

# A GOOD MEDIA LITERACY INITIATIVE:

## EDMO GUIDELINES FOR EFFECTIVE MEDIA LITERACY INITIATIVES

12 principles to increase effectiveness in the stages of **Development**, **Delivery** and **Review**

Reflecting the input and expertise of 100+ practitioners from 50+ countries and all EDMO Hubs, these Guidelines aim to help increase the quality of media literacy across Europe. They have been designed for use by anyone involved in the development of media literacy initiatives, including civil society, educators, policy makers, those in the media or tech industries.

In an area as complex and diverse as media literacy, there can be no one-size-fits-all approach. Not all principles will be relevant to all projects. It is entirely up to the user to select the most appropriate advice for their initiative.

Read the full document:



[edmo.eu/mil-guidelines](https://edmo.eu/mil-guidelines)

## DEVELOPMENT

-  has clearly defined goals and principles
-  is empowering
-  promotes critical understanding of the media ecosystem
-  is consultative and relevant
-  takes an evidence-based approach
-  is inclusive
-  is ethical and accessible

## DELIVERY

-  is transparent
-  is prepared
-  is adaptable

## REVIEW

-  endures
-  reflects, shares and evaluates