The Youth Empowerment project works to advance Media and Information Literacy (MIL) as a holistic response to foster safe and ethical use, consumption and production of media and internet among youth in Jordan.

**WHAT IS MIL?**

UNESCO considers MIL as combination of competencies (knowledge, skills and attitudes) each citizen should possess in order to navigate a knowledge society.

MIL lies at the core of freedom of expression and information and empowers citizens to:

- Understand the functions of media and other information providers
- Critically evaluate their content
- Make informed decisions as users and producers of information and media content

**WHO?**

This 18 month project (July 2018 - December 2019) is implemented by the UNESCO Amman office, with strong collaboration and generous funding from the European Union (EU), and in cooperation with the Minister of State for Media Affairs, the Ministry of Education, the media community and civil society in Jordan.

**WHY?**

To promote active engagement of young people to build an inclusive knowledge society and counter hate speech through information and communication technologies.

**HOW?**

The project aims at deconstructing stereotypes and promoting mutual understanding among youth in Jordan, through three main components:

- **Public schools**: Set-up MIL clubs in public schools
- **Local radio stations**: Engage two University radio stations in producing and broadcasting MIL content
- **Civil society organisations**: Support civil society organisations to create awareness on MIL among youth in Jordan

**WHERE?**

In Jordan, the project will be implemented across four governorates: Irbid, Zarqa, Ma’an and Mafraq.