

Event: Expert Consultation on Visual Media Literacy in Education

Dates:

March 21, 2024: onsite in Brussels

March 28, 2024: online

The CLIP consortium organised two Final Events – one on-site and an online replica – to present the project's key results, and to validate the Guidelines and Recommendations. The events gathered academic staff interested in Visual Media Literacy, experts, stakeholders from Higher Education, schools, NGOs, academic networks, and anyone interested in exploring the opportunities Visual Media Literacy can offer.

In order to gather as many relevant participants as possible, a stakeholders list was produced, gathering 150 organisations, professors, and networks working in the education field. All of them were contacted via email to create a closer link to the event organisation. Additionally, the invites to both events were shared through the partners' and the project's social media channels, newsletters and mailing lists.

The on-site event "Experts Consultation on Visual Media Literacy in Education" took place on the 21st of March, 2024, from 2 to 5:30 PM at the Apulia Region offices in Brussels.

21 Brussels-based stakeholders gathered to first attend a presentation of the key results developed by the CLIP consortium, namely the [report on Visual Media Literacy in Europe](#) and the micro-learning course in critical visual media literacy and fluency.



And, after that, participants took part in roundtables to discuss and enrich the Guidelines and Recommendations elaborated to support academic staff and educators in developing sustainable strategies to embed visual media literacy

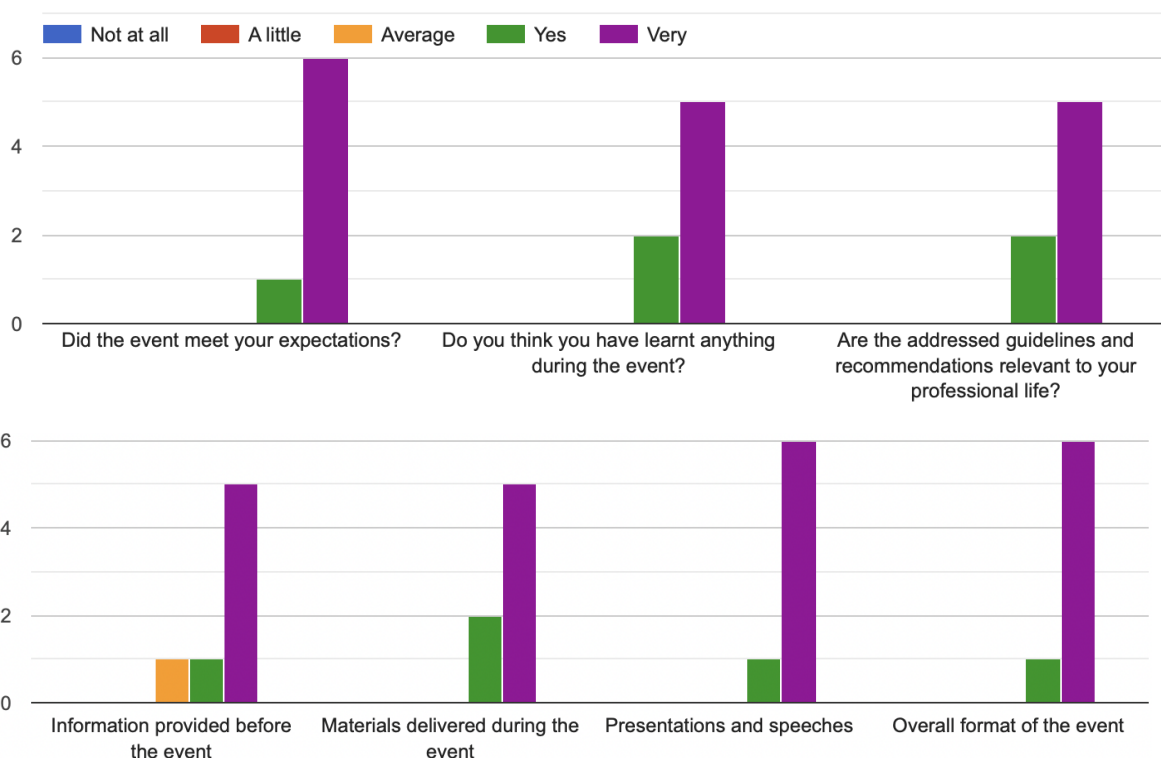
in their learning offers. The Guidelines were shared a few days before the event to allow participants to dive into the content and come up with comments and suggestions.

Thanks to this first validation process, the Guidelines were modified accordingly. Some of the feedback included the need for more examples and links to practitioners' networks, to gather more sources and be constantly updated, and to have a closer look at the differences between levels of education.

After the event, a follow-up email was sent to thank all the participants and to share the link to an evaluation survey. The evaluations results (coming from 7 participants) are as follows:

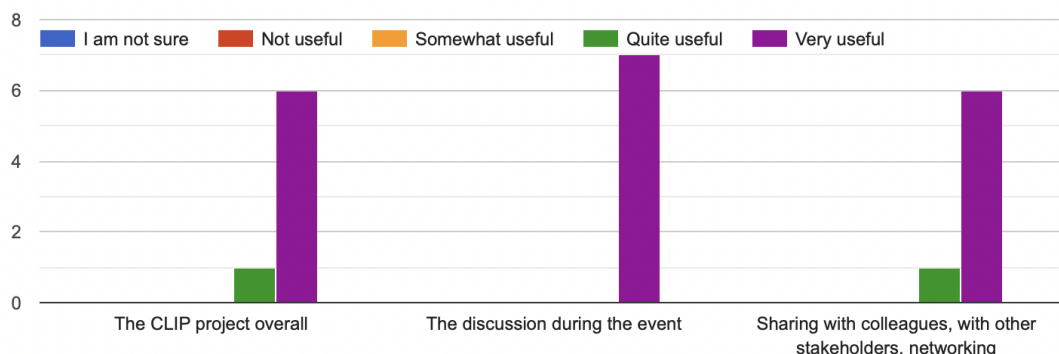
Please answer the following questions by rating on the available choices:

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Please rate the following items with regard to present/future perceived usefulness in your professional life (or daily work):

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And when asked to leave final comments, all feedback was positive and showed interest in being included in further activities:

Is there anything you would like to add? (e.g. suggestions, proposals, general comments, etc.)

3 responses

nice format, in a very short timeframe we really went into depth, in the small groups and exchange afterwards: maybe also because of the diverse group of participants (backgrounds)?

Thank you, it was important. I'm sure that mediapedagogy designed for active digital social life creates an empowering learning community for strengthening academic literacies and skills according to SDG

I think the event was well done!

In general, the evaluation shows the event's success and effectiveness. Even though not too many responses were received from the online survey, good connections were made during the event.

Additionally, the CLIP consortium agreed on organising an online replica of the event, to involve international stakeholders in the discussion. The online edition took place on the 28th of March from 11 to 12:30 on Zoom.

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Online Workshop Expert Consultation on Visual Media Literacy in Education

When: 28th of March from 10 AM until 12:30 PM**Where:** Online, Zoomuniversità
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This event attracted the interest of 50 registered participants, with whom the recommendations were shared in advance.

After a short project presentation, the Guidelines and Recommendations were presented. In this case, the 27 attendees did not have too many comments, but a wide interest in knowing more about the next steps and the overall project was shown.

As a last step, the consortium will share the finalised guidelines with all events' participants, as well as a link to the endorsements page to encourage the use of the CLIP Toolkit in many different sectors.

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