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CAMPAIGN



# NEW YEAR, NEW LITERACY

The Serbian Regulatory Authority for Electronic Media (REM) has designated the MIPS 'New Year, New Literacy' campaign as a national interest initiative, allowing free broadcasting of its content. This campaign reached over 4.5 million people across Serbia, emphasizing the importance of critical thinking.



# SAFER INTERNET DAY



On Safer Internet Day, the Serbian Government, MIPS, and UNICEF hosted a high-profile conference at the Palace of Serbia, featuring expert panels and educational programs to address internet challenges for youth, focusing on online risks, peer violence, and mental well-being, while promoting digital literacy and preventive measures.





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# DIGITAL EXPEDITION: DISCOVERY

This collaborative effort has enabled over 1,000 IT students and 40 teachers to visit and learn from leading digital companies, fostering practical understanding and skill development in the Serbian IT industry.

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## PROMOTION OF THE MIL HANDBOOK

MIPS's Handbook, endorsed by the Ministry of Education and musician Konstrakta, reached over 70,000 parents.





## DRAGAN JANJIC AWARD



The NUNS and Beta news agency awarded 'Dragan Janjić' recognitions for exceptional media literacy works.







EVENTS

# INFLUENCE ACADEMY





## COMPLIANCE CODE OF ETHICS PROMOTION

Led by the CCA, this initiative promoted ethical business and compliance, presenting the Code on its Annual Conference.





# PERSONAL DATA IS OUR TREASURE. HOW CAN WE PROTECT IT?



MIPS, in partnership with the Commissioner for Information of Public Importance and Personal Data Protection, launched an educational brochure on data privacy for children, aligning with the upcoming Strategy for the Protection of Personal Data until 2030.



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CAMPAIGN

PRESENTATION

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# MEDIA INITIATIVES AND PARTNERSHIPS SUPPORT (MIPS)



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