



“AI FOR IMPACT: SACTD YOUTH MIL PLEDGE”

Guidelines for Developing Youth Pledges for MIL Day 2025

IN today's fast-changing digital environment, media and information literacy (MIL) is essential. Youth should become responsible creators and users of technology rather than mere consumers. Make a voluntary pledge emphasizing your personal commitment to use artificial intelligence (AI) ethically and responsibly, promoting informed decisions and a culture of respect in the digital realm.

Share your strategies for navigating digital spaces and combating mis and disinformation. Consider how you can lead by example to inspire others to engage with technology with integrity. Make a Pledge.

1. Objectives

- To encourage students and youth to reflect on their responsibilities in the digital spaces.
- To develop **your own or your group's Youth Pledges** on the responsible and ethical use of AI and media.
- To contribute to a **Common SACTD Youth Pledge 2025**, which will be finalized during MIL Day.

2. How To Participate

- Get register [Here !](#)
- School students and Trainee Teachers (12-30 years)
- Drafts can be prepared in schools under the guidance of teachers/educators.

3. Tips to Develop the Pledge

Step 1: Awareness Session

- Search information about the **Theme**: “*Minds over AI – MIL in Digital Spaces.*”
- Discuss the importance of **responsible AI use, media literacy, and digital ethics** in everyday life.
- Use real-life examples (e.g., fake news, AI chatbots, online privacy, digital respect).

Step 2: Brainstorming in Groups

- Discuss with your friends/ Peers.

- Each group reflects on:
 - How can we use AI and digital media responsibly?
 - What promises should youth make to protect themselves and others online?
 - How can we contribute to a safe and inclusive digital future?

Step 3: Drafting Statements

- Each group will create 3–5 positive and actionable pledges (e.g., “We pledge to think before sharing online”).
- Present drafts to classmates and the teacher, ensuring authenticity in your commitments.
- Keep the total length between 100-150 words, using clear and motivational language.
- Use short sentences for clarity and impact.
- Focus on positive actions (“We pledge...” instead of “We will not...”).
- Ensure the pledges are collective and reflect shared responsibility.
- Make commitments realistic and relevant to daily life.
- Connect your pledges to themes of AI, digital spaces, truth, safety, respect, and inclusion.

Example Structure:

- **Opening Line:** “We, the youth of [School Name], pledge to...”
- **Core Commitments:** 3-5 action-oriented statements.
- **Closing Line:** “Together, we will create a safe, ethical, and responsible digital future.”

Submission to SACTD

- You/your group should email the finalized pledge to: **mil2025@sactd.edu.lk**.
- Pledges to be drafted in **English Language**.
- **Deadline** is on or before **21st October 2025**

4. How SACTD Will Use the Youth Pledges

1. **Pledge Wall:** All submitted pledges will be displayed on screen during the MIL Day celebration on **23 October 2025** at SACTD.
2. **Discussion Session:** A dialogue with teachers, student teachers, and youth representatives will compare the different pledges.
3. **Common Youth Pledge:** Using ideas from all submitted pledges, a collective **“SACTD MIL Youth Pledge 2025.” Will be drafted.**
4. **Adoption:** The final pledge will be read aloud and adopted collectively during the MIL Day event.
5. SACTD will Share it on the Website, and also with the UNESCO Office in Paris.
6. All participants will receive a Certificate from SACTD UNESCO C2C.



Register Now !!!!!



SACTD MIL-Maker Challenge 2025

The South Asian Centre for Teacher Development (SACTD)-UNESCO Category 2 Centre in Sri Lanka will mark the Global Media and Information Literacy week (MIL) designated by UNESCO, with a one-day event with multi-activities.

Aligning with the Global MIL Week Theme: **Minds Over AI: MIL in Digital Spaces**, SACTD calls for the students and teacher trainees to take up the MIL-Maker Challenge.

Objective:

To empower school students to create practical, student-friendly "playbooks" and "Digital Story" that equip their peers with essential Media and Information Literacy skills to navigate the digital world safely, responsibly, and effectively. You will identify issues and challenges and provide creative messages and solutions to inspire your target audience.

Who Can Join

SACTD invites **Students and Teacher Trainees of 12-30 years** who are interested to be changemakers in Media and Information Literacy and AI, to take up the Challenge:

- You can join individually or as a Team not exceeding 4 members.
- All team members must be 12–30 years old
- You are encouraged to have inclusion (Gender, respect for Diversity) to the best possible in making up your Team.
- Your creation should be a novel one (Not been presented /launched before)
- You can get mentoring from SACTD or from your own School / NCoE

The Challenge!

Becoming Smart Digital Citizens: Create, Communicate, Think Critically Over AI!

Challenge 1: Playbook Challenge



The playbook must include:

1. **Clear Title & Topic:** Students can create their playbook around a broader theme **"Navigating Our Digital World: A Student's Playbook on Media & Information Literacy and include** sub-themes like:
 - **Spot the Fake:** Identifying misinformation and disinformation (fake news, deepfakes, doctored images).
 - **Digital Kindness & Cyber Wellness:** A guide to combating cyberbullying, promoting online etiquette, prevent hate speech, and protecting mental health.
 - **Privacy & Security Playbook:** Instructions to manage privacy settings, create strong passwords, and understand digital footprints.
 - **The Creative Citizen:** A guide to ethical sharing, understanding copyright, fair use, and giving credit (meme culture, school projects).
 - **Decoding the Algorithms:** Understanding how social media feeds work, filter bubbles, and how to diversify your information diet.
 - **Be a Search Star:** Mastering online research skills, evaluating websites, and using search engines effectively for schoolwork.
2. **Introduction:** Why is this topic important for students?
3. **The "Plays" / "Rules" / "Steps":** The core content. This should be 5-7 actionable, easy-to-understand tips or strategies. Use simple language. (*Example for "Spot the Fake": "Play #1: Check the Source. Who wrote this? Are they credible?"*)
4. **Visuals:** Use of original or copyright-free digital images, icons, and diagrams to make it engaging.
5. **Real-World or creative Examples:** Include (hypothetical or anonymized) scenarios that students can relate to.
6. **A Call to Action:** Encourage the reader to practice what they've learned.
7. **Originality:** The work must be original and created by the students.
8. **Size and Page Limit:** Preferably not exceeding 20-30 pages of A4 (210 x 297 mm) or Letter size (8.5 x 11 inches).
9. The "playbook" should be **a practical guide, not an essay** -use creative formats: i.e. Digital Formats (Highly Recommended).

CHALLENGE 2: Digital Story



Weave a creative and compelling story around “**Youth in digital spaces: Empowering through Media and Information Literacy**” You can consider theme elements that include but not limited to: sharing your own experiences and perspectives on digital platforms, questioning whether they helpful or harmful. Emphasize the importance of evaluating sources, understanding bias, and recognizing misinformation. Inspire responsible and ethical action within digital communities. Touching how diverse communities and cultures decode messages spread in digital spaces. How should the future of media and information literacy shape the future digital space.

Requirements for the Digital Story

1. **Duration:** 2–4 minutes.
2. **Format:** It can be a real or animated video, a documentary or short film, Vlog, etc. (MP4 or MOV).
3. **Language:** English (Sinhala, Tamil, subtitles encouraged if possible).
4. **Content:**
 - a. **Original creation**—participants must develop their own script, narration, visuals, and editing.
 - b. Can use voice-over, music, photos, drawings, graphics, or short video clips.
 - c. If external media is used (images, sounds, clips), they must be copyright-free or properly credited.

Evaluation Criteria:

Challenge 1: Play Book	Challenge 2: Digital Story
MIL Accuracy & Depth (30 pts): Is the information correct, relevant, and does it demonstrate a strong understanding of the MIL concept?	Relevance to Theme (30%) – Clarity of MIL message.
Clarity & Practicality (25 pts): Is the content easy to understand? Are the "plays" or tips actionable for a fellow student?	Creativity & Originality (25%) – Innovative storytelling approach.
Creativity & Engagement (25 pts): Is the playbook visually appealing and creatively presented? Does it use a unique angle or format to engage the audience?	Technical Quality (20%) – Clarity of visuals, audio, and editing.
	Communication (15%) – Effectiveness in delivering the message.

Organization & Structure (20 pts): Is the playbook well-organized, with a logical flow and clear sections?	Ethical Use of Media (10%) – Proper citation, respectful and responsible content.
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Key Dates & Timeline:

 29 September: Entries **Registration Opens**

 17 October **Close of Submission**

 18-21 October: **Evaluation Period**

 23 October **SACTDMILDAY 2025 /Presentations of Entries**

How to Submit Your Entry

Step 1: Express Your Interest to Participate by Registering [here](#)

Step 2 : upload your creation (playbook or digital story) to google drive and share the link to MIL2025@sactd.edu.lk on or before 15 October.

Step 3: Entries will be acknowledged and requested to present in-person their creations. (5 minutes presentation to the audience during the 23rd MIL Day Event). **Win a token reward!**

All participants will receive a certificate from SACTD -UNESCO C2C in recognition of their effort.

Get set, ready, let's go!!!!!!!!!!!!!!

For any question, please contact us: MIL2025@sactd.edu.lk

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