

UNESCO MIL Alliance

EU Sub-Chapter Mediterranean Group

MEEt ouR Member's



EKOME



National Centre
of Audiovisual Media
and Communication



**UNESCO
MIL Alliance**
Media & Information Literacy for All

Publishing Director: Stelios Kymionis (Head, Audiovisual Archives & Education R&D, EKOME)
Editor: Irene Andriopoulou (Research, Studies & Educational Programs Department, EKOME)
Graphic Design: Aliko Kakoulidou (Information Systems Department, EKOME)
Proofreading: Despoina Lampada (Research, Studies & Educational Programs Department, EKOME)
Communication: Vasiliki Diagouma (Head, Communication & International Relations Department, EKOME)
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Al. Pantou & Fragkoudi 11 str. 17671 Athens, Greece
Tel.: +30 214 4022 500
educate@ekome.media, info@ekome.media
<http://www.ekome.media>

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UNESCO MIL Alliance

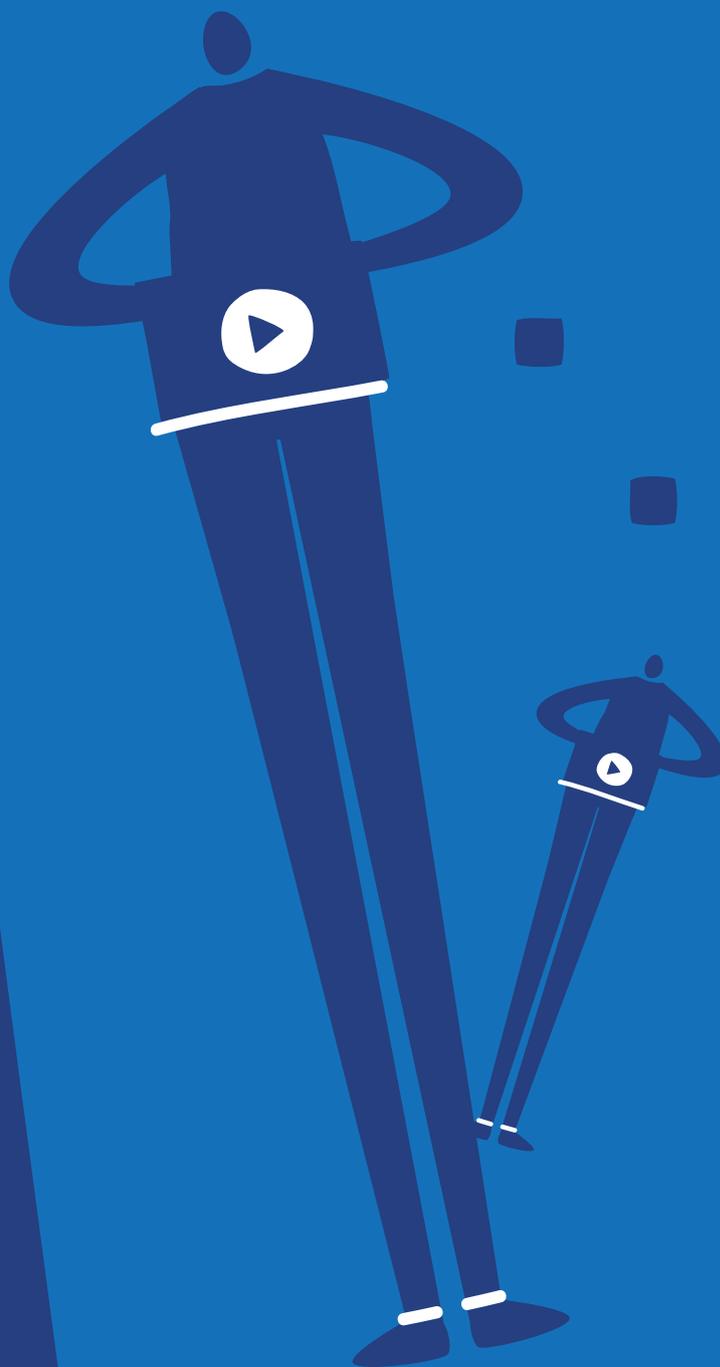
EU Sub-Chapter Mediterranean Group

MEEt
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Members

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Foreword



Dear members,

I would like to welcome you to the “Meet our Members” e-booklet, an initiative of EKOME aiming at presenting the members of the MIL Alliance European Sub-Chapter Mediterranean Group.

The European Sub-Chapter Mediterranean Group and the strengthening of its works has been the focus of a partnership between EKOME, UNESCO and the network of MIL Alliance (GAPMIL), launched in October 2018, during the 8th UNESCO International Conference on Media and Information Literacy & UNESCO MIL Week. The partnership’s goal is to raise MIL awareness towards an active citizenship and further motivate State policies into eventually introducing a more systematic and sustainable MIL policy agenda in the region.

EKOME approaches MIL as the overarching concept which underpins the development of a vigorous and diverse audiovisual and digital market within the creative industries, towards a competitive knowledge society. At the same time, EKOME is a strong proponent of the power of networks as tools for establishing effective synergies as well as visibility towards common goals.

In this context, EKOME is looking forward to exploring, together with other partners, new opportunities and inspiring initiatives for joint actions in the context of our network, under the auspices of UNESCO. This e-booklet is an introductory step, presenting each member’s profile and their approach to MIL. More than a standard publication, it seeks to work as a dynamic visibility tool for the Mediterranean Group, that will be periodically updated as our network is expanding with the addition of more members, and our track record is acquiring momentum through combined efforts and strategic partnerships.



Panos Kouanis
President & CEO, EKOME

MIL Alliance co-Chairs

In the semantic roots on each MIL skill or concept there is a direct connection to the notion of full citizenship because MIL competencies enable citizens to fully interact with social contemporary information demands that characterize our knowledge-based times.

If we consider freedom of expression, digital fluency or research skills as being vital elements of the MIL concept, it will be impossible to avoid being concerned with the limited basic rights/skills of marginalized, low-income or immigrant populations: mainly in the sense of accessing, analyzing, using, and producing quality information that are critical to be fully engaged in our digital and connected society.

In other words, fostering MIL for all means promoting an inclusive society, an inclusive world, where nobody should be left behind. This goal demands the coordination of several stakeholders such as schools, media companies, libraries, museums, and above all: Governments and their policy makers.

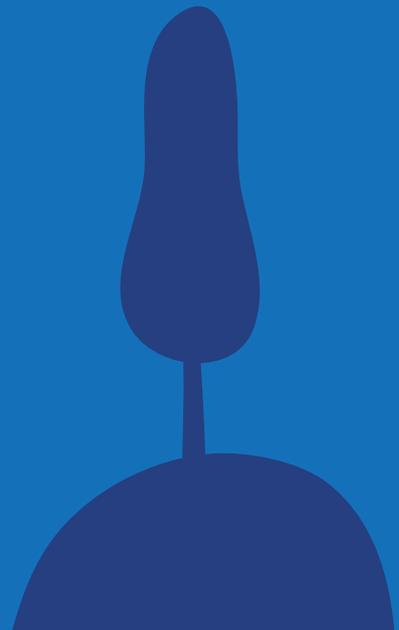
The UNESCO MIL Alliance (GAPMIL) is proud of the work done by EU Sub-Chapter Mediterranean Group. A region that is raising MIL skills and awareness during times when political, economic and social rights are unequal in several parts of the world. The co-chairmen congratulate and wish success to this active and committed leading MIL region.



Jesus Lau, Phd
Faculty of Pedagogy, Universidad Veracruzana



Alexandre Le Voci Sayad
General Director, ZeitGeist Education



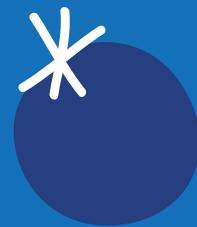
MIL Alliance Regional Representative for North America & Europe

It is with great respect and delight that we welcome the EU Sub-Chapter Mediterranean Group to UNESCO MIL Alliance.

With a goal of helping all voices be heard, and of spreading and deepening the media and information literacy work being done throughout the region, the Mediterranean Group is making a substantial contribution for all policy makers, researchers and practitioners in the field. It is through building community, and supporting our communities, that we will meet the challenge of seeing that all citizens have the resilience that MIL provides, and the freedom of thought and expression that MIL champions. We thank you for your work and for your dedication and commitment to MIL, now and in the future.



Tessa Jolls
President & CEO, Center for Media Literacy



Framework & Objectives



Unesco MIL Alliance

The MIL Alliance (GAPMIL) is a joint initiative by UNESCO and other key stakeholders such as the United Nation Alliance of Civilizations (UNAOC), UNICEF, Open Society Foundation, IREX, European Commission and other UN agencies and international development partners, who agree to come on board on Media & Information Literacy, towards UNESCO Sustainable Development Goals by 2030.

The Alliance seeks to globally reposition MIL around the core objectives of articulating key strategic partnerships to drive MIL development globally and its application to the following key areas:

- Governance, citizenship and freedom of expression.
- Access to information and knowledge for all citizens.
- Development of media, libraries, internet and other information providers.
- Education, teaching, and learning - including professional development.
- Linguistic and cultural diversity as well as intercultural and interfaith dialogue.
- Women, children and youth, persons with disabilities and other marginalized social groups.
- Health and wellness.
- Business, industry, employment and sustainable economic development.
- Agriculture, farming, wildlife protection, forestry and natural resources conservation as well as other areas.

Additionally, MIL Alliance (GAPMIL) seeks to enable the MIL community to speak and address, with a unified voice, certain critical matters, including the need for policies. MIL Alliance (GAPMIL) also furthers deepening the strategy for MIL to be treated as a composite concept by providing a common platform for MIL related networks and associations globally that will ensure convergence of regional and international initiative and amplification of global impact. If you are interested in joining the MIL Alliance, click here: <https://en.unesco.org/feedback/join-global-alliance-partnerships-media-and-information-literacy-gapmil>.

International Steering Committee

<https://en.unesco.org/themes/media-and-information-literacy/gapmil/isc>

Aims & Scope



Unesco MIL Alliance EU Sub-Chapter Mediterranean Group

Launched in 2018 by UNESCO-led GAPMIL and EKOME, the National Centre of Audiovisual Media and Communication in Greece, MIL Alliance EU Sub-Chapter Mediterranean Group is a regional initiative that aims at promoting Media and Information Literacy (MIL) skills as integral component of citizenship in the Mediterranean of the 21st Century, through knowledge sharing and practices in the field.

Drawing upon UNESCO's 40 years of experience in MIL and with direct links to social inclusion and intercultural dialogue, the Group is an expert-driven network. It aspires to establish enduring partnerships and project-based synergies that may advance MIL in the region and lead the way forward for the national governments to articulate MIL strategies and policies.

The aim of the Group is to raise awareness and advance MIL in the public domain as the ultimate soft skills tool that enhances citizen participation to knowledge societies, freedom of expression, quality of information and critical use of media. To this end, the Group works closely with MIL Alliance International Steering Committee and the relevant Chapters and Sub-Chapters for further promoting the goals and principles of MIL Alliance through the establishment of a network consisting of 35 members - thus far - from 10 countries in the Mediterranean. Furthermore, Irene Andriopoulou from Research, Studies and Educational Programmes Department of EKOME has been elected as co-Secretary General of the International Steering Committee for UNESCO MIL Alliance for 2020-2022, nominated by EKOME and reinforcing the organisation's presence in the global MIL map.

Within this public discourse on MIL and in view of the new digital challenges worldwide, the Group has set up five Task Forces on a) synergies b) research c) policy d) creative industry e) formal education, so as to analyze data and facilitate communication among the Group members in order to provide resources and create a map of MIL actions in the Mediterranean.

Mediterranean Group coordinated by EKOME

educate@ekome.media

Advanced Media Institute

Advanced Media Institute, Applied Research in Communication and Journalism focuses on innovative research and field practice through life long and distance learning. The Institute, established by a highly-regarded team of academics, journalists and communication specialists, is a non-profit organisation based on Cyprus and is linked to the Graduate Programme “Communication and New Journalism” of the Open University of Cyprus. This advantage ensures the support of knowledgeable educators who combine academic credentials with broad experience in Media and Communication.

Towards our commitment to link theory and practice, the Institute pursues the following goals:

- To fully support the advance of scientific knowledge in communication and journalism through original research projects.
- To exploit the multi-disciplinary expertise of the faculty to create and produce special projects, from communication strategy to full implementation, including publications. These activities offer the opportunity for scholars and professionals to meet on the field for fruitful collaboration.

Advanced Media Institute also focuses on an ongoing multi-focal project, the purpose of which is to contribute to the two interrelated fields of “Education Communication” and “Media Literacy,” by exploring the relationship of the field of Education to the fields of Media and Communication. Especially in terms of media literacy, it covers the three following aspects: a) civil society b) education communication c) adolescents. Using the open and distance learning methodology, the Institute employs the latest digital technologies, including teleplatforms and cloud.



Cyprus



sofia.iordanidou@ouc.ac.cy



www.advancedmediainstitute.com



Albanian Media Institute (AMI)

The Albanian Media Institute (AMI) is the main organisation of media development and media freedom in Albania. Training is the core activity of AMI. The Institute is substantially engaged in media policy issues in Albania, such as the improvement of media legislation, Code of Ethics, etc. In addition, the Institute has organized several research works. AMI has been active on initiatives involving media and information literacy over the years. AMI with the support of UNESCO held national consultations with different actors and drafted the MIL Strategic Paper for Albania.

AMI is part of a consortium of organisations from the Balkan region, implementing an EU-funded project on media literacy, including activities such as research reports, forming of MIL coalitions and work groups, training future trainers on MIL, sub-granting NGOs to work on MIL initiatives, and launching online campaigns focusing on the views about MIL of journalists, teachers and citizens - students, parents, the elderly - as the main protagonists. In addition, AMI has organized several training courses for journalists and journalism students related to MIL aspects, such as digital literacy, fact-checking, data journalism, social media use for media, etc.

AMI with the support of UNESCO has started the implementation of the project “Building Trust in Media in South East Europe and Turkey”, which is financed by the EU. The project aims to enhance youth Media and Information Literacy skills through introduction of MIL in formal educational system in Albania.



Albania



ilda@institutemedia.org
d.hysa@institutemedia.org



www.institutemedia.org



Animasyros International Animation Film Festival

Animasyros International Animation Festival was launched in 2008. Since then, the festival is hosted annually every September on Syros island, Cyclades, Greece, while this year's edition was held in phygital (both physical & digital) form on 23-27 September 2020.

Animasyros consists of three main pillars:

- The screenings of animation films from around the world.
- The media literacy programmes (applied workshops & lectures) addressing kids, teens, university students, audiovisual professionals and socially vulnerable groups (i.e. People with Disabilities, senior citizens, etc.).
- The Agora market section, while there are also parallel activities such as exhibitions, concerts and parties.

In its 12 editions, Animasyros has screened over 2,500 animated films from all over the world, it has produced over 65 original animated films available online in the course of the media literacy workshops, over 20 projects have been presented at the Agora market section and over 1000 guests have been invited by the festival.



Greece



corporate@animasyros.gr
education2@animasyros.gr



www.animasyros.gr

anima
syros
education

AUPEX - Asociación de Universidades Populares de Extremadura

AUPEX is a non-profit organisation gathering over 213 folk-high-schools, most of them located in rural areas. The organisation develops a variety of lifelong learning projects in the field of culture, environment, art, languages, democratic values, citizen participation and, particularly, digital and social inclusion.

AUPEX manages the Digital Competences Programme of Extremadura, implemented in over 75 digital competence centres across the region reaching over 29,000 users every year. In the field of media literacy, and due to the infodemic resulting from information overload (especially in digital media), AUPEX carries out different awareness-raising activities to address the relevance of MIL-media and information literacy- and the impact of misinformation in today's society, highlighting the importance of acquiring knowledge and skills that allow the promotion of critical and reflective attitude. Skills to search, critically evaluate and responsibly use information are the only way to guarantee a solid online reputation that, in addition to contributing to a committed digital citizenship, help us improve our own personal brand, as a key element in the improvement of employability. We take as a reference for those activities the website www.infopirina.org, which helps to understand the phenomenon of information manipulation, including risks, effects and guidelines to fight it.



Spain



evangelina.sanchez@aupex.org



www.aupex.org



AUPEX comprometida con los Objetivos de Desarrollo Sostenible

CAC - Consell de l'Audiovisual de Catalunya

The CAC media literacy programme is the eduCAC. This programme covers many initiatives, actions and activities fostering critical thinking among the citizens, especially children, young people and families, about the content they watch on the many screens available to them nowadays. EduCAC is split into 3 areas:

- Materials for teachers with educational resources on the media and the audiovisual language, and training/information on activities and related projects.
- Content and proposals for families regarding how children and adolescents use the audiovisual media and internet.
- The annual CAC school awards.

The eduCAC school materials project, carried out jointly with the Catalan Ministry of Education, equips schools, but also families, with educational resources to use audiovisual content critically and responsibly. The main objectives are: boost knowledge of audiovisual language and encourage healthy audiovisual consumption habits among children and young people, through tools and activities for the educational community; and promote knowledge and comprehension skills that enable people to effectively and safely use the media. CAC also participates in teachers' summer schools to spread the importance of the education in the audiovisual competences. The proposals for families are recommendations and best practices examples on how to deal with fake news, misinformation, harmful contents for the children, etc. Recently, CAC has been focusing on the potential effects of harmful contents and the screen usage during the lockdown period provoked by the Covid-19 health crisis. To this effect, CAC has carried out several initiatives like TV spots, recommendations, etc. CAC is the coordinator of the EDUMEDIATEST Project, an on-line self-evaluation tool for students, that has been one of the five projects awarded by European Commission funds (Media Literacy preparatory action call). Together with seven more public partners (CSA-FR; AEM-HR; ERC-PT; DWEC-IE; Universitat Pompeu Fabra-ES; RVR-SK; EKOME-GR) CAC will work on this project for the next 12 months, starting on September 2020.



Spain



mduran.cac@gencat.cat



www.educac.cat



**Consell
de l'Audiovisual
de Catalunya**

Centro Zaffiria

Zaffiria works in the field of Media Education since 1998, manages the National Centre Alberto Manzi and is qualified to work with the method Bruno Munari ©. Zaffiria coordinates and is partner of numerous local, national, as well as European projects dealing with media education, creative technology, toolkit production, pedagogical experimentation and teacher training.

We create applications for mobile devices and video games that focus on children and adolescents through the creative and divergent use of technology.

We were also involved in various European projects, that allowed us to carry out in-depth experiments and to exchange approaches and methodologies with partners from different countries on complex topics such as:

- Education, game and digital citizenship.
- Creativity and participation explored with media in school and extra school.
- Approach to technology and diverse disciplines in a creative way.
- Promotion of children's rights and their social participation through the creative use of media.
- Social cohesion.
- Human rights and intercultural education.



Italy



alessandra@zaffiria.it



www.zaffiria.it



Zaffiria
CENTRO PER L'EDUCAZIONE AI MEDIA

Chania Film Festival Edu (CFF Edu)

The CFF Edu aspires to provide a complete understanding of film and audiovisual language through a series of annual projects and activities. It offers an inclusive, access-free and versatile programme, addressing divergent audiences and ages, that has been developed on the basis of:

- Familiarization with methods and techniques of film making and script writing.
- Encouragement for study and critical thinking in relation to audiovisual products.
- The interdisciplinary dimension of cinema, its interconnection with the arts and the world.

The programme includes the following projects: CineMathimata, training of teams from all levels of school education in film production within the school environment; CineGrafimata, training of teams of educators in audiovisual literacy; Crete Education Documentary Project/ CR.E.DOC, practical exploration of methods to include documentary in the educational process; Crete Oral History, a collaboration with the local community for the conservation of intangible cultural heritage as part of collective identity, memory, and its documentation; and the CFF Edu online platform (<https://cff-e-edu.gr/>). Also, CFF Edu has undertaken two publications that further develop its key components:

- *Cinema and Creative Writing. Lessons in Cinema Education*, Stavros Grosdos (2018).
- *Media Literacy: Keys to Interpreting Keys to Interpreting Media Messages*, Irene Andriopoulou & Art Silverblatt (2017).

The CFF Edu programme is designed and conducted by a selected team of experienced professionals from the fields of education and cinema and it has received official approval by the Institute of Educational Policy and the Ministry of Education and Religious Affairs.



Greece



chaniafilmfestival@gmail.com



www.chaniafilmfestival.com

Φεστιβάλ Κινηματογράφου Χανίων



CLEMI - Centre pour l'éducation aux médias et à l'information

CLEMI is in charge of media and information literacy in the French education system. CLEMI was created in 1983 with the mission to train teachers to a better knowledge of the news media system and to build children's citizenship skills by providing tools and fostering their critical thinking of media and information. CLEMI develops actions in schools such as the Press and Media Week at School. It offers children the opportunity to discover the plurality of the media sector and to discuss with media professionals every year. CLEMI produces tools and resources in media literacy and is also in charge of teacher training on those issues that has been integrated in French curricula. CLEMI's activity rely on a national team, a strong network of local academic coordinators but also on several media partners to build up projects and actions for schools.

More recently, CLEMI decided to open a new range of action by addressing directly to parents and not only to educators. The societal stakes of media and information literacy must mobilize all actors to strengthen the continuum between school and out-of-school time. The Screens Family guide and series is the product of this mobilization. Working with partners is an important aspect of CLEMI's work as we highly value the exchange of experience with all actors in media and information literacy in France, in Europe and overseas.



France



a.adriaens-allemand@clemi.fr



www.clemi.fr



**Le centre pour l'éducation
aux médias et à l'information**

Communications Regulatory Agency (CRA)

Communications Regulatory Agency of Bosnia and Herzegovina (CRA), as a convergent regulatory authority, has taken the task of promoting media literacy and raising awareness of responsible and safe use of all media and communications services since 2009. Particular focus was put on the protection of children in audiovisual media services and online safety. Over the past decade, CRA has cooperated with numerous institutions, representatives of academia, NGOs, media, film festivals and the ICT sector in this field.

Within its remits, while taking into account the growing importance of MIL and the need to take a more prominent role in this field, a separate Department for Content and Media Literacy has been established in 2019. It resulted in increased activities such as establishing and coordinating an informal network of around fifty relevant institutions and organisations active in the field of MIL, launching a Facebook page aimed at informing the general public about various MIL topics, and generating and sharing materials from all members of the MIL network, organisation of Media and information literacy days and celebration of UNESCO's Global MIL week. One of our future planned activities is to establish a website that would serve as the central hub for all nationally devised MIL resources in Bosnia and Herzegovina.



Bosnia - Herzegovina



lcengic@rak.ba



www.rak.ba



Cyprus Pedagogical Institute (CPI)

Cyprus Pedagogical Institute (CPI) was founded in 1972 with the mission of catering for the continuous training of teachers in the context of national educational policy. CPI offers in-service training to teachers of all levels through several programmes and seminars, executes educational research and evaluation studies, follows current trends in pedagogy, promotes the use of new technologies in education, undertakes the writing and publication of teaching books, the designing of the curriculum and the production of teaching material.

CPI's Educational Technology Department implements programs of continuing professional development in the areas of information and communication technologies and promotes innovations related to the use of new technologies in education. The Department supports alternative types of learning, enhancing critical thinking and creativity, like the school based programs and actions that promote media and information literacy: production of films, web radio broadcasts and cybersafety material by students, annual student contests on video and audio production. In addition, the Department offers workshops on media and information literacy to teachers and students, produces and distributes educational films and other audiovisual works, organises conferences and seminars to inform on the integration of media and information literacy in education, coordinates and partners in European Union projects, manages the Cyprus Safer Internet Center, designs and operates web portals with educational material.



Cyprus



studio@cyearn.pi.ac.cy
hadjittofi.p@cyearn.pi.ac.cy



www.pi.ac.cy



ΠΑΙΔΑΓΩΓΙΚΟ ΙΝΣΤΙΤΟΥΤΟ
ΚΥΠΡΟΥ

Department of Graphic Design & Visual Communication, University of West Attica

The Department of Graphic Design and Visual Communication (GDVC), University of West Attica (UniWA) provides an educational degree of the highest quality and trains its students in various fields of Design, by ensuring their excellence in knowledge acquisition, in aspiring to scientific endeavor and in attaining cutting-edge technological insight. It is a four-year course (BA in Arts), which is designed according to the international standards of the constantly evolving educational trends and practice, and is aligned with the recommendations of the international associations of the industry (job market) and the directives of the Hellenic Quality Assurance and accreditation Agency (HQA).

The GDVC aims to:

- Promote literacy, competency and expertise in theoretical and applied studies in art and technology through qualitative, updating courses, seminars and training courses.
- Encourage research, as it provides a systematic and continuous evidence-based knowledge to produce research studies in various areas and from diverse, innovative perspectives.
- Keep abreast of the fast advancing scientific developments by readjusting the coursework accordingly.
- Ensure that each graduate has acquired a sound scientific foundation, creative artistic perspective and high technical skills, which can be used successfully for a professional career in the many fields of the Visual Communication industry.
- Disseminate knowledge and prepare students to pursue successfully post-graduate studies in Greek institutions or abroad, by establishing cooperation and links with a constantly expanding academic network of partners.



Greece



sthsiakas@hotmail.com



www.gd.uniwa.gr



Department of Primary Education, University of the Aegean

The objectives of the curriculum of the Department of Primary Education of the University of the Aegean are:

- To offer modern, innovative and flexible studies in Science of Education, tailored to the wider scientific, social and business needs.
- To cultivate in the students and future teachers the spirit of search for knowledge, collective effort and democratic behavior.
- To contribute positively to the development of humanistic education, respect for human rights, as well as social and ecological awareness for tomorrow's teachers and citizens.

Laboratory of Psychology, Educational Research and Media

The Laboratory covers research, educational and teaching needs of Educational Sciences and Psychology field in the following areas: Educational Sciences, History of Education, Theories of Learning and Teacher Education, Educational Research, Adult Education, Clinical Psychology, Cognitive Psychology, School Psychology, Special Education, School Pedagogy, Education and Research of Education, Pedagogy of Media-Media Education (media, cinema, ICT, Internet), History of Media in Education, Teaching of Media and Software Design, Distance Education, Comparative Pedagogy, Social Integration and Intercultural Education. The Laboratory is used as a basic infrastructure for research and training activities.



Greece



Isofos@rhodes.aegean.gr



www.mediapedagogy.gr



ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΙΓΑΙΟΥ

ΣΧΟΛΗ ΑΝΘΡΩΠΙΣΤΙΚΩΝ ΕΠΙΣΤΗΜΩΝ
ΠΑΙΔΑΓΩΓΙΚΟ ΤΜΗΜΑ ΔΗΜΟΤΙΚΗΣ ΕΚΠΑΙΔΕΥΣΗΣ

Educational Radiotelevision & Digital Media (EduTV)

Educational Radiotelevision & Digital Media (EduTV) is a department of the Greek Ministry of Education and Religious Affairs (MoE). It plays a key role in the implementation of the educational reform “Digital School” through the deployment of multiple digital and social media projects, and in this context it has taken significant steps in spreading the use of media in education through engaging students and educators in both formal and informal educational settings. Following international trends and the European Strategy for the Use of Digital and Audiovisual Media in Education, EduTV promotes Media Literacy in all educational levels and provides tools for a better understanding and use of digital learning environments.

Key activities include:

- Creation and operation of the i-create platform (www.i-create.gr) which encourages student-generated content across a series of thematic categories and events (with contests, social responsibility and awareness-raising campaigns).
- Production of audiovisual content, development of pedagogical scenarios for use in the classroom and pilot implementation in schools under European programmes.
- Development of a portfolio of online media which ensure EduTV’s digital presence through the upgrading of the site and the daily content management of a number of social media platforms (Facebook, Twitter, Vimeo, YouTube, Blog in the Greek School Network).

EduTV has been developing a number of synergies with educational, cultural and media organisations such as: EKOME, Hellenic Broadcasting Cooperation (ERT), the National Research Institute, Computer Technology Institute, Panteion University of Social and Political Sciences, University of Athens, University of Piraeus, the British Council, and the Michael Cacoyiannis Foundation.



Greece



sofipapadi@minedu.gov.gr



www.edutv.gr



**EDUCATIONAL RADIOTELEVISION
AND DIGITAL MEDIA**
**HELLENIC REPUBLIC
MINISTRY OF EDUCATION AND RELIGIOUS AFFAIRS**

EKOME - National Centre of Audiovisual Media & Communication

EKOME is a state company working under the auspices of the Ministry of Digital Governance of Greece, with a threefold strategic mission:

- To create the proper infrastructure that will help boost entrepreneurship and attract investments in the Greek audiovisual sector,
- to establish the National Depository for the archiving and digitization of all forms of audiovisual works which operates as a reference centre for a national audiovisual, digitized and digital archives policy, and
- to develop a consistent framework for the advancement of audiovisual and digital literacies, as well as related professional skills, through targeted actions on informal training, lifelong learning projects, research, and relevant synergies.

EKOME is operating as a national reference point for the support of the Greek audiovisual branch within the global creative industries framework and for the promotion of innovative and participatory approaches to the management of audiovisual archives and heritage. Educational activities and strategic planning (including MIL) are undertaken by EKOME to this end.

Also, EKOME forms partnerships and articulates networks with organisations, research bodies, academia, and industry professionals, both on a domestic and on an international level. Established EKOME partners in Greece include key media and cinema literacy stakeholders, such as the Educational Radio-Television (EduTV), the Thessaloniki International Film Festival, the Olympia International Film Festival for Children and Young People, the Animasyros Festival and the Chania Film Festival, among others. EKOME also cooperates with EU key stakeholders for the implementation of media literacy projects in formal and informal education.



Greece



educate@ekome.media,
irandriopoulou@ekome.media



www.ekome.media

EKOME



National Centre
of Audiovisual Media
and Communication

Fest of Fests - Michael Cacoyannis Foundation

International Network of Youth Film Festivals and Educational Organisations

Fest of Fests has been launched as a unique international network that promotes the development of filmmaking by children and youth. The 400 Children and Youth Film Festivals that operate worldwide constitute a large and autonomous market for audiovisual content. Fest of Fests organizes annually an international meeting of the Children and Youth Film Festivals and promotes networking and collaboration for the development of new audiovisual educational products and services. The two international meetings that took place in 2018 and 2019 focused on creating an intelligent, informed and thinking viewer. This project that was co-funded by the Region of Attica became a motivational starting point for interesting collaborations between film festivals and research organisations.

Digital Panorama of Films Made by Kids

We are planning to make a digital video streaming service that will present the films made by children that have been distinguished in the international festivals. Every film will be accompanied by relevant educational and informational material. Each year we will be granting ten awards. Ten young filmmakers will be selected to participate in a summer film school, working with an acclaimed figure of the international film industry. The proposed service is the digital evolution of the KIDS FOR KIDS project which had been implemented globally for a decade (1996-2006) with the support of MEDIA, YOUTH EUROMED and the Greek State.



Greece



info@mcf.gr



www.screenwiser.com



Film Museum, Thessaloniki International Film Festival

The “Thessaloniki Film Festival” organisation was established in 1960. It is a non-profit public service organisation, supervised and supported by the Greek Ministry of Culture and Sports. Focusing on TIFF’s educational activity, its fundamental goal is to familiarize children and young people with the potential of films as an alternative educational medium. Those programmes are specially designed by TIFF’s educational team in order to be appropriate for kids in every age and in every school level. Moreover, throughout the year, a list of selected films is available for school screenings (Kids Go to Cinema), while every Sunday morning we organize family-friendly screenings, for children to watch films together with their family and friends (Kids Love Cinema).

Film literacy becomes more and more broad and so teachers and professors must become more adaptable. To this effect, special workshops are organized for teachers of primary and secondary education, while teachers and professors have the opportunity to participate in networks promoting Film Literacy. During both festivals that take place every year in Thessaloniki, the educational team of TIFF selects a series of films suitable to every school level, free of charge, aiming to expand the audience even more. Equally important is the collaboration with specialized festivals for children and young people on a national and international level. A great example is the transnational project Euforia (European Film For Innovative Audience), implemented in cooperation with Polish and Hungarian partner organisations, which supports the idea of films in schools, promoting the benefits for Film Education in European countries.



Greece



papasotiri@cinemuseum.gr



www.filmfestival.gr



SALONIKI
THESSALONIKI
FILM FESTIVAL

Films Pour Enfants

Films Pour Enfants (Films For Children) is a French NPO created in 2017, the purpose of which is education with and through animated images. The pedagogy is based on:

- An advertisement free web portal (300 short films).
- A subscription platform created in partnership with the Ministry of Education and the Ministry of Culture in France, dedicated to educational, cultural and social institutions (100 short films).

The sponsor of the association is Serge Tisseron, an internationally recognized psychiatrist and author of numerous essays on the relationships we establish with images and the impacts that new technologies have on children's development ("Guide your children's screen use with the 3-6-9-12 rule").

Films Pour Enfants is in charge of Takorama.org, the international online children's film festival for school teachers around the world and their students. The objective of the festival is to allow children to discover new films, new stories, new visual universes and, in an optimistic dimension, to give their opinion, to vote for their favorite film. Beyond cinematographic and artistic education, the festival aims to affirm the educational dimension of cinema by positioning it alongside literature and painting as a resource capable of accompanying and supporting a set of lessons; it will allow children to view animated images not just as entertainment, but as a communication tool. In 2020, the festival reached more than 300,000 students from 3 to 17 years old worldwide.



France



olivier@films-pour-enfants.com



www.films-pour-enfants.com



Gabinete de Comunicación y Educación, Universidad Autónoma de Barcelona

The Gabinete de Comunicación y Educación is a consolidated group which belongs to the Department of Journalism and Communication Sciences of the Autonomous University of Barcelona (UAB), specializing in scientific research and dissemination. Founded by the Governing Board of the UAB in 1994, it aims to promote research in a field of convergence between two disciplines: Communication and Education. Since its creation, it has developed initiatives aimed at integrating communication technologies with the so-called global or knowledge society. The Gabinete, directed by José Manuel Pérez Tornero, has been recognized by AGAUR (Agència de Gestió d'Ajuts Universitaris i de Recerca) of the Generalitat de Catalunya as a Consolidated Research Group based on its trajectory, projection and development. The main research areas are: Educational television, media education, development and management of educational projects, educational multimedia, media literacy and film literacy.

In 1994, the first research -educational projects and initiatives-conducted by the Gabinete resulted in the first edition of its MA of Communication and Education and specialized courses taught in different modalities. The programme is supported by several Spanish and foreign universities, besides leading agencies and institutions in the field of Communication and Education. The Gabinete has a large team of researchers, communication specialists, semioticians, sociologists, marketing experts, journalists, web designers, professors, educators, as well as students. This interdisciplinary team actively participates in the implementation of educational projects, seminars, congresses, conference cycles and other types of activities within the framework of communication and education.



Spain



santiago.tejedor@uab.cat



www.gabinetecomunicacionyeducacion.com



Institute of Digital Games - University of Malta

The Institute of Digital Games is the centre for research and education in game design, game analysis, and game technology at the University of Malta.

Our work is at the forefront of innovative games research. We explore games and play, uncovering new playful and generative possibilities in game design and technology. Our multidisciplinary academic team spans computer science, literature, game design, philosophy, media studies, and social sciences.

The Artificial Intelligence (AI) research group at the Institute of Digital Games is performing cutting edge research at the crossroads of AI and games, pushing the boundaries of the field with innovative work being published in top-tier journals and conferences. In addition to academic research supported by European and national funding, the Institute's AI research group also collaborates actively with industry giants such as Ubisoft. Researchers of the AI research group have had their work awarded at numerous conferences and competitions in the field of computer science, particularly as relates to: Artificial intelligence, machine learning, affective computing, creative computing, and player modelling.

As one of the top-ranked postgraduate programmes in game design (currently listed as the 16th top game design programme worldwide - *The Princeton Review*) and leading contributor to technical games research, the Institute of Digital Games competes and collaborates with established research powerhouses both in Europe, the United States, and beyond. Currently the Institute is also working on using AI and games for education in its LearnML Erasmus+ project as well as its H2020 Com-N-Play Science project. Since the foundation of the Institute in 2013, we have been involved in a number of funded research projects within the FP7 and H2020 frameworks. The Institute's members have published over 200 academic publications including conference papers, journal articles, books, and book chapters.



Malta



digitalgames@um.edu.mt



www.game.edu.mt



L-Università ta' Malta
Institute of Digital Games

Inter-departmental Master's Programme on Information and Communication Technologies for Education

The Programme was established in the academic year 2005-06 in collaboration with the Department of Early Childhood Education and the Faculty of Communication and Mass Media Studies of the National and Kapodistrian University of Athens, the Department of Architecture of the University of Thessaly and the Department of Electrical and Electronics Engineering of the University of West Attica. It provides a joint degree by the four Faculties.

The MA is a two-year programme, which includes a dissertation. It aims at developing a critical stance towards the role of technology in education as well as providing professional training, at enhancing knowledge on applications of information and communication technologies and at bringing students in contact with experts on the use of such technologies in various sectors of education. The MA is primarily addressed to applicants with a first degree which qualifies them to work in primary, secondary and further education, but applicants with degrees in any relevant field are also eligible for the programme.



Greece



ekourti@ecd.uoa.gr



www.icte.ecd.uoa.gr



Karpos - Center for Education & Intercultural Communication

Karpos was founded in Athens in 2008, with the aim to gather competencies and ideas in the field of Media and Education. Karpos develops local and European projects encouraging expression and the exchange of views and creative ideas through the use of media. We specialize in how media, image and sound can develop narratives and how they can be introduced in educational environments. Following our experience with the nationwide MELINA Project for the Arts in Education (1996-2004) and the European project Children in Communication about Migration (2002-04), we collaborate with various organisations for teacher training in media education.

We believe that image and sound “texts” need to be better understood, as more people of all ages realize the strength of media around them and want to develop visual narratives themselves. We have developed a site with freely accessible material for applying media literacy activities. The methodology, to our knowledge, is original and is applied in various groups before being recorded and uploaded. Karpos promotes hands-on and participatory learning through the media workshops it runs. We have trained over 2200 teachers and 3000 youth from 5 to 17 years old.



Greece



info@karposontheweb.org



www.karposontheweb.org



karpos

Media Literacy Institute (MLI)

Media Literacy Institute (MLI) is a non-profit organisation founded in 2017 under Greek Legislation. Its aim is to promote and disseminate the concepts of Media and Information Literacy in Greece, Europe and internationally. Media and Information Literacy aims at the critical perception, use and creation of knowledge and information on any traditional or modern communication medium, and requires the acquisition of cognitive, functional, technical and communication skills, as well as the capabilities of using modern means of communication.

The mission of the Institute is to inform the Greek public about the conceptual, theoretical, regulatory and practical framework in which MIL concepts are developed. Its goal is to mobilize citizens by providing them with opportunities to access the relevant information, skills, tools and means, and to engage in appropriate activities, in order to become media literate.



Greece



katchr@gmail.com



www.medialiteracyinstitute.gr



NCRTV - National Council for Radio & Television

The Greek National Council of Radio and Television (NCRTV) is an independent authority established in 1989 to supervise and regulate the broadcasting sector. Apart from imposing administrative sanctions for the infringement of the relevant legislation, NCRTV fosters the promotion of informational, educational and cultural pluralism. To that end, NCRTV focuses on the protection of childhood and adolescence, as well as on public awareness on media literacy issues in order to ensure the audience's protection from incitement to hatred as well as from discrimination based on race, sex, religion or other characteristics.

More particularly, NCRTV approves the free-of-charge transmission of various spots, tackling issues that affect young audiences (alcohol, drugs, bullying, gender violence, sexual identity, racism, etc). In specific matters, NCRTV addresses directives or recommendations to help broadcasting agents improve their information practices on some sensitive issues (economical crisis, migrant and refugee's crisis, covid 19, etc.) so that their audience will be assisted in developing critical thinking skills. At the same time, NCRTV participates in all national legislative initiatives related to media literacy (such as the draft proposal for the new content rating system) and European groups promoting media literacy actions (ERGA MIL Group, MNRA MIL Group).



Greece



ncrtv@otenet.gr



www.esr.gr



Neaniko Plano (Youth Plan)

Neaniko Plano, a non-profit organisation founded in 1992, operates in the field of cultural and creative industry, specifically in the audiovisual production and film education. In 1997 it founded Olympia International Film Festival for Children and Young People, which plays a leading role in film education in Greece.

The main aims and objectives of Neaniko Plano are:

- To support youth initiatives for children's and young people's expression with the use of audiovisual media (cinema, video, multimedia, etc.),
- to encourage the production and distribution of international films that meet the criteria established by UNESCO and other international organisations for children and youth films, such as ECFA (European Children's Films Association), CIFEJ (International Centre of Films for Children and Young People),
- to provide training to children, young people and educators in the field of audiovisual media, through educational workshops, seminars, lectures, conferences, screenings, etc.,
- to support young people develop critical and creative thinking, acquire social consciousness and contribute to the mutual understanding between people from different cultures.

Neaniko Plano has an experienced team of professionals (artists, educators, filmmakers, technical experts) and has developed a unique Film Library with internationally awarded films for children and young people. At the same time, Neaniko Plano designs and develops innovative digital film guides, distance learning programmes with the use of new technologies and audiovisual media platforms, and organizes film education workshops (animation, fiction, documentary) for the creative expression of children and young people in Greece and abroad.



Greece



neanikoplano@gmail.com



www.neanikoplano.gr



OI2 - The Observatory for the Innovation of News in the Digital Society

New users, new television. In a communication environment in which digitization plays a key role and penetrates all areas, television is forced to reinvent itself. Attracting new audiences, offering creative content through user intervention or convergence with other media and exploring new formats are some of the possibilities available for the “TV”. This is a possible prospect, in a context in which young people migrate to the Internet to consume news, but also in which the audiovisual is created as one of the star languages of the scene.

OI2, the Observatory for the Innovation of News in the Digital Society aims to:

- Provide prominence to the latest trends in the field of news and television,
- show how these initiatives are developed in a sustainable manner, with business models in line with today’s economy,
- observe information narratives in the digital society,
- serve as a meeting point with other actors that promote innovation in information formats: universities, business schools, technology companies, among others,
- involve the society in this reflected process and position Radio Television Española-RTVE (The Spanish Radio and TV) as an actor and leader in innovation.

Case studies, trend reports, meetings and interviews with experts as well as the demonstration of good practices are some of the activities that are developed within the framework of this research platform, promoted by RTVE and carried out by two higher education institutions: the Autonomous University of Barcelona (UAB) and the CEU San Pablo University.



Spain



Cristina.Pulido@uab.cat



www.oi2media.es



Olympia International Film Festival for Children and Young People

“The Social Cooperative Enterprise Festival Olympias” is the entity responsible for the operation and development of Olympia International Film Festival for Children and Young People under a special Programme Contract with the Greek Ministry of Culture and Sports and the Region of Western Greece. The main event consists of three pillars:

- An International Film Festival (four competition sections -feature films, live-action shorts, animation shorts, documentaries- and various tributes, around 200 film screenings),
- the “School Cinema” film literacy activities (approximately 80 workshops, seminars, and master classes), and
- “Camera Zizanio” -European Meeting of Young People’s Audiovisual Creation (a film competition consisting of a selection of 250 films made by children and youth).

Additionally, around 100 activities on other arts and cultural tourism are held each year during the festival as satellite events. The Festival also organizes events aimed at film professionals, such as Olympia “Creative Ideas” Pitching Lab, which is designed to trigger the interest of film professionals in Greece to get involved in the production and distribution of films for children and youth. The Festival is active throughout the year with around 200 activities (European film screenings, workshops, seminars, etc.) all over the country. The total yearly audience of the main event and of year-long activities is over 40,000.



Greece



info@olympiafestival.gr



www.olympiafestival.gr



Olympia Film Festival
for Children & Young People

Peace Journalism Lab (PJL), Aristotle University of Thessaloniki

The Peace Journalism Lab (PJL) is a center of excellence in its field and within the Greek academic community, focusing on interdisciplinary themes such as: International and European Journalism, Peace Journalism, Crisis Management, Media and News Literacy, Hate Speech, Disinformation. It is the only one in Greece and among the few that exist in Europe. Our work is recognized as we are a member of the highly distinguished UN Academy Impact Network.

Objective:

The Lab's overall objective is to promote and spread awareness to young people on the globalized information and communication society by facilitating research activities and by disseminating new research insights within this field.

Activities:

- Organisation of the Thessaloniki International Media Summer Academy.
- Distinguished research regarding Media and News Literacy, Verification of News, Disinformation, European Journalism, etc.
- Webinars, forums, conferences on the above related topics.
- Various research and cooperative projects regarding refugees, immigrants, etc.



Greece



nikospanagiotou@gmail.com



www.pjl.jour.auth.gr



ARISTOTLE
UNIVERSITY OF
THESSALONIKI

PJL
PEACE JOURNALISM LAB

School of Film, Aristotle University of Thessaloniki

The School of Film of the Aristotle University was established in 2004 and is the only public higher-education film school in Greece, based in the country's second biggest city, Thessaloniki. It offers a five-year programme of studies, covering both the 1st and 2nd cycle, leading to a degree in eight possible directions: Screenwriting, Film Directing, Cinematography, Film Editing, Sound and Music of Cinema, Production Management, Set and Costume Design and Film Theory & History.

According to its founding statute, the aim of the School is “to cultivate and promote film art in the context of a wider audiovisual education, through theoretical and applied tuition and research”. Throughout its existence the School has already educated young filmmakers “capable of contributing to the upgrading of local production” as the successful participation of students in international festivals testifies, together with the integration of an adequate number in the professional world, despite today's dire economic conditions in the country.



Greece



info@film.auth.gr



www.film.auth.gr



ARISTOTLE
UNIVERSITY OF
THESSALONIKI



The Peace Institute, Institute for Contemporary Social and Political Studies

The Peace Institute is a non-profit research institution founded in 1991 in Ljubljana, Slovenia, by individuals who believed in peaceful conflict resolution, equality and respect for human rights standards. The Institute uses scientific research and advocacy activities aimed at creating and preserving an open community, capable of critical thought and based on the principles of equality, responsibility, solidarity, human rights and the rule of law.

The Institute develops interdisciplinary research, educational and awareness-raising activities in the areas of social science, humanities, anthropology and law, in five thematic fields: human rights and minorities, politics, media, gender and cultural policies. It acts as an ally to vulnerable groups and acts against discrimination in partnership with them. It is a prominent research and civil society stakeholder in Slovenia, both on regional and on international level, and a leading resource in the fields of its operation. It acts in partnership with other similar stakeholders (institutes, universities, non-governmental organisations) as well as with residents on the local, regional and international level.

The Institute conducts action and research projects on media education, which include national and regional research studies, development of learning scenarios, policy analyses and educational activities for various publics. One of the recent projects on the topic was MEET, Media Education for Equity and Tolerance, the aim of which was to simultaneously promote inter-cultural understanding and an aware use of media among young citizens in multicultural public schools. The main project's result is a toolkit, which includes learning scenarios, videos and pedagogical guidelines, (available at: <https://meetolerance.eu/>).



Slovenia



iztok.sori@mirovni-institut.si



www.mirovni-institut.si



Mirovni inštitut

UNESCO Chair on MIL for Quality Journalism

The focal objective of the Chair is to foster quality journalism, mainly through contributing to the promotion of news literacy, empowerment and quality information. It mainly focuses on expanding and improving media and information literacy, one of UNESCO's priorities in the Communication and Information Sector.

Today's multiplicity and variability of information sources is fed by different phenomena, such as big data (data based journalism), complex mobile communication devices (mobile, citizen journalism and blogging), information consumption (increased navigation, information creation and consumption due to mobile use, better connections and Wi-Fi). These phenomena, along with associated factors such as increased disinformation, misinformation and mistrust of media and journalism, set the enhancement of critical thinking and citizens' knowledge as urgent priorities towards more active citizenship and improved participation in the public and private sphere. Accordingly, achieving greater trust in reliable media and supporting the appreciation of quality journalism are of great importance. These come as essential dimensions of media and information literacy that require deeper attention.

Specific objectives:

- Promote MIL for quality journalism in a changing communication and information landscape (sharing MIL's impact on journalism's best practices, ethics, media trust, engaged audiences, etc.).
- Enhance the role of MIL in preparing critical citizens who can identify reliable media.
- Reflect on current trends in journalism to identify lines of action and research issues; specifically the potential role of MIL in this area.
- Establish strategies to cooperate with libraries and strengthen current agreements with information providers and disseminators.



Spain



josepmanuel.perez@uab.cat



www.qualityjournalismchair.info



United Nations
Educational, Scientific and
Cultural Organization

UAB

Universitat
Autònoma
de Barcelona

UNESCO Chair on MIL
for Quality Journalism

List of Members

EU Sub-Chapter Mediterranean Group

Albania

- Albanian Media Institute (AMI)

Bosnia – Herzegovina

- Communications Regulatory Agency (CRA)
- Western Balkans Information and Media Literacy Conference WBIMLC 2019

Cyprus

- Advanced Media Institute
- Cyprus Pedagogical Institute (CPI)

France

- CLEMI - Centre pour l'éducation aux médias et à l'information
- Films Pour Enfants

Greece

- Animasyros International Animation Film Festival
- Chania Film Festival Edu (CFF Edu)
- Department of Graphic Design & Visual Communication, University of West Attica
- Department of Primary Education, University of the Aegean
- Department of Communication, Media and Culture, Panteion University of Athens Greece
- Educational Radiotelevision & Digital Media (EduTV)
- EKOME - National Centre of Audiovisual Media & Communication
- Faculty of Communication & Media Studies, National and Kapodistrian University of Athens Greece
- Fest of Fests - Michael Cacoyannis Foundation
- Film Museum, Thessaloniki International Film Festival
- Interdepartmental Master's Programme on Information and Communication Technologies for Education
- Karpos - Center for Education & Intercultural Communication
- Media Literacy Institute (MLI)
- NCRTV - National Council for Radio & Television
- Neaniko Plano (Youth Plan)
- Olympia International Film Festival for Children and Young People
- Peace Journalism Lab (PJL), Aristotle University of Thessaloniki
- School of Film, Aristotle University of Thessaloniki

Italy

- Centro Zaffiria

Malta

- Institute of Digital Games, University of Malta

Montenegro

- Montenegro Media Institute

Slovenia

- The Peace Institute, Institute for Contemporary Social and Political Studies

Spain

- AUPEX - Asociación de Universidades Populares de Extremadura
- CAC - Consell de l'Audiovisual de Catalunya
- Gabinete de Comunicación y Educación, Universidad Autónoma de Barcelona
- EDULLAB (Laboratorio de Educación y Nuevas Tecnologías)
- OI2 - The Observatory for the Innovation of News in the Digital Society
- UNESCO Chair on MIL for Quality Journalism



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