

Her main areas of interest include pedagogical approaches to media education, youth media practices, media parenting, civic media literacy, and media education policies.

Motivation

Media Animation is one of the founding member of IAME. As director of Media Animation, Anne-Claire Orban de Xivry applied as board member. Since the creation of IAME, Media Animation is hosting the administration of the association in Belgium and managing the financial, administrative and communication aspect of the association. Media Animation is allocating some human resources to the international association as 0,2 ETP of a project manager who plays the role of the secretariat , and the competences and talents of the technical and creative communication team as well those of the administrative team.

PIELSTICKER Anja, representing Gesellschaft für Medienpädagogik und Kommunikationskultur GMK e.V, Germany

I have been a member of the IAME board since 2022 and I am hoping you will consider my application as a representative for the Association for Media Education, Media Literacy and Communication Culture (Gesellschaft für Medienpädagogik und Kommunikationskultur GMK e.V.) also for the next term. I have been passionately active in media education for almost twenty years.

Summary of my work experience

At the beginning of my studies I did a radioshow with children at Hertz87.9 – CampusRadio für Bielefeld at the University of Bielefeld. I actually wanted to become a journalist, but my path led me into media education. Later I worked as a freelance media educator in the field of further education for educators who work in kindergarden. In 2010 I found a position in the office of the Association for Media Education, Media Literacy and Communication Culture (Gesellschaft für Medienpädagogik und Kommunikationskultur e.V.).

Since then I have designed the work for different target groups in different projects, created new projects, designed media educational materials, moderated events and hosted the podcast "Raw and Uncut - 11 Medienpädagogik". In 2019 we created the #DigitalCheckNRW (www.digitalcheck.nrw), which I have been in charge of since then as project manager. It is now available in four other languages. (English, Russian, Arabic, Turkish). In 2023 I cut back my work load and quit my job in the GMK, but remained as a podcast host and worked as a volunteer in the IAME board and also in one of the groups "global media literacy". Nowadays I work as a freelancer in media education and personal development.

My motivation to apply as a representative of the Association for Media Education, Media Literacy and Communication Culture, I would like to contribute my expertise as a media educator. Through my many years of work in the Association and also as a media educator, I know many different projects, people and institutions and I like to bring people together. When I first applied for IAME, I was confident that we could broaden its international network and strengthen international media education. However, I must admit that it proved more challenging than I expected to create something collectively within the board and to gain the members' attention.

Still, through participating in the meetings and the Tadamm project, and by being a small part of this inspiring initiative, I have learned a lot. It would be an honour to continue contributing as a board member. I would therefore like to volunteer for the next term as well, supporting the board and serving as a bridge between GMK, the global media literacy group, and IAME. I hope to use the GMK network to bring more attention to IAME and its activities, which I am confident we can further increase in the coming term.

VERNIERS Patrick, Belgium

Patrick VERNIERS is Director of the Higher Council for Media Education (CSEM – Conseil Supérieur de l'Éducation aux Médias) attached to the Ministry of the Brussels Wallonia Federation in Belgium. He was successively Vice-President and President of CSEM between 2009 and 2020.

His professional experiences led him to teach media education through the creation and coordination of the first Master's degree in media education at the Institut des Hautes Ecoles des Communications Sociales in Brussels (IHECS) , in co-diplomation with UCLouvain (Catholic University of Louvain-la-neuve). (between 2013 and 2020). Author and co-author of educational resources specializing in media education, he has experiences in training adults, teachers and youth workers. During 15 years, he was director of a media education resources center in Brussels.

Guest lecturer at the UCLouvain school of communication for more than 15 years, he has been in charge of various courses in socio-educational communication.

Coordinator and initiator of several European and international media education projects and networks, he is a member of the European Commission's media education expert group (MLEG) since 2008 and has carried out several expert missions for the Council of Europe. He participated in the creation of the international association for media education (IAME) for which he is an administration board member.

Motivation:

I have the pleasure to present myself as candidate for a new mandate as member of the administration board.

My motivation is in line with my involvement in the association since the foundation of IAME (at that time as administration board member representing IHECS.)

Today, I present my candidacy as a private person, effective member of the association.

I intend to contribute to the development of the association trying to build connections between media educators at international level.

I intend to participate actively to the administration board's work as far as my agenda suits.

WATHELET Emmanuel, representing IHECS, Belgium

Emmanuel Wathelet, PhD in Information and Communication and former journalist, is Lecturer at the IHECS (Institut des hautes études des communications sociales) and President of the Master in Media Literacy, IHECS.

Motivation:

As Chair of the Master's Degree in Media Education at IHECS, I am applying today to become a member of the IAME Management Board. I am committed to continuing the mission of my predecessors who, on behalf of the institution I represent today, founded the association. The stakes in media education go far beyond borders: it has never been so important to build together powerful networks and dynamics of support, reflection, research and projects that meet those needs.