



## Media and Information Literacy Project

Media and Information Literacy (MIL) is arguably a new concept in the media space in Ghana. Few stakeholders have been involved in supporting and promoting the dissemination of skills and competencies of MIL among Ghanaians, especially target groups such as the youth; in order to help them access, analyze, reflect on their media consumption behaviours and produce media responsibly, ethically and positively.

Penplusbytes has been at the forefront of this; implementing a media and information literacy project since 2019 with the aim of building the competencies of young persons aged 15 to 35 years old in three regions of the country (Greater Accra, Ashanti and Northern Regions).

From 2019 till date, Penplusbytes has also led efforts in coordinating and marking the UNESCO Global MIL week's celebration here in Ghana (usually in the last week of October each year) and has been supported primarily by DW Akademie, UNESCO Ghana, The Ghana Commission for UNESCO and other partners.

The MIL Project is a DW Akademie funded project being implemented by Penplusbytes in Ghana and has also had the Media and Information Literacy Learning Initiative (MiLLi\*) of the College of the Arts in Windhoek, Namibia as strategic partners. The target audience for this project have primarily been young adults in Ghana between the ages of fifteen and thirty-five (15-35) years but secondary targets have been media persons, journalism training schools, persons with disabilities and the general public.

The objectives of the MIL Project are:

- To increase the competencies of young adults' (15-35 years) in media and information literacy skills and knowledge
- To develop, test and apply new MIL training formats and materials for different target groups
- To develop effective MIL campaigns on social media and traditional media
- To provide young adults with soft skills to produce, edit and use media content