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## MEDIA INITIATIVES AND PARTNERSHIP SUPPORT PROJECT

Changes in the way information is generated and disseminated offer new opportunities and challenges for consumers of that information. The purpose of the Media Initiatives and Partnerships Support project (MIPS) is to help Serbian citizens to safely and smartly navigate a 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 about key concepts, skills and issues relevant to media digital and information literacy. The activity is undertaken in partnership with public institutions, educators, the media, non-profit and corporate sectors.

### ACTIVITIES

The Media Initiatives and Partnerships Support project (MIPS) is working on increasing awareness and improving critical thinking skills in public administration, Serbian education system, and among social network users through four objectives:

1. Increasing public awareness and knowledge about key media and information literacy issues and concepts.
2. Strengthening 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.
3. Enlarging the body of public knowledge and understanding of media, digital and information related issues and trends.
4. Fostering 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, USAID 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 pieces of media coverage.

- The “Digital Expedition: Discovery program” provided high-school students with virtual tours of major digital companies (Direct Media, 3Lateral, SAGA, Microsoft, and Nordeus).
- In cooperation with the Ministry of Culture and Information and the National Academy for Public Administration, MIPS developed 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 the Facebook Inc. and the National Democratic Institute (NDI), MIPS 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)

### **CONTACT**

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### **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.

### **PROJECT SPAN**

Nationwide

### **PROJECT DURATION**

August 2019 – August 2023

### **TOTAL FUNDING**

\$3,000,000