



MEDIA & INFORMATION LITERACY CITIES FOR ENLIGHTENED CITIZENS

GLOBAL MEDIA AND INFORMATION LITERACY WEEK AND WORLD CITIES DAY 2026



UNESCO, Dubrovnik, and Al Rayyan and other cities implementing MIL Cities



Central Hybrid Event: 3 November 2026 (Time: 10:00 AM – 11:00 AM Paris (CET))

Local Activities: 27 October – 3 November (Time: See details below)

***Themes:** MIL Cities for enlightened Citizens: MIL Cities bring Media and Information Literacy in everyday city life; people and heritage in the age of information*

PURPOSE AND VENUE (WHAT THIS LAUNCH IS FOR)

A dynamic and innovative Media and Information Literacy (MIL) Cities initiative event that demonstrates how MIL can be lived, practiced, and shared in daily urban life. The event uses real city spaces: train stations, squares, shopping centers, cultural venues to show how MIL Cities transform information cultures and civic engagement. On this occasion, cities and UNESCO will **launch the MIL Cities Chapter of the UNESCO MIL Alliance**.

When and Where: Various activities will take place from **27 October to 3 November 2026**.

EVENT ARCHITECTURE

The initiative is built around the four cardinals of civic engagement in the cities. Each cardinal guides physical activity in the cities.

1. Attention – Helping people self-regulate their attention in information-dense cities
2. Retention – Appropriating MIL for strong and healthy local information ecologies
3. Replication – Spreading MIL through peer learning and normal social interactions
4. Motivation – Inspiring MIL policy and community actions for sustainable, cohesive and rights-based cities

The initiative and event will consist: 1) **a central hybrid event**, 2) **joint local activities** in the cities, and 3) **online dissemination and engagement**.

AGENDA

1. CENTRAL JOINT HYBRID EVENT (3 NOVEMBER 2026)



Location: Physical gathering at Stradun in the heart of Dubrovnik and the Majlis of the Municipal Office of Al Rayyan with other stakeholders connected online.



Date: 3 November 2026

Time: 10:00 AM – 11:00 AM Paris (CET) / 12:00 PM – 1:00 PM Doha time (GMT+3) / 10:00 AM – 11:00 AM Dubrovnik (CET)



Format: This is a creative “coffee-shop dialogue” putting MIL Cities into action where people gather and information overload is frequent

Part 1: Opening

Animator/Master of Ceremony: Local Professional Announcer

- Ms Mariya Gabriel, UNESCO Assistant Director-General in Communication and Information, Paris, France
- Mr. Mansour Ajraan M A Al-boenain, Director General of Al Rayyan Municipality, State of Qatar
- Mr Mato Franković, Mayor of Dubrovnik, Croatia

Projections of video clips

Part 2: MIL Cities Highlights from around the World

Animators: Alton Grizzle, Programme Specialist in Communications and Information, UNESCO, Paris

- Hon. Mayor Josefina Belmonte, Quezon City, Philippines
- His Excellency Mayor Eng Ahmad Al-Malkawi, Greater Amman Municipality, Hashemite Kingdom of Jordan
- Mayor Mr Harris Doukas, Athens, Greece
- Dr. Christina Schubert, Head, Department of Education, Youth and Culture, Kiel, Germany
- City Mayor, Hon. Jeannie N Sandova, City of Malabon, Philippines
- Mayor Dr. dr. H. Maulana, MKM, Jambi City, Indonesia
- Mayor Othar Macharavíli, Comodoro Rivadavia, Argentina
- Mayor Dr. Jaime Calado Pereira dos Santos, São Gonçalo do Amarante, in the State of Rio Grande do Norte, Brazil
- Mayor Mr. Manuel de Araujo, Quelimane City, Mozambique, Africa

Participants: Mayors, local government officials. private sector partners, civil society and community associations, educators, youth, students, families, media and cultural actors, and citizens.



2. LOCAL CREATIVE MIL LEARNING ACTIVITIES IN DUBROVNIK AND AL RAYYAN



LOCAL ACTIVITIES IN DUBROVNIK, CROATIA

ACTIVITY 1 (RETENTION / MOTIVATION): "FACT, MYTH OR NOT SO SIMPLE?"



Location: Stradun, Dubrovnik



Date: 3 November 2026



Time: Immediately following the central hybrid launch

Format: The audience takes part in a short interactive activity entitled "Fact, Myth or Not So Simple?" Beyond true or false to understanding of context, evidence, and sources.

Animators: Local representatives and Alton Grizzle, Programme Specialist in Communications and Information, UNESCO, Paris.

ACTIVITY 2 (MOTIVATION / RETENTION): MIL CITIES / HERITAGE CAFÉ



Location: Stradun, Dubrovnik



Date: 3 November 2026



Time: Approximately 11:30–12:30

Format: Informal MIL Cities / Heritage Café brings together representatives of the city, university, cultural and heritage institutions, media, young people and other stakeholders. This discussion focuses on practical questions relating to MIL, trust, and heritage.

Animators: Local representatives and UNESCO.

ACTIVITY 3 (ATTENTION / RETENTION, REPLICATION / MOTIVATION): HERITAGE TREASURE HUNT



Location: Historic City of Dubrovnik



Date: 3 November 2026



Time: 11:00–12:30

Format: Schoolchildren working in small teams to find and solve clues and determine trusted information to discover the destination related to heritage locations. Only by correctly interpreting the clue and checking the source will the teams be able to progress.

Animators: Local representatives

ACTIVITY 4 (ATTENTION / RETENTION / REPLICATION): "THE BLACK BOX - THE CITY SPEAKS"



Location: Stradun, Dubrovnik



Date: 3 November 2026



Time: 10:00–14:00

Format: Citizens and visitors will be invited to respond to questions concerning misconception about Dubrovnik and what must be preserved. This activity creates a direct space for public participation while generating material that can also be used in future MIL activities, research or public communication.

Animators: Local representatives



ACTIVITY 5 (REPLICATION / RETENTION): “ONE FACT WORTH SHARING”



Location: Dubrovnik + digital space



Date: 3 November 2026

Time: Throughout the day



Format: Schools, museums, libraries, cultural institutions, local media and city institutions are invited to publish one verified fact about Dubrovnik together with its source, using the common MIL City Dubrovnik visual identity.

ACTIVITY 6 (ATTENTION/RETENTION, REPLICATION/MOTIVATION): “PUBLIC LECTURE - MIL CITIES FOR ENLIGHTED CITIZENS: A MASS CIVIC ENGAGEMENT RENEWING”



Location: University of Dubrovnik



Date: 4 November 2026

Time: 10:30 – 12:00 pm



Format: A public meeting of minds and hearts with mix audience consisting of master's students, members of the Dubrovnik MIL City coordination committee, lectures and officers from the university, and the public. The dialogue is animated by UNESCO (Alton Grizzle).

ACTIVITY 7 (ATTENTION / REPLICATION): CITY-WIDE PUBLIC AWARENESS CAMPAIGN



Location: Across Dubrovnik



Date: 26 October – 8 November 2026

Time: Throughout the campaign period



Format: A city-wide public awareness campaign accompanies the launch of the MIL Cities initiative through posters, digital screens and short public messages displayed across Dubrovnik.



LOCAL ACTIVITIES IN AL RAYYAN, QATAR

ACTIVITY 1 (ATTENTION/RETENTION, REPLICATION/MOTIVATION): “THE LITTLE INSPECTOR”



Location: Qatar Mall



Date: 28 October 2026,

Time: 9:00–10:00 am



Format: An interactive child-centred activity in which children become municipal inspectors for a day. “Think Before You Share” challenges will help children and parents spot misleading food and health messages, including AI-generated images and adverts.

Animators: Local representatives and UNESCO

ACTIVITY 2 (ATTENTION/RETENTION, REPLICATION/MOTIVATION): “CHANGE STARTS AT HOME”



Location: Awareness Centre, Al Rayyan Municipality (Al Rayyan public park)



Date: 1 November 2026,

Time: 9:00–10:00 am



Format: An interactive family workshop on the sustainable home to distinguish reliable information from misleading “green” marketing. A game invites families to examine product claims and viral household tips – they in turn share verified information with other families

Animators: Local representatives and UNESCO

ACTIVITY 3 (ATTENTION/RETENTION, REPLICATION/MOTIVATION): “KNOW THE RULE, CHECK THE SOURCE”



Location: Hamad International Airport Metro Station



Date: 29 October 2026,



Time: 10:00–11:00 am

Format: Inspectors from the Municipal Control Department engage passengers using tablets loaded with a quick “Fact, Rumour or Not Sure?” challenge on common misconceptions about municipal regulations in public health, etc.

Animators: Local representatives and UNESCO

ACTIVITY 4 (ATTENTION/RETENTION, REPLICATION): VERIFIED INFO FOR TRAVEL AND CRISIS



Location: Abu Samra land border crossing



Date: 30 October 2026, from 10–11 am



Time: 10:00–11:00 am

Format: A public information and dialogue space on informed migration while encouraging travelers to “Think Before You Share” through short MIL messages.

Animators: Local representatives and UNESCO

ACTIVITY 5 (ATTENTION/RETENTION, REPLICATION/MOTIVATION): MIL CAFÉ – “FROM OUR ANCESTORS’ LAND TO SMART FARMING”



Location: Qatar National Library



Date: 31 October 2026



Format: An interactive workshop that begins with Qatar’s agricultural heritage. Participants examine circulating claims about farming, past and present, and learn to distinguish evidence-based information from the online “tips” and “miracle” products that flood social media.

Animators: Local representatives and UNESCO

ACTIVITY 6 (ATTENTION/RETENTION, REPLICATION/MOTIVATION): PARK CHATS – MIL FOR FAMILY: “FIGHT THE BITE, NOT THE FACTS”



Location: 2 Public Parks in Al Rayyan



Date: 7 November 2026



Time: 10:00–11:00 am

Format: Family-oriented outdoor workshops on mosquito control and prevention. A “Fact or Fake?” game tackles common myths and viral home remedies.

Animators: Local representatives and UNESCO

