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## MEDIA INITIATIVES AND PARTNERSHIP SUPPORT PROJECT

The goal of the Media Initiatives and Partnerships Support project (MIPS) is to help Serbian citizens to safely and smartly navigate an increasingly complex media and information landscape to become better informed and thus more capable of effectively participating in modern economic, social and political life. The project raises citizens' understanding and knowledge of key concepts, skills and issues relevant to digital media and information literacy.

### ACTIVITIES

- The project is working on increasing awareness and improving critical thinking skills in public administration, the Serbian education system, and of social network users through four objectives:
- Increase public awareness and knowledge about key media and information literacy issues and concepts.
- Strengthen the ability of media consumers to critically assess digital content and communicate safely and responsibly in the digital sphere with an emphasis on the education system.
- Enlarge the body of public knowledge and understanding of media, digital, and information related issues and trends.
- Foster cross-sectoral partnerships among citizens, government, corporate, and civil society actors to advance dialogue and engagement on digital rights and responsibilities.

### RESULTS

- In cooperation with the Office of the Prime Minister and UNDP, the project launched the “Digital Expedition,” an activity to explain and promote digital skills, online security, and digital literacy concepts to the Serbian public. In the second half of 2021, 35,000 citizens from 16 towns across Serbia had the opportunity to learn in person about the basics of online security and digital literacy, e-Government, and online commerce. Millions more were reached through more than 700 media stories.

- High school students participated in virtual tours of major digital companies (Direct Media, 3Lateral, SAGA, Microsoft, and Nordeus) as part of the Digital Expedition: Discovery program.”
- In cooperation with the Ministry of Culture and Information and the National Academy for Public Administration, the project published a media literacy handbook for public servants and the corporate sector.
- MIPS supported the Ministry of Education, Science and Technology and national educational institutes to improve the level of digital literacy in the educational system by developing handbooks for using online educational platforms like “Moodle” and training 279 teachers in online and hybrid teaching methods.
- In cooperation with Facebook Inc. and the National Democratic Institute (NDI), the project created the Influence Academy, a platform to engage and educate influencers on ethical standards and promote critical thinking skills on social media platforms.

## ADDITIONAL INFORMATION

### PROJECT FUNDING

U.S. Agency for International Development  
(USAID/Serbia)

### PROJECT IMPLEMENTATION

Propulsion Fund

### KEY COUNTERPARTS

Ministry of Culture and Information; Ministry of Trade, Telecommunication and Transport; Institute for Improvement of Education; National Academy for Public Administration; Institute for the Evaluation of Quality of Education; Ministry of Education, Science and Technological Development.

### WHERE WE WORK

Nationwide

### PROJECT DURATION

August 2019 – August 2023

### TOTAL FUNDING

\$3,000,000

### CONTACT

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