

## International Conference

# COMPREHENSIVE APPROACH AND ADVANCEMENT OF MEDIA LITERACY IN GEORGIA, LATVIA, MOLDOVA AND UKRAINE

**10 December 2021, Riga, 10:00 Riga/EET time (GMT +2hrs),  
On-line**

## DRAFT AGENDA

**AIM OF THE CONFERENCE:** Media literacy is becoming an ever-increasing topic among policymakers in European Union and its Neighbourhood region. Increased attention towards media literacy and resilience against disinformation became particularly topical in 2014, after Russian aggression towards Ukraine, and became even more acute when the world was combating the COVID-19 pandemic. Enhancement of people resilience and ability to recognise disinformation has become a joint effort by governments, international donor community and various civil society and international organisations. However, these efforts usually are sporadic and not coordinated between the parties involved.

Baltic Centre for Media Excellence (BCME), together with Baltic to Black Sea Alliance (BBSA) and in cooperation with Media Development Foundation (Georgia), Independent Journalism Centre (Moldova) and Ukrainian Media and Communication Institute, is implementing a research project "Comprehensive approach and advancement of media literacy in the Baltics and Eastern Partnership". The project has delivered an in-depth study of the media literacy sector in Latvia, Georgia, Moldova and Ukraine. In addition, it provides policy recommendations to advance media literacy.

The organisers will use the event to outline and discuss key findings from the four countries and bring together key policymakers, international donor community and project implementers to seek ways to advance media literacy and improve coordination among stakeholders and actors.

**FORMAT:** Online event (3 hrs long)

**CONFERENCE PARTICIPANTS AND AUDIENCE:** Heads of parliamentary committees from Latvia, Georgia, Moldova, and Ukraine responsible for advancing media literacy in respective countries. Authors of the country research reports, representatives of the international donor community, policymakers and organisations implementing media and information literacy projects.

**WORKING LANGUAGES:** English, Latvian and Russian with simultaneous translation.

**ORGANISERS:** Baltic Centre for Media Excellence, Baltic to Black Sea Alliance, Media Development Foundation (Georgia), Independent Journalism Center (Moldova), Ukrainian Media and Communication Institute (Ukraine).

**CONFERENCE SUPPORTERS:** Black Sea Trust for Regional Cooperation, a Project of the German Marshall Fund of the US; Foreign, Commonwealth & Development Office and the Ministry of Foreign Affairs of the Republic of Latvia.



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## DRAFT AGENDA

(as of 1 December)

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**09:45 – 10:00**

Riga/ EET time (GMT +2hrs)

**Connection to conference**

**10.00 – 10.15**

Riga/EET time (GMT +2hrs)

**Opening remarks:**

- **H.E. Ms Inara Murniece**, Speaker of the Parliament of the Republic of Latvia (TBC)
- **Gunta Sloga**, Executive Director of the Baltic Centre for Media Excellence

**10:15 – 10:35**

Riga/EET time (GMT +2hrs)

**Keynote presentation, Dr. Solvita Denisa-Liepniece, research lead of the report.** Ms. Liepniece introduces common regional tendencies and key conclusions revealed by research in Latvia, Georgia, Moldova and Ukraine.

**10:35 – 11:35**

Riga/EET time (GMT +2hrs)

**FIRST SESSION:** Advancement of media literacy in Latvia and Eastern Partnership countries through improving policy framework and strategic partnerships on the national level. During the first session, the representatives of respective Parliament Committees will address existing challenges in media literacy areas in their countries and discuss policy recommendations made by the research report.

**Moderator:** **Gunta Sloga**, Executive Director of the Baltic Centre for Media Excellence

- **Arvils Ašerādens**, Chair of the Education, Culture and Science Committee, Parliament of the Republic of Latvia
- **Shalva Papuashvili** Chair of the Education and Science Committee, Parliament of Georgia
- **Liliana Nicolaescu-Onofrei**, Chair of the Culture, Education, Research, Youth, Sports and Media Committee, Parliament of the Republic of Moldova
- **Mykyta Poturayev**, Chair of the Humanitarian and Information Policy Committee, Parliament of Ukraine
- **Representative from IREX** (Invited)

**11:35 – 11:45**

Riga/EET time (GMT +2hrs)

**Break**

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**11:45 – 12:45**

Riga/EET time (GMT +2hrs)

**SECOND SESSION:** Expert panel on the advancement of media literacy in Latvia, Georgia, Moldova and Ukraine and setting the goals for the future. During the second session, country report contributors from respective countries discuss country-specific findings and recommendations and analyse the sustainability of current initiatives and policies.

**Moderator: Viktors Makarovs**, Ministry of Foreign Affairs of the Republic of Latvia, Special Envoy on Digital Issues

- **Dr. Solvita Denisa-Liepniiece**, Baltic Centre for Media Excellence, research lead of the report
- **Tamar Kintsurashvili**, country report author, Georgia
- **Diana Dutsyk**, country report author, Ukraine
- **Angela Vacaru**, country report author, Moldova
- **Representative of Deutsche Welle Academie** (Invited)

**Concluding remarks: Arvils Ašerādens**, Chair of the Education, Culture and Science Committee, Parliament of the Republic of Latvia.

**ORGANISED BY:**



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**SUPPORTERS:**



A PROJECT OF THE GERMAN MARSHALL FUND



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Ministry of  
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