



# 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.



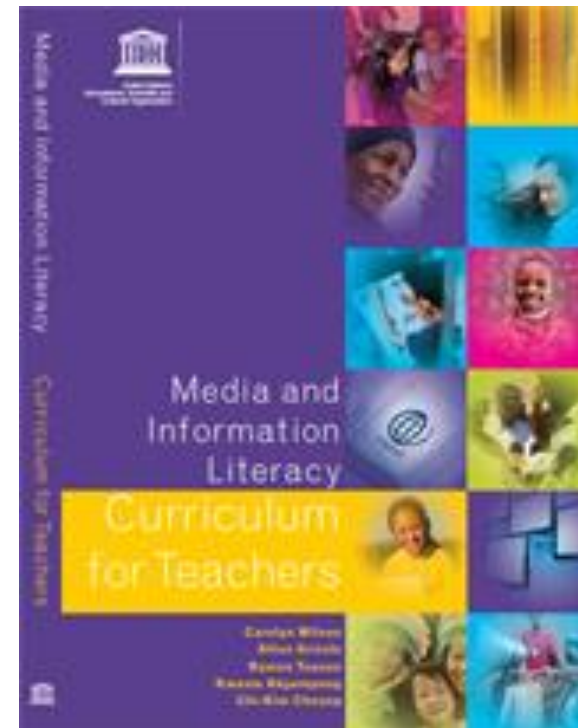
# Moscow Declaration on MIL (2012)

- ❖ 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!

