

EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.)

 *Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
Participant:	[1] - [Evro Advans Association] (Euro Advance)
PIC number:	[899809928]
Project name and acronym:	[Read Twice] — [R2]

EVENT DESCRIPTION	
Event number:	[6.1]
Event name:	Read Twice: Имунизирай се срещу фалшивите новини (Read Twice: Immunize yourself against fake news)
Type:	[trainings]
In situ/online:	[in-situ]
Location:	[Bulgaria], [Sofia]
Date(s):	22 November 2023
Website(s) (if any):	<p>https://www.themayor.eu/en/read-twice</p> <p>https://www.facebook.com/events/811532937419577</p> <p>https://www.eventbrite.co.uk/e/read-twice-tickets-744138286647?aff=odtdtcreator</p> <p>https://www.themayor.eu/en/a/view/read-twice-sofia-seminar-to-show-practical-tools-that-shield-against-disinformation-12164</p> <p>https://www.themayor.eu/en/a/view/read-twice-seminar-put-a-lens-on-the-role-of-disinformation-in-bulgarian-society-12213</p> <p>https://euroadvance.eu/imuniziraj-se-sresthu-falshivite-novini-na-22-noemvri/</p> <p>https://euroadvance.eu/en/vaccinate-yourself-against-fake-news-on-22-november/</p> <p>https://euroadvance.eu/imuniziraj-se-sresthu-falshivite-novini-privleche-eksperti-v-diskusiya-za-dezinformaciyata-v-balgarskoto-obsthestvo/</p> <p>https://euroadvance.eu/en/read-twice-seminar-put-a-lens-on-the-role-of-disinformation-in-bulgarian-society/</p> <p>Other media mentions:</p> <p>„Неизбежност“ в епохата на AI: Или най-важната битка, която ни предстои Economic.bg</p> <p>Read Twice: Каква е противоотровата срещу дезинформацията? Economic.bg</p> <p>Alma Mater TV - Promo</p>

	Alma Mater TV - Event Report The NGO Portal of Bulgaria Stay Happening All Events Bulgarian Business Guide Struma		
Participants			
Female:	30		
Male:	18		
Non-binary:	-		
From country 1 [Bulgaria]:	48		
Total number of participants:	48	From total number of countries:	1
Description			
<i>Provide a short description of the event and its activities.</i>			
Concept, venue			
<p>The event took place on 22 November 2023, at Event Space 2020 in Sofia.</p> <p>It was organised by Euro Advance Association and was supported by Sofia Municipality and IAB Bulgaria (the Bulgarian branch of the largest global association of media, agencies, advertisers and technology companies in digital marketing and advertising). A representative of the European Commission's Representation in Bulgaria also attended and shared an official address during the opening.</p> <p>The event lasted for 7 hours. It was divided into two parts. In the morning, there were two expert panel discussions, and, in the afternoon, there was a workshop on detecting disinformation, distinguishing genuine sources from non-credible ones given by a professional journalist and a university lecturer.</p> <p>The morning part was meant to give an overview of the state of disinformation and its spread in Bulgarian society, but also – to show some good examples of initiatives that are aimed to improve media literacy, encouraging critical thinking and reduce the dissemination of disinformation. Official representatives talked about the support that is being provided to civil society in support of media literacy and democratic engagement, including through EU funding. A special emphasis was placed on the EU's actions against disinformation, its efforts and authority. The Read Twice project, its results and completed and upcoming activities were presented, mentioning the EU support.</p>			
Participants			
<p>The event was open to the general audience, but we made special efforts to involve stakeholders with wider outreach capacity. That is why we invited communication specialists, representatives of the NGO sector, librarians, school principals, universities, cultural institutions, private companies working with communication, technologies, artificial intelligence, as well as public authorities. We had participants from retirement clubs as well.</p> <p>This resulted in a total audience of 48 persons which is a success given the unexpected bad weather conditions on that day. Additional impact is achieved through the distribution of a streaming and video from the event.</p>			
Agenda			
(speaker's names are removed for privacy reasons)			
<p>Opening statements, featuring representatives of "Euro Advance" Association, Representation of the European Commission in Bulgaria, Sports and Youth Activities Directorate at Sofia Municipality and IAB Bulgaria.</p>			

Panel 1: Media literacy, disinformation and building sustainable societies

- *Media literacy in engineering education.* Rector of the Higher School of Telecommunications and Posts
- *Orators or misinformers?* Lecturer at Sofia University, Editor-in-Chief of Rhetoric and Communications magazine
- *Media literacy from the earliest reading age.* Co-founder of "Knigovishte" and the children's media "See: the news in children's language".

Panel 2 : Practical solutions and technologies to limit disinformation

- *Limitation, analysis and fight against disinformation in Bulgaria and Romania.* Speaker from GATE Institute and Bulgarian-Romanian observatory on disinformation
- *Data against misinformation.* Founder of "Data for Good"
- *AI for media (mis)use.* Chair of Bulgarian Association of Software companies, Bulgaria

Workshop: Become an agent against disinformation.

Led by a lecturer at the UNESCO Department of Media and Information Literacy and Cultural Policies for Sustainable Development at the University of National and World Economy

Conclusion and filling of CERV survey.

Achieved results, impact and sustainability

The event was attended by a varied audience, including people with various levels of awareness on the dangers of disinformation. As reported by the audience through personal discussions and the CERV survey, for many participants, this was the first event on the topic that they attended and a first close encounter with the mechanisms of spread of fake news. Workshop participants also testified to the practical value of the training and the usability of the resources shared by the trainer.

The sustainability of the result is maintained through a video recording, available on the website of the media partner – the student TV of Sofia University Alma Mater TV. Furthermore, all guests received a special souvenir – a tea cup with “wake up” messages (basic rules on how to spot disinformation and limit its spread on a daily basis). The message by the organisers is that we wish them to “read twice” and make basic fact checking a habit, just like their morning coffee or tea has turned into a habit.



The participants also received a souvenir in the form of a raincoat. The message: protect yourself from fake news, like you protect yourself from rain.



All actual participants received the slides from each session for further use.

Media coverage

The event received good media coverage thanks to our partnership with the student television of Sofia University (Alma Mater TV) which produced a promotional call-to-action (sign up) video before the event, as well as a video report during the event. The materials have been disseminated across the TV's streaming service, website, social media and Sofia University's pages. Links listed in the Websites section.

CERV survey

Based on the feedback received after the completion of the CERV survey, we can conclude that the events increased attendees' motivation and abilities to promote skills to assess information critically among their friends, families, peers, and the other members of the society. Participants did not express any suggestions for improvement or critical feedback.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).