



**MELIA OBSERVATORY – Media Literacy Observatory for
Active Citizenship and Sustainable Democracy**

**Data Collection on Media Literacy and the Re-
lationship of Media Literacy to Democratic
Values and Behaviours in Germany (WP T.1)**

Project Partner – SoWiBeFo e.V.

SoWiBeFo | Verein für sozialwissenschaftliche
Beratung und Forschung e.V.

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Case Studies of NGOs Implementing Projects that Bridge Media Literacy and Democratic Values/Behaviours

SoWiBeFo e.V.

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1. Introductory remarks

The following information on NGOs implementing projects that bridge media literacy and democratic values/behaviours have been gathered on the basis of both in-depth interviews with the project managers of the NGOs and publicly available information.

In the period between 15 January 2021 and 02 February 2021, the following 12 NGOs based in Germany that bridge media literacy and democratic values/behaviours have been requested for interviews by e-mail and by telephone:

- ufuq.de - Competence Centre for the Prevention of Religious Radicalisation in Bavaria (<https://www.ufuq.de/bayern/>)
- No Hate Speech Movement Germany (<https://no-hate-speech.de/de/>)
- Amadeu Antonio Foundation (<https://www.amadeu-antonio-stiftung.de/>)
- The Archiv der Jugendkulturen („Archive of Youth Cultures“) (<https://www.jugendkulturen.de/english.html>)
- Union for Education and Science Bavaria (*Gewerkschaft Erziehung und Wissenschaft Bayern*) (<https://www.gew-bayern.de/>)
- Consortium Peace Education – Collective for political education (The parsnips) (*Arbeitsgemeinschaft Friedenspädagogik e.V – Kollektiv für politische Bildung (Die Pastinaken)*) (<https://www.agfp.de/die-pastinaken>)
- Protestant Education Center Regensburg (*Evangelisches Bildungswerk Regensburg e.V.*) (<https://www.ebw-regensburg.de/>)
- Stand up Against Racism (*Aufstehen gegen Rassismus, Stammtischkämpfer*innen*) (<https://www.aufstehen-gegen-rassismus.de/>)
- Platform for Media and Diversity (*Plamedi e.V. – Plattform für Medien und Diversität*) (<https://plamedi.de/>)
- Inside Out – Prevention through Education, Research and Art (*Inside out e.V. – Prävention durch Bildung, Forschung, Kunst*) (<https://www.io-3.de/>)
- Union for Social Defense (Project: Love-Storm) (*Bund für Soziale Verteidigung e.V., Projekt: LOVE-Storm*) (<https://www.soziale-verteidigung.de/>) (<https://love-storm.de/ueber-love-storm/>)
- CEC-Connect e.V. – Communication – Education – Consulting (<https://cec-connect.de/>)

Eventually, interviews have been conducted with “ufuq.de” (Bavaria), “CEC-Connect e.V.,” and “No Hate Speech Movement Germany” in February 2021.

2. Case studies of NGOs implementing projects that bridge media literacy with democratic values/behaviours

2.1 ufuq.de – Competence Centre for the Prevention of Religious Radicalisation in Bavaria

ufuq.de¹ is a competence centre for the prevention of religious radicalisation in Bavaria, located in Augsburg. Another competence centre is located in Berlin. The competence centre is active since 2006 and “[...] strives to develop alternatives to the heated debates about Islam, “parallel societies” and radicalisation, and to promote pluralism and social cohesion. [Their] work involves civic education, prevention, and scholarly research.” (<https://www.ufuq.de/en/association/>) ufuq.de is a non-profit association that offers workshops for youths and trainings for multipliers and teachers covering the topics Islam, anti-Muslim racism, Salafism and militant Islamism. Most of the employees are educationalists, but ufuq.de also has employees with a specialist background regarding the prevention of religious radicalisation (e.g., experts in Islamic studies).

Imparting media literacy is insofar part of ufuq.de’s activity field as it is a fundamental element in the prevention of religious radicalisation. Therefore, imparting media literacy is rather indirectly relevant when it comes to political education of youths and educators in regard to the activities of radical Islamist groups on the Internet and on Social Media. ufuq.de wants to support youths to develop critical media competences, especially the critical evaluation of information and news online. One of the most important goals is to offer youths an alternative to relevant questions of everyday life that are also provided by religious extremists (especially online). ufuq.de wants to provide a safe space for youths and their questions regarding religion and identity. Furthermore, ufuq.de wants to sensitise educators and multipliers for the experiences of Muslim Youths (and challenge problematic views and behaviours) and wants to make an impact on the mostly rather one-sided societal perception of Islam in Germany. This rather one-sided public discourse about Islam and the ignorance of the diversity of Islam is also one of the greatest obstacles in ufuq.de’s activities. ufuq.de strives to empower youths in their Muslim identity and as members of the German society and at the same time protect them from ideologisation. When participating youths however cross a threshold and make defamatory statements or claim absolute truth, ufuq.de resolutely intervenes. The word “ufuq” is Arabic and stands for “horizon”.

¹ Website of ufuq.de (Bavaria): <https://www.ufuq.de/bayern/>

ufuq.de's main target groups are therefore the youths (students in schools as well as in youth centres) and also their educators and relevant multipliers (teachers, school faculties, social workers). ufuq.de does not plan to expand their target group in the near future. However, occasional optional events for parents within the workshops for youths would be conceivable. Also, ufuq.de works towards further including law enforcement as a target group to react to problems like racial profiling and radicalisation processes within the police.

ufuq.de mostly conducts its projects independently without project partners. ufuq.de is however part of the Radicalisation Awareness Network (RAN), funded by the European Commission (https://ec.europa.eu/home-affairs/what-we-do/networks/radicalisation_awareness_network_en). Furthermore, ufuq.de conducted the EU-funded project "Local Voices" (<https://efus.eu/en/topics/risks-forms-of-crime/radicalisation/public/14649/>) in 2019.

The interview was conducted on 15 February via Zoom with an employee having a degree in Islamic studies. The interviewee works in the Bavarian located competence centre since 2016 and has been supporting the project coordination. Since December 2020, the interviewee is the interim project coordinator of ufuq.de (Bavaria). All information refers to the competence centre of ufuq.de in Bavaria.

2.1.1 Funding

The main source of funding is the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth (*Bundesministerium für Familie, Senioren, Frauen und Jugend, BMFSFJ*) within the federal program *Demokratie leben!* ("Live democracy!") (<https://www.demokratie-leben.de/en/>), which supports civic engagement for a diverse and democratic society since 2015. Furthermore, ufuq.de is funded by the Bavarian State Ministry of Family, Labour and Social Affairs (*Bayerisches Staatsministerium für Familie, Arbeit und Soziales*). The interviewee stated that ufuq.de's media literacy projects are not funded by a specific funding programme, but also by the above-named public funders (Federal Ministry of Family Affairs, Senior Citizens, Women and Youth and Bavarian State Ministry of Family, Labour and Social Affairs). Therefore, there has not been an increased funding availability for projects related to media literacy but the funding availability stayed the same. However, ufuq.de is encouraged by the funders to dynamically respond to developments in the field of the prevention of religious radicalisation and develop relevant offers. Especially regarding the situation due to COVID-19 and the in-

creasing dissemination of conspiracy narratives, ufuq.de developed relevant offers (expansion of the workshop and training program).

The interviewee also noted that even if the funding availability stayed the same, a lot of ufuq.de's network partners in the prevention of religious radicalisation have been subjected to staff cutbacks due to the COVID-19 pandemic.

2.1.2 Outreach and Participation

In 2019, ufuq.de reached 1.200 youths in Bavaria (mostly school students in classes participating in the workshops, but occasionally also youths in youth centres). In the same year, ufuq.de reached 850 multipliers within their trainings and seminars. Furthermore, ufuq.de distributes a newsletter, which currently approximately 1.600 persons have signed up for, who then again distribute the content of the newsletter in their respective networks. ufuq.de also conducted some informational events, where 250 people (mainly from the school sector) participated in 2019.

In 2020, the participation in ufuq.de's offers decreased due to the COVID-19 pandemic. The projects were shifted to the digital space which also led to the reduction of barriers so that in total 720 multipliers could be reached. In 2020, only a small number of youths could be reached due to the difficulties of spontaneously formulating an offer that complies with the data protection regulations for minors.

In general, ufuq.de reaches mostly secondary schools (*Mittel- und Realschulen*), occasionally Gymnasiums and increasingly vocational schools in Bavaria. ufuq.de does not offer workshops for primary schools but only for students from the age of 11 to around 19 years.

2.1.3 Sustainability

Both, the workshops for youths as well as the trainings for teachers and multipliers are constantly evaluated by ufuq.de. This evaluation takes place after the trainings and workshops, when teachers, multipliers and students are given the opportunity to provide feedback. ufuq.de collects the feedback and records it in written form. According to the feedback, changes to the offers are made. For example, there has been the feedback from secondary schools (*Mittelschulen*) that the general language and vocabulary used in the workshops were

too challenging for the students. ufuq.de therefore reworked the respective workshops and better adjusted the vocabulary to the target group.

In 2017, ufuq.de commissioned an external company (*Camino gGmbH - Werkstatt für Fortbildung, Praxisbegleitung und Forschung*) to evaluate the offers in Bavaria and also in the other competence centre in Berlin. This external evaluation is planned to be repeated soon. The evaluation report from 2017 is also publicly available at: <https://www.ufuq.de/evaluationsbericht-2017-der-praeventionsarbeit-von-ufuq-de/>

2.1.4 Proportion of Media Literacy Projects in their Portfolio

As already stated above, ufuq.de's goals and activities are not primarily targeted towards imparting media literacy but towards the prevention of religious radicalisation and the empowerment of Muslim youths. Therefore, ufuq.de does not offer specific media literacy projects but includes the imparting of media literacy skills in its offer of trainings and workshops as media literacy skills play an important role in both of these goals. Also, ufuq.de constantly expanded its offer in light of an increased need and demand regarding certain "hot topics". The interviewee stated that ufuq.de for example received increasing requests for workshops and trainings focusing on Salafism in the period between 2016 and 2018. After that, ufuq.de registered a trend regarding the demand for workshops and trainings focusing on racism, anti-Muslim racism and the topic of refugees.

The same can be stated for the topic of media literacy. Especially, since the COVID-19 pandemic and the phenomenon of increasing dissemination of conspiracy narratives, ufuq.de expanded its offer of trainings and workshops. In May 2020, the training unit focusing on media literacy and targeted towards teachers and multipliers has been completed. At the same time, ufuq.de extended its workshop offer targeting youths with a sixth workshop unit focusing on conspiracy narratives, which was completed at the end of 2020.

Thus, ufuq.de in Bavaria offers two programs focusing on media literacy since 2020. The interviewee stated that not all employees are equally qualified when it comes to imparting media literacy and also the interviewee does not consider himself as an expert in this specific field.

However, ufuq.de integrated the topic of media literacy in its activities and constantly integrates latest findings in this field (e.g., *JIM-Studie*², findings from relevant actors in this field³).

Also, the Bavarian competence centre conducted the workshop “*bildmachen*” (<https://www.bildmachen.net/>), where youths are trained in developing a critical media literacy regarding the recruiting of extremist groups online. The main activity of the workshop was the production of memes and texts by the participating youths as a way to express alternative narratives to extremist and simplified speeches and offers online and as a youth-appropriate access to the subject. The project is still conducted in other states (*Länder*), but is not offered in Bavaria anymore.

2.2 CEC-Connect e.V. – Communication – Education – Consulting⁴

CEC-Connect e.V. – Communication – Education – Consulting is a non-profit organisation based in medium-sized town of Kamp-Lintfort (North Rhine-Westphalia), which was founded in 2016. The predecessor organisation was founded in 2014 having its field of activity in the work with (juvenile) refugees (*Integration Flüchtlinge Kamp-Lintfort – Integration Refugees Kamp-Lintfort*) where it firmly established itself as an important local player in this field and inter alia set up a multimedia learning centre for refugees that was funded by the Federal Agency of Migration and Refugees (*Bundesamt für Migration und Flüchtlinge, BAMF*). The goal was to provide juvenile refugees with access to internet and computers for research purposes, keeping in contact with their families, writing applications, etc.).

Soon the initiators saw the need to foster the media literacy skills of their target group which is why they founded the non-profit organisation CEC-Connect e.V. with an extension of the articles of the former association enabling the organisation to be more active beyond the area of work with refugees. Since then, imparting media literacy (technical skills (e.g. media production) as well as the critical approach to media) is one of the main pillars of the organisation. Even if the new organisation is a state-approved sponsor in children care and youth work

² The *JIM-Studie* is a series of representative surveys conducted since 1998 assessing the media behaviour of children, youths and families in Germany (<https://www.mpfs.de/studien/?tab=tab-18-1>).

³ As other relevant actor in this field the interviewee named the Institute for Media Research and Media Education, located in Munich (<https://www.iff.de/ueber-uns/hinweis-englisch>). ufuq.de is part of their campaign *kampagnenstark* targeting the prevention of extremist radicalisation of youths (<https://kampagnenstark.de/>).

⁴ Website of CEC-Connect e.V.: <https://cec-connect.de/>

(*Anerkannter Träger der offenen Kinder- und Jugendarbeit*), the target group was extended, so that it is no longer limited to juvenile refugees but also includes local youths, interested adults and the general public. Among imparting media literacy, the organisation has a broad activity field ranging from youth work (e.g., social work with girls, afterschool homework supervision), political education (anti-racism work) and the promotion of civil engagement (promotion of intercultural and interreligious communication, climate protection, prevention of right-wing extremism) to municipal work (e.g., mediation between (juvenile) citizens and the city administration, giving youths a greater say in matters which directly concern them, e.g., urban design) as well as consultation and advocacy work (e.g., for refugees). The organisation also provides space for initiatives that are being brought to its attention by citizens (e.g., Fridays for Future). In every field, imparting media literacy is an elementary part of the organisation's activities. The organisation understands media literacy as instrument of societal participation, especially for youths. Imparting media literacy is therefore on the one hand a content-related activity of the organisation but on the other hand also a resource to successfully conduct its projects, especially in times of the COVID-19 pandemic.

CEC-Connect e.V. conducts its projects and activities with (mostly local) partners from various fields depending on the specific need of expertise in the respective project. The organisation cooperates for example with communal youth programs, the communal youth welfare office, the communal social welfare office, religious communities (local church and mosque community), the Workers' Welfare Association (*Arbeiterwohlfahrt, AWO*) and the municipality. The organisation is part of a rich network of NGOs and organisations active in the field of youth work and political education (network partners for example in Duisburg, Krefeld, Oberhausen and Berlin). CEC-Connect e.V. is also member of the Joint Welfare Association (*Paritätischer Wohlfahrtsverband*).

All employees of the organisation are engaged project-related. The team consists of freelance media educators and social education workers. The organisation can also fall back on a large pool of volunteers.

The interview was conducted on 22 February 2021 via Zoom with the founders and project managers of the organisation. One of the interviewees has a background in media education (IT specialist) and the other one in social work. Both interviewees have extensive expertise in the field of media literacy.

2.2.1 Funding

The organisation does not have secured long-term funding. All funding is project-related, which is why one of the main problems is the securing of the organisation's structural support. The main funders of the organisation are the Rhineland Regional Association (*Landschaftsverband Rheinland, LVR*), the state youth welfare office of Rhineland (*LVR-Landesjugendamt Rheinland*), the communal integration service in the district of Wesel, the Joint Welfare Association, the communal social welfare office and other funding pools of the municipality of Kamp-Lintfort as well as the state of North Rhine-Westphalia and the district government.

The interviewees have not registered a higher funding availability regarding projects on media literacy. However, the interviewees stated that there is definitely an increased awareness towards the importance of media literacy by the funders. The interviewees also stated that the COVID-19 pandemic was "like a fire accelerant" in creating the awareness for the importance of media literacy. Some of the funders (Rhineland Regional Association, Joint Welfare Association, municipality) were very flexible and supportive and encouraged the organisation to shift its offer to the digital space to further ensure the support for youths.

2.2.2 Outreach and Participation

The interviewees stated that participation in the activities of the organisation differs strongly regarding the various offers and projects. In the media literacy seminars for youths normally 8 to 12 youths take part. The organisation also offers holiday courses (multimedia-supported German language classes including a leisure program) for three age groups with 15 to 25 participants each. Both interviewees assess the outreach of the organisation as high. Through the various project-related cooperations, CEC-Connect e.V. reaches a high number of people (especially in the local community). The interviewees however could not quantify this outreach. The organisation certainly has firmly established itself in the local community and is very well-known in Kamp-Lintfort. Since 2018, CEC-Connect e.V. also has a meeting place in the centre of Kamp-Lintfort, which facilitates the outreach activities of the organisation. The interviewees also pointed out that the outreach of the organisation is furthermore ensured by the extensive target-oriented activities and presence of the organisation on Social Media (Facebook, Instagram, TikTok).

The organisation profits from mouth-to-word propaganda and from a rich network of partners and project cooperations. CEC-Connect e.V. uses all available forms to generate outreach – from Social Media posts, groups on messenger services (WhatsApp), the distribution of flyers and informational material to the targeted addressing of multipliers and participants. The organisation meanwhile has established a good cooperation with the municipality and the administration of Kamp-Lintfort. Also, when publicly presenting the outcomes of the respective projects, the organisation again generates participants and interested people for its future activities.

2.2.3 Sustainability

CEC-Connect e.V. constantly evaluates and develops its offers and seminars. After each course the participants are asked to give feedback. On the basis of this (verbal) feedback the organisation adapts its offers to specific needs.

2.2.4 Proportion of Media Literacy Projects in their Portfolio

Media literacy projects are a main pillar in the activities of the organisation. As already mentioned, CEC-Connect e.V. offers on the one hand media literacy courses for youths (special target group: juvenile refugees). But on the other hand, also the projects that do not specifically focus on media literacy (e.g., social work with girls) always employ imparting media literacy as an end in itself and to ensure the smooth work with the target group. The interviewee compares the organisation's understanding of imparting media literacy to a pencil that is needed for writing, while media literacy is needed for implementing the projects and also for managing modern everyday life. As already mentioned, imparting media literacy is understood by the interviewees as an instrument of societal participation, especially for youths.

2.3 New German Media Professionals e.V. (Neue deutsche Medienmacher e.V.)⁵

New German Media Professionals (Neue Deutsche Medienmacher e.V.) is a Germany-wide non-profit organisation of journalists and media professionals with diverse backgrounds, skills and mother tongues. “As the only interest group of this kind, [...] [the organisation is] committed to furthering diversity in the media – both in front of the cameras and microphones and behind the scenes, on the editorial as well as the executive level. [...] [The] projects seek to:

- ensure that balanced and nuanced media coverage on issues of diversity, migration and integration becomes a matter of course
- increase the appreciation and the support for diversity and intercultural competences within the media
- foster a culture of recognition that values the potentials of a diverse society”
(<https://www.neuemedienmacher.de/information-in-english/>)

The organisation was founded in 2008 and is located in Berlin. The most important goal of the organisation is the establishment of a nationwide network of media professionals with migration history and thereby the advocacy for a balanced media reporting that reflects Germany as an immigration country. The New German Media Professionals launch initiatives and conduct various projects that strive towards promoting new talents, balanced reporting and a stronger presence of journalists with migration background in the German media landscape. The organisation conducts and implements the following projects (most of them independently):

- Mentoring program for young journalists (*Mentoringprogramm “Vielfalt stärken”*): the organisation connects young journalists with volunteers who are established media professionals that provide support for their mentees regarding e.g., applications, order acquisition, and journalistic work.
(<https://www.neuemedienmacher.de/projekte/mentoring/>) The mentoring program is the oldest project of the organisation.
- Diversity finder (*Vielfaltfinder*): database with 450 experts from various fields (politics, economy, science and technology, education, culture etc.) and migration histories for media professionals and media institutions (<https://www.vielfaltfinder.de/>)
- Media and public relations trainings for NGOs, migrant organisations, initiatives for refugees and other organisations active in the field of integration. (The project finished 2019, but a handbook on the trainings is publicly accessible.)
(<https://www.neuemedienmacher.de/projekte/medientrainings/>)

⁵ Website of New German Media Professionals e.V.: <https://www.neuemedienmacher.de/>

- Workshop for non-discriminatory photojournalism (*Voll im Bild?! Workshop für diskriminierungsarme Bild-Berichterstattung*)
(<https://www.neuemedienmacher.de/projekte/voll-im-bild/>)
- Qualification seminars on digital civil courage and empowerment that foster the better handling with extremism online for social web multipliers (bloggers and influencers), digitally active NGOs and civil-society actors, social media editors, online journalists and YouTube community managers
(<https://www.neuemedienmacher.de/projekte/digitale-zivilcourage-und-empowerment/>)
- Establishment of local networks in twelve German cities and regions to support media professionals with diverse backgrounds at local level by developing education and training opportunities. Local networks have been established inter alia in Berlin, Munich, Frankfurt, Bremen, Hamburg, Hannover, Stuttgart, Leipzig, Freiburg and Nuremberg. (<https://www.neuemedienmacher.de/lokale-netzwerke/>)
- Handbook Germany: Development of a multilingual online information portal for and with refugees (<https://handbookgermany.de/de.html>)
- No Hate Speech Movement that strengthens civil-society engagement against hate speech online and supports media professionals in dealing with hate speech online (see “Most Significant Projects on Media Literacy in Germany”) (<https://no-hate-speech.de/>)

Among the already mentioned handbook on media and public relations trainings for NGOs, migrant organisations, initiatives for refugees and other organisations active in the field of integration (<https://www.neuemedienmacher.de/projekte/medietrainings/#handbuch>), the New German Media Professionals also issued a glossary for journalists providing non-discriminatory terms regarding the German immigration society (<https://www.neuemedienmacher.de/wissen/wording-glossar/>).

The organisation also organised the first meeting of the meanwhile registered non-profit organisation New German Organisations (*Neue Deutsche Organisationen e.V.*) in 2015. By now the organisation is a network of 130 non-profit migrant organisations from all over Germany.

It can be concluded that the main target group of the organisation New German Media Professionals are media professionals and journalists (with and without migrations background) and especially those in training, as well as migrant and refugee organisations. Imparting media literacy is therefore not the primary goal of the organisation, but it nevertheless plays a role in some projects (see “Most Significant Projects on Media Literacy in Germany”).

The team of the organisation mostly consists of media professionals and journalists but also for example of social and communication scientists.

The interview was conducted via Zoom on 25 February 2021 with an employee having a degree in political science. The interviewee has been working for the organisation for four and a half years and took over the project lead of No Hate Speech Movement in 2020.

2.3.1 Funding

Every project of the organisation is funded with different and often several funding pools. Important funders are the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth (*Bundesministerium für Familie, Senioren, Frauen und Jugend, BMFSFJ*) within the federal program *Demokratie leben!* (“Live democracy!”), the Federal Agency of Migration and Refugees (*Bundesamt für Migration und Flüchtlinge, BAMF*) and its fund for asylum, migration and integration (*Asyl-, Migrations- und Integrationsfond, AMIF*) as well as the Federal Government Commissioner for Migration, Refugees and Integration (*Beauftragte der Bundesregierung für Migration, Flüchtlinge und Integration*).

Other funders are the German Telekom, the Federal Agency for Civic Education (*Bundeszentrale für politische Bildung, bpb*), the Open Society Foundations⁶ and several media foundations (*taz Panter Stiftung*⁷, *FAZIT-Stiftung*⁸, *Rudolf Augstein Stiftung*⁹).

The interviewee pointed out that the multitude of funders is on the one hand empowering and an advantage for the project work and networking, but it also comes with challenges as the funders all demand different requirements and thereby different project reports. Also, the

⁶ Grantmaking network founded by business magnate George Soros.

⁷ Associated foundation of the politically left-wing daily newspaper *taz – die tageszeitung*.

⁸ Associated foundation of the liberal-conservative daily newspaper *Frankfurter Allgemeine Zeitung* (FAZ).

⁹ Established by Rudolf Augstein, the founder of the weekly news magazine “The mirror” (Der Spiegel).

project related funding impedes the structural and long-term financing of the organisation which complicates long-term planning and also personnel management.

2.3.2 Outreach and Participation

The network of the organisation is made up of 1.250 people, while the organisation itself has around 500 members (most of them media professionals and journalists). Furthermore, the organisation reaches around 2.000 interested people mostly from the media sector via e-mail distribution. The organisation is part of a rich network that steadily grows with the respective project work. Every project is very well networked with relevant partners in Germany from the respective fields. No Hate Speech Movement for example, is networked with all relevant actors in the area of hate speech, while the mentoring program is networked with media companies and publishing houses and Handbook Germany with other initiatives working for and with refugees or migrant self-organisations.

The interviewee stated that every project has a different outreach, according to the respective target groups and project goals.

2.3.3 Sustainability

The interviewee pointed out that every project is regularly evaluated (also by request of the respective funders), for example with evaluations forms handed out to the participants after the workshops in order to record the number of participants as well as feedback on the event itself (quality of discussion and interaction). Due to the COVID-19 pandemic, the organisation conducts online meetings and conferences and therefore currently also regularly uses the possibility to conduct polls for example via Zoom. The interviewee however stated, that it is hard to assess the impact and sustainability of the projects only by relying on the number of participants. The interviewee recollected a digital event from last year (2020) with 80 participants only generated from the network of the organisation. Despite the high number of participants, the event was rather dry and no noteworthy discussion evolved. In comparison to that, the interviewee reported on a digital event for members of the organisation that was held on the day of the interview, where only 15 participants attended, but the atmosphere was way more productive so that all participants eventually benefitted from the small group and the instructive discussion that evolved.

2.3.4 Proportion of Media Literacy Projects in their Portfolio

As already stated, the portfolio of the organisation is not aimed towards imparting media literacy. However, when applying a wide definition of media literacy, the organisation is absolutely also active in this field, e.g., by offering trainings for media professionals fostering the use of non-discriminatory terms and photos in media reporting. The organisation therefore enhances the non-discriminatory representation of marginalised groups and thus strengthens the media production skills of journalists. Also, the already mentioned qualification seminars on digital civil courage and empowerment that foster the better handling with extremism online for inter alia social web multipliers are targeted towards imparting media literacy.

Especially, however, the project No Hate Speech Movement can be considered as the flagship of the organisation when it comes to media literacy projects as its focus is the training of media professionals in handling hate speech online. At this point it deserves particular mention that the projects imparting media literacy with the focus on hate speech online (especially No Hate speech Movement) is also targeted towards the persons directly affected by hate speech. The organisation is therefore rendering an important contribution in supporting and empowering those affected by hate speech.

As other important projects and organisations active in the field the field of media literacy, the interviewee named the Amadeu Antonio Foundation¹⁰, the Platform for Media and Diversity (*Plamedi e.V.*)¹¹, HateAid¹² and a project by the Institute for Strategic Dialogue¹³ called Business Council for Democracy that strives towards enhancing the internet citizenship of adult employees in the private sector and building resilience to hate speech, disinformation and conspiracy narratives (<https://www.isdglobal.org/business-council-for-democracy-bc4d/>).

¹⁰ The Amadeu Antonio Foundation is an NGO that strives towards the reinforcement of a democratic civil society while opposing right-wing extremism. (Website: <https://www.amadeu-antonio-stiftung.de/>) [The foundation implements various projects in the field of media literacy \(especially regarding hate speech and the promotion of a digital debate culture\)](https://www.amadeu-antonio-stiftung.de/digitale-zivilgesellschaft/) (<https://www.amadeu-antonio-stiftung.de/digitale-zivilgesellschaft/>).

¹¹ *Plamedi e.V.* is a blended learning project for educators inter alia focusing on hate speech. (Website: <https://plamedi.de/>)

¹² HateAid is the only counselling centre exclusively targeting those affected by digital violence. (<https://hateaid.org/>)

¹³ The Institute for Strategic dialogue is a think tank concerned with the prevention of extremism based in London. (Website: <https://www.isdglobal.org/>)