



United Nations Alliance of Civilizations

UNITWIN Cooperation Programme on
Media and Information Literacy and Intercultural Dialogue

Memorandum of Understanding

On day March 20th 2013,

The **Autonomous University of Barcelona** (from now "UAB")
and University/Organization **The Media Education Centre**, MEC, Belgrade (from now
"Associated Member")

Have agreed on the following:

1- The Autonomous University of Barcelona (UAB) is a founding member of the UNESCO-UNAOC UNITWIN on Media and Information Literacy and Intercultural Dialogue (from now "Network"), created in May 2010. The main objective of the Network is to build capacity in each country and regional areas in order to further develop media and information literacy and intercultural dialogue programs, resources and initiatives, and by promoting; a) freedom of expression, b) freedom of information and the free flow of ideas and knowledge, c) citizenship participation d) understanding and reconciliation among cultures globally, and e) to contribute to the achievement of the UN Millennium Development Goals.

2- The UAB is authorized according to agreement of the Network to sign cooperation memorandum of understanding/agreements with other organizations and institutions that share the objectives of the network and are interested to cooperate in their activities.

3- The main objective of The **Media Education Centre** (MEC): Media Education Organization working on Media, Information and Peace Literacy with youngsters and adults from different socio cultural backgrounds to educate them to produce **film, animation**, television and other media and to advance **Communication, Intercultural Dialogue**, and **Voluntarism**. **Their work promotes the nonformal** education of children, youth, disabled people, **migrants, refugees, Roma people, small ethnic groups** and other vulnerable groups. Media education and literacy help to ensure human and children's rights: to information, democracy, self-expression and preservation of cultural, national and religious diversity.

The mission of the Media Education Centre is to promote role of the Young People in the transition to sustainable ways of living and a global society founded on a shared ethical

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framework that includes respect and care for the community of life, ecological integrity, universal human rights, respect for diversity, economic justice, democracy, and a culture of peace.

The **Media Education Centre** is the headquarters for the **International Youth Media Summit, Media Laboratory** and **Balkan PLUS! International-Film Without Borders Festival**. We are a member of or partner with the NORDICOM-International Clearinghouse on Children, Youth and Media, EAVI-European Association for Viewers Interests, ECFA (European Children's Film Association), United Nations **Plural PLUS** Film Festival, Platform for Intercultural Europe and other international organizations. Their precious support has enabled us to follow **international trends associated with media literacy for children and youth** and non formal education through multimedia. By working on projects involving children and youth from all over the world, we have, in turn, contributed towards improving global communication and cooperation.

4- The Associated Member shares the objectives of the Network and declares its interest in cooperating with it.

5- The Associated Member will be considered an associate member of the network. As such will:

- Cooperate and participate in the general activities of the Network both in global and local activities;
- Participate in the publications and activities of the Network, including active participation in the Network web-based clearinghouse (milunesco.unaoc.org)
- Participate in the Network's advisory board.

6- More specifically, the University member and the Associated Member have decided to cooperate in the following activities:

- Others tasks of dissemination that could be planned in the future.
- Promotion of interchange between researchers and professionals of the communication and education field.

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- 7- The Associated Member cannot use of UNESCO and UNAOC logo without a specific and written consent from UNESCO and UNAOC.
- 8- The Associated Member will be able to use the Network logo always including the words "Associated Member of" in publications, events, etc. if directly related to the Network's scope of work.
- 9- The Associated Member cannot speak officially on behalf of the Network.

Signed by.

University _____

Name:

Position:

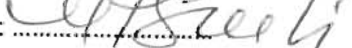
Signature:

Date:

Associate Member: Media Education Centre, Belgrade

Name: Miodir Rajcevic

Position: President of the Board of Directors

Signature:  Date: 20.03.2013