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I

(Acts adopted under the EC Treaty/Euratom Treaty whose publication is obligatory)

REGULATIONS

COMMISSION REGULATION (EC) No 788/2009**of 28 August 2009****establishing the standard import values for determining the entry price of certain fruit and vegetables**

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,

Having regard to Council Regulation (EC) No 1234/2007 of 22 October 2007 establishing a common organisation of agricultural markets and on specific provisions for certain agricultural products (Single CMO Regulation) ⁽¹⁾,

Having regard to Commission Regulation (EC) No 1580/2007 of 21 December 2007 laying down implementing rules for Council Regulations (EC) No 2200/96, (EC) No 2201/96 and (EC) No 1182/2007 in the fruit and vegetable sector ⁽²⁾, and in particular Article 138(1) thereof,

Whereas:

Regulation (EC) No 1580/2007 lays down, pursuant to the outcome of the Uruguay Round multilateral trade negotiations, the criteria whereby the Commission fixes the standard values for imports from third countries, in respect of the products and periods stipulated in Annex XV, Part A thereto,

HAS ADOPTED THIS REGULATION:

Article 1

The standard import values referred to in Article 138 of Regulation (EC) No 1580/2007 are fixed in the Annex hereto.

Article 2

This Regulation shall enter into force on 29 August 2009.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels, 28 August 2009.

For the Commission

Jean-Luc DEMARTY

*Director-General for Agriculture and
Rural Development*

⁽¹⁾ OJ L 299, 16.11.2007, p. 1.

⁽²⁾ OJ L 350, 31.12.2007, p. 1.

ANNEX

Standard import values for determining the entry price of certain fruit and vegetables

(EUR/100 kg)

CN code	Third country code ⁽¹⁾	Standard import value
0702 00 00	MK	39,9
	XS	37,6
	ZZ	38,8
0707 00 05	MK	33,2
	TR	102,1
	ZZ	67,7
0709 90 70	TR	107,2
	ZZ	107,2
0805 50 10	AR	107,8
	BR	122,7
	UY	124,1
	ZA	68,4
	ZZ	105,8
0806 10 10	EG	155,8
	TR	105,3
	ZZ	130,6
0808 10 80	AR	101,6
	BR	78,0
	CL	82,5
	CN	67,1
	NZ	81,6
	US	95,4
	UY	42,1
	ZA	80,5
0808 20 50	ZZ	78,6
	AR	145,7
	TR	125,3
	ZA	88,8
0809 30	ZZ	119,9
	TR	124,6
0809 40 05	ZZ	124,6
	IL	93,9
	ZZ	93,9

⁽¹⁾ Nomenclature of countries laid down by Commission Regulation (EC) No 1833/2006 (OJ L 354, 14.12.2006, p. 19). Code 'ZZ' stands for 'of other origin'.

COMMISSION REGULATION (EC) No 789/2009**of 28 August 2009****amending Regulation (EC) No 1266/2007 as regards protection against attacks by vectors and minimum requirements for bluetongue monitoring and surveillance programmes****(Text with EEA relevance)**

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,

Having regard to Council Directive 2000/75/EC of 20 November 2000 laying down specific provisions for the control and eradication of bluetongue⁽¹⁾, and in particular Article 9(1)(c), Articles 11 and 12 and the third paragraph of Article 19 thereof,

Whereas:

- (1) Commission Regulation (EC) No 1266/2007 of 26 October 2007 on implementing rules for Council Directive 2000/75/EC as regards the control, monitoring, surveillance and restrictions on movements of certain animals of susceptible species in relation to bluetongue⁽²⁾ lays down rules on movements of those animals, in relation to bluetongue, in and from the restricted zones. It also establishes conditions for exemptions from the exit ban applicable to movements of such animals, their semen, ova and embryos provided for in Directive 2000/75/EC. Those conditions include the protection of such animals against attacks by vectors.
- (2) For the purpose of allowing more flexibility in the design of the bluetongue monitoring and surveillance programmes that are in place in the Member States, and specifically as regard the demarcation of 'lower risk areas', alternative strategies to surveillance with sentinel animals but which provide the same level of guarantees on demonstrating the absence of virus circulation may be designed. The serological/virological surveys may also include the testing of samples which are collected for other purposes, such as samples from slaughterhouses or from bulk milk.
- (3) Experience has shown that the requirements laid down in Regulation (EC) No 1266/2007 aimed at preventing the exposure of animals to vectors can be difficult to apply.

However, under certain conditions, in establishments such as artificial insemination centers or quarantine stations, it may be possible to prevent the exposure of animals to vectors. The protection against attacks by vectors should not solely depend on the use of insecticides and/or repellents but should also require that the animals are kept inside a vector proof establishment where additional measures, in particular a combination of appropriate physical barriers and chemical (insecticides and/or repellents) treatments, are taken to prevent contact between the animals and the vectors. The absence of vectors may be verified by operating vector traps inside such establishments.

- (4) The Scientific Opinion of the Panel on Animal Health and Welfare of the EFSA on the 'Risk of Bluetongue Transmission in Animal Transit', adopted on 11 September 2008⁽³⁾ indicates that the risks resulting from moving animals during a seasonal period of low transmission risk, even without additional tests, remains substantially lower than during other periods, even when combined with serological or PCR testing. In addition, when the duration of the period of transit during which the animals are exposed to attacks by vectors does not exceed one day, the efficiency of insecticides and or repellents as risk mitigation measures is regarded as sufficient to protect the animals from such attacks.
- (5) Transit through 'lower risk areas', where vaccination is applied and where there is no circulation of specific bluetongue serotype or serotypes of the virus, pose no risk of infection for animals.
- (6) It is therefore appropriate to establish certain derogations from the general requirement laid down in Regulation (EC) No 1266/2007 that animals and vehicles must be treated with insecticides or repellents for all transit movements.
- (7) Regulation (EC) No 1266/2007 should therefore be amended accordingly.
- (8) The measures provided for in this Regulation are in accordance with the opinion of the Standing Committee on the Food Chain and Animal Health,

⁽¹⁾ OJ L 327, 22.12.2000, p. 74.

⁽²⁾ OJ L 283, 27.10.2007, p. 37.

⁽³⁾ The EFSA Journal (2008) 795, 1-56.

HAS ADOPTED THIS REGULATION:

Article 1

Regulation (EC) No 1266/2007 is amended as follows:

1. In Article 7(2a), the introductory phrase is replaced by the following:

‘2a. Member States may, on the basis of the outcome of a risk assessment which must take into account sufficient epidemiological data obtained following the implementation of monitoring in accordance with point 1.1.2.1 or point 1.1.2.2 of Annex I, demarcate a part of a protection zone as a ‘restricted zone with vaccination and without circulation of bluetongue virus of a specific serotype or serotypes’ (lower-risk area), subject to the following conditions:’

2. In Article 9, paragraph 1(c) and paragraphs 2 and 3 are replaced by the following:

‘(c) when a rest period of more than one day is foreseen at a control post during the movement through a restricted zone, the animals are protected against attacks by vectors in a vector proof establishment.

2. Paragraph 1 of this Article shall not apply if the transit takes place:

(a) exclusively from or through epidemiologically relevant geographical areas of the restricted zone during the bluetongue seasonally vector-free period defined in accordance with Annex V, or

(b) from or through parts of the restricted zone demarcated as a “lower-risk area” in accordance with Article 7(2a).

3. Where the animals comply with at least one of the conditions set out in points 5, 6 and 7 of Section A of Annex III, the treatment of animals provided for in paragraph 1(a) and (b) and the protection of animals provided for in paragraph 1(c) shall not apply.

4. For the animals referred to in paragraph 1 of this Article, the following additional wording shall be added to the corresponding health certificates laid down in Directives 64/432/EEC, 91/68/EEC and 92/65/EEC, or referred to in Decision 93/444/EEC:

“Insecticide/repellent treatment with ... (*insert name of the product*) on ... (*insert date*) in conformity with Regulation (EC) No 1266/2007 (*)”

(*) OJ L 283, 27.10.2007, p. 37.’

3. In Article 9a, the following paragraph 4 is added:

‘4. For the animals referred to in paragraph 1 of this Article, the following additional wording shall be added to the corresponding health certificates laid down in Directives 64/432/EEC, 91/68/EEC and 92/65/EEC, or referred to in Decision 93/444/EEC:

“Animals in compliance with Article 9a(1) of Regulation (EC) No 1266/2007.”’

4. Annexes I and III are amended in accordance with the Annex to this Regulation.

Article 2

This Regulation shall enter into force on the 20th day following its publication in the *Official Journal of the European Union*.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels, 28 August 2009.

For the Commission
Androulla VASSILIOU
Member of the Commission

ANNEX

Annexes I and III are amended as follows:

1. Annex I is amended as follows:

(a) Point 1.1.2.2 is replaced by the following:

‘1.1.2.2. Serological/virological surveys:

- shall consist of at least an active annual programme of serological/virological testing of susceptible species populations, aimed at detecting evidence of bluetongue virus transmission through random serological and/or virological testing implemented in all epidemiologically relevant geographical areas and performed in the period of the year when infection or seroconversion is more likely to be detected;
- must be designed in such a way that the samples are representative and adjusted to the structure of the susceptible species population to be sampled in the epidemiologically relevant geographical area and the sample size has been calculated to detect a prevalence of 20 % with 95 % confidence in the susceptible species population of that epidemiologically relevant geographical area. For the purpose of demarcating a part of a protection zone as a “lower risk area” in accordance to Article 7(2a) the survey must have a sample size calculated to detect a monthly prevalence of 2 % with 95 % confidence in the susceptible species population of that epidemiologically relevant geographical area;
- must ensure that seropositive animals from vaccinated or immunized populations do not interfere with the serological surveys,
- must ensure that laboratory testing is designed in such a way that positive screening tests are followed by the specific serotype serological/virological tests targeted to the bluetongue serotype or serotypes expected to be present in the epidemiologically relevant geographical area necessary to ascertain the specific serotype circulating;
- may also be designed to monitor vaccination coverage and distribution of different bluetongue serotypes present in the restricted zone,
- may include the testing of samples which are collected for other purposes, such as samples from slaughterhouses or from bulk milk.’

(b) Point 2.2.2. is replaced by the following:

‘2.2.2. Serological/virological surveys:

- shall consist of at least an active annual programme of serological/virological testing of susceptible species populations, aimed at detecting evidence of bluetongue virus transmission through random serological and/or virological testing implemented in all epidemiologically relevant geographical areas and performed in the period of the year when infection or seroconversion is more likely to be detected;
- must be designed in such a way that the samples are representative and adjusted to the structure of the susceptible species population to be sampled in the epidemiologically relevant geographical area and the sample size has been calculated to detect a prevalence of 20 % with 95 % confidence in the susceptible species population of that epidemiologically relevant geographical area;
- must ensure that seropositive animals from vaccinated or immunized populations do not interfere with the serological surveys,
- may include the testing of samples which are collected for other purposes, such as samples from slaughterhouses or from bulk milk.’

2. Annex III is amended as follows:

(a) Section A is amended as follows:

(i) In point 2, the first paragraph is replaced by the following:

‘The animals have been kept, until dispatch, protected against attacks by vectors in a vector proof establishment for a period of at least 60 days prior to the date of dispatch.’

(ii) In point 3, the first paragraph is replaced by the following:

'The animals have been kept, until dispatch, in a bluetongue seasonally-free zone during the seasonally vector-free period, defined in accordance with Annex V, or have been protected against attacks by vectors in a vector proof establishment for a period of at least 28 days and were subjected during that period to a serological test according to the OIE Terrestrial Manual to detect antibodies to the bluetongue virus group, with negative results, carried out on samples collected from that animal at least 28 days following the date of the commencement of the period of protection against attacks by vectors or the seasonally vector-free period.'

(iii) In point 4, the first paragraph is replaced by the following:

'The animals have been kept until dispatch in a bluetongue seasonally-free zone during the seasonally vector-free period, defined in accordance with Annex V, or have been protected against attacks by vectors in a vector proof establishment for a period of at least 14 days and were subjected during that period to an agent identification test according to the OIE Terrestrial Manual, with negative results, carried out on samples collected from that animal at least 14 days following the date of commencement of the period of protection against attacks by vectors or the seasonally vector-free period.'

(b) In Section B, point (b) is replaced by the following:

'(b) they have been protected against attacks by vectors in a vector proof establishment for a period of at least 60 days before commencement of, and during, collection of the semen;'

(c) In Section C, point 2(b) is replaced by the following:

'(b) they have been protected against attacks by vectors in a vector proof establishment for at least 60 days before commencement of, and during, collection of the embryos/ova;'

II

(Acts adopted under the EC Treaty/Euratom Treaty whose publication is not obligatory)

DECISIONS

COMMISSION

COMMISSION DECISION

of 28 August 2009

amending Decision 2004/211/EC as regards the entries for Brazil and Mauritius in the list of third countries and parts thereof from which imports into the Community of live equidae and semen, ova and embryos of the equine species are authorised

(notified under document C(2009) 6385)

(Text with EEA relevance)

(2009/624/EC)

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,

Having regard to Council Directive 90/426/EEC of 26 June 1990 on animal health conditions governing the movement and import from third countries of equidae⁽¹⁾, and in particular Article 12(1) and (4), and the introductory phrase of Article 19 and points (i) and (ii) of Article 19 thereof,

Having regard to Council Directive 92/65/EEC of 13 July 1992, laying down animal health requirements governing trade in and imports into the Community of animals, semen, ova and embryos not subject to animal health requirements laid down in specific Community rules referred to in Annex A(I) to Directive 90/425/EEC⁽²⁾, and in particular Article 17(3)(a) thereof,

Whereas:

(1) Commission Decision 2004/211/EC of 6 January 2004 establishing the list of third countries and parts of territory thereof from which Member States authorise imports of live equidae and semen, ova and embryos of the equine species⁽³⁾ establishes a list of third countries, or parts thereof, from which Member States authorise the temporary admission of registered horses, the re-entry of registered horses after temporary export,

the import of equidae for slaughter, registered equidae and equidae for breeding and production and imports of semen, ova and embryos of the equine species.

(2) In accordance with Article 13(1)(c) of Directive 90/426/EEC and point 2 of Part A of Chapter II of Annex D to Directive 92/65/EEC, equidae and semen, ova and embryos of the equine species must come from third countries or parts of their territory, which have been free of glanders for at least 6 months.

(3) On 5 September 2008, Brazil notified the World Organisation for Animal Health (OIE) of the confirmation of a case of glanders in a horse in the suburbs of São Paulo in the State of São Paulo. In order to allow the importation of equidae, their semen, ova and embryos to continue from the disease free parts of the territory of Brazil, the Commission adopted Decision 2008/804/EC⁽⁴⁾ excluding the State of São Paulo from the list of territories of Brazil set out in Annex I to Decision 2004/211/EC.

(4) In the light of the information and guarantees provided by Brazil, and taking into account that at least 6 months have elapsed since the case of glanders was detected and the infected animal destroyed, the State of São Paulo should be reinstated in the list of territories of Brazil in Annex I to Decision 2004/211/EC in order to allow the importation of equidae and imports of semen, ova and

⁽¹⁾ OJ L 224, 18.8.1990, p. 42.

⁽²⁾ OJ L 268, 14.9.1992, p. 54.

⁽³⁾ OJ L 73, 11.3.2004, p. 1.

⁽⁴⁾ OJ L 277, 18.10.2008, p. 36.

embryos of equine species to resume from this part of the territory of Brazil. The entry for Brazil in Annex I to Decision 2004/211/EC should therefore be amended accordingly.

- (5) A veterinary inspection mission carried out in Mauritius recorded shortcomings that require to limit the introduction into the Community of equidae from that country to registered horses complying with the animal health conditions laid down in Annex II(E) to Commission Decision 93/197/EEC of 5 February 1993 on animal health conditions and veterinary certification for imports of registered equidae and equidae for breeding and production⁽¹⁾. Those conditions require

amongst others a complete residence period of 3 months and a pre-export isolation in an approved isolation centre protected from vector insects to avoid the introduction of disease into the Community. The entry for Mauritius in Annex I to Decision 2004/211/EC should therefore be amended accordingly.

- (6) The measures provided for in this Decision are in accordance with the opinion of the Standing Committee of the Food Chain and Animal Health,

HAS ADOPTED THIS DECISION:

Article 1

Annex I to Decision 2004/211/EC is amended as follows:

1. The entry for Brazil is replaced by the following:

BR	Brazil	BR-0	Whole country		—	—	—	—	—	—	—	—	—
		BR-1	The States of: Rio Grande do Sul, Santa Catarina, Paraná, São Paulo, Mato Grosso do Sul, Goiás, Minas Gerais, Rio de Janeiro, Espírito Santo, Rondônia, Mato Grosso	D	X	X	X	X	X	X	X	X	X'

2. The entry for Mauritius is replaced by the following:

MU	Mauri- tius	MU-0	Whole country	E	—	—	X	—	—	—	—	—	—'
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Article 2

This Decision is addressed to the Member States.

Done at Brussels, 28 August 2009.

For the Commission
Androulla VASSILOU
Member of the Commission

⁽¹⁾ OJ L 86, 6.4.1993, p. 16.

RECOMMENDATIONS

COMMISSION

COMMISSION RECOMMENDATION

of 20 August 2009

on media literacy in the digital environment for a more competitive audiovisual and content industry and an inclusive knowledge society

(2009/625/EC)

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

(4) A global opinion on Creative Content on line and Media literacy was adopted by the Committee of Regions in October 2008 ⁽⁵⁾.

Having regard to the Treaty establishing the European Community, in particular Article 211 thereof ⁽¹⁾,

Whereas:

(1) On 20 December 2007 the Commission adopted a Communication 'A European approach to medial literacy in the digital environment' ⁽²⁾ focussing on media literacy for commercial communication covering issues related to advertising, media literacy for audiovisual works which is in part about raising awareness of European film and enhancing creativity skills and media literacy for online which, for example would give citizens a better knowledge of how Internet search engines work.

(2) The European Parliament, in its report on media literacy in a digital world ⁽³⁾, urged the Commission to expand its policy to promote media literacy, working together with all European Institutions and with local and regional authorities.

(3) Council conclusions on Media Literacy ⁽⁴⁾ adopted by the Education, Youth and Culture Council of 21/22 May 2008 endorse the strategic view proposed by the European Commission of media literacy as an important factor for active citizenship in today's information society.

(5) The Lisbon Council ⁽⁶⁾ concluded that 'content industries create added value by exploiting and networking European cultural diversity'. The European Agenda for Culture launched in 2007 establishes a strategic policy framework to address key challenges in the area of culture, while the Council conclusions of May 2009 on culture as a catalyst for creativity and innovation, highlight the specific contribution culture can make to creativity and innovation and call for a broad concept of innovation as part of the Lisbon strategy beyond 2010. This is also particularly important in the framework of the European Commission's initiative i2010 in order to boost competitiveness in the ICT sector and create a Single European information space.

(6) A higher degree of media literacy would significantly help to approaching the objectives set for the European Union at the Lisbon European Council and in the i2010 initiative in particular regarding a more competitive knowledge economy, while contributing to a more inclusive information society.

(7) The public consultation held at the end of 2006 showed that there are different practices and uneven levels of media literacy throughout Europe. At the same time, it is recognised that there are no agreed criteria or standards for assessing media literacy, and there is an urgent need for larger-scale, longer-term research to establish such criteria.

⁽¹⁾ OJ C 325, 24.12.2002, p. 1.

⁽²⁾ COM(2007) 833 final.

⁽³⁾ 2008/2129(INI) of 24 November 2008.

⁽⁴⁾ 2008/C 140/08.

⁽⁵⁾ CdR 94/2008.

⁽⁶⁾ <http://www.europarl.europa.eu/sides/getDoc.do?type=REPORT&reference=A6-2005-0278&language=EN>

- (8) As recognised in the study 'Current trends and approaches to media literacy in Europe' carried out for the Commission in the second half of 2007 there are some barriers to development in the area of media literacy at European level. These include in particular lack of shared vision, lack of European visibility of national, regional and local initiatives, lack of European networks and of co-ordination between stakeholders.
- (9) It would be extremely important to be able to analyse, highlight and spread good practices in the field throughout the European Union and to create and foster European networks among stakeholders.
- (10) The ability of European citizens to make informed and diversified choices as media consumers would contribute to the competitiveness of the European audiovisual and content industry.
- (11) Media literacy relates to the ability to access the media, to understand and critically evaluate different aspects of the media and media content and to create communications in a variety of contexts.
- (12) The diffusion of digital creative content and the multiplication of online and mobile distribution platforms create new challenges for media literacy. In today's world, citizens need to develop analytical skills that allow for better intellectual and emotional understanding of digital media.
- (13) Media literacy includes all media. The aim of media literacy is to increase people's awareness of the many forms of media messages encountered in their everyday lives. Media messages are the programmes, films, images, texts, sounds and websites that are carried by different forms of communication.
- (14) Media literacy plays an important role in enhancing awareness in the European audiovisual heritage and cultural identities and increasing knowledge and interest in audiovisual heritage and recent European cultural works.
- (15) Media literacy is a matter of inclusion and citizenship in today's information society. It is a fundamental skill not only for young people but also for adults and elderly people, parents, teachers and media professionals. Thanks to the Internet and digital technology, an increasing number of Europeans can now create and disseminate images, information and content. Media literacy is today regarded as one of the key prerequisites for an active and full citizenship in order to prevent and diminish risks of exclusion from community life.
- (16) A media literate society would be at the same time a stimulus and a precondition for pluralism and independence in the media. The expression of diverse opinions and ideas, in different languages, representing different groups, in and across societies has a positive impact on the values of diversity, tolerance, transparency, equity and dialogue. The development of media literacy in all sections of society should therefore be promoted and its progress followed closely.
- (17) Democracy depends on the active participation of citizens to the life of their community and media literacy would provide the skills they need to make sense of the daily flow of information disseminated through new communication technologies.
- (18) Media literacy should be addressed in different ways at different levels. The modalities of inclusion of media literacy in school curricula at all levels are the Member States' primary responsibility. The role played by local authorities is also very important since they are close to the citizens and support initiatives in the non-formal education sector. Civil society should also make an active contribution to promoting media literacy in a bottom-up manner.
- (19) Commission initiatives such as MEDIA 2007 (Decision No 1718/2006/EC of the European Parliament and of the Council of 15 November 2006 concerning the implementation of a programme of support for the European audiovisual sector (MEDIA 2007) ⁽¹⁾) and the Audio Visual Media Service Directive (Directive 2007/65/EC of the European Parliament and of the Council of 11 December 2007 amending Council Directive 89/552/EEC on the coordination of certain provisions laid down by law, regulation or administrative action in Member States concerning the pursuit of television broadcasting activities ⁽²⁾) which aim at reinforcing the competitiveness of European audiovisual and content industry, would contribute to media literacy.
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- ⁽¹⁾ OJ L 327, 24.11.2006, p. 12.
⁽²⁾ OJ L 332, 18.12.2007, p. 27.

(20) The Commission intends to monitor the efforts made on audiovisual media literacy and media literacy for commercial communication as foreseen in recital 37 of the Audio Visual Media Service Directive, notably in the framework of the Audio Visual Media Service Contact Committee and within the reporting obligation foreseen in Article 26 of the Directive.

(21) The Commission will encourage research projects on media literacy in the framework of existing programmes. In particular, it intends to launch a study on the level of awareness of risks connected to the dissemination of personal data in the online environment, and a study on how to improve the use of search engines.

(22) Media literacy initiatives should also include a dimension of awareness of the role of copyright.

(23) Processing of personal data in information and communication networks, notably for the purpose of providing tailored offers to consumers, and the challenges it raises in terms of protection of personal data and respect of privacy must be addressed as part of media literacy initiatives. Indeed, information and communication networks open new possibilities for users; however it might also pose new risks for individuals, such as identity theft, discriminatory profiling or continuous surveillance. The Commission addressed these concerns and possible solutions in its Communication on Promoting Data Protection by Privacy Enhancing Technologies (PETs) ⁽¹⁾.

(24) Initiatives on digital media literacy should ensure a close involvement of traditional publishers, considering the highly valuable experience of the publishing industry as regards media literacy in the offline world and given the increasing shift of this industry towards digital content production and distribution.

(25) The Commission intends to further create consensus on essential aspects of media literacy (definitions, objectives) and support the analysis and exchange of good practices on media literacy in the digital environment, including on the economy of the media sector in Europe in particular through the organisation of meetings of the AVMS Contact Committee ⁽²⁾, the promotion and

support of events under MEDIA 2007 ⁽³⁾, cooperation with the other European Institutions and International Organisations such as the Council of Europe, UNESCO and the United Nations Alliance of Civilization and the promotion of a public private partnership on media literacy,

HEREBY RECOMMENDS THAT:

I. The Member States, in cooperation with the authorities in charge of audiovisual and electronic communication regulation and in collaboration with supervisory data protection authorities where appropriate:

1. develop and implement co-regulatory initiatives leading to the adoption of codes of conduct by the main stakeholders and promote self-regulatory initiatives and guidelines, on the subjects identified for the Media Industry under part II below;

2. following on from the current Commission's study on assessment criteria for media literacy levels in Europe, promote systematic research through studies and projects on the different aspects and dimensions of media literacy in the digital environment and monitor and measure the progress of media literacy levels;

3. open a debate in conferences and other public events on the inclusion of media literacy in the compulsory education curriculum, and as part of the provision of key competences for lifelong learning, set out in the Recommendation of the European Parliament and of the Council of 18 December 2006 on key competences for lifelong learning;

4. enhance their efforts to improve awareness of national and European audiovisual heritage through national awareness-raising campaigns aimed at citizens;

5. raise awareness through trainings, information days and distribution of information packs of the risks involved in processing personal data through information and communication networks and educate users, especially young people, parents and teachers, in this field.

⁽¹⁾ COM (2007) 228 final of 2 May 2007.

⁽²⁾ AVMS, see Directive 2007/65/EC.

⁽³⁾ Decision No 1718/2006/EC.

II. The Media Industry increases its commitment to provide with the necessary tools to improve their level of media literacy by:

1. systematically spreading knowledge through information campaigns on how information and creative content are produced, edited and distributed in the digital world, including on how search engines work and how to better use them;
2. providing citizens with clear, user-friendly information, by organising awareness-raising campaigns, about techniques used for commercial communication purpose, notably about product placement, online advertising, and with means to better identify the boundaries between marketing and content;
3. providing citizens with information, creating information packs especially aimed at young people, on how their

personal data are processed in the context of tailored offers, notably interactive advertising, in the full respect of existing legal provisions;

4. actively informing citizens by organising information days, of how the creative economy works, including the role of copyright in that respect.

III. This Recommendation is addressed to the Member States.

Done at Brussels, 20 August 2009.

For the Commission

Viviane REDING

Member of the Commission

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