



Productive partnerships to promote media and information literacy for knowledge societies: IFLA and UNESCO's collaborative work

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Outline

- Knowledge Societies and MIL
- The information environment of the digital age
- Productive partnerships for MIL:
UNESCO IFAP and IFLA's collaborative work
- The way ahead

Towards Knowledge Societies

- Development and implementation of targeted policies and strategies
- Common challenges (national, regional, international level)
- Joining in efforts: Partnerships beyond geographical borders, across sectors, institutions, organisations and professional groups.

Towards Knowledge Societies



Principles

- **Freedom of expression**
- **Equal access to quality education**
- **Universal access to information**
- **Cultural and linguistic diversity**

Strategic objectives

- to foster digital opportunities and social inclusion, by using ICT for capacity building, empowerment, governance, social participation
- to strengthen capacities for scientific research, information sharing, cultural creativity and exchanges
- to enhance learning opportunities through access to diverse content and delivery systems

Towards Knowledge Societies. Background Paper from Information Society to Knowledge Societies, UNESCO, Paris, 2003

Towards Knowledge Societies

A shared vision

- MIL is the cornerstone of knowledge societies
- Promoting MIL worldwide
 - To empower citizens
 - To face up to the challenges and seize the opportunities of the digital age

IFLA and IFAP

International Federation of Library Associations and Institutions (IFLA)

- Information Literacy Section established in 2002.
- Committed to freedom of expression
- Committed to universal and equitable access to information for the social, educational, cultural, democratic and economic well-being of individuals and communities

UNESCO Information for All Programme (IFAP)

- Intergovernmental programme established by UNESCO in 2000.
- Pledges to harness the new opportunities of the information age to create equitable societies through better access to information.
- Information literacy is one priority area.



The information environment of the digital age

Productive Partnerships for MIL

- A condition to remove the barriers to open, plural, inclusive and participatory societies (Knowledge societies)
- Successful policy development and implementation
 - a shared vision by stakeholders
 - specific actions which are underpinned by shared knowledge and resources
 - multi-stakeholder approach: across sectors, institutions and professions; beyond geographical borders

IFAP-IFLA's collaborative MIL actions

- GOAL:

Supporting governments and other stakeholders in developing general and sector-specific MIL policies for building inclusive knowledge societies.

- ACTIONS:

- focus on a people-centred approach (rather than technology-centred)
- fostering freedom of expression, right to information and equality, right to quality education and ensuring privacy and security
- multi-stakeholder approach

IFLA MIL Recommendations

- Work initiated in 2010.
- Recognising the need to raise MIL awareness among governments and civil society institutions/organisations.
- Prepared in consultation with UNESCO and MIL experts from around the world.
- Endorsed by the IFLA Governing Board in December 2011.
- Endorsed by the Intergovernmental Council for IFAP in April 2012.
- Now exploring opportunities for UNESCO endorsement: General Conference, November 2013.

IFLA MIL Recommendations

IFLA recommends that governments and organisations:

- **Commission research** using MIL indicators as a base
- **Support professional development**
- **Embed media and information literacy** at all educational levels, formal and informal
- **Recognise media and information literacy and Lifelong Learning as key elements** for accreditation
- **Include MIL in the core and continuing education** of professionals & educators in all sectors
- **Implement MIL programs** to increase the employability and entrepreneurial capacities of women and disadvantaged groups;
- **Support thematic meetings** within specific regions, sectors, and population groups.

MIL for Knowledge Societies

Moscow, 24-28 June 2012

- Raise awareness of the significance of MIL advocacy across professions and sectors.
- Explore the concept, identify challenges, recommend actions, urge commitment.
- Improve international, regional and national response.
- [Moscow Declaration on MIL \(2012\)](#)
 - Working definition of MIL
 - A call to action for all stakeholders





Moscow Declaration on MIL (2012)

- ❖ Knowledge, attitudes, skills, and practices required to access, analyse, evaluate, use, produce, and communicate information and knowledge in creative, legal and ethical ways that respect human rights.
- ❖ MIL competencies thus extend beyond information and communication technologies to encompass learning, critical thinking and interpretive skills across and beyond professional, educational and societal boundaries.
- ❖ MIL addresses all types of media (oral, print, analogue and digital) and all forms and formats of resources.



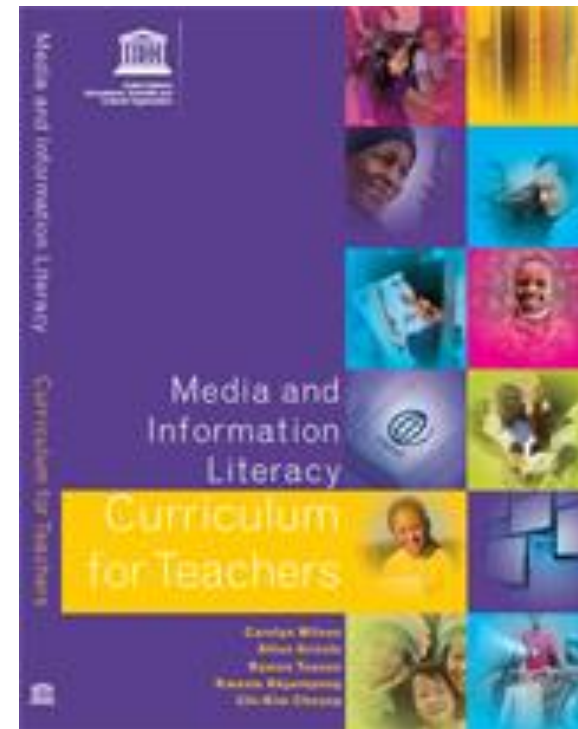
Moscow Declaration on MIL (2012)

- ❖ Media and information literate individuals
 - ❖ can use diverse media, information sources and channels in their private, professional and public lives.
 - ❖ know when and what information they need and what for, and where and how to obtain it.
 - ❖ understand who has created that information and why, as well as the roles, responsibilities and functions of media, information providers and memory institutions.
 - ❖ can analyze information, messages, beliefs and values conveyed through the media and any kind of content producers, and can validate information they have found and produced against a range of generic, personal and context-based criteria.

UNESCO MIL Curriculum for Teachers

International Expert Meeting organised by IFAP
(Moscow, December 2011)

Round table at MIL for Knowledge
Societies Conference (2012)



IFLA and UNESCO Communication and Information Sector

IFLA is engaged in other UNESCO initiatives:

- UNESCO *Global Alliance for Partnerships on MIL (GAPMIL)*
- *MIL Policy and Strategy Guidelines* (UNESCO, forthcoming)
- Online community-based platform for multilingual Open Educational Resources in MIL



The Way Ahead

Policy and strategies to advance the MIL agenda for the development of knowledge societies:

- Understanding the impact of emergent and converging technologies on the individual and on societies.
- Understanding how MIL relates to information ethics, information preservation and information accessibility in an increasingly complex environment (IFAP priorities, *IFLA Trend Report*).
- Diversity of actions
 - Targeting **awareness raising** and **capacity building**, e.g. train the trainers, documents.
 - **Conferences & thematic meetings** to reach both wide audiences and specific regions & populations.

Strategic Partnerships

- Increasingly complex information environment
- Increasing value of MIL
- Increasing value of partnerships:
 - IFLA, UNESCO and other stakeholders (NGOs, governmental institutions, other professional groups)

Thank you!

