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The Commission's initiative on media literacy responds to requests by the European Parliament and industry together with a number of Member States. At the end of 2007, the Commission adopted a communication on media literacy which adds a further building block to European audiovisual policy and links to the provisions of the Audiovisual Media Services directive (AVMS). Article 33 in this directive introduced a reporting obligation for the Commission on levels of media literacy in all Member States. In 2008, the Council and the European Parliament adopted respectively conclusions and an own initiative report on media literacy. In particular, projects have received European financial support in with the objective to analyse media representations and media values in a multimedia perspective; to encourage the production and distribution of Media Literacy related content; to stimulate the use of media in order to improve participation in social and community life; to intensify networking around media education related issues; and to concentrate on the implementation of media literacy initiatives bridging the media industry and the education world, in a "hands-on" approach. Since November 2000, in the framework of the Lisbon Agenda, the Commission has organised three workshops on Media Literacy and provided 3.5 M€ of financial support to some 30 projects (through the eLearning initiative). These initiatives have proved to be very effective in helping media literacy organisations and practitioners from different European Countries to establish contact and create networks which are a first step to a steady and profitable exchange of knowledge and experiences.

Born in Genoa (Italy) in 1966. He works at the European Commission since 1995. He is Deputy Head of Unit "MEDIA Programme and media literacy" and in particular responsible for the Media Literacy initiative. He spent almost all his professional life in the media or dealing with media related issues both in the private sector (Super Channel Ltd.) and at the European Commission where he has been working for more than 15 years on different policy aspects of the audio-visual media. He holds a degree in Economics of the University of Genoa.

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MARS - Media Against Racism in Sport

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe