

Considering that:

* Media literacy is the necessary prerequisite for literacy of people of different ages in the 21st century, in order to make them active citizens in one democratic society;
* Media literacy as *“capability to access media and understand and critically value different aspects of the media and media contents and create communications in various contexts”* is important for democracy in one society which *“depends on the active participation of all citizens in the life within their community“*, as determined in the Recommendation of the European Commission 2009/625/EC on media literacy in digital environment for more competitive audio-visual and content industry and inclusive society of knowledge;
* Media literacy refers to all media and all types of media contents (from audio-visual heritage and cultural identity to commercial communications);
* Media literacy is one of the prerequisites for promotion of human rights, especially the rights to privacy (this also includes the protection of personal data) and the right to freedom of expression; Furthermore, media literacy is also important for building social climate for copyright protection and culture development;
* The encouragement of media literacy development cannot be the individual effort of one body, institution, association or company;
* The achievement of effective results from the activities and policies for raising the media literacy level in Republic of Macedonia, directly depends on the role and commitment of many factors in the society, such as the relevant ministries and public institutions, media industry, educational institutions, NGOs, citizen associations and other stakeholders;
* The practice and projects indicated the need of facilitating the communication and cooperation between the different social factors so far, in order to form synergy partnerships and implement new activities and projects.

At the initiative of the Agency for Audio and Audio-Visual Media Services (hereinafter referred to as the Agency), and in accordance with the obligation to take activities for encouraging media literacy in Republic of Macedonia, as referred to in Article 26 of the Law on Audio and Audio-Visual Media Services (“Official Gazette of Republic of Macedonia” no. 184/13, 13/14, 44/14, 101/14, 132/14 and 142/16), the following shall be established:

**MEDIA LITERACY NETWORK**

**OF REPUBLIC OF MACEDONIA**

1. The Media Literacy Network of Republic of Macedonia (hereinafter referred to as: the Network) is established in order to promote the cooperation between the different factors in the Macedonian society which create and implement policies and realize activities and projects in the sphere of media literacy, for the purpose to provide their bigger efficiency and results;
2. For such purpose, the Network members shall exchange information by e-mail on the current and planned activities in the sphere of media literacy on regular basis, and at least once in every quarter;
3. The exchange of information shall be realized by holding meetings as well, which shall be organized by need, and at least once a year;
4. The members shall offer help and cooperation among themselves for the projects and activities where they can provide their assistance. The holder(s) of each of the projects decide by themselves whether to accept the offered cooperation;
5. The Network shall work on the promotion of research activity in the sphere of media literacy;
6. The information on the activities and news shall be posted in newsletters on quarterly basis, which shall be distributed by e-mail, as well as via the website dedicated to media literacy and via the social networks; If possible, the news shall be also published in the editions of European and international organizations (e.g.: European Association for Viewers Interests (EAVI), UNESCO and other);
7. The Network shall insist to be internationally active as well, via cooperation with similar initiatives and organizations and other;
8. In order to become a member of the Network, one must sign Membership Application and submit thereof to the Agency;
9. The Network is open for new members which can access thereto by signing and submitting Membership Applications, without any additionally terms and conditions;
10. If any member of the Network no longer wants to be a member, it must submit a written letter to the Agency;
11. Membership Applications present integral part of the Network’s Founding Act;
12. The information on new members or members leaving the Network are posted on the website and sent by e-mail to the members;
13. The Network members shall appoint their representative who shall be in the capacity of communication and contact person.
14. The Agency for Audio and Audio-Visual Media Services shall play the role of communication moderator in the Network – it shall administer the electronic communication group, share information on the website and via social networks.

Skopje,

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