



## Supplementary Human Dimension Meeting

### Media Literacy and Democracy

27-28 May 2024

Vienna

# FINAL REPORT



## CONTENTS

|   |    |
|---|----|
| 1. EXECUTIVE SUMMARY .....  | 3  |
| 2. SYNOPSIS OF THE SESSIONS AND RECOMMENDATIONS .....   | 4  |
| OPENING SESSION .....   | 4  |
| SESSION I: Media literacy and social resilience: challenges and opportunities in the digital age .... | 5  |
| SESSION II: Media literacy and informed democratic participation, including during elections .....    | 7  |
| SESSION III: Media Freedom Literacy as enabler of democracy and security .....                        | 9  |
| CLOSING SESSION .....   | 12 |
| ANNEX I: AGENDA .....   | 14 |
| ANNEX II: LIST OF SIDE EVENTS: Topics and Conveners .....   | 16 |
| ANNEX III: BIOGRAPHICAL INFORMATION: Speakers, Introducers and Moderators .....                       | 17 |

## 1. EXECUTIVE SUMMARY

The second Supplementary Human Dimension Meeting (SHDM) of 2024, organized by the OSCE Chairpersonship of Malta in co-operation with ODIHR and the OSCE Representative on Freedom of the Media, focused on "Media Literacy and Democracy". The meeting explored the nexus between media literacy and democratic participation, highlighting the critical role of media and information literacy in promoting active citizenship and societal resilience. Against the backdrop of an important election year, the SHDM served as a platform for OSCE participating States, institutions, international organizations, civil society and other stakeholders to share perspectives and develop actionable recommendations.

Discussions centred on three working sessions. The first session analysed the role of media literacy in strengthening societal resilience in the face of technological advances and evolving digital media landscapes. It examined how innovations in media production, distribution and consumption, particularly among younger generations, can support informed citizenship and robust democracies. Discussions also explored the role of public service media and fact-checking initiatives in ensuring information integrity.

The second session emphasized the importance of informed citizen engagement in strong democracies, especially during elections. It underscored the need for skills development and capacity building, as well as the key role of state institutions, such as election management bodies and media regulators, in ensuring fair and transparent processes free from undue influence.



*H.E. Amb. Natasha Meli Daudey, Permanent Representative of Malta to the OSCE and Chairperson of the OSCE Permanent Council, speaking during the SHDM Opening Session on 27 May 2024. On her right is Mr. Taras Shevchenko, Deputy Minister of Culture and Information Policy for European Integration of Ukraine, keynote speaker.*

The final session explored the intersection of media freedom and media literacy (MFL), focusing on how these can support democracy and security. Participants discussed promising practices from across the OSCE region, emphasizing the need for cross-sectoral cooperation to promote media freedom literacy. The session provided tools for promoting MFL in all societies, including integrating it into public education and using innovative journalism to engage youth. It underlined the importance of empowering media consumers to identify reliable information, strengthening media institutions and valuing free and independent media as a cornerstone of democratic societies.

204 individuals registered to participate in the meeting. The event brought together 153 attendees (61 men, 93 women), including 104 representatives of 47 pSs, 2 representatives of 2 international organizations, 16 representatives of 16 CSOs, as well as 31 participants from OSCE structures, National Human Rights Institutions and other participants.

## 2. SYNOPSIS OF THE SESSIONS AND RECOMMENDATIONS

### OPENING SESSION

*Opening remarks:*

**H.E. Amb. Natasha Meli Daudey**, Permanent Representative of Malta to the OSCE and Chairperson of the OSCE Permanent Council

**Mr. Matteo Mecacci**, Director, OSCE Office for Democratic Institutions and Human Rights (ODIHR)

**Ms. Teresa Ribeiro**, OSCE Representative on Freedom of the Media

*Keynote address:*

**Mr. Taras Shevchenko**, Deputy Minister of Culture and Information Policy for European Integration of Ukraine

In her opening speech, the Representative on Freedom of the Media, Ms. Teresa Ribeiro, underlined the importance of free, pluralistic, and independent media as the cornerstone of democratic societies. When media freedom is restricted, it endangers human rights, democracy, and the rule of law, thus compromising society's ability to build social cohesion and resilience against various threats. The Representative pointed to the Helsinki Final Act and numerous other commitments where OSCE pS recognized the essential role of media in achieving peace and democracy. Ms. Ribeiro noted that digital transformations continue to offer ample opportunities to engage, create, and shape the media and information environment. They have increased global access to information, fostered civic engagement, empowered marginalized voices, and allowed for a more interactive relationship between journalists, media, and citizens.

However, they have also amplified information disorders, algorithmic bias, ideological polarization, and the weaponization of information. Ms. Ribeiro highlighted that it is impossible to maintain media and information integrity without simultaneously providing societies with the knowledge to make informed decisions about the media content they consume and disseminate. The threats to media freedom, diversity, and the quality of available information warrant a comprehensive approach. Therefore, the RFoM has developed a set of guidelines and recommendations for key actors to help develop effective responses to current and future challenges in a rapidly changing media and information space, to be presented at a side event at the SHDM.

## **SESSION I: Media literacy and social resilience: challenges and opportunities in the digital age**

*Introducers:*

**Ms. Caroline Lindekamp**, Journalist at CORRECTIV

**Mr. Alex Galea**, Copywriter and columnist, 3 CL Foundation

**Mr. Klaus Unterberger**, Head of the Public Value Competence Center, ORF

*Moderator:* **Ms. Barbara Trionfi**, Senior Adviser, Office of the OSCE Representative on Freedom of the Media

Session I analysed the role of the media in strengthening societal resilience amidst technological and digital media advances. It explored the changing ways in which information is created, distributed and consumed, giving particular attention to younger generations and new forms of journalism, and assessed its implications for fostering informed citizens and robust democracies. It provided insights into the challenges and opportunities of the digital age, highlighting how media literacy and innovative approaches in the media field can enable individuals and communities to adapt effectively. The session also analysed the specific role of public service media as well as of fact-checking efforts in promoting information integrity.

The first introducer, Caroline Lindekamp, spoke about an investigation carried out by CORRECTIV about disinformation strategies used by right-wing groups to influence public opinion and weaken democracy. She emphasized the importance of combating disinformation by strengthening credible information, especially as misinformation and AI-generated hallucinations complicate the information disorder. Lindekamp presented CORRECTIV's approach, which includes pre-bunking and debunking disinformation, providing educational materials, and organizing events and workshops. She noted the unique importance of fact-checking as a tool to empower audiences when they are confronted with disinformation. She noted that CORRECTIV's fact-checking articles, mostly in German, are freely available online in order to ensure access to this type of information. The introducer also presented the Faktenforum project, aimed at enhancing fact-checking through a community platform leveraging civic tech and AI tools.

The second introducer, Mr. Alex Galea, presented the point of view of young news audiences and practitioners and noting many young people's disenchanted view of social media, which led them to eliminate social media from their life due to its impact on attention span. Nevertheless, young people are constantly exposed to technology, which shapes their relationship with information and contributes to issues like echo chambers and shorter attention spans. Mr. Galea cited research from the Pew Research Centre showing a decrease in trust in institutions among young people and highlighted the misconception that young people are more media literate than their elders, noting that all generations are vulnerable to misinformation. He further emphasized the need to understand social media's unique nature compared to traditional media, which is regulated and accountable, pointing out that social media cannot be regulated in the same way due to its inherent differences and widespread accessibility.

The third introducer, Mr. Klaus Unterberger, noted the importance to identify a proper regulatory framework for the digital space in order to limit misinformation and prioritize public interest over business interests. Mr. Unterberger highlighted the crucial role of public service media, which are independent, publicly funded, and committed to social, cultural, and democratic values. Unterberger also noted that news media, particularly public service media, should not have to rely on Big Tech platforms to disseminate information, but develop their

own platforms. He also called for firm actions against violence targeting journalists and emphasized the need to protect and support quality journalism.

The discussion with the audience focussed on the specific challenge of identifying an appropriate regulatory framework for the digital space that actually promotes public interest information without leading to censorship. Speakers also noted that, while public service media play a key role in democratic environments, they are also vulnerable to interference by the government and political parties and in many countries across the OSCE region do not enjoy the trust of the people, that see them as mouthpiece of the government.

Speakers also stressed the importance of promoting media literacy as a tool to counter disinformation, noting that this is especially crucial in contexts of war and conflict, where misinformation can deepen animosities and undermine peace initiatives. However, they also noted that promoting media literacy is not enough because disinformation's persistence is not solely due to a lack of education. Disinformation persists due to prejudice, economic interests, and other factors, meaning media literacy alone cannot address it. Speakers questioned the effectiveness of media literacy education in the face of government-funded and controlled disinformation and misinformation, particularly by authoritarian regimes.

In addition to promoting media literacy, the benefits of promoting debunking and fact-checking were highlighted in order to counter false narratives with well-researched facts. At this regard, it was noted that fact-checking focuses on verifying the factual accuracy of claims, not on evaluating opinions.

Finally, speakers highlighted the need to push for greater transparency from platforms, including access to data and understanding of algorithms, as this would significantly enhance the fight against disinformation. The panellist expressed hope that regulations like the Digital Services Act would improve transparency and support journalism.

***Recommendations for the OSCE participating States:***

- Integrate media literacy education into school curricula and community initiatives to empower citizens with the skills to critically evaluate information.
- Develop comprehensive programs that teach individuals how to identify credible sources and avoid falling for disinformation.
- Implement regulations that hold social media platforms accountable for the spread of disinformation and misinformation.
- Enforce transparency and accountability from Big Tech by mandating disclosure of algorithms and data use practices.
- Create a safe environment for journalists to work independently, ensuring they are protected from harassment and violence.
- Provide financial and policy support to sustain quality journalism, recognizing its critical role in a democratic society.
- Recognize and actively counter state-sponsored disinformation campaigns that target both domestic and international audiences.
- Collaborate with international partners to share information and strategies to mitigate the impact of these campaigns.

***Recommendations for the OSCE institutions and field operations:***

- Support the establishment and operation of fact-checking organizations to systematically combat disinformation.
- Advocate for greater transparency from social media platforms, including access to data and understanding of algorithms for researchers and fact-checkers.

- Ensure that public service media remain free from government control to maintain their independence and credibility.
- Increase investment in public service media to strengthen their capacity to provide high-quality, unbiased news and information.

***Recommendations for civil society, international organizations and other actors:***

- Develop platforms and initiatives that foster collaboration in media literacy and fact-checking projects.
- Encourage community involvement in media literacy efforts to enhance public understanding and resilience against disinformation.
- Engage the public in journalism and fact-checking activities to promote greater understanding of the unique value of fact-based journalistic content.
- Organize workshops and public discussions to educate citizens on media literacy and the importance of quality journalism.
- Build and support national and international networks that share best practices and strategies in media literacy and fact-checking.
- Encourage cross-border collaborations to tackle the global challenge of disinformation.

## **SESSION II: Media literacy and informed democratic participation, including during elections**

*Introducers:*

**Dr Samantha Bradshaw**, Assistant Professor at American University's school of International Service

**Mr. Zoran Trajchevski**, Director, Agency for Audiovisual Media Services

**Ms. Liisa Past**, former National Cyber Director of Estonia

**Mr. Rasto Kuzel**, Media and Election Expert, Executive Director of MEMO 98

*Moderator:* **Mr. Ulvi Akhundlu**, Deputy Head Election Department, OSCE Office for Democratic Institutions and Human Rights (ODIHR)

The focus of the second session was on the intrinsic link between strong democracies and active and well-informed citizen participation. The discussion explored the need to invest in skills and capacities to build an active democratic society, in particular during electoral periods. Moreover, the role of State institutions, including election management and media regulatory bodies, in contributing to an environment, in which voters can make informed choices, free of undue interference and manipulation was discussed during the second session.

The first panellist Dr. Bradshaw highlighted the importance of recognizing media literacy as a key factor in how citizens vote and engage in democracy. Dr. Bradshaw noted that, contrary to the belief that citizens vote based on political knowledge, people are often 'rationally ignorant,' focusing on some issues while ignoring others and relying on others' opinions. She explained that the widespread availability of the internet and social media has transformed how people access news, with algorithms and data-driven systems tailoring content to individuals' identities, values, and beliefs. The panellist stressed the need for government-led platforms to address these systemic challenges.

The second introducer, Mr. Trajchevski emphasized the media's critical role in ensuring transparent and fair elections and stressed the need for inclusive, objective, and critical information to enable voters to accurately evaluate candidates. Mr. Trajchevski presented the

monitoring of the Agency for Audiovisual Media Services media coverage during the most recent national elections using a newly adopted methodology, focusing on central news editions and paid political advertisements. He noted the growing shift of information to online media, which has fragmented the communication environment. The digital space, he explained, has introduced challenges such as ‘new style’ political advertising with inaccurate or malicious content, including the use of artificial intelligence to fabricate false information and manipulate events. To address these issues, the Agency, in collaboration with journalists and guidance from OSCE and ODIHR, developed a code of conduct for electoral processes, however, major broadcasters and political parties declined to participate. The Agency also established the Macedonian Media Literacy Network in 2017.

Ms. Past emphasized that media literacy is crucial for understanding how democratic societies and public administration function to ensure legitimacy. Ms. Past highlighted that technology and media are ‘value-neutral’ and over the past 20 years, there has been a misguided belief in the inherent positivity of digital communication and governance, ignoring their misuse by autocrats. Ms. Past noted that digital platforms often amplify crises, creating a sense of constant turmoil, but emphasized that while cyberspace aggression is at an all-time high, defense mechanisms have also improved. Ms. Past stressed that technology itself is not the focus—free and fair elections are; technology is merely a tool, and its use depends on the choices of election organizers and politicians. The panellist concluded by urging trust in technology, election administration, the rule of law, electoral outcomes, and the power of individual voices.

The last speaker, Mr. Kuzel began by recalling a ‘deepfake’ audio released 48 hours before Slovakia's 2023 elections, which according to him had influenced the outcome and highlighted broader issues during the campaign. He shared research showing voters increasingly mistrust elections and presented debunking campaign in cooperation between civil society and the police, which ultimately prevented ‘the deepfake’ claims from undermining public trust in the election results. He emphasized key steps for ensuring transparent elections: anticipating challenges, fostering collaboration among institutions, monitoring data use, raising public awareness, using trusted voices, and leveraging technology to promote media literacy and engagement.

The discussion emphasized the critical role of media literacy and media freedom in strengthening democracy and security. Participants highlighted media challenges in authoritarian regimes where fear, repression, and apathy hinder citizens from utilizing media literacy skills or holding governments accountable. Concerns were raised about the exclusion of dissenting voices, such as the prohibition of Russia Today in the European Union but also critical voices in Russia, and the need for unbiased, comprehensive media literacy education that evolves with technological advancements. Other examples, such as Armenia and Azerbaijan media landscapes were given underscoring stark contrasts between them in terms of media freedom. Speakers urged international bodies to address violations, protect independent journalism, and promote transparency and freedom of expression. They also called for innovative approaches to measure media literacy programs, combat false narratives, and support independent media during critical electoral periods.

***Recommendations for the OSCE participating States:***

- To promote accountability and safety in media political actors should recognize their instrumental and influential role and act responsibly in shaping public discourse, while states should guarantee journalists' safety, treating them as essential contributors to democracy.

- To foster collaborative research on media literacy state authorities should partner with academics and universities to promote and evaluate the effectiveness of media literacy programs, ensuring data-driven improvements and evidence-based policymaking.

***Recommendations for the OSCE institutions and field operations:***

- Develop and implement mechanisms to measure the effectiveness of various communication strategies, ensuring that outreach efforts achieve their intended impact.

***Recommendations for civil society, international organizations and other actors:***

- Promote balanced understanding on the technology used in democratic processes and sensible discourse on artificial intelligence by highlighting its potential benefits for citizens while addressing risks responsibly. Civil society organizations should focus on fostering critical thinking among citizens to analyze media content constructively, avoiding undue scepticism.
- To strengthen education and information diversity civil society and academics should be actively involved in citizen education programs, emphasizing the importance of diverse information sources. Additionally, ensure that judges and lawyers handling media-related violations receive specialized training to address these issues effectively.

### **SESSION III: Media Freedom Literacy as enabler of democracy and security**

*Introducers:*

**Ms. Martina Chapman**, National Coordinator of Media Literacy, Be Smart Media Campaign, Ireland

**Mr. Leo Pekkala**, Deputy Director, National Audiovisual Institute of Finland (KAVI)

**Ms. Esmat Jeraj**, Director of Programmes, The Guardian Foundation

**Ms. Liliana Vitu**, Chair, Audiovisual Council of the Republic of Moldova

*Moderator:* **Ms. Bettina Ruigies**, Senior Advisor, Office of the OSCE Representative on Freedom of the Media

The session focused on the nexus between media freedom and media literacy, promising practices in the OSCE region and how these can support democracy and promote security. It also addressed the importance of inter-sectoral collaboration and the actions needed from various stakeholders, state and non-state, to foster media freedom literacy (MFL). The session offered tools and guidance on how to promote MFL across societies and foster an environment where everyone understands and values the crucial importance of free and independent media for democratic, rule-of-law based societies. The session underscored the importance of educating media consumers to build resilience, distinguish quality information and strengthen the institutions that produce it, covering as well the integration of media literacy into public education, the role of civil societies, and journalistic innovation in engaging youth.

The first introducer, Ms. Martina Chapman, National Coordinator of Media Literacy, Be Smart Media Campaign/Ireland, emphasized that media freedom and pluralism are central to the functioning of democratic society as they secure availability of and access to a diverse range of information and views, enabling individuals to make informed decisions. Ms. Chapman noted media literacy is a crucial skill in the 21<sup>st</sup> century, as it equips individuals with the knowledge to critically evaluate media and information content in an increasingly complex

digital ecosystem, and understand its impact on their lives and society. With reference to RFoM's work exploring how media literacy can raise awareness on and promote media freedom and pluralism, the introducer explained the emerging concept of media freedom literacy which combines the ability to critically evaluate and ethically produce media content, while recognizing the democratic functions of independent, well-functioning media. Having been part of the team that developed [a report on how to foster media freedom literacy across the OSCE region](#), Ms. Chapman spoke about its multi-stakeholder approach, outlining a competency framework essential for everyone to be able to recognise, access and use, the different types of media and information. The report includes spotlights on promising practices and case studies on how media freedom literacy can be promoted in the OSCE region and beyond, offering eight sets of recommendations to this end.

The second introducer, Mr. Leo Pekkala, Deputy Director of the National Audiovisual Institute of Finland (KAVI), highlighted the role of media literacy in building societal resilience. He spoke about a new government program aimed at enhancing teachers' capabilities to boost students' critical media literacy and cyber awareness, thereby strengthening social resilience. The introducer noted that while media literacy initiatives often focus on children and young people, it's crucial to consider media literacy as a lifelong learning process applicable to all age groups and societal segments. Tasked with promoting media literacy since 2012, KAVI recently received a new mandate to strengthen democracy in Finland through media literacy. Mr. Pekkala addressed the complexity of information environments, stressing the need for people to receive information from multiple sources rather than being confined to echo chambers. Finally, the panellist emphasized the need to foster "slow thinking" to encourage critical evaluation of information, which is essential for supporting democracy and meaningful public debate.

The third introducer, Ms. Esmat Jeraj, Director of Programmes, The Guardian Foundation, emphasized the essential role of the foundation's programs in promoting news and media literacy, and supporting media viability - all crucial for democratic participation. The Foundation's work with grassroots communities in the UK and internationally focuses on ensuring access to news and information for informed decision-making. The introducer discussed the challenges posed by mis/disinformation, particularly in online spaces, and stressed the importance of media literacy in building public resilience. She noted that children and adults increasingly get their news from non-traditional sources like TikTok, YouTube, and Instagram, making media literacy vital from a young age. Two core media literacy programs were described: Newswise; and Behind the Headlines - award winning programmes rooted in independent journalism and innovation involving young people. Ms. Jeraj emphasized the need for a comprehensive, lifelong approach to media literacy involving diverse stakeholders, including government, NGOs, and the business sector. She advocated for a cross-curriculum approach to media literacy, making it a core part of education to ensure all students develop the necessary skills to participate actively in civil society and democracy.

The fourth introducer Ms. Liliana Vitu, Chair of the Audiovisual Council of the Republic of Moldova elaborated on the Moldovan government's efforts to protect its audiovisual space from Russian influences. Ms. Vitu referred to the previous discussions about the balance between freedom and security at OSCE conferences and emphasized that any bans and restrictions should be of temporary nature. Instead, robust regulation and accurate information are essential for long-term solutions. She described monitoring efforts related to disinformation and development of methodologies to evaluate and address false information and hate speech. Ms. Vitu highlighted the importance of transparent media ownership and financial sources, and the introduction of legislation requiring media outlets to disclose their ultimate beneficial owners. This transparency is part of broader efforts to ensure trustworthy information and media

pluralism. The introducer noted that parallel to these measures, media literacy, even though not a panacea, is still essential for fostering a critical and informed society. Media literacy gains even more importance on the background of the upcoming presidential elections and the referendum on Moldova's membership in the European Union. Ms. Vitu stressed that protecting these processes from foreign malign influences is vital to maintaining democratic integrity and preventing the derailment of Moldova's European integration. She argued that efforts must be made to protect public trust in state institutions, regulatory bodies, civil society, and independent media.

During subsequent discussions, the participants addressed various challenges to advance media literacy including fragmentation and lack of sustainability of efforts and results in this field. With reference to some of the tools and promising practices already available in the OSCE region, it was recognized that collaborations within the frames of country-specific initiatives are feasible as these available resources are adaptable to various national contexts. Some of the participants referred to the increasing spread of disinformation globally and to the fact that the business models of many independent media outlets being under pressure due to digital transformations. Against this backdrop, the participants highlighted the need to support mechanisms for strengthening resilience in information spaces and to help develop independent media serving to the public interest. A good example of such mechanism was the establishment of the International Fund for Public Interest Media in 2022, supported by several pS. The discussion also recognized the importance of fostering empathy and facilitating conversations to reduce polarization, information bubbles, and to improve the quality of public discourse.

The role of Big Tech and their investment in media literacy was also addressed during discussions. Among other things, this industry was criticized for not providing access to their data for research purposes. The participants called for governmental action to encourage tech companies to share data and manage algorithmic and design choices that favour polarisation, harmful choices and disinformation.

Finally, the introducers and participants acknowledged the limitations of media literacy, both external and internal, emphasizing that while it is not a cure-all, it is a crucial part of a long-term strategy for developing informed media consumers. They pointed out that school curricula cannot often keep pace with rapidly changing technology, highlighting this as a significant limitation in integrating media literacy into education. They stressed the importance of extending media literacy efforts beyond schools into the broader community, noting the significant influence of adults, parents, and societies at large.

### ***Recommendations for the OSCE pS:***

- Foster a multi-stakeholder approach to maximize the impact of media literacy initiatives. This includes support from government/state agencies, independent media regulators, and creating effective cooperation mechanisms with community and voluntary sectors, media sectors, civil society organizations, online platforms, academia, and public education.
- Media literacy should be viewed as lifelong learning, adapting to changes in technology and social norms. It is crucial to develop citizens' skills continuously.
- Citizens need to be empowered with timely and relevant information, ensuring they fully understand their rights, responsibilities, and the benefits of new regulations.
- Address the issue of media concentration by ensuring diverse and independent media, which is essential for democracy and security.

- The availability and access to independent media with high journalistic standards should be guaranteed to support informed decision-making and address issues like news desertification.
- Support public interest content, emphasizing its democratic value and the role it plays in democracy.
- Demand a series of measures from the tech companies in promoting media literacy, including opening access to their data for research purposes and transparency of algorithmic systems

***Recommendations for the OSCE institutions and field operations:***

- Create and support a robust and well-managed evidence base to inform/advise public policies and develop effective media literacy programs and interventions by recognizing the existing limitations, gaps and opportunities.
- Advocate the importance of a pluralistic media landscape and the value of journalism that adheres to professional standards.

## **CLOSING SESSION**

*Reports from the working sessions*

*Closing remarks:*

**Mr. Philippe Tremblay**, Director, Office of the OSCE Representative on Freedom of the Media

**Ms. Tea Jaliashvili**, First Deputy Director, OSCE Office for Democratic Institutions and Human Rights (ODIHR)

**Mr. Michael Cluett**, Head of Policy and Planning, OSCE Chairpersonship of Malta.

Philippe Tremblay, Director of RFoM concluded the meeting by emphasizing the critical priority of countering information disorders, including disinformation, misinformation, and misinformation, for OSCE participating states. Over the past two days, discussions focused on equipping the public to understand the role of media freedom in democracy and security, and navigating the modern media landscape. The importance of both demand-side and supply-side approaches to combat disinformation was highlighted, including promoting high-quality, fact-based news and empowering citizens to discern between facts, opinions, propaganda, and disinformation. The discussions underscored the need to build social resilience against threats to democratic institutions and values. Enhancing media literacy and promoting public interest journalism were deemed crucial for citizens to participate in public life and make informed decisions. The role of technology was also acknowledged, noting that while it can spread disinformation, it can also help news and civil society organizations reach underserved audiences and produce content that serves the public interest. The director highlighted the transformation of journalism, emphasizing the importance of building trust with audiences and explaining the journalistic process and its values. Journalists are seen as crucial to strengthening media literacy by placing content on platforms where disinformation flourishes. The director called for continued championing of media literacy and media freedom literacy, fostering environments where independent journalism can thrive and citizens are empowered to navigate the complex information landscape.

Michael Cluett, Head of Policy and Planning, OSCE Chairpersonship of Malta, expressed deep appreciation to all participants. Over the past day and a half, contributions have greatly enriched the discussions. The statement emphasized the crucial role of media literacy in today's

digital age for the functioning of democracies, especially amid widespread misinformation and disinformation.

Key points included the essential roles of civil society, educators, journalists, and policymakers in promoting media literacy and helping citizens navigate the complex information landscape. The discussions highlighted the challenges and opportunities brought about by technological advances and digital transformations, underscoring the need for skills to critically assess and use information effectively. This is particularly important in election years like 2024, where well-informed voters are crucial for the integrity of democratic processes. The sessions underscored the role of media literacy in enhancing social resilience and democratic participation, combating misinformation, fostering informed decision-making, and supporting democratic engagement. Insights from keynote speakers and participants emphasized the necessity of robust media literacy frameworks, especially for younger generations who primarily access information online. The concept of media freedom literacy, combining media literacy with an understanding of a free and pluralistic media landscape, was also explored.

Malta reaffirmed its commitment to promoting media and digital literacy both within the OSCE area and domestically, pledging continued support for initiatives that foster media literacy and protect media freedom. The recommendations and ideas from the meeting will serve as valuable resources for ongoing efforts by OSCE participating states.

The First Deputy Director of ODIHR, Dr. Tea Jaliashvili, expressed great honour in delivering the concluding remarks at the second supplementary human dimension meeting, organized by the Maltese chairpersonship in collaboration with the OSCE representative on freedom of media. The Deputy Director extended sincere appreciation to all participants for the open and fruitful discussions over the past two days. The discussions highlighted the important relationship between media literacy and democratic participation, emphasizing the necessity of media literacy education, robust policy frameworks, high journalistic standards, accountability, and active citizenship. The First Deputy Director underscored the interplay between media resilience, social resilience, and the challenges posed by technological advancements in the digital era. The crucial role of media literacy in promoting informed democratic participation, especially during elections, and adapting media freedom to the digital age was also emphasized. The Deputy Director called for continued advocacy for media literacy to support democratic engagement and work towards a more informed, active, and resilient citizenry.



**Supplementary Human Dimension Meeting**

**Media Literacy and Democracy**

**Vienna, 27-28 May 2024**

**AGENDA**

**Day 1**

14.00 – 15.00

**OPENING SESSION**

*Opening remarks:*

**H.E. Amb. Natasha Meli Daudey**, Permanent Representative of Malta to the OSCE and Chairperson of the OSCE Permanent Council

**Mr. Matteo Mecacci**, Director, OSCE Office for Democratic Institutions and Human Rights (ODIHR)

**Ms. Teresa Ribeiro**, OSCE Representative on Freedom of the Media

*Keynote address:*

**Mr. Taras Shevchenko**, Deputy Minister of Culture and Information Policy for European Integration of Ukraine

15.00 – 17.00

**SESSION I: Media literacy and social resilience: challenges and opportunities in the digital age**

*Introducers:*

**Ms. Caroline Lindekamp**, Journalist at CORRECTIV

**Mr. Alex Galea**, Copywriter and columnist, 3 CL Foundation

**Mr. Klaus Unterberger**, Head of the Public Value Competence Center, ORF

*Moderator:* Ms. Barbara Trionfi, Senior Advisor, Office of the OSCE Representative on Freedom of the Media

[17.30 – 18.30 – side events]

## **Day 2**

10.30 – 12.30

### **SESSION II: Media literacy and informed democratic participation, including during elections**

*Introducers:*

**Dr Samantha Bradshaw**, Assistant Professor at American University's school of International Service

**Mr. Zoran Trajchevski**, Director, Agency for Audiovisual Media Services

**Ms. Liisa Past**, former National Cyber Director of Estonia

**Mr. Rasto Kuzel**, Media and Election Expert, Executive Director of MEMO 98

*Moderator:* Mr. Ulvi Akhundlu, Deputy Head Election Department, OSCE Office for Democratic Institutions and Human Rights (ODIHR)

[13.15 – 14.15 – side events]

14.30 – 16.30

### **SESSION III: Media Freedom Literacy as enabler of democracy and security**

*Introducers:*

**Ms. Martina Chapman**, National Coordinator of Media Literacy, Be Smart Media Campaign

**Mr. Leo Pekkala**, Deputy Director, National Audiovisual Institute of Finland (KAVI)

**Ms. Esmat Jeraj**, Director of Programmes, The Guardian Foundation

**Ms. Liliana Vitu**, Chair, Audiovisual Council of the Republic of Moldova

*Moderator:* Ms. Bettina Ruigies, Senior Advisor, Office of the OSCE Representative on Freedom of the Media

16.30 – 17.30

### **CLOSING SESSION**

*Reports from the working sessions*

*Statements by participating States*

*Closing remarks:*

**Mr. Philippe Tremblay**, Director, Office of the OSCE Representative on Freedom of the Media

**Ms. Tea Jaliashvili**, First Deputy Director, OSCE Office for Democratic Institutions and Human Rights (ODIHR)

**Mr. Michael Cluett**, Head of Policy and Planning, OSCE Chairpersonship of Malta.

## **ANNEX II: LIST OF SIDE EVENTS: Topics and Conveners**

**Restriction of the right to access information in Europe as a factor in the crisis of European democratic institutions.**

Convenor: Information Group on Crimes against the Person

**Resilience of civil society using social media.**

Convenor: Pantarey Foundation

**Media, information, and literacy: development in times of war**

Convenor: Office of the OSCE Project Co-ordinator in Ukraine

**Launching of the OSCE RFoM's Report & Fostering Media Freedom Literacy Across the OSCE Region**

Convenor: Office of the Representative on Freedom of the Media

**Kyrgyzstan: how restrictive media freedom environment affects media literacy**

Convenor: American Bar Association

## **ANNEX III: BIOGRAPHICAL INFORMATION: Speakers, Introducers and Moderators**

### *Opening Session*

**H.E. Amb. Natasha Meli Daudey**, Permanent Representative of Malta to the OSCE and Chairperson of the OSCE Permanent Council

**Mr. Matteo Mecacci** is Director of the OSCE Office for Democratic Institutions and Human Rights (ODIHR), since December 2020. Prior to that he spent 7 years as President of the International Campaign for Tibet. He headed the OSCE/ODIHR Election Observation Mission to Georgia in 2013 and was a Member of the Italian Parliament, Foreign Affairs Committee and of the OSCE Parliamentary Assembly from 2008– 2013. From 2000 to 2008 he was Representative to the United Nations in New York of “No Peace Without Justice” and the “Transnational Radical Party”. He holds a JD in International Law at the University of Florence.

**Ms. Teresa Ribeiro**, OSCE Representative on Freedom of the Media

**Mr. Taras Shevchenko**, Deputy Minister of Culture and Information Policy for European Integration of Ukraine

### *Session I*

**Mr. Alexander Galea** is a freelance copywriter and columnist currently working for the Commonwealth Centre for Connected Learning (3CL). During his time with 3CL he has worked on projects which pertain to media literacy in Young People, including the Gen Z project and assisting in the compilation and editing of 'Young People and Information. A Manifesto'. As well as having a keen interest in geopolitics and history, he is also a native speaker of Maltese, English and Russian.”

**Mr. Klaus Unterberger** has worked as an editor in the television and information department at Austrian Public Service broadcaster, ORF, since 1983. He has also developed and directed documentary films and hosts the ORF public debate series DIALOGFORUM. Since 2007, he has also been head of ORF's Public Value Competence Center and thus responsible for quality assurance measures, external and internal communication and international contacts on issues of public service core competence. He has also been a member of the "ORF Ethics Council" since 2013. Klaus Unterberger was also awarded the "Konrad Lorenz State Prize”.

**Ms. Caroline Lindekamp** has a professional background in journalism. She has also worked at universities on media accountability and as a media analyst at NewsGuard. She was a fellow in the JournalismAI programme at the London School of Economics, leveraging the power of AI for newsrooms in international teams. These areas converge in her current position at the non-profit media house CORRECTIV: She is project lead of noFake, an interdisciplinary effort to identify new strategies against disinformation. The team of scholars, developers and journalists combines methods from prebunking and debunking through civic tech. They are building the community platform CORRECTIV.Faktenforum for collaborative fact-checking.

### *Session II*

**Dr. Samantha Bradshaw** is the Director of the Center for Security, Innovation, and New Technology at American University and an Assistant Professor in the department of Foreign

Policy & Global Security. Her research examines issues around emerging technology, democracy, and security, including disinformation and foreign influence operations. Dr. Bradshaw obtained her D.Phil. from Oxford University in 2020, and completed a postdoctoral fellowship at Stanford University.

**Ms. Liisa Past** (CISSP, MA) is a cyber security and strategic communication expert. As the National Cyber Director of Estonia, Liisa focused on protecting the infrastructure of democracy in the digital world and securing our increasingly electronic way of life. Her mandate centered on strategic and policy cohesion across the Estonian society. As the CISO of the IT and Development Centre at the Estonian Ministry of the Interior, she was responsible for mainstreaming information security practices across technology that saves lives in homeland security, including ISO 27001 compliance, introducing a SOC to consolidate numerous information sources. Liisa has served as the Chief National Cyber Risk Officer for the Estonian Government Office and Chief Research Officer at the Cyber Security Branch of the Estonian Information System Authority, where she designed, led and carried out analysis related to cyber security, including risk, threat and impact assessments. She worked with the cyber security offerings of the R&D-intensive ICT company Cybernetica, the force behind critical digital governance systems and cutting edge applied research. Liisa spent 2018-2019 as a Next Generation Leader at the McCain Institute for International Leadership at the Arizona State University focusing on cyber security of the technologies underlying democracies and elections. Liisa was a driving force behind the Estonian comprehensive risk assessment of elections and the first edition of the Compendium on Cyber Security of Election Technology, published under the auspices of the Cooperation Group of the EU Network and Information Security Directive. While serving on the directorate of the NATO Cooperative Cyber Defence Centre of Excellence, she ran both the external relations of and the StratCom game in the world's largest international technical network defence exercise Locked Shields. Liisa is widely published on often speaks on cyber security, strategic communication and risk management.

**Mr. Rast'o Kužel** is a media & election expert with over 25 years of international experience. Since 1998, he has been running MEMO 98, a media-monitoring organization with extensive experience in delivering analyses and technical assistance to international institutions. For the last 7 years, Rast'o has focused intensively on the issue of online disinformation in the context of elections and on the role of social media during elections and ways to tackle their negative impact on elections. He co-authored a White Paper on Social Media, Disinformation and Electoral Integrity to guide IFES in this area and the UNESCO/UNDP guide Elections in Digital Times. Drawing upon his experience, Rast'o wrote a media monitoring toolkit which was developed with the support of the Council of Europe.

**Mr. Zoran Trajchevski**, has been the Director of the Agency for Audio and Audiovisual Media Services since October 2014. He started his career back in 1995 in the private-business sector, to continue, in 1998 and 1999, with the "Makedonski Telekomunikcii" mobile service operator as Head of the Technology Department and as Deputy Head of the Executive Board of the Macedonian Postal Services, until 2002. In the period 2000-2002 he was Member of the Managing Board of the EUTELSAT S.A. satellite communications company in Paris, simultaneously performing the duties of Manager of the National Telecommunications Directorate. In the period 2006-2007, he was Advisor to the Minister of Transport and Communications in the sphere of Telecommunications. From 2006 until 2011, he was Representative of the Macedonian Government to the "AD Makedonski Telekomunikacii" and Head of the Shareholders' Assembly, while from 2007 to 2009, he worked as Deputy Director of the "Macedonian Broadcasting" public enterprise. Following a few-years-long engagement in the private sector, in 2011, he became Member of the then Broadcasting Council of the

Republic of Macedonia, to be elected as President of the same Broadcasting Council a year later. Mr. Trajchevski holds two M.A. degrees in mechanical engineering and energy efficiency (obtained in 2008 from the SS Cyril and Methodius University in Skopje, Faculty of Mechanical Engineering), and in economic sciences (obtained from the Business Academy, National and International Commerce Department, in Novi Sad, Republic of Serbia, in 2010). In 2013, he defended his doctoral thesis titled “Liberalization of the Electronic Communications Market and Company Management” at the Business Academy in Novi Sad, Republic of Serbia, obtaining a Ph.D. degree in Economics. In October 2017, Mr. Trajchevski was appointed as Lecturer in business and international economy at the Faculty of Economics and Engineering Management in Novi Sad. His educational background also includes specialization in efficient liberalization management in telecommunications and broadcasting at FCC, Washington, D.C., USA, back in 1994, and a specialist course on interconnection expenses assessment based on LRIC methodology, in London. As a former Director of the Agency for Electronic Communications, and current Director of the Agency for Audio and Audiovisual Media Services, he has an extensive knowledge of the legislation related to media and electronic communications.

### *Session III*

**Ms. Martina Chapman** is an independent consultant specializing in media literacy policy and strategy development, research and project management. She has worked with organisations such as the European Commission, the Council of Europe, the European Audiovisual Observatory, the European Platform of Regulatory Authorities, the European Broadcasting Union and the Organisation for Security and Cooperation in Europe, as well as a number of European regulatory bodies, Public Service Media and media institutes. She is the national coordinator of Media Literacy Ireland and the Be Media Smart campaign on behalf Coimisún na Meán and is currently serving as the Independent Chair of the National Counter Disinformation Strategy Working Group in Ireland. Previously, she served on the Council of Europe CDMSI sub-committee on Quality Journalism in the Digital Age (MSI-JOQ). She has authored and co-authored numerous reports and policy documents relating to MIL topics. Martina is also an Associate of the European consultancy firm, Wagner-Hatfield and prior to setting up her own consultancy, she was the BBC’s Editor for Media Literacy and she previously held the staff position of Media Literacy Policy Executive for Ofcom. Martina holds an M.A. in Media Management and Policy from the University of Ulster.

**Dr. Leo Pekkala**, has a long academic and administrative career both in Finland and internationally. He has extensive experience in developing educational policies, strategies, and programmes. His areas of expertise are Media and Information Literacy, the evaluation of programmes and research proposals, development projects, research and development in higher education, and education development in both developing and developed country contexts. Currently, he is the Deputy Director of the National Audiovisual Institute of Finland and the Head of its Media Education and Audiovisual Media Department, a government authority under the Ministry of Education and Culture. His main tasks involve the promotion and coordination of Media Literacy and media education in Finland. He also serves as the government authority on age ratings for films, TV programmes, and digital games.

**Ms. Esmat Jeraj** is the Director of Programmes at The Guardian Foundation, a UK based non-profit working to promote global press freedom and access to liberal journalism. The Foundation's programmes span across news and media literacy, building voice and agency and supporting media viability; all of which are essential in a democratic society where people can participate, influence and act. Esmat has previously served as Chief Operating Officer for a social mobility organisation focused on engaging young people from minority communities to promote their participation in British democracy and civil society. She has supported many of

them to achieve their aspirations, including several who have gone on to successfully run for political office. Esmat is a skilled trainer, community organiser and facilitator with a keen interest in equity, diversity and inclusion.

**Ms. Liliana Vițu** is the Chair of the Audiovisual Council, country's regulatory body for TV and Radio, in December 2021. Ms. Vițu started her career in 1999 as a BBC World Service correspondent in Moldova. When the Communists' Party lost power in 2009, she ran to become the director of the News and Debates Department at the public TV channel "Moldova 1" to promote long overdue reforms at the public broadcaster. Recent experience includes consulting in media development for the Thomson Reuters Foundation for the development of independent media in Moldova, UNDP Uzbekistan, OSCE Tajikistan and working as a Project Director for Internews in Kyrgyzstan. In 2011 she was the first journalist to be nominated by the US Embassy for the Edward R. Murrow Program for Journalists, USA. She holds an MA in Modern European Studies with London Metropolitan University and BA in Journalism and Communications with Moldova State University.

### *Closing Session*

**Mr. Philippe Tremblay**, Director, Office of the OSCE Representative on Freedom of the Media

Director of the Office of the OSCE Representative on Freedom of the Media after five years as Head of External Co-operation in the Office of the OSCE Secretary General. Prior to joining the OSCE in late 2018, he was a Canadian diplomat for 20 years, working abroad as Deputy Head of Mission and Acting Ambassador at the Embassy of Canada to Turkey, Georgia, Azerbaijan and Turkmenistan, together with prior postings to Tokyo and New York. At Global Affairs Canada in Ottawa, he was Departmental Chief of Staff to two Foreign Affairs Ministers, Director of Planning in other government departments and fulfilled additional roles in the Protocol, Arms Control/Disarmament and Policy Planning Bureaus. Earlier in his career, he contributed to the mission of other international organizations, including UNODC, the Nuclear Non-Proliferation Treaty Review Conference, the Atlantic Treaty Association and multiple G7 and G20 Summits and Ministerial meetings. Philippe was the 2015-16 Canada Fellow at Harvard's Weatherhead Center for International Affairs and holds degrees from Université Paris-1 Panthéon-Sorbonne, the Diplomatic Academy of Vienna and the Université de Montréal.

**Dr. Tea Jaliashvili** is ODIHR First Deputy Director. She has extensive experience in strategic policy development, management and administration of technical co-operation programmes in the fields of human rights, democracy and the rule of law, within international, national and non-governmental organizations. Before joining ODIHR, she was acting Head of the OSCE Programme Office in Dushanbe. She previously served as Deputy Director at the Women's Information Center in Georgia and was deeply engaged in strengthening the capacity of civil society to protect women's rights and advance gender equality. She has also worked for the UN, Council of Europe and EU joint initiatives in a number of regions. Dr. Jaliashvili has worked towards achieving peace and a just society based on principles of good governance and rule of law through her contribution to legislative changes as well as policy and institutional development, including strengthening and harmonising the work of the judiciary and National Human Rights Institutions. She has Master Degree in International Human Rights Law, she holds doctorates in medicine and philosophy (MD-PhD) and is fluent in Georgian (native), English, Russian and French.

**Mr. Michael Cluett**, Head of Policy and Planning, OSCE Chairpersonship of Malta.