

Nova Gorica, 12.10.2020

INVITATION to MELIA Observatory kick-off event

International consortium of partners is organizing an online Kick-off event of the project **Media Literacy Observatory for Active Citizenship and Sustainable Democracy (MELIA Observatory)**. The project is co-financed by the Danube Transnational Programme. The event is organized online via Zoom (Slovenia) on **October 22, 2020 from 9.00 to 14.00**.

MELIAS' main objective is to improve democratic transnational governance by developing transnational media literacy observatory, based on cooperation between different relevant stakeholders. In many countries of the Danube region the development of competences of media literacy and active citizenship are far behind more developed parts of Europe.

We kindly invite you to participate at online (via Zoom) kick-off event and join us in implementation of MELIA Observatory project. Your interest and participation are a guarantee that the project outcomes will meet your needs. During the kick-off event you will be able to hear what media literacy observatory can provide for you, and we would like to hear about your needs, challenges and expectations.

Kick-off event is a forum where stakeholders will meet to jointly explore the opportunities and challenges of more efficient improvements.

Please confirm your attendance by Registration Form [HERE](#) by **October 18, 2020**. After the registration you will receive the formal invitation and instruction how to open the Zoom online software program.

We are looking forward to meet **you online** this time!

FUDŠ/SASS
Prof. dr. Matevž Tomšič
MELIA Observatory project leader

**Disclaimer: As a participant of the MELIA Observatory Kick-off event and provider of personal data I hereby explicitly consent and by free will concede data listed in the form provided by the Ministry of Regional Development and EU Funds for the purpose of data processing, creating accreditations, registering the participants and providing notifications on the conference, all in accordance with the General Data Protection Regulation (GDPR) - Regulation (EU) 2016/679.*

I accept that the online conference will be streamed live, recorded and then published on social media.

MELIA Observatory - Media Literacy Observatory for Active Citizenship and Sustainable Democracy

Kick-off event Agenda

Venue date: October 22, 2020 from 9.00 – 14.00

Venue place: Online, via Zoom link <https://us02web.zoom.us/j/83063450270>

9:00 – 9:15	Welcome address <i>Vasko Simoniti</i> , Minister of Culture of the Republic of Slovenia (to be confirmed) <i>Klemen Miklavič</i> , Mayor of the Municipality of Nova Gorica
9:15 – 9:45	Strategic relevance of the MELIA Observatory project for the Danube Region <i>Claudia Singer</i> , EU Strategy for the Danube Region
9:45- 10:45	Importance of media literacy of the youth for building their resilience against fake-news <i>Mateja Rek</i> , Faculty of Media <i>Robert Čoban</i> , Color Press Group
10:45 – 11:45	Use of Artificial Intelligence in analysis of media messaging <i>Sando Skanski</i> , University of Zagreb <i>Ferenc Tolner</i> , am-LAB
11:45 – 12:00	Break
12:00 – 13:00	Civic education in schools - experiences of different European countries <i>Konrad Sziedat</i> , Bavarian State Centre for Civic Education <i>Christa Prusskij</i> , Finnish Society on Media Education
13:00 – 14:00	Populism and its style of communication (roundtable) <i>Bojan Bugarič</i> , University of Sheffield <i>Ladislav Cabada</i> , Metropolitan University Prague <i>Nikolai Genov</i> , Research Centre Regional and Global Development <i>Matevž Tomšič</i> , School of Advanced Social Studies

Organizer: Fakulteta za uporabne družbene študije (SASS), Gregorčičeva ulica 19, 5000 Nova Gorica, SLOVENIA.

Contact person for any questions regarding the meeting:

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