

Operational Guidelines

Constructing UNESCO Media and Information Literacy Cities



INTRODUCTION

Media and Information Literacy (MIL) is essential for navigating today's complex information landscape. Media and Information Literacy skills directly support the right to information and freedom of expression, whilst also empowering individuals with the skills needed to combat disinformation, hate speech, social exclusion, and racism.

By 2050, nearly 70% of the global population will reside in urban areas. Integrating MIL into these environments offers a unique opportunity to strengthen the capacity of large scale populations and equip citizens with the critical thinking skills to access, understand, and express opinions.

UNESCO's MIL Cities initiative aims to help cities embed MIL learning into various urban spaces, including transportation systems, health facilities, shopping centres, entertainment industries, and community activities. This approach promotes lifelong learning and reaches marginalized or at-risk groups, contributing to Media and Information Literate societies for all.

The MIL Cities Initiative will encourage collaboration among municipal policymakers, civil society, private sector actors, and educational institutions. MIL Cities enhance people-centred and inclusive use of digital technologies into city design and operations, advancing sustainable development goals. MIL Cities foster inclusivity, safety, resilience, and sustainability.

To support the integration of media and information literacy in urban spaces, UNESCO is releasing operational guidelines for city governance stakeholders. These guidelines aim to help cities align their goals with the benefits of integrating MIL into physical and virtual spaces.

The guidelines offer examples of actions for cities interested in pioneering the MIL Cities. Cities are encouraged to share their progress and achievements with UNESCO for future initiatives.

All cities and municipalities can participate, regardless of size, internet penetration, or technology use. The guidelines aim to foster diverse partnerships at the municipal level for implementing MIL actions and programmes.


In an era of global threats like pandemics, natural disasters, and armed conflicts, city governance must be flexible and adaptable. The MIL Cities concept extends beyond large urban areas to rural and remote communities, or even parts of cities that wish to gradually integrate MIL actions.


The MIL Cities initiative was first conceived during the 2018 Global Media and Information Literacy Week events in Lithuania and Latvia, under the theme "Media and Information Literate Cities: Voices, Powers, and Change Makers." A Global Framework for Media and Information Literacy Cities (MIL Cities) was adopted during these events.



OBJECTIVES OF THE UNESCO MEDIA AND INFORMATION LITERACY CITIES GUIDELINES

The objectives of these
Guidelines are two-fold:

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- 1** Explain how cities can promote and integrate MIL into urban virtual and physical spaces.

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- 2** Explain how UNESCO acts as a central point for supporting and gathering knowledge from cities pioneering this initiative by applying the Guidelines, in particular:

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- a)** monitoring trends, good practices and challenges;
 - b)** disseminating information about key achievements
 - c)** evaluating the influence of their initiative on urban life.


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UNDERSTANDING UNESCO MEDIA AND INFORMATION LITERACY CITIES: STAKEHOLDERS AND POTENTIAL ACTIONS

Integrating Media and Information Literacy in the physical and virtual spaces of cities necessitates interdisciplinary work, training, partnerships, and synergy among actors and fields. In short, the articulation of different actors (traditional education actors, such as schools, and non-traditional ones, such as hospitals and the entertainment industry) around a common objective is what will make the municipality an example of success. Below are some examples of actions and the main actors among whom synergies must be forged for citizens and governments to achieve the fullest benefits of MIL Cities. Examples outlined in these Guidelines are by no means exhaustive. Over time, new ideas and good practices will be captured and shared online.



Table 1: MIL Cities stakeholders and potential actions

 Stakeholders	 Potential actions	 Examples
 <p>Local government/municipalities and mayors' networks</p>	<p>Networks of mayors and local administrations represent a great opportunity for building synergies between MIL cities' actions. Careful planning and documentation of processes is advised to strengthen the various activities. This is also useful to encourage other cities to innovate. Mayors can contribute to cultivating a more informed, engaged, and resilient citizenry by embedding MIL across various domains.</p> <p>Promoting MIL must be seen by public policy developers as an opportunity to improve the social indexes of their cities, allying actions and developing partnerships on national and international levels. Initially, as part of the local government action plan, cities must guarantee that public operations are transparent, ethical, and accountable to the public. This involves open communication, including citizens in the decision-making process, and mechanisms to address corruption and inefficiency. Media and Information Literacy Cities encourage these actions as beacons for other actions that are part of local administration.</p>	<ul style="list-style-type: none"> • Become official partners of the annual Global MIL Week celebration led by UNESCO based on negotiations and mutual agreements. • Participate in local, national, regional and international MIL-related events including the annual Global MIL Week Feature Conference and Youth Agenda Forum. • Motivate the relevant city actors to organize local events in celebration of Global MIL Week in the city and register these on the Global MIL Week official website. • Share MIL knowledges and updates on local official websites/social media platforms for knowledge popularization and awareness raising. • Support and partner with MIL stakeholders and other municipalities or local government authorities to set up and monitor national MIL networks to build synergies and cooperate with Regional Chapters of the UNESCO MIL Alliance. • Collaborate to organize national/regional MIL events and activities. • Integrate MIL aspects into city policies.
 <p>Educational systems</p>	<p>Educational systems are fundamental to the development of Media and Information Literacy within a City. These institutions are responsible for building capacities of people by embedding MIL into the curriculum across all educational levels, from primary schools to universities. This involves both dedicated MIL courses and the integration of MIL principles across various subjects, ensuring that students are equipped with critical thinking skills to evaluate information, recognize bias, and understand the ethical use of media and technology. Educators are provided with specialized training to effectively teach these skills, creating a learning environment that fosters media and information literacy for critical information analysis.</p> <p>Beyond the classroom, educational institutions also extend their impact through extracurricular activities and community partnerships, offering students practical experiences that reinforce their learning. Higher education institutions contribute further by serving as centres for research and innovation, driving the evolution of MIL strategies and practices within the city.</p>	<ul style="list-style-type: none"> • Apply and localize UNESCO MIL Curriculum into education systems and apply gender equality perspectives. • Organize a class field trip to local media outlets or libraries and discuss with the editors, journalists, librarians, and technical staff how information or news is created. • Set up MIL general courses in schools and integrate MIL skills into multidisciplinary projects or activities. • Organize MIL-related competitions or events, such as knowledge contest, thematic debate, lecturing programme, etc. • Conduct school outreach to city councils to promote MIL in public spaces.



Health system

The municipal health system provides a unique platform to boost and disseminate public understanding and critical engagement with health-related information. A city can develop various MIL programmes with those working in the health sector, starting with health campaigns, teaching citizens how to critically evaluate health information and sources. The experience gained through the Covid-19 pandemic is a good example that showed how health professionals can be trained to serve as MIL educators, providing reliable sources of information on the pandemic and in combating disinformation. Health professionals can be pivotal in disseminating MIL learning during patient interactions, workshops, and community health programmes, not only in emergencies. Ultimately, Media and Information Literacy can also ensure that citizens are well-informed about health services and public health initiatives at local level. This knowledge is crucial for navigating health information, understanding public health advisories, and participating in discussions about health policies.

- Promote campaigns focused on MIL as a tool to understand and resist misinformation about health issues.
- Design sensitive MIL and health literacy actions.
- Promote health information and MIL through coordinated programmes in health centres, schools, and community groups.
- Organize creative MIL learning activities in hospital and health centres involving patients, doctors, and health workers.
- Organize regular lecturing programmes with experts to teach how to choose the right sources about nutrition and health in media.
- Distribute brochures about MIL and health-related dis/misinformation.
- Pilot situational Media and Information Literacy applied to various health scenarios.



Transportation

The transportation system plays a strategic role in the dissemination of Media and Information Literacy across a city by utilizing its vast infrastructure to reach diverse populations. By incorporating MIL into the daily commuting experience, the transportation sector can serve as a dynamic platform for raising public awareness and encouraging continuous learning. The transportation system can support MIL initiatives by fostering partnerships with other stakeholders to integrate educational content into transit environments. This can enhance public engagement with Media and Information Literacy in a seamless and accessible manner. Additionally, the transportation sector can play a role in supporting broader city-wide MIL campaigns, ensuring that these efforts are visible and accessible to all citizens, including those who may not typically engage with traditional educational settings.

- Display MIL-related educational posters/ billboard, provided by UNESCO or originally developed, in stations.
- Play MIL-related videos on the onboard advertising screen.
- Organize short type MIL edutainment activities in stations where commuters wait.
- Provide free Wi-Fi in transit areas and direct certain MIL-related content to users.
- Distribute MIL-related educational brochures in the transportation stations, especially in the airport/railway waiting rooms.



Entertainment industry and local public broadcasters

The entertainment industry and local public broadcasters are instrumental in embedding Media and Information Literacy into the cultural fabric of a city. These sectors can leverage their reach and influence to promote critical thinking, responsible media consumption, and awareness of misinformation. By weaving MIL themes into popular entertainment and public programming, they can engage diverse audiences in ways that traditional education may not. Local public broadcasters have the capacity to uphold and enhance the quality of journalism, ensuring that accurate and reliable information is accessible to all. Collaborating with educational institutions and community organizations, the entertainment industry and broadcasters can create content that not only informs but also entertains, making MIL concepts more relatable and impactful. Additionally, these sectors can mobilize well-known personalities and creative formats to further amplify the reach and effectiveness of MIL initiatives.

- Use edutainment tools to increase people's awareness about MIL.
- Create and disseminate songs, poetry, films, artwork, memes, graphics, dance moves, etc. on MIL-related issues.
- Include MIL-themed films into local film festivals programme and organizing discussions after screening.
- Incorporate MIL into programming, offering TV shows, or public services announcements.
- Include MIL-related podcasts/ programmes/segments into public broadcasters
- Organize MIL workshops in a form of a play for students at local theaters.



Commercial centres

Commercial centres are influential venues for promoting Media and Information Literacy because of their high foot traffic and extensive reach. These centres can act as dynamic platforms for disseminating MIL learning through integrating educational and engaging content into their environment. By providing physical space for MIL-related activities and partnering with various stakeholders, commercial centres can facilitate widespread dissemination of MIL messages. They can utilize their advertising and digital platforms to showcase MIL content, engage the public through interactive displays, and support community education efforts. Additionally, commercial centres can host events and provide resources that promote critical media skills, thereby making MIL accessible to a diverse audience in a setting that combines both education and consumer engagement. These hubs can serve as vital platforms for social marketing or edutainment activities.

- Set up interactive displays, digital kiosks, and information booths in the premises and engage shoppers and visitors in learning about MIL.
- Collaborate with local media organizations, educational institutions, and experts to organize MIL workshops, seminars, and exhibitions.
- Leverage the advertising spaces and digital screens to educational content, infographics, and short videos.
- Partner to host pop-up libraries or reading corners, offering resources and literature on MIL.



Local election authorities

Local election authorities are crucial in advancing Media and Information Literacy by integrating educational initiatives into the electoral process. They are well-positioned to lead efforts that help voters understand the complexities of the election process and develop critical skills for evaluating political information. By supporting MIL campaigns, these authorities can address issues such as identifying biased information, recognizing misinformation, and understanding political advertising. Their role extends to facilitating public engagement through educational events that highlight the importance of MIL in safeguarding democratic values. Furthermore, by actively monitoring and addressing misinformation, local election authorities contribute to maintaining the integrity of the electoral process and ensuring that voters have access to accurate and reliable information.

- Integrate MIL aspects into election programmes to support free and fair polls.
- Issue and distribute newsletters or feature articles on MIL to raise awareness among stakeholders.
- Put up political ads/posters to remind voters of using MIL as a tool to recognize misinformation during the election.
- Host town hall meetings and public forums.



City developers

City developers, including urban planners, architects, and infrastructure specialists, are crucial in embedding Media and Information Literacy into the urban environment. Their work involves creating public spaces that are functional and conducive to learning and engagement. Urban planners can design public areas that encourage community interaction and educational opportunities. Architects can integrate elements into buildings and public spaces that facilitate the dissemination of MIL resources. Infrastructure specialists can incorporate smart technologies into urban environments to support ongoing MIL initiatives. By integrating MIL principles into the design and development of urban spaces, city developers contribute to creating an environment where Media and Information Literacy is promoted and accessible, helping residents to engage with and understand information in a more informed manner. One key aspect for MIL Cities is to design public spaces that supports learning and engagement.

- Introduce interactive digital displays in public spaces like parks and squares, providing citizens with easy access to MIL learning.
- Install smart city technologies, like interactive kiosks or apps, and provide residents with easy access to knowledge, tools, and resources on Media and Information Literacy to address challenges of everyday life such as disinformation, hate speech, racism, gender discrimination, etc.
- Develop and integrate educational signage in high-traffic common spaces such as parks, city conference centres, and community centres, providing brief but impactful MIL tips and learning resources.



Other private actors

Private corporations, through their Corporate Social Responsibility (CSR) initiatives, can play a significant role in advancing Media and Information Literacy within a MIL City. By aligning MIL with their Environmental Social Governance (ESG) strategies, companies can support, and fund programmes designed to enhance public understanding of media and information. This support can include investing in educational resources, funding MIL-related projects, and fostering partnerships with educational institutions and community organizations. Additionally, corporations can leverage their expertise and internal resources to facilitate specialized voluntary work, such as employee-led educational workshops and community outreach. By integrating MIL into their CSR efforts, companies contribute to building a more informed and media-literate society, while also enhancing their commitment to social responsibility. Corporations can integrate MIL learning into their Environmental Social Governance (ESG) strategies by funding and supporting programmes that focus on improving public understanding of how to access, analyze, and evaluate information.

- Partner with local schools, libraries, and nonprofit organizations to develop MIL curricula and provide resources such as books, software, and access to digital platforms.
- Involve hosting employee volunteer initiatives where staff can engage in community education efforts and teach Media and Information Literacy skills in local schools and community centres.
- Use marketing and communication channels to promote MIL awareness by disseminating information through social media, websites, and advertising.
- Establish grants or scholarship programmes to support innovative MIL projects and research, helping to advance new approaches and solutions in media literacy education.
- Provide technical support or software to schools and libraries for implementing MIL programmes, including tools for analyzing and managing information.



Other actors: families, libraries, community centres, and NGOs among others

Families, libraries, community centres, and NGOs are critical components in fostering a comprehensive Media and Information Literacy ecosystem within a city. Families can be the foundational units that can either reinforce or challenge the principles of MIL in daily life. Libraries serve as accessible hubs for information and learning, providing resources and programmes that enhance MIL among citizens. Librarians, with their expertise in information management and dissemination, act as facilitators and educators, guiding individuals in navigating the complex information ecosystem. NGOs contribute to MIL by advocating for policies that support media literacy and conducting research to inform best practices and strategies. Their ability to mobilize volunteers and collaborate with diverse organizations enhances their capacity to reach and impact different segments of the population, ultimately fostering a more informed and engaged community.

- Set up a media corner in libraries where citizens can access news and information with guided assistance from the librarians.
- Create MIL knowledge feeding space in library or community, with books, resources and materials on MIL-related topics.
- Partner with schools/media outlets to organize workshops, reading salons, seminars with a facilitated discussion about a MIL topic.
- Develop resources and actions for families, including home-based self-learning MIL kits.
- Collaborate with schools, libraries, and other community organizations to organize educational summer programmes for families focused on MIL topics. These programmes could include workshops, activities, and interactive sessions, and offer certification upon completion, similar to the “Chicago Summer of Learning” model.

3

Cities promoting and integrating Media and Information Literacy in urban spaces can significantly contribute to the guarantee and promotion of Human Rights. Firstly, Media and Information Literacy skills directly support the right to information, freedom of expression, and democratic societies. By empowering citizens with the critical thinking skills to access, understand, and express opinions based on diverse information sources, MIL cities are reinforcing the foundations of free speech and informed public participation.

A key objective of MIL Cities is to empower all citizens, in particular women and girls. Embedding MIL across various sectors of cities can amplify attention to gender equality, particularly in media representation and public discourse. This requires providing tools, resources, and guidance to promote MIL in a way that is accessible and inclusive for women and girls. In 2007, UNESCO adopted Gender Equality as a global priority to provide solutions to reduce inequalities. This entails education that empowers women in science and technology for environmental action, promoting inclusion, bridging the digital gender divide, and supporting women's empowerment in crisis, emergency, and early recovery contexts. MIL Cities should aim to develop creative actions to identify and understand how the production and dissemination of certain information fuels gender biases and gender-based violence. MIL Cities should enable citizens to detect discriminatory and stereotypical information and offer counter-narratives in information and content ecosystems.

HOW MIL CITIES CAN CONTRIBUTE TO THE PROMOTION OF HUMAN RIGHTS AND GENDER EQUALITY



4

EXAMPLES OF MIL ACTIONS ALREADY TAKEN BY CITIES AROUND THE WORLD



MIL Library

Brisbane, Australia

The city of Brisbane has used public libraries and educational institutions to promote Media and Information Literacy. The libraries offer workshops, seminars, and resources to help individuals develop skills in critical thinking, digital literacy, and understanding media content .

Buenos Aires, Argentina

The city of Buenos Aires has developed programmes within its local educational system to strengthen Media and Information Literacy. These initiatives are aimed at helping citizens to critically engage with media and understand the impact of digital media on society .

Chicago, United States

The city of Chicago has implemented several Media and Information Literacy programmes targeting youth. These initiatives involved collaborations with local media organizations and focus on teaching young people how to critically analyze media messages and create their media content .

Gothenburg, Sweden

The city of Gothenburg has been active in promoting Media and Information Literacy, especially through its public libraries. The city's libraries offer a range of programmes and workshops aimed at enhancing citizens' information literacy and critical thinking skills .



Workshops





Helsinki, Finland

Known for its strong education system, Helsinki has incorporated Media and Information Literacy into its curriculum. Activities are also implemented at the city level. The city hosts events and workshops, cooperate with multi-sectors, such as schools, NGOs, libraries, youth centres and parents, that focus on media literacy and critical thinking skills .



Medellin, Colombia

The City of Medellín is already part of the SMART cities initiative (Medellín Ciudad Inteligente). It offers Wi-Fi rollout in public parks and schools, and digital literacy training for 10,000 residents per year, prioritizing those living in deprived neighborhoods.

São Paulo, Brazil

The city of Sao Paulo, particularly the municipal school network, has been carrying out programmes for the past 15 years to empower young people's voices through the media using the programme "Imprensa Jovem" in schools and communities .

Santos, Brazil

The city of Santos, already a UNESCO Creative City, has developed the "Parque Tecnológico", an open public space for workshops focused on developing digital skills and Media and Information Literacy for citizens of all ages.

Seoul, South Korea

The city of Seoul has invested in media, information, and digital literacy, particularly focusing on the elderly and other groups that might be more susceptible to misinformation. The city offers various training programmes and resources to improve Media and Information Literacy among citizens .




SYNERGY WITH OTHER CITIES BELONGING TO THE UNESCO CITIES PLATFORM

5

The UNESCO Cities Platform aims to encourage synergy among city networks, allowing cities to share experiences, best practices, and challenges. By doing so, it fosters a more integrated approach to address the complex issues that cities face today. These include cultural heritage preservation and sustainable development to lifelong learning, digital transformation, and innovation in design and creativity.

In this sense, cities piloting the MIL Cities Guidelines can enhance other UNESCO Cities networks, finding points of synergy and collaboration.

Table 2: Connection between MIL Cities actions and other UNESCO Cities Networks

Cities Networks in the UNESCO Cities Platform	Objective of the network	Potential synergies with MIL Cities 
UNESCO Creative Cities Networks	Cities belonging to the network acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans	<ul style="list-style-type: none"> • MIL Cities stimulate grassroots creativity and entrepreneurship of their citizens through MIL learning and programmes. • MIL Cities also support sustainable urban development based on the promotion of information as a public good, and people's empowerment with critical thinking skills. Those are key to strengthen urban participation.
UNESCO Global Network of Learning Cities	Cities belonging to this network promote policies and initiatives of lifelong learning for all citizens.	<ul style="list-style-type: none"> • MIL Cities foster people's learning about the information ecosystem and digital technologies. This learning goes beyond teaching at schools and/or universities. MIL Cities in this respect promote life-long learning and could easily cooperate with the Network of Learning Cities. • MIL Cities are enablers of all forms of lifelong learning for various communities, at workplaces, and through social and economic development, including through technologies.
International Coalition of Inclusive and Sustainable Cities	Cities belonging to this network are interested to share experiences to improve their policies to fight racism, discrimination, xenophobia and exclusion.	<ul style="list-style-type: none"> • MIL Cities have the potential to strengthen local governance and community cohesion. • MIL Cities will highlight MIL learning for women to address gender biases in technology and media. • MIL Cities will equip citizens with skills to build resilience to hate speech and disinformation that exacerbates discrimination against marginalized groups.
Megacities Alliance for Water and Climate	Cities belonging to this network provide an international cooperation forum for dialogue on water to help megacities adapt to and mitigate the effects of climate change.	<ul style="list-style-type: none"> • MIL Cities can encourage training programmes for citizens to address climate change disinformation. Such programmes can be implemented by journalists and other professionals who have a special role to play to keep information integrity and act against climate change
World Heritage Cities Programme	It is a UNESCO Programme that aims to assist States Parties in the challenges of protecting and managing their urban heritage.	<ul style="list-style-type: none"> • MIL Cities contribute to simplifying information about urban heritage conservation explaining why this is important to their livelihood. Information about cultures and intercultural dialogue is mediated by digital technology and media. MIL Cities are platforms for dialogue, mutual understanding, equality (gender, race, religion, etc.) and peace.

6

HOW TO APPLY THE GUIDELINES ON MEDIA AND INFORMATION LITERACY CITIES?

Integrating MIL in the city's virtual and physical spaces is a process. It is necessary to consider the best starting points that align with the city's local context. By achieving key initial milestones, cities can progressively work towards building MIL Cities and fully benefit from the MIL Cities initiative.

Here are some criteria that position municipalities on a positive path in this process:

1 DESIGN IDEAS

Establish a multi-stakeholder MIL Cities Steering Committee. Local representatives of the public, private, and non-profit sectors must be part of it. The Committee should be inclusive and should consider ethnic, gender, and hyperlocal representativeness and balance when selecting its members.

2 BLUEPRINT

Prepare an action plan with a multi-layered approach, to start defining strategic MIL actions in different sectors such as education, transport, health, and environment.

3 MOBILIZE BUILDERS

Raise citizens' awareness about Media and Information Literacy by organizing at least one public activity in a public space to promote MIL learning at least twice per year.

4 LAY FOUNDATIONS, BUILD

Incorporate Media and Information Literacy in various aspects of city life including information (signs and billboards – electronic and otherwise), transportation, elections/voting, cultural activities, health, entertainment, and local governance/e-government activities.

5 LAY FOUNDATIONS, BUILD

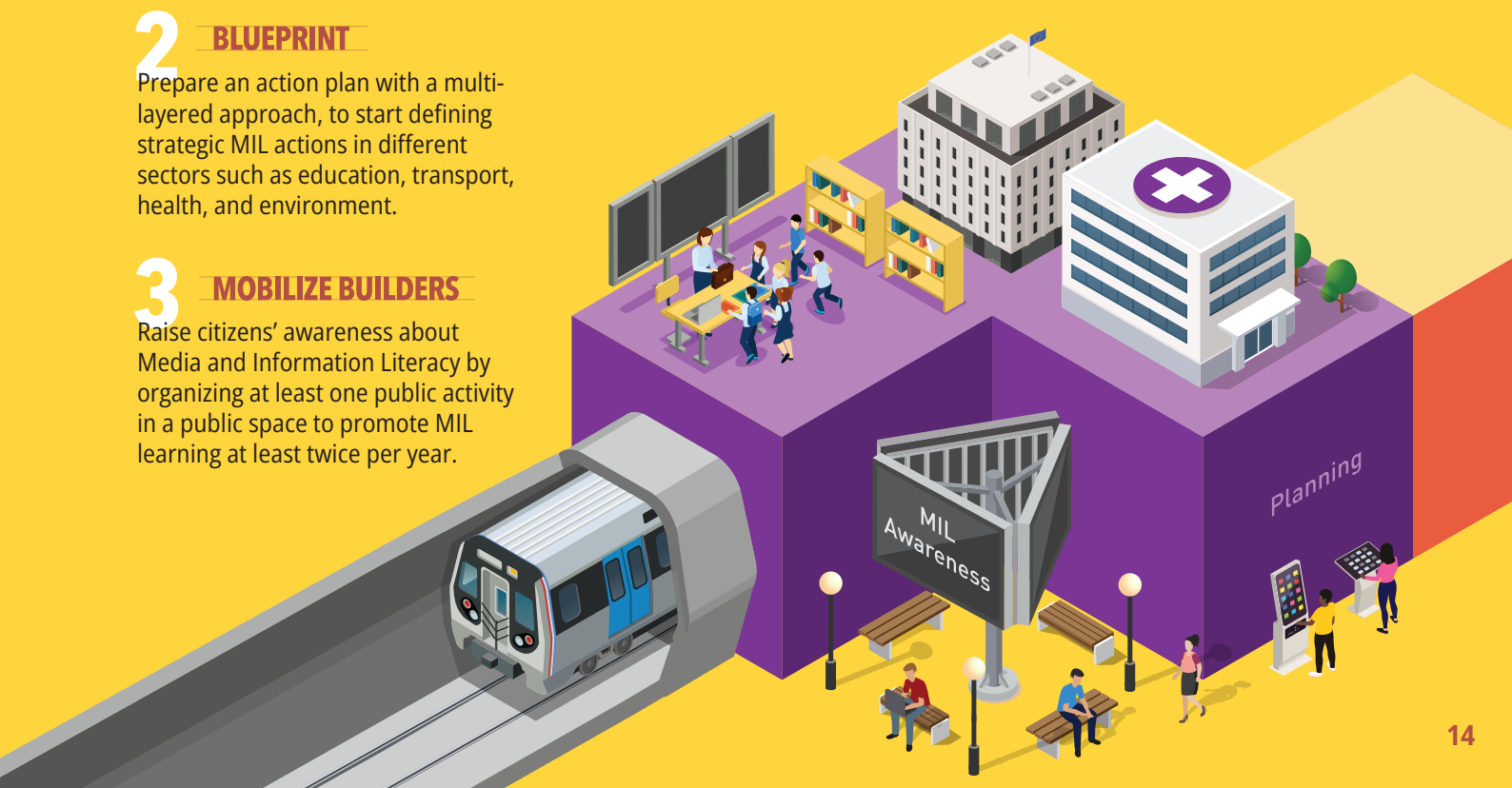
Ensure that libraries or municipal schools work on Media and Information Literacy related actions in their programmes. Explore incorporating some of these in physical and virtual city life in line with municipal plans.

6 CONNECT PATHWAYS

For Cities that are already part of another UNESCO Cities Network, expand their actions in the field of Media and Information Literacy (see above Table 1).

7 MAINTENANCE

Incorporate public awareness actions or public policies that aim to enhance citizens knowledge of Media and Information Literacy competencies in at least two management areas over two years (for example, Public Health, Transportation, Education, E-Government Tools, etc.) in the city strategic planning, or the city's master plan.



Developing a multi-layered approach for MIL Cities involves various strategic areas. Note that it is not necessary to follow these guiding actions below in the order they appear:

Layer One – Facilitate enabling environment for MIL Cities:

ensure planning and networking drawing on chains of physical structures (hospitals, bus/train stations, commercial centres, etc.) and virtual systems (internet service providers, media, digital platforms, social media, etc.). The objective is to expand existing connectivity in favor of promoting MIL for all in physical and virtual city spaces - focusing on low-income communities.

Layer Two – Collaborate with multiple stakeholders locally and globally:

engage a wide range of city actors, including government authorities, educational institutions, and civil society. The objective is to ensure inclusivity and diversity that is indispensable to integrate MIL into city services and local development. Increase access to information and stimulate civic participation by facilitating interdisciplinary dialogue and bridging various fields within the UNESCO Cities Platforms/Networks through MIL. This encourages collaboration between cities globally to share best practices, resources, and knowledge in implementing Media and Information Literacy initiatives.

Layer Three – Develop programmes and public policies, train public servants:

this requires the development of specific training as well as the integration of MIL learning within existing training for public officials and workers. It requires collaboration among various stakeholders, including educational institutions, government agencies, and nonprofit organizations.

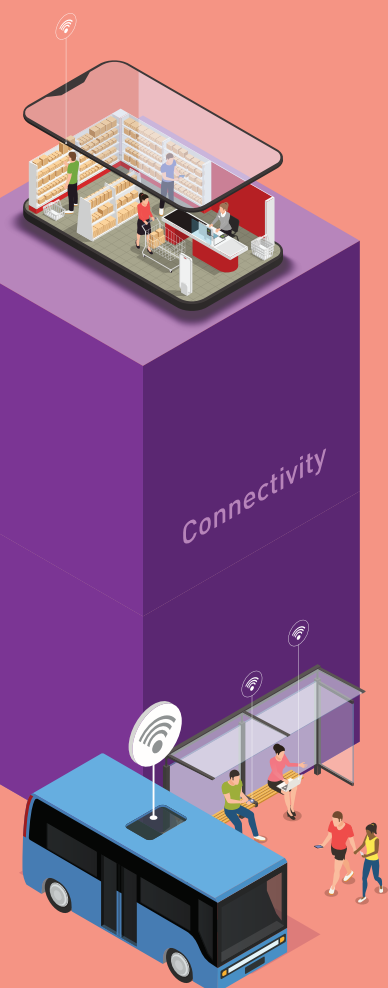
7 EXAMPLE OF A DRAFT ACTION PLAN WITH A MULTI-LAYERED APPROACH

Layer Four – Engage local media, libraries et al:

involve partnering with local media organizations, libraries, archives, museums, and publishers to promote MIL. This could include public awareness campaigns, educational content, and collaborative events that highlight the importance of MIL.

Layer Five – Foster public events on MIL:

organize public events, such as workshops, seminars, and conferences, to raise awareness about MIL and provide learning opportunities for citizens.





Layer Six – Integrate MIL Cities action with eGovernment tools for transparency and accountability:

connect MIL Cities to the use of digital platforms and eGovernment tools to enhance transparency and accountability in city governance. This includes applying MIL to make government data and processes accessible and understandable to the public, thereby fostering an informed and engaged citizenry.

Layer Seven – Ensure a MIL-related response at the city level to national and local strategies/actions on Data Privacy and use of generative Artificial Intelligence:

Ensuring the empowerment of users through Media and Information Literacy in adherence to national and local regulations regarding data privacy and ethical use of AI and the governance of digital platforms. This involves deploying creative learning to educate citizens about their digital rights and the implications of AI and data technologies.

Layer Eight – Provide tools and resources:

In collaboration with UNESCO, offer guidance and resources to city actors for implementing creative MIL initiatives.

Layer Nine – Give recognition via innovative certification, badges, or recognition:

Establishing certification programmes for various local actors that exemplify and excel in the promotion of creative Media and Information Literacy learning in city spaces or communities.

Layer Ten – Monitor, evaluate, and assess MIL Cities:

demonstrable measurable actions leading ultimately to supporting safe and inclusive cities, communities, and learning environments.



8

MONITORING, EVALUATION AND ASSESSMENT OF PILOT MEDIA AND INFORMATION LITERATE CITIES

It is essential to develop evaluation metrics to measure the impact of operationalizing the MIL Cities' Guidelines and for ongoing monitoring and evaluation. Cities using the MIL Cities Guidelines are invited to share feedback with UNESCO on their progress and lessons learnt. This will help UNESCO learn from various experiences to further advance and improve the MIL Cities framework.

Below a standard monitoring and evaluation framework is suggested.



Table 3: Basic monitoring and evaluation framework for Cities piloting the MIL Cities Guidelines

Component	Description
Goal Definition	Define what the MIL City initiative aims to achieve (for instance increased public awareness on MIL or MIL connection to local development priorities).
Stakeholder Engagement	Identify specific ways to measure multi-stakeholder engagement including articulating intended outcomes of collaboration such as with educational institutions, local government, the entertainment industry, media organizations, libraries, and community groups.
Baseline Assessment	Conduct a baseline assessment to understand the current state of Media and Information Literacy in the city.
Indicator Development	Develop indicators to measure progress towards the MIL City goals, both quantitative and qualitative.
Data Collection and Analysis	Implement systems for collecting data on these indicators, through surveys, from creative MIL learning actors, or other methods.
Periodic Review and Adaptation	Regularly review the data collected to assess progress and adapt the strategy as needed based on what is working and what is not.
Reporting and Communication	Develop a system for reporting progress to stakeholders and the wider public, ensuring transparency in the evaluation process. 'Update to UNESCO for the development is highly recommended.
Sustainability and Scaling	Consider how the initiatives and strategies can be sustained over time and how successful approaches can be scaled up or replicated.

“Our cities should reflect the diverse identities of their residents, creating spaces where everyone feels represented and valued.

In this context, media and information literacy for all is essential. UNESCO’s Media and Information Literacy Cities initiative equips people with the tools to navigate both their physical and digital environments, and revitalizes the power of social learning. By integrating MIL into daily urban spaces—such as public transportation, healthcare services, entertainment venues, and municipal facilities—we empower citizens to interact thoughtfully with the world around them and make informed choices.”

Mr. Tawfik Jelassi, UNESCO’s Assistant-Director General for Communication and Information



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