Welcome from Sven Gatz, Finnish Minister for Culture, Youth, Media and Museums
Roberto Wielas, Director General of DG Connect at the European Commission Media literacy from the EU perspective: how to empower citizens with critical thinking towards the media?
Barend van Heusden, University College Groningen, The Netherlands. Searching for balance: reflecting on media in (culture) education
Jeff Rubenstein, Kaltura Media, Learning, and Critical Thought
Aidan White, Ethical Journalist Network Ethical Journalism as an impetus for responsible communication
Moderator: Jan De Craemer, Flemish Ministry of Education and Training, Belgium

This opening session will also include an introduction to the finalists of the MEDEA 2016 Awards.

Coffee

11:00 – 11:30

Hedawey Auditorium: B3
G1 Buytaert Room
Put scientific discovery in your students’ hands
Social media policies and practices

Moderator: Frank Saenen, Broadcasting Authority of Ireland

This presentation and discussion session will feature initiatives that aim to help schools make the best use of social media in their daily practices.

Reine Pijpers, Kennis, The Netherlands. Guide on how to teach children to cope with online violence and war
Peggy Vailcke, RU Leuven Centre for IT & IP Law – IPR, Belgium. Doing IT right for social media surveillance
Laure Van Heecke, Mediawise, Belgium. Social media literacy strategies and projects in primary and secondary schools
Moderator: Eleonora Pantò, CSP, Italy

This presentation and discussion session will explore the role of broadcasters, publishers and cross-media platforms in building news literacy at all levels of society including schools and universities.

Stéphane Hoebeke, RTBF, Belgium. RTBF Media Literacy Strategy
Jennifer Fleming, California State University, USA. What do facts have to do with it? Understanding and underscoring the psychological importance of the Story Brook Approach to news literacy
Maria Guanit Freule, KIRED, Spain. How Spanish broadcasters and civil society support media literacy
Sue Eastgate, Media Smart, UK. The media literacy programmes at Media Smart
Moderator: Kristina Stemp, European Commission

Video offers tremendous possibilities to the higher education sector or so many people argue. Join our expert practitioners to tease out the added value of videos.
Blair Stevenson, Osaka University of Applied Sciences, Feldpak Video Pedagogy: movie of categorizations and scripts
Zac Weidt, De Vlindertuin University of Applied Sciences, The Netherlands. Examining the effective use of video in higher education
Moderator: Sónia Hetzner, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany

More and more teacher education and support systems are using video recordings, MOOCs, live coaching and other approaches to help teachers improve their practice. Find out more in this demonstration and discussion session.

Kamiskali Rajapappil, Open Universiteit, The Netherlands. As you in my interactive class – live coaching of teachers in the classroom
Ben Hertz, EUN Academy Developing teachers’ media skills and competences in MOOCs – examples from the European School-Academy
Jeff de Ruyter, Saxion University of Applied Sciences, The Netherlands. Coaching and support to primary teachers in mitigating inquiry-based learning
Moderator: Jan De Craemer, Flemish Ministry of Education and Training, Belgium

Coffee

14:00 – 14:30

Hedawey Auditorium: B3
G1 Buytaert Room
Using media in higher education

Moderator: Frank Saenen, Broadcasting Authority of Ireland

Open panel discussion with the audience on how media relates to cultural education with an experienced group of panellists.

Panelists:
Lode Vermoesen, HRK – Vrije University Brussels, Belgium
Barend van Heusden, University College Groningen, The Netherlands
Brecht Demeulenaere, Flemish Ministry of Education and Training, Belgium
Jan Jaap Kool, Cultural Participation Fund, The Netherlands
Moderator: Dirk Terreny, CANON Cultural, Flemish Ministry of Education and Training, Belgium

This screening session is all about the use of documentaries in education.

Desbana Eilen, Film Platform, Israel. Documentaries across academic disciplines
Amnestie Opbouw, VRT, Belgium. My Ahaft in the classroom – turning documentary material into tools for teachers tackling racialization
Clara Rizzio, Broadcasting Authority of Ireland. Today’s world’s biggest applied to English and Science lessons
Frank Saenen, Ruumten College te Beverberg, Belgium. Two sides of a history issue – a documentary about one teacher’s work in helping his students understand the Palestinian/Israel conflict
Moderator: Triona Creity, IJCI, Ireland

This presentation and discussion session will highlight excellent examples of how media and film is being used to enrich the learning experience for students.

Piet van Kimmenbeek, VRT, Belgium. Actus in the classroom. How can a public broadcaster make its factual content available in the classroom?
Anne Payne, The National Archives, UK. My Afghan Gym & the Emergence of Afghanistan
Eirini Amanti, Model Lyceum of the Evangelical School of Smyrna, Greece. The offshored function of a Great animation-making project
Moderator: Eme Kurita, HTSA, Estonia

The MediaCoach programme in Belgium is about all things professional including teachers, youth-workers and librarians who work with young people to integrate media literacy in their work practices. The programme provides participants with a theoretical framework as well as focusing on concrete media literacy activities. This presentation and discussion panel will include both educators and people who have taken part in the programme to discuss how it works and to share best practice in implementing a similar scheme in your own context or region.

Psst: Annie-Claire Orban, Media Animation, Belgium
Sarah De Jaegere, Katholieke Universiteit Hertogin Gast, Belgium
Gemma Steeman, Mediapajari, the Netherlands
Bart Bollen, UC Leuven – Limburg, Belgium
Moderator: Tim Verbiest, Everton Foundation

This screening session is all about the use of video in MOOCs.

This presentation and discussion session will feature how it works and to share best practice in engaging with concrete media literacy activities. This presentation and discussion panel will feature expert practitioners to tease out the added value of videos.

Jen Laviczak, Fachhochschule Berufliche Universität of Applied Sciences, Germany “Co@rossOn” techniques, methods and infrastructure for the low-cost production of MOOCs
Łukasz Rzécki, EPFL, Switzerland. Reach people with the value of video interventions in MOOCs
Anna Hansch, Alexander von Humboldt Institute for Internet and Society (HIIG), Berlin, Germany. The role of video for online learning
Moderator: Ruth Kerr, IRITA, Italy / EMMA

Presentations will highlight various schemes to enhance media skills and a sense of purpose in service and in service teachers.

Monika Frania, University of Silesia in Katowice, Poland / University of Silesia, Cracow Media for future teachers and educators – examples of research and practice
Vanessa Mooradian, YVES University College Campus Tielt, Belgium Using Media in primary schools – a course for students in higher education
Elaine Jee, KIIO, Singapore & Song Ien Mok, Nanyang Technological University, Singapore Digital storytelling as an educational tool
Roy Rass, KIIO, Belgium Photography in the classroom
Moderator: Karl Desloovere, Flemish Ministry of Education and Training, Belgium

Coffee

15:00 – 16:00

Hedawey Auditorium: B3
G1 Buytaert Room
The role of media in (culture) education

Moderator: Frank Saenen, Broadcasting Authority of Ireland

This screening session is all about the use of video in MOOCs.

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Media literacy and media education in a changing media landscape – who are the key players and what are their motivations?

In the current changing landscape, citizens able to develop critical thinking towards media content and able to interact with social media in a wise manner are key for healthy democracies. Who are the main players who can contribute to the development of critical thinking towards the media among citizens of all ages? Is this the sole responsibility of public authorities? What is the motivation for public service broadcasters and newspapers to be involved in media literacy and news literacy? Are their initiatives far-reaching enough? What is the attitude towards media literacy amongst new players such as social media? What can legislators do? What is the role of actions among formal education, non-formal education and citizens’ actions?

Speaker: Allison Preston, Ofcom, UK

During her presentation to launch this panel discussion, Allison will summarise recent Ofcom data on the media habits and opinions of children aged 1–15 and their parents, and adults aged 16+. Ofcom’s media use and attitudes reports show trends since 2005 in the areas of take-up and use of different media, with a particular focus on online habits and attitudes.

Panelists:
- Emmanuelle Macht, European Platform of Regulatory Authorities (EPRA)
- Nathalie Labourdette, European Broadcasting Union (EBU)
- Margaret Berbon, European Newspaper Publishers’ Associations (EANP)
- Katta Segers, Member of the Flemish Parliament
Moderator: Mari Sol Pérez Guarea, DG CNECT, European Commission

16.30 – 17.30
Penalty session

17.30 – 18.30
MEDEA Awards Ceremony - 2016

Now into its 8th year, the annual MEDEA Awards have established themselves as a key benchmark in identifying excellent use of media at all levels of education. This awards ceremony will bring to light the very best of this year’s entries when the winners of the main awards and prizes will be announced.

Introduction to the MEDEA Awards 2016 by the Awards Host followed by a short presentation of the each of the finalists.

- Approche Collégiale avec le Table de Rôle presented by Stéven Maistre, France
- Lieblausert und Gliewitz (L&G) – Speak with Us! Support Us! presented by Edel Crichton, Ireland
- Le Mouvement encyclopédique presented by Fabienne Grappe-Gerard, Université de Lorraine, France
- Magna Carta et le Réformateur presented by Andrew Payne, The National Archives, UK
- Multimedia World presented by Nicolas Buret, Naziadys, Switzerland
- Popularizer submitted by Mosaic Art & Sound, UK, Kindersee, UK, Universidad de Valladolid, Spain, Kulturforum in Berlin, Germany, Language School Pelikan, Czech Republic, Sukhumi University, Turkey & Opera Bazau, Italy and presented by Joel Jouphison, Kindersee, UK and Susana Gomez, Universidad de Valladolid, Spain
- Science Bits presented by Paul Banti, International Science Teaching Foundation and Science Bits, Spain
- Walking through the nature presented by Aleksandar Andonovska, Primary school “Gece Delcev” – Prilep, Former Yugoslav Republic of Macedonia (FYROM)

The presentation of the finalists will be followed by the announcement of the winners of this year’s MEDEA Awards and pictures will be unveiled.

Awards in order of presentation
- Winner of the Prize for European Collaboration
- Winner of the Prize for best use of media supported science teaching
- Winner of the Prize for best use of media in higher education
- Winner of the Prize for best use of media in language teaching
- Winner of the Jury Prize
- Winner of the Audience Favourite Prize
- Winner of the MEDEA Awards 2016 User-Generated Award
- Winner of the MEDEA Awards 2016 Professionally Produced Award

Presenter: Lies Stroppe, VRT, Belgium

About the Evens Foundation
The Evens Foundation is a public benefit foundation based in Antwerp, Belgium, and with offices in Paris and Warsaw. The Evens Foundation initiates, develops and supports projects that encourage people and ultimately nations to live together harmoniously in Europe. The three programs of the Foundation are Peace Education, European Citizenship and Media.

Evens Foundation Media Programme
Within its Media Programme the Evens Foundation aims to stimulate efforts to increase media literacy – by raising critical awareness – which implies comprehension and cultural awareness, and by encouraging media creativity. Both of these contribute to the development of highly aware, active and responsible citizens. The media programme focuses on learning about the media, with media literacy as an expected outcome. It aims to develop both critical understanding of the media and active participation in the media (production). The Evens Foundation focuses on supporting projects that “empower citizens with the critical thinking and creative problem-solving skills to make them judicious consumers and producers of information (...)”. In addition, the Evens Prizes for Media Education and European Journalism are awarded biennially.
Plenary session

Fit-for-purpose teacher education, facilities and approaches – upscaling, upskilling or complete re-boot?

Using media in higher education

Coffee

Parallel sessions

Using video in the science classroom

Media literacy and rationalisation

Using media in higher education

Media supported language learning

Coffee

Hadayved Auditorium

11:00 – 11:30

Screening session

MIL/PEER Platform

Making media matter for STEM education

This screening session highlights the role of archives and video resources in innovating education and helping students understand the valuable role played by media throughout the years.

André Rosendahl, University of Gaverevier, The Netherlands

Karen Vander Plaetse, VLA, Belgium

Geek Edges, German Film Institute (IDG)

Friday 11 March 2016

11:30 – 12:00

Screening session

G1 Buycat Room

Social media policies and practices

Master class on using video in the classroom, supported by the inspiring Science Education Project. This master class will enable you to make the most of your video platform and to capture high-quality video material with minimal effort. Commonly available devices like smartphones and consumer-level cameras. You will receive lots of ideas for experiments based on these tools as well as hands-on practice in both the software itself and simple video capture.

Roel Simons, Simons Videos, The Netherlands

Mathy Vanbuel, ATiT, Belgium

Pedro De Bruyckere, Arteveldehogeschool, Belgium

12:00 – 12:30

Screening session

G2 Cailliau Room

Special media education supported by media and digital tools

Screening session of the ELT/PEER platform with a focus on special needs education supported by media and digital tools.

Geert Coppens, Education and Training, Belgium

Paul Koltz, European Commission

Luke Newbold, Council of Europe

12:30 – 13:00

Coffee

Hadayved Auditorium

13:00 – 13:30

Screening session

G3 Oise Room

Media literacy in practice

This session is about world-wide examples of how media literacy is changing teaching and learning across all levels of education. Join Renee and Maria to discuss strategies for effective teaching and learning in classrooms.

Renee Hobbs, University of Rhode Island, USA

Maria Ranieri, University of Rhode Island, USA

Luke Newbold, Council of Europe

13:30 – 14:00

Screening session

G4 Plateau Room

Media literacy in practice

Combining theory and practice to discuss the role of media literacy in addressing diversity and social inclusion.

Combining theory and practice to discuss the role of media literacy in addressing diversity and social inclusion.

Renee Hobbs, University of Rhode Island, USA

Maria Ranieri, University of Rhode Island, USA

Luke Newbold, Council of Europe

14:00 – 14:30

Screening session

G5 Gevaert Room

Filmmaking

This session will feature educational video and video tools, materials, software and online services to support intercultural and other educational purposes.

Sussana Fritz, UNESCO, Germany

Jente Nyhuis, Independent filmmaker, Belgium

Elizabeth Mildeovek, European Schoolnet Practical guidelines on social media policies in schools

Combining theory and practice to discuss the role of media literacy in addressing diversity and social inclusion.

Renee Hobbs, University of Rhode Island, USA

Maria Ranieri, University of Rhode Island, USA

Luke Newbold, Council of Europe

14:30 – 15:00

Screening session

G6 Cailiau Room

Special media education supported by media and digital tools

Combining theory and practice to discuss the role of media literacy in addressing diversity and social inclusion.

Renee Hobbs, University of Rhode Island, USA

Maria Ranieri, University of Rhode Island, USA

Luke Newbold, Council of Europe

15:00 – 15:30

Screening session

G7 Buycat Room

Media literacy in practice

This session will feature world-wide examples of how media literacy is changing teaching and learning across all levels of education. Join Renee and Maria to discuss strategies for effective teaching and learning in classrooms.

Renee Hobbs, University of Rhode Island, USA

Maria Ranieri, University of Rhode Island, USA

Luke Newbold, Council of Europe

15:30 – 16:00

Screening session

G8 Oise Room

Media literacy in practice

Combining theory and practice to discuss the role of media literacy in addressing diversity and social inclusion.

Renee Hobbs, University of Rhode Island, USA

Maria Ranieri, University of Rhode Island, USA

Luke Newbold, Council of Europe

16:00 – 16:30

Screening session

G9 Oise Room

Media literacy in practice

Combining theory and practice to discuss the role of media literacy in addressing diversity and social inclusion.

Renee Hobbs, University of Rhode Island, USA

Maria Ranieri, University of Rhode Island, USA

Luke Newbold, Council of Europe

16:30 – 17:00

Coffee

Hadayved Auditorium

17:00 – 18:00

Coffee

Plenary session

Speakers – Diana Ransome, VUB, University of Wolverhampton, UK; Allen Marek on the role of design-thinking in media education

Gary Jones, LEDS Education STEM in secondary school – “Is that two letters?”

Matt McGrady, Mediateca, USA; Changing your approach: The right tool for the right job

Paul Banti, European Schoolnet & eTwinning; Media and critical thinking – some truths – about learning and technology

Moderator: Winn Van Petegem, KU Leuven, Belgium

Language teachers are often the first to embrace media as a way to make their teaching more engaging, effective and fun. Join this session to meet several of the MEDIA21 Awards finalists who have specialized in this area.

Stéven Huetier, France; Apprendre l’anglais avec les Tutos de Huito

Karel Cordes, Ireland; Ireland Lastes Leers (Cathair Lean) – Speak with G1 Support! GS

Joel Josephson, Rezende, UK; & Susana Gomez, University of Valladolid, Spain

Moderator: Andrew Wast, Andrew Wast Associates, UK

From the science classroom to the world! Meet four more about some of the more recent film literacy initiatives launched in different parts of Europe.

Mark Higham, Film Literary Europe

Lisa Krekler, Institut français, France; Introducing the CeplEx Project

Nicoleta Popolea, CIRCD, The Netherlands; Introducing the WRAP! Project

Marianne Zacchetti, European Commission

Pedagogically effective use of media and film in schools

During this session hear about different creative classroom practices from classrooms all over Europe.

Jan Dobogens, MARE, Belgium; Digital storytelling for your classroom

Ileni Kouvoul, 2nd High School Athens, Greece; Video production as a dynamic learning tool in the second language classroom

Monica McQueen, ESK International de倘ea, Switzerland; Gamification in the library

Aleksandra Andorovska, Primary school “Sce Delcev” – Prilep, FYROM; Taking YouTube to the next level

Moderator: David S ounce, Ashcombe School, UK
Europe schools are facing questions about their role in terms of combatting radicalisation. While many teachers and schools administrators are keen to tackle this issue, they often feel ill-prepared – lacking an effective strategy and approach. At the same time education is regularly cited as the only real answer to the rising threat of radicalisation in our multicultural society. So what are schools to do? Can a more robust approach to media literacy help? Should all students be better prepared to verify and understand social media? Is learning about propaganda an important skill? This open public discussion aims to identify ways in which schools can play a more effective role in combatting radicalisation and to identify resources and strategies that might help.

This session is open to the public.

Panellists:

**Renee Hobbs**
Renee Hobbs is Professor of Communication Studies at the University of Rhode Island. An internationally well-known researcher in the field of media literacy, she recently launched Mind Over Media: Analyzing Contemporary Propaganda, an online user-generated content website that helps students explore the subject of contemporary propaganda.

**Rudi Vranckx**
Rudi Vranckx has been a conflict journalist in the news department of the Flemish public service broadcaster VRT for more than 25 years. With a background in history, Rudi has reported on many wars. Rudi's recent documentary 'My Jihad' was selected for festivals in Berlin, Biarritz and Prague and he and his team have created a teaching pack based on this documentary.

**Karin Heremans**
Karin Heremans has been principal of Royal Atheneum School, Antwerp for 15 years and is also now responsible for policy to prevent radicalisation in GO!, the Flemish community education system. She is also co-chair of the Radicalisation Awareness Network (RAN) education.

**Divina Frau-Meigs**
Divina Frau-Meigs is a professor at the Université Sorbonne Nouvelle, France, a specialist in media and information literacy and an expert with the EU and UNESCO. She is piloting the implementation of 16 MOOCs on digital cultures in the European project ECO.

**Jo de Ro**
Jo de Ro is a Member of the Flemish Parliament for Open VLD and an Alderman with responsibility for Finance, Education and Safety in the Vilvoorde Community. Prior to his election in 2013 he was the lead civil servant in the Agency for Educational communication, part of the Flemish Ministry of Education.

**Moderator:** [Sarah Van Leuven](mailto:Sarah.Van.Leuven@UGent.be), Ghent University, Belgium