



## Who are we?

- Mira Media, the Netherlands
- ARSIS, Greece
- Centro Zaffiria, Italy
- Centre for Social Inclusion, Cheshire Faculty. Manchester Metropolitan University, UK
- Grupo Comunicar, Spain
- JFC Mediemzentrum, Germany
- Laboratori Mitjans, University of Barcelona, Spain
- School of Arts of Stockholm, Sweden
- Utrecht Centre for the Art UCK, the Netherlands
- XenoMedia, Spain

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*Taking media education a step forward*

### Media4Me

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Media Education for a Multicultural Europe

## WHO ARE WE?

A group of Media Education Resource Centers decided to join forces, by creating the **Media4[Me]** network, in order to professionalize themselves more and to create a European quality standard for intercultural media education activities. Over the years, these Media Education Resource Centers from different EU member states developed, executed or were involved in several intercultural transnational media education projects and campaigns, often funded with European funds. Several **Media4[Me]** members already cooperate in Roots&Routes international, DigiTales and the *European Open Week of the Media*.

The members of the **Media4[Me]** network have similar aims and objectives and are working more or less according to the same principles and standards. Therefore they have committed themselves to work European wide under the same 'label' and to analyze, compare and adopt each others methods and approaches and agreed to decide yearly upon one European activity which they will offer to formal and non-formal educational institutes as part of their national activity menu. The **Media4[Me]** network does not intend to develop new methods and projects. By exchanging good practice partners can use the experiences of the other members and they can also ask their assistance in the execution of these activities.

## OUR AIMS AND OBJECTIVES:

- To build a qualitative infrastructure in order to facilitate the implementation of intercultural media - and digital competencies, skills and media awareness attitudes in formal and non-formal education.
- To professionalize Intercultural Media Education Resource Centres in Europe by cooperating in market research and the development of marketing and management strategies.
- To unite Media4[Me] members internationally under the same 'label'
- To create a European quality standard for intercultural media education activities, by analyzing, comparing each others methods and approaches



## OUR SERVICES:

- A recognized European qualitative label based on regular assessment
- Training for trainers
- Quality assessment of projects and services
- Seminars
- Joint European projects and campaigns
- Description of the competences, skills and attitudes of a democratic citizen in respect of the media (including the new communication and information environment of the virtual world)
- Closed database of assessed intercultural media education projects.
- Database with trainers.

For more information, please visit our website [www.media4me.eu](http://www.media4me.eu) or send us an email to [info@media4me.eu](mailto:info@media4me.eu).