


**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).)*

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

<b>EVENT DESCRIPTION</b>	
<b>Event number:</b>	[10.1]
<b>Event name:</b>	Final conference „Read Twice, Don’t Repeat Lies“
<b>Type:</b>	[awareness-raising]
<b>In situ/online:</b>	[in-situ]
<b>Location:</b>	[Brussels, European Parliament]
<b>Date(s):</b>	21 February 2024
<b>Website(s) (if any):</b>	<a href="https://www.themayor.eu/en/read-twice">https://www.themayor.eu/en/read-twice</a> <a href="https://www.eventbrite.co.uk/e/read-twice-dont-repeat-lies-tickets-827156857427">https://www.eventbrite.co.uk/e/read-twice-dont-repeat-lies-tickets-827156857427</a> <a href="https://www.themayor.eu/en/a/view/read-twice-brings-disinformation-in-focus-with-a-concluding-event-in-brussels-12342">https://www.themayor.eu/en/a/view/read-twice-brings-disinformation-in-focus-with-a-concluding-event-in-brussels-12342</a> <a href="https://www.themayor.eu/en/a/view/the-lessons-learned-read-twice-made-its-final-stop-in-brussels-12369">https://www.themayor.eu/en/a/view/the-lessons-learned-read-twice-made-its-final-stop-in-brussels-12369</a> <a href="https://www.themayor.eu/en/a/view/read-twice-showed-us-how-to-be-more-aware-of-our-digital-consumption-12426">https://www.themayor.eu/en/a/view/read-twice-showed-us-how-to-be-more-aware-of-our-digital-consumption-12426</a> <a href="https://www.themayor.eu/web/files/richeditor/read-twice/event-description-sheet-cerv-read-twice-wp10.pdf">https://www.themayor.eu/web/files/richeditor/read-twice/event-description-sheet-cerv-read-twice-wp10.pdf</a> <a href="https://euroadvance.eu/read-twice-postavya-dezinformaciyata-na-fokus-sas-zaklyuchitelno-sabitie-v-bryuksel/">https://euroadvance.eu/read-twice-postavya-dezinformaciyata-na-fokus-sas-zaklyuchitelno-sabitie-v-bryuksel/</a>

	<p><a href="https://euroadvance.eu/uroczite-sa-naucheni-read-twice-napravi-posledna-spirka-v-bryuksel/">https://euroadvance.eu/uroczite-sa-naucheni-read-twice-napravi-posledna-spirka-v-bryuksel/</a></p> <p><a href="https://euroadvance.eu/proektat-read-twice-pokaza-kak-da-konsumirame-digitalno-sadarzhanie-po-osaznato/">https://euroadvance.eu/proektat-read-twice-pokaza-kak-da-konsumirame-digitalno-sadarzhanie-po-osaznato/</a></p> <p><a href="https://euroadvance.eu/en/read-twice-brings-disinformation-in-focus-with-a-concluding-event-in-brussels/">https://euroadvance.eu/en/read-twice-brings-disinformation-in-focus-with-a-concluding-event-in-brussels/</a></p> <p><a href="https://euroadvance.eu/en/the-lessons-learned-read-twice-made-its-final-stop-in-brussels/">https://euroadvance.eu/en/the-lessons-learned-read-twice-made-its-final-stop-in-brussels/</a></p> <p><a href="https://euroadvance.eu/en/read-twice-showed-us-how-to-be-more-aware-of-our-digital-consumption/">https://euroadvance.eu/en/read-twice-showed-us-how-to-be-more-aware-of-our-digital-consumption/</a></p> <p><b>Other mentions:</b></p> <p><a href="https://cicant.ulusofona.pt/agenda-news/news-events/1132-r2-final-conference">https://cicant.ulusofona.pt/agenda-news/news-events/1132-r2-final-conference</a></p> <p><a href="https://cicant.ulusofona.pt/agenda-news/news-events/1124-r2-final-conference-brussels">https://cicant.ulusofona.pt/agenda-news/news-events/1124-r2-final-conference-brussels</a></p> <p><a href="https://asociatiasepoate.ro/news/read-twice-showed-us-how-to-be-more-aware-of-our-digital-consumption/">https://asociatiasepoate.ro/news/read-twice-showed-us-how-to-be-more-aware-of-our-digital-consumption/</a></p> <p><a href="https://www.youthphoenix.eu/blog/post-17/">https://www.youthphoenix.eu/blog/post-17/</a></p>
<b>Participants</b>	
Female:	27
Male:	12
Non-binary:	4
From country 1 [Bulgaria]:	16
From country 2 [Belgium]:	14
From country 3 [Portugal]:	2
From country 4 [Croatia]:	4
From country 5 [Hungary]:	1
From country 6 [Germany]:	1

From country 7 [The Netherlands]:	1		
From country 8 [Romania]:	4		
Total number of participants:	43	From total number of countries:	8

### Description

*Provide a short description of the event and its activities.*

### Concept

**Read Twice, Don't Repeat Lies** took place on 21 February 2024 in the European Parliament's Altiero Spinelli building in Brussels. It was organized by Euro Advance Association and hosted by MEP Asim Ademov (EPP) – one of the MEPs who supported the project at the application stage.

The conference was meant to provide an opportunity for young journalists and media experts from various European countries to actively participate in the EU policy-making process by presenting them with a chance to discuss disinformation issues with EU representatives. In addition, it aimed at involving MEPs as they are among the professionals who are most often targeted by the disinformation campaigns, especially ahead of the EP elections.

The event was also meant to provide an overview of the achieved results under the Read Twice project, to present its impact and achievements, and to solidify the international network of professionals and individuals interested in the fight against disinformation, that was formed at the early project stages.

Bulgarian MEP Asim Ademov who opened the conference with a speech saying that disinformation will be the third or fourth political force by representation in the European elections, giving examples of populist, far-right and pro-Russian parties, which have already gained a foothold in national parliaments and are preparing to also run in the upcoming EU elections.

Then, participants had an honest discussion about the challenges and perceptions of Foreign Information Manipulation and Interference (FIMI) with another MEP, Andrey Kovachev and with Sara Ahnborg from the European Parliament Spokesperson's Unit.

Mr Kovachev put forward the argument that not only the institutions but also the social media giants that serve as platforms for the broadcasting of propaganda campaigns were simply not doing enough about the problem. He praised the EU's Digital Services Act, which obliges large digital platforms to report transparently their policies regarding harmful content and advertising, as a step in the right direction, but that it still remains to be seen whether it will have a profound effect. The first panel was moderated by one of the young Read Twice participants from Croatia.

The second part of the event was the stage of the young people. Nine young media practitioners from Bulgaria, Croatia and Romania, who were involved in different stages of the R2 project shared their experiences and the insights they had gained during the project's lifetime. They presented from the perspective of their respective

national contexts, but the common theme among all of them was a newfound sense of understanding for the media literacy issues plaguing their own countries, which unfortunately rank low in the Media Literacy Index studying that parameter.

The youth united around the idea that the national governments of the Southeastern European countries had to urgently develop strategies that would introduce digital media literacy as an obligatory component in the local educational systems, from the youngest pupils to university levels.

Regarding the Read Twice project itself, the youth were impressed with the way it was structured and how it allowed them to peek into the world of professional experts, such as seasoned journalists, and to see the tools they use to verify veracity. That sense of mentorship and transmission of knowledge between generations was praised as particularly valuable and something that needed to be applied on a larger scale in society.

### **Participants**

The event was open to the general audience, with free registration on a popular online registration platform. It was also promoted via the internal communication channels of the consortium partners and the European People's Party and a formal invitation was extended to all MEPs from Bulgaria, Croatia and Romania. It attracted a total of 44 people, 43 of which from CERV countries, including: young media practitioners from Bulgaria, Croatia, Romania, consortium representatives, MEPs, experts from the EP and the EC, NGO representatives, citizens, youth workers, academicians, among others. Despite a certain limitation due to the location (entrance to the EP requires preliminary accreditation, which prevents spontaneous attendance), the event reached its targeted audience thanks to coordinated communication efforts.

### **Agenda**

(Young speaker's names are removed for privacy reasons)

**13:00 – 13:30 Meeting in front of the European Parliament, security check**

**13:30 – 14:00 Registration**

**14:00 – 14:15 Inauguration**

**Opening speech by Mr. Asim Ademov, MEP and Ms. Aseniya Dimitrova, PM of Read Twice project**

**14:15 – 15:45 Disinformation and the EU**

**MEP Andrey Kovachev** sharing experience with disinformation campaigns and raising citizens' awareness on the importance and actions to address it

**Sara Ahnborg, EP Spokesperson's Unit:** Disinformation about the European Parliament and the elections

**15:45 – 16:00 Break**

**16:00 - 17:30 Empowering Change: The Voice of Youth in Times of Post-truth**

9 young media professionals from Bulgaria, Croatia and Romania who took part in Read Twice activities discuss the challenges related to disinformation – media literacy

training, SLAPPs, media landscape, and share impressions and learnings from the project.

### **17:30 – 18:00 Discussion and Conclusion. Filling the CERV survey**

#### **Achieved results, impact and sustainability**

With an average rate of 4.6/5 at the CERV survey, the event has received a highly positive overall assessment. 4.8/5 people believed it increased their awareness of the problem and the ways to tackling it. The event was also praised for its collaboration opportunities and for the improved knowledge and benefits it brings to attendees.

This event also served as a reminder of the possibility for all young people to write articles on the topic of disinformation. We encouraged all present participants to express their views and do a research on the topic, restating our commitment to help them with mentorship, editing and advice. All young people who contribute with articles have a dedicated webpage on the project website, and a personal journalistic portfolio. This way, even after the project end, their names, writings and professional bios remain available online as a professional page which shows their research interests and commitment to the fight against disinformation.

#### **Social media campaign “Read twice, Don’t Repeat Lies”**

During the period of the implementation of WP10, was also the concluding part of the International Social Media Campaign “Read Twice, Don’t Repeat Lies”. Its aims: To encourage citizens, stop, read again and check if the information they read across any media platform is accurate and reliable.

The campaign was implemented on the social media channels of Read Twice, Evro Advance Association but also through influencers. While two influencers were involved at previous stages (described in previous EDS reports), in March we also involved another influencer who comes from a smaller city in Bulgaria, but also spends considerable amount of time in France.

She produced two videos and two reels, shared on different social media channels, which were sponsored with target audience in Bulgaria, Croatia and Romania. By the time of preparing the report, this campaign reached over 36 thousands of users (and counting).

An additional 7,200 international accounts were reach by the second social media influencer with a story announcing her participation in the webinar on 12 January.

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