Terms of Reference
for
Panel of MLI Certified Trainers

1. Purpose

The Panel of MLI Certified Trainers exists to support the promotion of media literacy by equipping individuals with a strong understanding of the core concepts and principles of media literacy, as recognised by MLI. Panel members who complete the MLI training programme will be certified as having received this foundational training.

2. Principles

The principles underpinning the purpose and function of the Panel of MLI Certified Trainers are:

- Transparency: MLI/EDMO and Panel Members commit to being transparent about nature of the relationship between the Panel Members, MLI and EDMO and commit to clearly explaining this relationship at each training session.
- Fairness: Media Literacy is by its very nature an evolving and life-long learning journey. MLI/EDMO and Panel Members commit to operating in fair manner without prejudice or favour to particular topics, groups or activities.
- Accessibility: MLI/EDMO and Panel Members commit to working with partners to ensure that training sessions are as accessible as possible to the public.
- Relevance: MLI/EDMO and Panel Members commit to delivering talks and trainings sessions in a way that is as relevant as possible for the public.
- Integrity: MLI/EDMO and Panel Members commit to abide by recognised ethical and professional standards

3. Objectives

The Panel is aligned with the overarching objective of Media Literacy Ireland which is to "empower Irish people with the skills and knowledge to make informed choices about the media content and services that they consume, create and disseminate" and the EDMO Ireland mission of "contributing to a more transparent, trustworthy and resilient information ecosystem.

The Panel will deliver training and support that aligns with at least one of the three core competency areas outlined in the CnaM Media Literacy Policy:

- Understand and critically evaluate broadcast, digital and other media content and services, in order to make informed choices and best manage media use
- Access and use broadcast and digital media content and services in a safe and secure manner, to maximise opportunities and minimise risks.
- Create and participate, via media, in a responsible, ethical and effective manner, in the creative, cultural and democratic aspects of society.

4. Role of MLI/EDMO Ireland
Media Literacy Ireland / EDMO Ireland will:

- Provide initial training on core media literacy principles.
- Provide a set of resources on core media literacy principles.
- Host a profile for certified trainers on the MLI website.
- Direct requests for training to the profiles.
- Provide a regular forum for exchange of insights.

5. Role of Panel Members
Certified panel members are expected to:

- Participate in an initial training session on core media literacy principles.
- Where possible and appropriate, co-design the core training resources.
- Provide an up-to-date profile for the MLI website.
- Acknowledge the role of MLI as a national network
- Negotiate directly with interested parties in relation to the fees charged for training sessions
- Provide at least one 45 minute talk for free per year.
- Participate in a joint training review meeting every six months.

Panel members may:

- Deliver media literacy-related training, talks, or resources informed by their MLI training.
- Develop their own materials, approaches, and interpretations of media literacy, drawing from their own experiences, expertise, and contexts.

6. Independence and Attribution
Panel members are free to express their own views and interpretations of media literacy, including how they apply it in diverse contexts.

However, panel members must not attribute their personal views, **interpretations, or activities to MLI or EDMO Ireland,** unless these have been explicitly endorsed or co-developed with MLI / EDMO Ireland (such as the core concepts)

The MLI certification confirms receipt of training on core concepts and principles; it does not imply endorsement of any individual trainer's materials, views, or sessions.

7. Respect for Diversity of Interpretation
MLI and EDMO Ireland recognise that media literacy is an evolving field that invites critical reflection and diverse applications. Trainers are encouraged to approach the topic with openness, critical thinking, and sensitivity to context and audience.

8. Certification Status and Removal
- **Voluntary Withdrawal:** Panel members may request to be removed from the list of certified trainers at any time by notifying MLI in writing. MLI will confirm the removal and update its records accordingly.

- **Removal by MLI / EDMO Ireland:** MLI / EDMO Ireland reserve the right to remove an individual's certified status and/or listing if:
    - The person misrepresents their relationship with MLI.
    - They attribute personal views or content to MLI without authorisation.
    - Their conduct is inconsistent with the core values of MLI or undermines its work.
    - Other serious concerns arise that, in MLI's view, warrant removal.
- In all cases, MLI / EDMO Ireland will aim to communicate clearly with the individual concerned and may invite discussion before a decision is finalised. However, MLI retains discretion over certification status.

9. Review and Updates
These Terms of Reference may be reviewed periodically to ensure alignment with MLI / EDMO Ireland's mission and evolving priorities.