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Mediterranean Digital Media Observatory

D1.2.B

Periodic Progress Report

Reporting Period: 2nd & 3rd Year (December 2023 – July 2025)

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Abstract	The Periodic Progress Report includes the reporting by each partner of the MedDMO Project on their actions and the effort expended during the second and third years of the project (December 2023 – July 2025).

Keywords	Progress report, partner report, effort

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Glossary

ABBREVIATION	MEANING
CNA	Cyprus News Agency
CoP	Code of Practice
CRTA	Cyprus Radio Television Authority
CY	Cyprus
DML	Digital Media Literacy
DMP	Data Management Plan
DoA	Description of Action
DSA	Digital Services Act
DSC	Digital Services Coordinator
EC	European Commission
ECPR	European Consortium for Political Research
EDMO	European Digital Media Observatory
EETT	Hellenic Telecommunications and Post Commission
EFCSN	European Fact-Checking Standards Network
EMIF	European Media and Information Fund
ESIEA	Journalists' Union of Athens Daily Newspapers
FAIR	Findability, Accessibility, Interoperability, and Reusability
GA	Grant Agreement
GR	Greece
HFRI	Hellenic Foundation for Research and Innovation
HLEG	High-Level Expert Group
IFCN	International Fact-Checking Network
KPIs	Key Performance Indicators

KR	Key Result
MAAM	Media Asset Annotation and Management
MBA	Broadcasting Authority of Malta
MCA	Malta Communications Authority
MedDMO	Mediterranean Digital Media Observatory
MIL	Media and Information Literacy
MLC	Media Literacy Campaign
MPM	Media Pluralism Monitor
MS	Milestone
MT	Malta
NCRTV	National Council for Radio and Television in Greece
NGO	Non-Governmental Organization
NSFW	Not Safe For Work
PMs	Person Months
RCT	Randomized Controlled Trial
RP	Reporting Period
SA	Strategic Aims
SME	Small and Medium-sized Enterprise
SO	Specific Objectives
SC	Status Call
VLOPs	Very Large Online Platforms
WP	Working Package

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Executive Summary

This report provides comprehensive insights into the primary aims, objectives, and key results of the MedDMO project, along with an overview of the progress made by consortium partners in the second and third years of the project (December 2023 – July 2025). Additionally, it offers a concise description of each partner's contribution to the tasks undertaken and the corresponding effort consumed. The adoption of this detailed report format aims to enhance the effectiveness of progress monitoring.

1 Explanation of the Work Carried out by the Beneficiaries and an Overview of the Progress

The MedDMO project started on 1 December 2022 and had a duration of 30 months. Following the last amendment, the project duration was extended by two additional months to facilitate a smoother transition to the second funding round of MedDMO 2.0. The following sections describe the work carried out during the last reporting period, ending on 31 July 2025.

MedDMO aims to establish a new, independent, multinational hub that expands the regional coverage of EDMO into Greece, Cyprus, and Malta, actively participates in EDMO's joint research activities, and contributes to EDMO repositories. The initiative aims to enhance capabilities for disinformation discovery and monitoring through advanced verification tools, implement effective procedures for detecting and analysing disinformation campaigns, and assess their impact from cultural, societal, and legal perspectives. Additionally, MedDMO will create a multidisciplinary network capable of quickly detecting, analysing and disclosing harmful disinformation campaigns at the regional, national, and multinational levels. Furthermore, the project focuses on supporting citizens, local media, and public authorities in conducting media literacy campaigns and proposing processes to establish a digital media monitoring ecosystem in collaboration with media stakeholders and public authorities, aiming to achieve effective monitoring and observance of the Code of Practice. MedDMO will also assess the effectiveness of policies to counter disinformation, conducting surveys that will help identify existing gaps, assess the impact of disinformation campaigns, and propose regulations and policies that can serve as a roadmap towards future solutions. The MedDMO consortium comprises nine partners:

1. Centre for Research and Technology Hellas (CERTH), Greece
2. Aristotle University of Thessaloniki (AUTH), Greece
3. University of Cyprus (UCY), Cyprus
4. Athens Technology Center (ATC), Greece
5. Cyprus University of Technology (CUT), Cyprus
6. Ellinika Hoaxes (EH), Greece
7. Agence France Presse (AFP), France
8. Times of Malta (ToM), Malta
9. University of Malta (UoM), Malta

1.1 Aims, Objectives and Key Results

The project has established three Strategic Aims (SA), each encompassing several Specific Objectives (SO), totalling ten Specific Objectives as outlined in Part B of the Grant Agreement (section 1.1). Additionally, twelve Key Results have been identified in connection with the Specific Objectives, serving as expected outcomes to be delivered as specified in Part B of the Grant Agreement (section 3.1). Aims, Objectives and Key Results are summarised in the following.

STRATEGIC AIM 1: ESTABLISHMENT OF A NEW MULTINATIONAL EDMO HUB

SO1. Establish a new independent multinational hub expanding the regional coverage of EDMO into three more member states not yet covered by the existing hubs.

- KR1: Create a multinational EDMO hub for Greece, Cyprus and Malta. This will include a web collaboration environment for hub members, a public informational website, and a communication campaign at the multinational level.

SO2. Actively participate in EDMO joint research activities and contribute to EDMO repositories.

- KR3: Integrate the hub with the central EDMO project, in cooperation with EDMO's Executive Board.
- KR11: Cooperate with and contribute to EDMO and other national/multinational hubs.

SO3. Disseminate project outcomes and ensure the hub's sustainability.

- KR12: Promote actions to secure additional funding and support to preserve the hub's independence.

STRATEGIC AIM 2: DISINFORMATION RESEARCH EMPOWERED WITH ADVANCED TOOLS

SO4. Establish effective procedures for the detection and analysis of disinformation campaigns.

- KR4: Ensure the production of a continuous flow of fact-checks to be contributed to the EDMO's repository. At least 30 fact-checks are expected to be conducted per month. AFP will provide around 10 in Greek, covering Greece and Cyprus and 2 in English. The English ones would cover Cyprus-related stories (such as migrations from Lebanon) and the most important stories of the month in English for Maltese readers. EH will provide around 10 articles per month in Greek, and The Times of Malta will provide around 8 articles per month in English.

SO5. Empower disinformation discovery and monitoring with advanced verification tools.

- KR5: Provide at least 30 analytical reports on specific disinformation campaigns and/or studies linked to relevant disinformation phenomena, also assessing their impact in Greece, Cyprus, and Malta.
- KR7: Empower the fact checkers and establish ground rules and common fact-checking methodology through training sessions. Among these, a thorough Fact-checking training session for professionals in Malta and several webinars on the usage of advanced verification tools.

SO6. Create a multidisciplinary network capable of quickly detecting, analysing and disclosing harmful disinformation campaigns at the regional, national, and multinational levels.

- KR2: Create a multinational and multidisciplinary community. The MedDMO community is expected to have at least 40 members, which will be accepted following peer assessment of applications to ensure that they conform to the standards that will be set. To incentivise the community, challenges and crowdsourcing tasks will be organised regularly. According to their engagement, members will also gain elevated access to technological resources.

STRATEGIC AIM 3: SUPPORT TO CITIZENS, LOCAL MEDIA AND PUBLIC AUTHORITIES

SO7. Support the growth of local fact-checking.

- KR7: Empower the fact-checkers and establish ground rules and common fact-checking methodology through training sessions. Among these, a thorough Fact-checking training session for professionals in Malta and several webinars on the usage of advanced verification tools.

SO8. Assess the impact of disinformation campaigns.

- KR5: Provide at least 30 analytical reports on specific disinformation campaigns and/or studies linked to relevant disinformation phenomena, also assessing their impact in Greece, Cyprus, and Malta.

SO9. Organize media literacy campaigns for Greece, Cyprus and Malta.

- KR6: Provide at least 15 media literacy campaigns or events at the national/multi-national level to increase citizens' awareness and societal resilience.

S010. Support media and public authorities.

- KR8: Support provided to national authorities in their efforts to monitor the policies put in place by online platforms to limit the impact of disinformation.
- KR9: Monitor platform practices affecting Greece, Cyprus, and Malta.
- KR10: Monitor media plurality in Greece, Cyprus, and Malta.

During the second and final reporting period (M13–M32), the MedDMO consortium continued to make strong progress toward achieving the project's specific objectives. Building on the foundations of the first year, the consortium successfully delivered all planned outputs, submitted the remaining deliverables, and completed the full set of project milestones. Throughout the entire project duration, MedDMO has consistently demonstrated performance and executed tasks promptly, with only minor deviations from the original Description of Action, as detailed in Section 5 of this report.

As the project concludes its first funding cycle and prepares for the next phase, the results achieved during this period provide a solid basis for continuity, further development, and stronger collaboration within the EDMO network.

1.1.1 Submitted Deliverables

Throughout the project, the MedDMO consortium successfully delivered all 15 project deliverables, spanning across six work packages. These include strategic documents (e.g., Data Management Plan, Sustainability Plan), operational reports (e.g., fact-check production, EDMO contributions, media literacy campaigns), technical outputs (e.g., setting up the collaboration environment and toolboxes), and communication-focused deliverables (e.g., training materials and communication plans).

Deliverables Submitted During the First Reporting Period (M1–M12)

- **D1.1 Data Management Plan and Quality Assurance** (CERTH, M3) – submitted on **28/02/2023**
- **D2.1 MedDMO setup report** (AUTH, M12) – submitted on **30/11/2023**
- **D2.4 Multimedia Forensics Toolbox and Deep Fakes Knowledge base set up** (CERTH, M9) – submitted on **31/05/2023**
- **D5.2 Media plurality report [a]** (UCY, M12) – submitted on **30/11/2023**
- **D6.1 MedDMO Communication plan and activities report [a]** (ATC, M3) – submitted on **28/02/2023**

Deliverables Submitted During the Second Reporting Period (M13–M32)

- **D1.2 Project progress report [b]** (CERTH, M32): **submitted after the final review,** as agreed with the PO.
- **D2.2 EDMO contribution report** (CERTH, M30): delivered on **30 June 2025**
- **D2.3 Collaboration environment set-up** (ATC, M17): delivered on **31 May 2024**
- **D3.1 Continuous flow of fact-check production** (AFP, M30): delivered on **30 June 2025**
- **D3.2 Disinformation campaign report** (EH, M30): delivered on **30 June 2025**

- **D3.3 Impact assessment of disinformation campaigns report** (AUTH, M32): delivered on **30 July 2025**
- **D4.1 Training material** (UCY, M21): delivered on **29 November 2024**
- **D4.2 Report of media literacy campaigns** (AUTH, M30): delivered on **30 June 2025**
- **D5.1 Report of platform practices and national authorities support** (CUT, M30): delivered on **30 June 2025**
- **D5.2 Media plurality report [b/c]** (UCY, M32): delivered on **30 July 2025**
- **D6.1 MedDMO Communication plan and activities report [b/c]** (ATC, M32): delivered on **30 July 2025**
- **D6.2 Sustainability plan** (ATC, M30): delivered on **30 June 2025**

Note: All deliverables went through the Quality Assurance process described in D1.1 - Data Management Plan and Quality Assurance. In line with the project agreement, only the final versions (marked as [c]) are uploaded to the EC portal. Earlier versions of deliverables with a Public dissemination level have been made available on the project website.

1.1.2 Milestones

Most of the project's initial milestones were successfully achieved during the first reporting period, laying the groundwork for MedDMO's operational and strategic activities. Key milestones included:

- **The project set-up (MS1)**, supported by the internal Project Management Manual (*D1.1 - Data Management Plan and Quality Assurance*), was completed on time, establishing the governance and quality assurance framework
- **The initial MedDMO infrastructure (MS4)** was activated through the setup of the collaboration environment in Truly Media, enabling coordinated work across partners.
- **The communication and dissemination strategy (MS8)** was launched with the approval of the Communication Plan (D6.1[a] - *MedDMO Communication plan and activities report*), the creation of MedDMO's social media channels, and public engagement through media events.
- **The project website (MS9)** was published in March 2023 with initial content, including fact-checks.
- **The fact-checking workflow and disinformation research mechanisms (MS5)** were operationalised and integrated with the EDMO repository from the early stages of the project.
- **Integration with the EDMO network (MS10)** was demonstrated through active participation in working groups, contributions to surveys, and coordination on shared tools and data.
- Finally, MedDMO **established strong links with the broader community by engaging external experts and stakeholders (MS11)**, surpassing the target number of participating community members.

These early milestones provided a strong foundation for the second reporting period and contributed to the effective implementation of all core activities.

Building on this strong foundation, the second reporting period (M13–M32) focused on the full-scale implementation of MedDMO's core activities across fact-checking, research, media literacy, communication, and monitoring. The milestones set for this period reflected a shift from setup to sustained operation, midterm assessment, and consolidation of outputs. Significant progress was made across all areas, with most milestones achieved on time or with only minor delays, as outlined below.

Milestones Achieved or Progressed During the Second Reporting Period (M13–M32)

- **MS7 – Media ecosystem monitoring in operation (M14):** Achieved. Monitoring activities have been launched and are documented through three media monitoring reports. These are available internally and partially through D5.1[a] (publicly accessible on the website under Research & Studies).
- **MS2 – MedDMO midterm operation (M18):** Achieved. Midterm progress was documented through internal reports summarising:
  - Research investigations completed
  - Media literacy campaigns implemented
  - Media monitoring activities (documented in D5.1[a] - *Report of platform practices and national authorities support*)
  - Communication activities (documented in D6.1[b] - *MedDMO Communication plan and activities report*)

  Additionally, AUTH's Research Committee reviewed and approved the research on media literacy needs, with feedback collected through dedicated questionnaires.
- **MS6 – Media literacy initial set-up (M18):** Partially delayed, but achieved. Although the report on media literacy needs was postponed by three months due to difficulties in gathering adequate feedback, relevant media literacy material for at least three different use cases has been developed and published on the project website. Several media literacy events were also conducted and are referenced in internal reporting.
- **MS3 – MedDMO completion of EC-funded period (M32):** In progress, on schedule. This milestone includes final project reports and deliverables submitted by the end of the project (July 2025).

1.1.3 Specific Objectives – Key Results

During the first reporting period, MedDMO completed the foundational setup of the hub and launched all core activities. The collaboration environment was established, the website and social media channels went live, and the fact-checking process was operationalised. MedDMO built strong relationships with national stakeholders, external experts, and the EDMO network, laying a solid foundation for wider regional impact. Significant progress was made across all Specific Objectives (SOs), with the first fact-checking outputs, research, and media literacy activities, as well as community engagement initiatives, laying the groundwork for the Observatory's expanded impact during the second period.

In the second reporting period, MedDMO consolidated and significantly expanded its work across all ten Specific Objectives (SOs), translating strategic goals into measurable outcomes that reinforced its regional role and contributions to the wider EDMO ecosystem. The table below provides an overview of the key achievements mapped against the ten SOs.

Specific Objective (SO)	Key Achievements
SO1 – Establishment of a multinational EDMO hub	MedDMO is fully operational in GR, CY, and MT; updated website, collaboration environment, strong visibility via events and social media
SO2 – Integration with EDMO	Participation in EDMO events and conferences, working groups and workshops. Contributions to EDMO surveys and requests, EDMO repository, cross-hub campaigns (*Be Election Smart* (2024), *Be Online*

	Smart (2025), ECPR 2024) and shared methodologies
SO3 – Dissemination & Sustainability	Major reports published (disinfo, media plurality, platform practices); large public events; continuous activity in social channels; progress on visibility and engagement
SO4 – Continuous fact-checking	562 fact-checks (436 GR, 126 EN); thematic investigations and EDMO uploads; consistent monthly outputs
SO5 – Advanced tools & disinfo analysis	MAAM & verification tools released; 30 campaign/narrative analysis reports; journalist trainings with strong participation in CY & MT
SO6 – Multidisciplinary community	60+ active members across sectors; progress on engagement and knowledge exchange
SO7 – Growth of local fact-checking	Fact-Check Cyprus launched; Times of Malta fact-checks initiated; both are active in EDMO and local training
SO8 – Disinformation impact research	Focus groups and experiments launched; triangulation with qualitative and experimental data
SO9 – Media literacy	49 campaigns/events; 1700+ participants; tailored content; collaboration with national broadcasting authorities
SO10 – Support to media & public authorities	Monitoring reports delivered; active collaboration with NCRTV, MBA, CRTA, and national regulators; media plurality reports continued

In particular:

- **SO1 (KR1):** Building on the first-year foundation, MedDMO continued to function as a regional hub for Greece, Cyprus, and Malta, coordinating research, fact-checking, monitoring, and outreach. The website and collaboration platform were continuously updated, hosting fact-checks, tools, and reports. MedDMO maintained strong visibility through events, media appearances, and regular content dissemination via social media.
- **SO2 (KR3, KR11):** MedDMO deepened its integration with the EDMO ecosystem by participating in several events and conferences as detailed in *D2.2 - EDMO contribution report*, contributing to working groups, updating the EDMO repository, and facilitating cross-hub collaboration. MedDMO contributed to working groups and co-organised joint initiatives (e.g., ECPR General Conference). Participated in EDMO-wide initiatives and requests, such as the CoP Country Briefs and the Political Advertisements research task. Participated in cross-hub campaigns such as *Be Election Smart* and *Be Online Smart*, as well as joint methodological and policy exchanges. Consistently disseminated its participation in the EDMO network across various channels, including the website, social media platforms, media events, and press releases. All the aforementioned activities confirmed MedDMO's role as a proactive and trusted partner of the EDMO community.
- **SO3 (KR12):** Dissemination activities intensified. Key outputs included 562 fact-checks, thirty one disinformation campaign reports, two media plurality reports, multiple platform monitoring analyses,

dissemination of several media literacy events and consistent multilingual content across social media and channels. Flagship public and media events, such as the October 2024 conference with NCRTV and ESIEA, attracted broad participation, connecting researchers, journalists, and regulators.

- **SO4 (KR4):** The continuous flow of fact-checking remained central, with 562 fact-checks published between December 2023 and July 2025 (126 in English, 436 in Greek). Monthly contributions to EDMO and thematic investigations based on historical and emerging disinformation narratives.
- **SO5 (KR5, KR7):** Building on previous methodological work, MedDMO further developed verification tools (e.g., MAAM platform and Truly Media). Tools were promoted during training and awareness activities. A new round of disinformation campaign analysis and evaluation was launched, encompassing a total of 30 disinformation campaign/narrative analysis reports that cover significant issues and thematic areas in Greece, Cyprus, and Malta. Journalist participation in national workshops notably increased, with training events in Cyprus and Malta enhancing both verification capacity and local awareness. In Cyprus, workshops conducted by the CNA and the Cyprus Broadcasting Authority introduced practical verification skills, while in Malta, a workshop led by the Times of Malta fostered dialogue and exchange of practices among journalists and fact-checkers.
- **SO6 (KR2):** Community-building intensified, growing from the original 40 recruited members to over 60 stakeholders across journalism, civil society, academia, and regulatory bodies. This cross-disciplinary engagement continues to strengthen MedDMO's collective intelligence framework.
- **SO7 (KR7):** The fact-checking ecosystem in the region grew stronger. A key highlight during this period was the establishment and consolidation of fact-checking operations in Cyprus and Malta, marking a significant step forward in the regional fact-checking ecosystem. In Malta, Times of Malta began producing fact-checks for the first time within the framework of MedDMO, effectively launching the country's inaugural fact-checking activity. In Cyprus, the Social Computing Research Centre at CUT formally launched Fact-Check Cyprus, the country's first dedicated fact-checking organisation, which is now actively contributing to the MedDMO hub. Both developments mark a significant milestone in achieving SO7 (supporting the growth of local fact-checking), thereby strengthening the capacity for independent verification and disinformation response in the region. These new organisations have also started building ties with the EDMO network ensuring their integration into the broader European fact-checking landscape. Fact-Check Cyprus has already acquired both EFCSN and IFCN certifications, marking a significant step forward in its recognition and progress as a credible fact-checker within the EDMO network. Fact-checking organisations from all three countries contribute regularly to the hub and participate in EDMO trainings and international networking, marking a major step forward in the regional fact-checking infrastructure.
- **SO8 (KR5):** Building on the groundwork laid in the first year, a mixed-methods approach was employed to assess the impact of disinformation campaigns. Interviews and focus groups in Greece, Cyprus, and Malta were conducted in late 2024, and a randomised controlled survey experiment (RCT) on the impact of disinformation was launched in March 2025 to examine how different disinformation formats affect trust, emotions, and behavioural intent. This approach complements earlier observational analyses with experimental evidence.
- **SO9 (KR6):** Media literacy activities were expanded significantly. Fifty sessions/events were held, attracting over 1700 participants, targeting students, teachers, professionals, and the general public. Tailored educational materials were published online, and partnerships with broadcasting authorities in all three countries supported public awareness campaigns through video content and media appearances.

- **SO10 (KR8, KR9, KR10):** MedDMO maintained active collaboration with national authorities and regulators. The 2024 Platform Practices Monitoring Report, along with ongoing dialogue with the Greek National Council for TV and Radio, Maltese Broadcasting Authority, and Cyprus and Radio Television Authority, informed policy recommendations. The Media Plurality Report series was continued, with the 2023 and 2024 editions published.

1.2 Explanation of the Work Carried Out per WP – KPIs

This section summarises the main achievements per WP, highlighting the progress achieved in each Task during the last reporting period (December 2023 – July 2025) of the MedDMO project.

1.2.1 WP1 - Project Coordination (CERTH, M1-32)

Activities: WP1 deals with project management and coordination, which involves the following activities in the first year of the project:

1. Establishing and maintaining effective project management processes, including administrative, financial, quality, and risk management.
2. Setting up the process of recording and managing the project-related datasets (DMP)
3. Developing smooth cooperation amongst partners, enabling smooth work progress and timely project reporting.
4. Providing an interface to the European Commission and assuring compliance with the Commission's reporting requirements, including ethical aspects.

Main achievements:

1. Effective Project Coordination and Management: Successfully maintained and improved management structures, including consortium bodies, roles, decision-making processes, and communication mechanisms. Regular plenary meetings, status calls, and task-specific meetings facilitated ongoing collaboration and coordination among partners.
2. Robust Financial Management: Consistent oversight and effective resource allocation, ensuring accurate financial management and timely reporting to the European Commission, while maintaining transparency and accountability.
3. Successful submission and approval of a Grant Agreement amendment, aligning partners' effort and responsibilities with actual project implementation.
4. Quality Assurance and Timely Deliverables: Implemented and sustained a rigorous quality assurance framework, ensuring all project deliverables met established timelines and quality standards throughout the reporting period.
5. Comprehensive Data and Risk Management: Maintained and updated the project's Data Management Plan (DMP) to ensure data collection, storage, and sharing complied with FAIR principles. Risk management practices remained vigilant, with continuous reassessment ensuring no major risks emerged or materialised.

T1.1 Project and financial management (CERTH)

T1.1 continued to effectively oversee project and financial management during the second reporting period. Activities included maintaining established Management Structures, Consortium bodies, organisational roles, and decision-making processes. Communication and knowledge management continued seamlessly, facilitated

by mailing lists, project file repositories, and teleconferencing tools. Resource allocation and financial management remained robust, with timely reporting and ongoing communication maintained with the European Commission.

Led by CERTH and supported by all MedDMO partners, the processes and tools established initially continued to ensure smooth project coordination activities. During the second reporting period, several plenary meetings, frequent Status Calls, and numerous WP/Task meetings were organised, reflecting active engagement and close collaboration among partners. Project data management continued efficiently, with all relevant documentation systematically stored and maintained by the Coordinator. In addition, during the second reporting period, the Coordinator successfully submitted and processed an amendment to the Grant Agreement. This amendment reflected necessary updates regarding effort allocation and responsibilities among partners, aligning the project's administrative and financial structure with the actual progress and needs observed during implementation. All financial-related issues and EC reporting obligations were effectively managed, maintaining transparent and timely communication with the EC.

T1.2 Quality monitoring, ethics, risk and data management (CERTH)

During the second reporting period, T1.2 maintained its focus on quality monitoring, ethics, risk, and data management, adhering to the frameworks established earlier in the project. The quality assurance plan, risk management plan, Data Management Plan (DMP), and the comprehensive 'MedDMO Workplan.xlsx' remained actively in use and were regularly updated.

Quality assurance procedures continued to ensure deliverables were completed on time, maintaining high-quality standards. The risk management approach remained vigilant, periodically reassessing the risks initially identified in the DoA, with no significant risks materialising during this period. The DMP continued to support the FAIR management of project data, guiding partners on data handling, storage, and sharing protocols. The datasets collected, generated, or used within the project were regularly reviewed and updated as necessary, ensuring ongoing compliance with EC recommendations.

Ethics management remained proactive, promptly addressing all necessary ethical clearances for project activities, including surveys and research involving human participants. Ethical approvals were consistently obtained from relevant institutional ethics committees, ensuring adherence to high ethical standards throughout all MedDMO research activities.

The 'MedDMO Workplan.xlsx' was actively updated throughout the reporting period, providing partners with clear oversight of action points, deliverables, milestones, risks, key results, KPIs, and effort allocation. This tool remained an essential resource for project management, ensuring transparency, accountability, and efficient communication across the consortium.

1.2.2 WP2 - Setup of the Mediterranean Hub MedDMO (CERTH, M1-32)

Activities: WP2 deals with the establishment of the MedDMO hub, which involved the following activities in the first year of the project:

1. Initiation of the recruitment process for engaging potential community members.
2. Integration with EDMO and the EDMO Hubs community.
3. Collaboration with EDMO and EDMO hubs.
4. Setting up and making multimedia analysis tools available.

Main achievements:

1. Contacted 75 potential community members, receiving 62 positive responses for collaboration.
2. Deepened integration within the EDMO network through active participation in events, working groups, and cross-hub collaborations.
3. Successful expansion of EDMO's fact-checking infrastructure in the Mediterranean, notably through establishing Fact-Check Cyprus and initiating fact-checking operations at Times of Malta.

T2.1 Community Building (AUTH)

The aim of Task 2.1 was to build a network of experts, bringing together academics, researchers, journalists, fact-checkers, and media organisations, providing an added value to the fight against disinformation. The community included research institutions (in the field of technology and social sciences), credible fact-checkers and journalists, and relevant stakeholders (national audiovisual regulators, media organisations, industry/private companies, and NGOs).

Partners from the three countries contacted individuals and representatives to engage them as MedDMO community members. From the 1st reporting period, the outreach process began with the creation of an initial recruitment letter, which served as a foundational template for subsequent communications. This letter outlined the essential details regarding the project, its objectives, and the invitation to join the MedDMO community. This initial recruitment letter was designed to be versatile and adaptable, allowing for effective customisation for each prospective partner while maintaining a consistent core message.

In total, 75 contacts were invited, and 62 accepted the invitation. Among them, 31 were from Greece, 14 from Cyprus, and 17 from Malta. One contact declined, and 12 did not respond. The efforts resulted in three main types of contacts: organisations, individuals, and EU Projects. Regular communication with community members has been established to ensure that they are well-informed about how they can be involved and the specific plans for each task that concerns them.

During the second reporting period, significant progress was made in engaging MedDMO community members in the activities of the project. Consistent communication was maintained with community members, including the regular sharing of MedDMO results and EDMO outputs such as the EDMO Brief, alongside invitations to participate in a range of MedDMO and EDMO events and workshops. Some members actively took part in these activities, while major events and workshops were also co-organised with broadcasting authorities, who are themselves part of the MedDMO community. Moreover, community members contributed directly to MedDMO's work, as with the periodic provision of the monthly version of the EDMO Brief in Greek, ensuring its broader accessibility in Greece and Cyprus. Members of the community with expertise in specific thematic domains also helped MedDMO fact-checkers with expert opinions in specific cases[1,2].

T2.2 Collaboration with EDMO (CERTH)

Task T2.2 continued to foster extensive and productive collaboration with the European Digital Media Observatory (EDMO) and its network of hubs during the second reporting period. MedDMO actively participated in various EDMO events, including annual conferences, thematic workshops, and training sessions, making

[1] https://meddmo.eu/el/anypostatoi-isxyrismoi-gia-prosfato-emboliasmo-tou-nearou-koritsiou-pou-pethane-meta-apo-loimwksh-apo-streptokokko-omadas-a

[2] https://meddmo.eu/el/pseudeis-isxyrismoi-gia-sysxetish-ths-n1-methyl-pseudouridinhs-sta-embolia-mrna-me-thn-emfanish-karkinou

significant contributions to strategic discussions and cross-hub cooperation. *D2.2 - EDMO Contribution Report* further describes all the MedDMO collaboration activities with EDMO and EDMO hubs.

MedDMO provided substantial contributions to EDMO's research and policy surveys, questionnaires, and content requests. This involvement included participation in EDMO's analyses related to Very Large Online Platforms (VLOPs), as well as media literacy initiatives such as the "Be Election Smart" and "Be Online Smart" campaigns, and contributions to EDMO's national policy reports.

Furthermore, MedDMO actively engaged in multiple EDMO working groups and collaborative activities, particularly in areas such as digital media literacy, policy analysis, research methodology, and AI tools for disinformation monitoring. Notably, MedDMO co-organised a panel at the ECPR General Conference 2024, collaborating with EDMO hubs from IBERIFIER and Ireland, which reflects the depth of cooperative engagement.

Significant progress was also made in broadening the EDMO fact-checking network within the Mediterranean region. This included establishing Fact-Check Cyprus by CUT, the first dedicated fact-checking organisation in Cyprus, and initiating Malta's first fact-checking operations through Times of Malta. MedDMO fact-checkers actively contributed to the EDMO repository, collaborating on several joint EDMO investigations.

Communication and outreach efforts continued robustly, with regular dissemination of EDMO content through MedDMO's channels, further amplifying the visibility of EDMO's initiatives and enhancing public awareness of disinformation issues across Greece, Cyprus, and Malta.

Overall, the sustained and proactive collaboration documented in this task has positioned MedDMO as a key regional hub within the broader EDMO ecosystem, committed to collective capacity building and effective cross-border response to disinformation.

T2.3 Collaboration environment and verification tools (ATC)

Task T2.3 aimed to provide a robust collaborative infrastructure for the MedDMO community, supporting both internal coordination and fact-checking workflows through the deployment of two complementary platforms: Truly Media (provided by ATC) and the Media Asset Annotation and Management (MAAM) platform (developed by CERTH).

Truly Media (ATC):

- Fully set up by the end of May 2024, Truly Media has served as the main collaboration platform for all MedDMO partners.
- It allows members to create, aggregate, and manage content collections, supporting fact-checkers' workflows for collecting, verifying, and annotating online content.
- The platform provides access to the EDMO archive of fact-checks, enabling users to view and build upon outputs from other hubs.
- It has also been used as a communication and coordination tool for engaging with fellow EDMO hub members, facilitating cross-hub collaboration and sharing of verification strategies.

MAAM Platform and Verification Tools (CERTH):

During the first reporting period, CERTH successfully integrated the Multimedia Forensics Toolbox into the MAAM platform (see *D2.4 - Multimedia Forensics Toolbox and Deep Fakes Knowledge base set up*). The platform enables the analysis and annotation of multimedia content to detect manipulation and enhance fact-checking capacity. Its main features include:

- Multimedia analysis and automatic annotation (e.g., tagging of objects/actions, NSFW/meme detection),
- Deepfake detection for faces in images and videos,
- Image verification assistant using 14 tampering detection algorithms,
- Location estimation through landmark/region visual cues,
- Advanced visual similarity search for provenance tracking.

These tools are integrated in a user-friendly environment that allows MedDMO users to store, search, annotate, and verify multimedia content. A curated dataset of fact-checked media, including deepfakes and visual content used in past MedDMO fact-checks, has been added to the MedDMO workspace in MAAM.

Although the technical work concluded in M12, the platform and verification tools were actively used during the second reporting period for training, piloting, and internal evaluations. Feedback from fact-checkers was gathered and used to refine the tools, aligning them more closely with real-world verification workflows and supporting their long-term adoption. Together, Truly Media and MAAM have equipped the MedDMO community with powerful tools for collaboration, verification, and disinformation analysis, significantly enhancing the hub's operational and analytical capabilities.

1.2.3 WP3 - Disinformation Detection and Research (AFP, M4-32)

Activities: WP3 represents one of the key activities of the MedDMO hub, aligning closely with its core mission: to raise public awareness about disinformation and promote critical thinking among citizens. The fact-checking activities were carried out by a network of partners, including AFP, EH, ToM, and, more recently, Fact-Check Cyprus of CUT and UoM, which supported ToM in fact-check production during the final months of the second reporting period. AFP led the coordination of this activity, ensuring the regular publication of fact checks, often on a daily basis, and preventing duplication of efforts across partners. Fact-checking outputs were produced in both English and Greek, targeting disinformation narratives relevant to the three hub countries (Greece, Cyprus, and Malta). To facilitate real-time collaboration and idea exchange, the fact-checking partners established a dedicated Slack channel, supplemented by communication through Microsoft Teams and email. This ongoing coordination enabled a consistent and complementary approach to fact-checking, reinforcing MedDMO's operational coherence and impact.

MedDMO fact-checkers selected fact-checks published on the MedDMO website based on their impact on our readership across all three countries, their newsworthiness, and the virality and harm of the disinformation narratives in each fact-check. Furthermore, close attention was paid to European issues including subjects related to migration and European elections. Given the rapidly evolving world of artificial intelligence, we have also seen a significant uptick in AI-generated disinformation and have dedicated a separate section for fact-checks related to that.

WP3 involved the following activities:

1. Detection, fact-checking and disclosure of disinformation content
2. Initial study for the detection and analysis of disinformation campaigns
3. Initial study for the assessment of the impact of disinformation campaigns

Main achievements:

1. Continuous flow of fact-checks exceeding the target of 900 fact-checks produced until the end of the project

2. Produced and published 31 analytical reports on mis/disinformation issues widely shared in the three countries.
3. Identified media literacy needs and the specific impact of disinformation in Greece, Cyprus, and Malta by implementing a mixed approach including online surveys, interviews, focus groups and an impact assessment experiment.

T3.1 Detection, fact-checking and disclosure of disinformation content (AFP)

We committed to providing 900 fact-checks in Greek and English for the duration of the MedDMO project. Through the continuous monthly fact-checks production, a total of 921 fact-checks were finally produced during the project's lifetime from which 562 during the second reporting period (436 GR, 126 EN). The fact-checks focus on a variety of subjects of interest to readers in the three countries concerned (Cyprus, Greece, and Malta) and are published on an almost daily basis. We have continued to publish fact-checks (in-kind) since the end of the project to keep the website alive.

When the project was launched, we decided to publish the fact-checks under several categories (Covid-19, Disaster, Economy, Environment, EU, Health, Middle East, Politics, Science, Society, Technology, and Ukraine) to help readers navigate the website more easily. Several of the themes (Disaster, Middle East, and Technology) were added during the project to respond to a flood of disinformation related to those subjects. The disaster category, for example, was added following the devastating earthquake in Turkey and Syria, and the Middle East category was added concerning the Israel-Gaza war.

We identify claims to investigate by assessing whether a fact-check would serve the public interest and whether we can gather clear, sufficient evidence to disprove the specific claim or claims being made. The fact-checking teams verify facts, not opinions or beliefs. If we are unable to establish strong and cross-checked evidence, we will not publish a fact-check. We pay particular attention to misinformation that could endanger people's health or lives, damage democratic processes, or promote hate speech and racism.

T3.2 Analyse campaign dynamics (ToM)

The goal of this task was to produce and publish 30 reports outlining and analysing instances of mis/disinformation that are being widely shared. The task aimed to publish 10 reports in each of the partner countries, with partners in each respective country discussing disinformation trends and narratives that were particularly prevalent within their communities.

While the initial stages of the project were dedicated to establishing a common framework and method for developing and presenting these reports, in the latter months, partners drafted several reports, which were duly published on the MedDMO website and social media channels. The KPI of producing and publishing 30 reports (10 in each country) until the end of the project was successfully accomplished (31 reports produced). The reports are publicly available on the MedDMO website and described in detail in *D3.2 - Disinformation campaign report*.

The reports varied greatly in theme, ranging from examples of Russian disinformation narratives linked to the Ukraine war, to false or misleading claims about political scandals, healthcare, environmental issues and migration. This period also coincided with the European Parliament elections held in June 2024. For this purpose, an additional report was drafted and published, which addressed disinformation narratives that emerged throughout the election campaigns in all three partner countries, outlining how these narratives shaped the elections and the efforts of fact-checkers to combat them.

T3.3 Impact assessment of disinformation campaigns on society and democratic processes (AUTH)

The aim of Task 3.3 was to identify the impact of disinformation campaigns on society and democratic processes. Specifically, T3.3 aimed to identify the media literacy needs and the specific impact of disinformation in Greece, Cyprus, and Malta. The Task investigated the reception of disinformation campaigns from both a supply (content) and demand (audience characteristics and interpretive practices) perspective, taking into account the cultural, political and media contexts of the three countries, and how the latter shape people's relation with disinformation and democratic engagement in the public sphere. Both quantitative and qualitative methods were used in this direction.

At first, an online survey was conducted in the form of a questionnaire, entitled "A Survey on Media and Information Literacy by MedDMO". The questionnaire was prepared in Greek and English. The Greek version was disseminated in Greece and Cyprus, while the English version was distributed in Malta. The questionnaire was designed to identify media literacy needs and the specific impact of disinformation in the three countries. The objective of this survey was to gather responses from a total of 2.314 participants (N= 1.574 from Greece, N= 292 from Cyprus and N= 448 from Malta) according to specific criteria, such as language, ethnicity, education, and political orientation, with the aim of mapping the public's perception of disinformation campaigns. Next, individual interviews with journalists and the general public, including 7 participants per country (N= 21), and focus groups with journalism university students, consisting of 17 participants from Greece, 14 from Cyprus, and 11 from Malta (N= 42), were conducted in the three countries. The objective was to map how people make sense of disinformation campaigns, drawing upon interpretive and evaluative resources derived from their cultural, political and ideological contexts. Finally, an impact assessment experiment was designed, organised and conducted, engaging about 170 university students from Greece and Cyprus. The key findings of this study were presented at the ECPR 2025 General Conference on 28/08/2025.

In the context of Task 3.3, four scientific publications were submitted in journals, focusing on the results of the questionnaires and the focus groups in Greece, Cyprus and Malta. Three have been accepted for publication and one is under review. All relevant activities are presented in detail in *D3.3 - Impact assessment of disinformation campaigns report.*

1.2.4 WP4 - Media Literacy Activities (UCY, M1-32)

Activities: WP4 deals with the organisation and coordination of media literacy activities throughout the entire duration of the project, involving the following activities:

1. Preparation of training material
2. Organisation of media literacy campaigns
3. Training of Fact-checkers

Main achievements:

1. Produced additional media literacy and educational materials to address the needs of our target groups (journalism students, journalists and the general public) concerning disinformation and media literacy.
2. Designed and prepared a variety of educational content in different formats (e.g., videos, online quizzes, presentations, lesson plans, postcards, educational guides, manuals etc.).
3. Conducted further media literacy events and activities in the three countries focusing on target audiences, and far exceeded our initial expectations and set targets.

4. Expanded our reach and collaborated on media literacy activities with various organizations across the three countries, including regulatory bodies, local and national authorities, unions of journalists' and media professionals, media-related non-profit organizations, schools, and parents' and guardians' associations.
5. In the context of WP4, we produced Deliverables *D4.1 - Training material* and *D4.2 - Report of media literacy campaigns.*

T4.1 Prepare training material (UCY)

The goal of this task was to prepare all necessary educational and training materials to support media literacy events organised in all three participating countries. The objective was to produce materials for different audience categories, focusing on disinformation and media literacy. Building on our efforts during the first year (December 2022 - November 2023), we proceeded to develop additional educational and training materials to address the needs of our target groups: journalism students, journalists, and the general public (including students, teachers, and parents). More specifically, during this period, we designed and prepared additional training materials in various formats including: a) online educational quizzes, available in both Greek and English, to test verification and fact-checking skills, b) additional educational presentations and worksheets created by various partners for our media literacy events, c) a lesson plan for journalism students that includes a variety of suggested educational materials and content (such as presentation slides, assignments/worksheets, and relevant literature), d) educational content, both visual and textual, in electronic or printed form (e.g., postcards, poster) produced in Greek as part of two MIL campaigns coordinated by EDMO, e) an online user manual for the MAAM tool, designed for the MedDMO community, f) new user guides for MedDMO's verification tools in Truly Media, accessible through the platforms' Help Center.

T4.2 Organise media literacy campaigns (AUTH)

The aim of Task 4.2 was the organisation of media literacy campaigns in Greece, Cyprus, and Malta, considering all potential audiences, following the identification of media literacy needs (in line with T3.3) and utilising the training material produced in Task 4.1. Specifically, we had to provide at least 15 media literacy campaigns or events (5 per country) at national/ multi-national level to increase citizens' awareness and societal resilience. The target audiences were the general audience, including students (primary, secondary, and high schools), parents (of primary, secondary, and high school students), and educators (teachers of primary, secondary, and high schools), journalism students, and journalists/media professionals.

In total, 63 media literary activities were conducted across the three countries, from which 49 were conducted in the second RP. Approximately, the number of participants in all MDL activities was for students over 1,300, for educators and parents around 130, for journalists and media professionals around 430, for the remaining general public, including academic researchers and authorities' representatives over 240. Each country conducted a wide range of events and activities. To highlight key events, Greece saw them in schools, universities, and public campaigns (34 events in total), while Cyprus hosted workshops with Ministry officials, media authorities, and schools (23 events in total). In Malta, events (6 in total) took place at Junior College, San Andrea School and St. Martin's College, and there was participation in a local podcast.

The core structure of the training events included a pre-intervention step, the main part, using the intervention material, and a post-intervention step. During the activities, many verification tools were taught (for example, reverse image search, metadata extraction, and forensic image/audio/video analysis) and several types of educational resources were utilised (non-formal education materials, workshop scenarios and activity plans,

multimedia content, fact-checking toolkits, and gamified learning tools). Local mis/disinformation issues were also discussed.

Some key results of the activities include a significant increase in participants' critical thinking and verification skills, requests from younger students for more media literacy activities in the school curriculum, and adults' increased trust in fact-checking organisations.

T4.3 Train the Fact-checkers (AFP)

During the 1st reporting period, AFP organised a two-day workshop in Malta in October 2023, which was attended by 12 people, most of them local journalists, as well as one journalist from EH and several researchers from Cyprus. The workshop, conducted by two AFP journalists, focused on digital investigation techniques including "advanced search on social media", "archiving", metadata, reverse image search, reverse video search, geolocation, the challenges posed by AI, and writing style. Before the workshop, we sent out a survey to participants to gather some information on their expectations, their background, and their knowledge of fact-checking techniques and tools. The workshop went extremely well and we received excellent feedback from participants who were particularly interested in how to deal with disinformation related to health and climate issues and how to protect yourself online.

Six months later, this effort was followed up with two more in-depth online training sessions, held on the same day. These sessions were also successful, gathering around eight participants and allowing for focused discussions on specific aspects of digital investigation. In October 2024, an additional online meeting was organised between AFP's fact-checkers in Greece and the CUT team (Fact Check Cyprus), as the latter began contributing fact-checks to MedDMO with a specific focus on Cyprus. The purpose of the meeting was to exchange ideas and align on the particular needs and priorities for fact-checking within the context of MedDMO.

1.2.5 WP5 - Monitor Media Ecosystem (CUT, M7-32)

Activities: WP5 deals with the support of the national authorities for monitoring the platform practices and the whole media ecosystems in the three countries, involving the following activities:

1. Establishing methodology and first steps towards monitoring platform practices for adhering to the CoP.
2. Initiating communication with the authorities to introduce MedDMO as an initiative aimed at providing support to them, and first steps towards supporting these authorities
3. Establishing a methodology for monitoring media plurality and publishing three annual reports

Main achievements:

1. MedDMO conducted 2 rounds of monitoring the platforms' practices to combat disinformation focused on the three countries and supporting the national authorities, which resulted in the publication of 3 reports:
    a. 1st Report on Platform Practices and National Authorities' Support 2023 (for Cyprus, Greece & Malta)

   b. "Mapping Disinformation Circulation in Cyprus, Greece, and Malta and Evaluating Platforms' Moderation Practices: Insights from MedDMO Fact-Checks Archive" - Part A of the 2nd Report of platform practices and national authorities support 2024 (for Cyprus, Greece & Malta)[3].
   c. "MedDMO report on monitoring Meta, TikTok, and Google's practices to combat disinformation and supporting national authorities 2024 in Cyprus, Greece, and Malta" - Part B of the 2nd Report of platform practices and national authorities support 2024 (for Cyprus, Greece & Malta)[4].
2. MedDMO established collaboration with the national authorities of the three countries: the National Council for TV and Radio in Greece, the Broadcasting Authority in Malta, and the Cyprus Radio and Television Authority. These collaborations produced several events, trainings, and collaborative participation in ERGA/EDMO exercises in the three countries. MedDMO also started a collaboration with the Digital Service Coordinators in the three countries.
3. Conducted interviews with media plurality experts from the three countries in the context of Task 5.3 and the media plurality reports.
4. Created three media plurality reports, two of them within this period, as part of Deliverable *D5.2 - Media plurality report*, one published in November 2024 and the other in July 2025.

T5.1 Monitor platforms practices (CUT)

Task 5.1 focuses on monitoring platform practices to combat disinformation, with a specific focus on Cyprus, Greece, and Malta. The objective is to assess how online platforms implement the EU Code of Practice on Disinformation, particularly concerning actions taken in the three countries. The monitoring concentrated on three Very Large Online Platforms (VLOPs) that are widely used in the region: Meta, Google, and TikTok.

MedDMO conducted two monitoring rounds under this task, both of which are presented in Deliverable *D5.1 - Report of platform practices and national authorities support*. The first monitoring round assessed the CoP Signatories' Report No. 2, covering the period from 1 January to 30 June 2023, during the previous MedDMO reporting cycle. For this round, MedDMO adopted a methodology developed by the German-Austrian EDMO Hub. The second monitoring round focused on the CoP Signatories' Report No. 4, covering the period from 1 January to 30 June 2024. For this round, MedDMO aligned with EDMO's common methodology, proposed in September 2024, to ensure harmonisation of assessment practices across observatories.

MedDMO actively contributed to the piloting of the EDMO methodology by voluntarily evaluating Meta's CoP report and by circulating and analysing the EDMO experts survey for Cyprus, Greece, and Malta. MedDMO's results were included in the most recent EDMO CoP assessment report[5], supporting the broader European effort to monitor platform transparency and accountability.

In both monitoring rounds, MedDMO complemented its analysis of the platforms' self-reported practices with additional sources. This included a review of the MedDMO fact-check archive to identify where debunked false claims circulated, which platforms were involved, and how those platforms handled the content after fact-checking. To further understand platform engagement with the fact-checking ecosystem, MedDMO also developed and disseminated a questionnaire for its fact-checking partners, gathering feedback on their

[3] https://meddmo.eu/mapping-disinformation-circulation-in-cyprus-greece-and-malta-and-evaluating-platforms-moderation-practices-insights-from-meddmo-fact-checks-archive-january-june-2024/
[4] https://meddmo.eu/monitoring-meta-google-and-tiktoks-practices-to-combat-disinformation-in-greece-cyprus-and-malta-meddmo-2nd-annual-report-part-b-2024/
[5] https://edmo.eu/publications/implementing-the-eu-code-of-practice-on-disinformation-an-evaluation-of-vlopse-compliance-and-effectiveness-jan-jun-2024/

collaboration with the platforms and the implementation of the Code's commitments in practice. Where relevant, other publicly available information was used to verify or expand upon claims made in the CoP reports.

Beyond the monitoring of CoP reports, MedDMO also contributed to other key EDMO activities relevant to the monitoring of the platforms in the disinformation landscape of the three countries. MedDMO participated in the EDMO disinformation policies survey, contributing information on disinformation policies and the national information environment in Cyprus, Greece, and Malta. MedDMO contribution has been included in EDMO's latest disinformation policy reports[6]. In addition, MedDMO participated in the EDMO Political Ads Transparency exercise, collecting and analysing EU Election 2024-related political advertisements from party local accounts on Meta and Google. This activity is still ongoing, with final results expected to be published soon.

T5.2 Support national authorities (CUT)

Task 5.2 aims to support the national authorities of Cyprus, Greece, and Malta in their efforts to combat disinformation. As a first step, MedDMO identified and established contact with the relevant national broadcasting authorities: the National Council for Radio and Television (NCRTV) in Greece, the Broadcasting Authority of Malta (MBA), and the Cyprus Radio Television Authority (CRTA).

Following these initial contacts, MedDMO developed and maintained regular collaboration with the three authorities. This involved sharing outcomes from Task 5.1 and other relevant MedDMO reports, fostering readiness to respond to on-demand fact-checking requests, and supporting the development of national media literacy strategies and joint outreach activities. Importantly, the authorities were also kept informed about key EU-level initiatives aimed at tackling disinformation and online harms, including the Digital Services Act (DSA), the Code of Practice on Disinformation, and the broader policy and regulatory landscape under the European Digital Media Observatory (EDMO) network.

Below, we outline specific collaborative actions undertaken with each national authority to date:

National Council for Radio and Television (NCRTV – Greece):

- Monitoring of the Code of Practice (CoP): MedDMO supported NCRTV in participating in the Verian (prior Kantar Public) exercise for evaluating the CoP implementation at the Member State level. This exercise, coordinated under the EDMO framework, helped ERGA members assess the compliance of platform signatories. MedDMO provided NCRTV with background information and methodological guidance.
- Fact-Check Contribution for ERGA Request: Upon ERGA's request, NCRTV asked MedDMO to support the compilation of fact-checks related to the Middle East Crisis, particularly those that had circulated in Cyprus but were of interest for regional analysis.
- Public Engagement & Capacity Building: NCRTV was invited to attend the MedDMO–CRTA Press Conference in Cyprus on 14 March 2024, alongside CRTA and MBA. Additionally, in collaboration with ESIEA (Journalists' Union of Athens Daily Newspapers), MedDMO and NCRTV co-hosted a seminar on disinformation and modern propaganda on 18 October 2024 at ESIEA's premises in Athens. The event featured expert panels discussing challenges in combating fake news, media verification tools, and journalism's role in promoting media literacy, drawing a broad audience of journalists and students.

Cyprus Radio Television Authority (CRTA – Cyprus):

[6] https://meddmo.eu/meddmos-contribution-to-edmos-new-reports-on-disinformation-in-the-eu/

- Media Literacy and Public Outreach: Dr. Michael Sirivianos from MedDMO joined a panel moderated by CRTA during the Media Literacy Day on 3 November 2023, strengthening public education on information integrity.
- Press Conference & National Coordination: CRTA co-organized the MedDMO plenary Press Conference on 14 March 2024 in Cyprus, bringing together national stakeholders. Representatives from NCRTV and MBA were invited to attend virtually, marking a coordinated regional effort to spotlight disinformation countermeasures.
- Election Monitoring Support: MedDMO and CRTA collaborated to respond to the Election-Watch.EU 2024 assessment mission, with MedDMO offering technical and contextual support related to disinformation trends and election coverage in Cyprus.
- Code of Practice Assessment Preparation: CRTA was briefed by MedDMO on the Verian exercise (part of the EDMO-led analysis of CoP Signatory Reports No.2). MedDMO offered support for CRTA's potential participation as an ERGA member.
- Workshops and Training: On 5th of July 2024, MedDMO delivered a fact-checking methodology workshop for CRTA staff at the Cyprus University of Technology (CUT). On 29th of November 2024, a follow-up training session took place at CRTA's premises, concluding with a Q&A to explore future collaborative actions.
- Disinformation Awareness Campaign (Ongoing): CRTA proposed producing awareness videos on disinformation. They offered to disseminate the content through their TV and radio channels, with production currently in progress in collaboration with MedDMO.
- Workshops for Journalists and Media Professionals (co-organized with MedDMO):
    - 27 March 2025 at Antenna Media.
    - 3 April 2024 at CRTA premises.
    - 22 May 2025 at RIK media premises.

  These workshops focused on disinformation detection, platform policies, and the fact-checking process.

Broadcasting Authority of Malta (MBA – Malta):

- Code of Practice Monitoring & EDMO Exercise: MedDMO briefed MBA about the Verian exercise to assess CoP Signatories' reports No.2, offering technical assistance to support potential ERGA-related participation.
- Regional Engagement: MBA was invited to and virtually attended the MedDMO–CRTA Press Conference on 14 March 2024, reinforcing cross-border dialogue and coordination on disinformation policy.
- Capacity Building & Stakeholder Events:
    - 19 June 2024: MBA and MedDMO co-organized a webinar for Maltese journalists, journalism students, and media professionals. It featured case studies from MedDMO fact-checking partners such as ToM, Fact-Check Cyprus (of CUT), EH, and AFP, and concluded with a live Q&A session.
    - 16 January 2025: MBA and MedDMO participated in the Forum organized by the Maltese Digital Service Coordinator, Malta Communication Authority, introducing the MedDMO and EDMO initiatives to the broader Maltese media ecosystem.
    - 17 June 2025: Another webinar co-organised by MedDMO and the MBA was held for journalists and the public. It showcased MedDMO's fact-checking practices and discussed disinformation challenges such as fake copyright complaints used to remove journalism from search engines.

Through the participation of the MBA, it also shared information on Malta's Media Literacy Development Board. The session ended with a public Q&A, and the recording is available online.

MedDMO reached out to the Digital Services Coordinators of Cyprus, Greece, and Malta to establish collaboration channels and offer support related to disinformation monitoring and platform accountability under the Digital Services Act (DSA). For Cyprus, no separate outreach was necessary, as the Cyprus Radio Television Authority (CRTA) is also the officially appointed DSC. In Greece, MedDMO held a meeting with the Hellenic Telecommunications and Post Commission (EETT) on 25 November 2024, where the project team introduced the MedDMO initiative, its role within the European Digital Media Observatory (EDMO) network, and outlined potential areas for collaboration and data-sharing in support of DSA responsibilities. In Malta, a similar meeting took place with the Malta Communications Authority (MCA) on 3 December 2024, during which MedDMO presented its activities and discussed opportunities to assist with monitoring obligations under the DSA. In response, MCA invited MedDMO to present the project and EDMO's efforts during the Digital Services Forum held on 14 March 2024, fostering stronger engagement with Maltese stakeholders.

The collaboration between MedDMO and national authorities, along with relevant activities, is also reported in Deliverable *D5.1 - Report of platform practices and national authorities support*.

T5.3 Monitor media plurality (UCY)

The goal of this task was to monitor and assess the plurality and diversity of news media in Greece, Cyprus, and Malta. Building on our efforts during the first year (December 2022 - November 2023) during which the first annual media plurality report was produced, we proceeded with the creation of two additional annual media plurality reports as part of Deliverable *D5.2 - Media plurality report* (one published in November 2024 and the other in July 2025). These reports are the result of a comprehensive review, data collection, and analysis of resources focused on the plurality and diversity of news media ecosystems in the three countries within the Mediterranean Digital Media Observatory (MedDMO) Hub. They are based on the annual Media Pluralism Monitor (MPM), reports from the International Press Institute, the European Centre for Press, Media and Freedom, Reporters Without Borders as well as national and local sources. The reports also incorporate input and suggestions from community members along with data from various valuable sources and scientific publications. Notably, the last two reports were supplemented by interviews from local media plurality experts from the three countries.

The reports examined the media landscapes of Cyprus, Greece, and Malta, exploring three key dimensions in each case: a) media market characteristics and general information, b) the level of fundamental protection and market plurality within their media environments, and c) the extent of political independence and social inclusiveness observed in their media systems. By analysing these aspects, the reports aim to provide a comprehensive understanding of media dynamics in these countries. The conclusions drawn from the analysis shed light on the current state of the media in Cyprus, Greece, and Malta, highlighting both similarities and differences across the broader media landscape in the three countries.

1.2.6 WP6 - Communication and Sustainability Activities (ATC, M1-30)

Activities: Under WP6, ATC has undertaken the following activities during the first year of the project:

1. Creation of the hub's bilingual website.
2. Drafting of the Communication plan, which will be updated twice during the project.

Main achievements:

ATC developed the MedDMO website as the project's primary communication and dissemination platform. It plays a key role in promoting the project's activities and engaging a broad spectrum of stakeholders. Key features of the website include the following:

1. **Bilingual Interface**: Available in two languages (Greek and English) to ensure accessibility for a wider audience.
2. **Platform**: Built on WordPress for flexibility and ease of content management.
3. **Content Overview**:
    a. Information about the project's objectives and consortium members.
    b. Regularly updated news, events, media literacy, and research activities relevant to MedDMO's stakeholders and target audiences.
    c. A curated selection of recent fact-checking articles from Greece, Cyprus, and Malta, contributed by our partner fact-checking organizations.
4. **Interactive Features**:
    a. Direct links to MedDMO's social media channels.
    b. A contact form enabling users to report disinformation articles.
5. **Integration with EDMO**:
    a. Highlights activities of the European Digital Media Observatory (EDMO).
    b. Connects users to other regional hubs operating under the EDMO framework.

T6.1 Communication plan and activities (ATC)

ATC was responsible for drafting the communication plan for the MedDMO project, with valuable input from its partners. This document outlined the strategic approach for effectively communicating and disseminating the project's activities to a diverse range of stakeholders and target audiences.

The communication plan identified MedDMO's key objectives, target groups, and stakeholders and established relevant Key Performance Indicators (KPIs). Based on this framework, ATC laid the foundation for all communication and dissemination activities throughout the project's duration. These activities leveraged the project's website and social media platforms, which were established at the outset.

The communication plan was revised twice during the project's lifecycle to ensure alignment with evolving needs and to facilitate performance evaluation against the defined KPIs. These updates enabled project partners to assess progress and refine the communication strategy as necessary.

The final update of the communication plan, included in *D6.1 - MedDMO Communication plan and activities report* (submitted in late July), reflects positively on the overall effectiveness of MedDMO's communication and dissemination efforts. Furthermore, it offers useful insights for the next iteration of MedDMO, due to start on September 1st.

T6.2 Sustainability planning and community engagement (ATC)

The main activities of this task are described in *D6.2 - Sustainability plan.* This deliverable, drafted by ATC with contributions by all partners, presents the sustainability plan for the MedDMO hub, outlining a practical and realistic strategy to ensure the continuation of its core activities beyond the initial funding period. This comprehensive plan is structured around three key pillars:

- **Community Sustainability:** Strategies to maintain and strengthen stakeholder engagement, ensuring ongoing collaboration and relevance within the ecosystem.
- **Financial Sustainability:** Approaches to securing new funding sources, including public and private opportunities, to support the hub's long-term viability.
- **Organisational Sustainability:** Measures to sustain essential operations through streamlined models and the effective use of internal resources.

Additionally, the plan emphasizes the critical role of continued public funding in supporting non-commercial, public-interest initiatives—particularly in areas such as media literacy and the monitoring of misinformation and disinformation.

1.3 Impact

No deviations from the impact described in section 3 of the DoA.

1.4 Update of the Plan for Exploitation and Dissemination of Results

We are reasonably satisfied with the exploitation and dissemination strategy implemented throughout the MedDMO project. Facebook proved effective in terms of reach and engagement, meeting expectations from the outset. Conversely, performance on X was limited; however, this aligned with a broader trend among EDMO hubs to reduce activity on the platform. Accordingly, we diversified our presence beyond the platforms initially proposed, reducing reliance on X and expanding to Instagram, YouTube, LinkedIn, and Bluesky. These adjustments allowed us to engage a wider audience and adapt proactively to the evolving social media landscape.

2 Follow-up of Recommendations and Comments from Previous Review(s)

Following the recommendations received in the first project review, the MedDMO consortium has proactively taken measures to address each suggestion in a systematic and timely manner.

Clarification and Roadmap Integration of the Multimedia Forensics Toolbox into the MAAM Platform:

A clear roadmap was developed and communicated internally, outlining milestones towards maturing the Multimedia Forensics Toolbox and MAAM platform. Consortium fact-checkers actively participated in the validation and testing phases, providing essential user feedback that guided technical refinements. This collaborative approach ensured the tools are better aligned with fact-checkers' operational needs and future usability.

Transparency and Clear Acknowledgement of Project Outputs and Funding Sources:

All project-generated content, especially media literacy resources, tutorials, and verification tools available on the MedDMO website, has been reviewed and clearly marked to indicate EU funding. Moreover, resources aggregated from external sources or provided in-kind by partners are now explicitly identified, with clear references to their original sources. This measure has improved transparency and compliance with funding acknowledgement guidelines.

Enhanced Monitoring of Financial Management (Overspending and Underspending):

Following the review, additional emphasis was placed on regular internal financial reporting, enabling early identification of deviations in budget use and effort consumption. Partners were closely monitored and consulted to ensure efficient and justified use of resources. Deviations observed during the first reporting period were closely managed, resulting in balanced budget execution and mitigating risks of further significant variances. More information is available in Section 5 of this report.

Overall, the consortium has successfully addressed each recommendation from the initial review, strengthening the project's operational management, transparency, and practical impact.

3 Exploitation Primarily in Non-associated Third Countries

Not applicable

4 Open Science

MedDMO continued to fully embrace open science principles throughout the project's lifecycle. From the beginning, research approaches promoted transparency, openness, and stakeholder engagement. During WP4 activities focused on media literacy, we engaged a broad range of stakeholders through surveys, workshops, and training sessions, actively involving end-users, academics, and media professionals. The Media Plurality reports relied on analysis of official and publicly available data from established sources, such as the EUI Observatory of Media Plurality, and were disseminated openly through our website.

In the second reporting period, we significantly expanded public access to our research outputs. The results from analyses of disinformation campaigns, platform practice monitoring, and the impact of disinformation campaigns were all publicly shared under the 'Research & Studies' section on our website. Additionally, fact-checks

produced by our partners are regularly updated and openly accessible in the dedicated 'Fact-checking' section and actively promoted through our social media channels. Media literacy resources and educational materials—including video tutorials, quizzes, guides on deepfake detection, and advanced verification tools—continue to be freely available, ensuring wide dissemination and utilisation beyond academic purposes.

Over the three years of the project, partners of the MedDMO consortium also increased access to their research findings and contributed to scientific research in media, communication, verification, formation flows and disinformation through academic papers published in international peer-reviewed journals and presented in scientific conferences.

This sustained commitment to openness ensures that our research and project outcomes remain transparent, accessible, and impactful for all the relevant stakeholders and the broader public.

5 Deviations from Annex 1 and Annex 2

This section presents the Person-Month (PM) effort and resource allocation of the MedDMO partners during the second reporting period and over the full duration of the project. It outlines and explains any deviations from the Description of Action (DoA), their implications, and the corrective actions taken or foreseen. Notably, all deviations reported here were within acceptable limits and did not require any amendment. All data and percentages presented are based on the revised figures introduced in the latest project amendment (14/02/2025). This amendment included:

- An updated financial table and revised PM allocations per partner and Work Package;
- Adjusted WP end dates and updated delivery schedules for milestones and deliverables;
- A formal extension of the project duration by two months (from M30 to M32), reflected in Annex 1 Part A and Part B (v.4).

These adjustments ensure that the reported figures accurately reflect the current implementation status and scope of the MedDMO project.

5.1 Tasks/Objectives

Throughout the second reporting period, work across all tasks proceeded smoothly. Partners' descriptions below provide insights into specific positive or negative deviations in certain tasks or objectives.

CERTH: After summer 2024 CERTH contributed in the design and creation of dissemination material on social media, including publications on fact-checks and media literacy tips.

AUTH: No deviation concerning specific Tasks/objectives.

UCY: No deviation concerning specific Tasks/objectives.

ATC: In June 2023, ATC set up an Instagram account for MedDMO, in addition to Facebook and X. Continuing this strategy of diversification, ATC also set up an account on LinkedIn (June 2024), followed by an account on BlueSky (December 2024). All three social media platforms were not foreseen in the original Communication Plan and Activities).

CUT: In May 2023, the Cyprus University of Technology started contributing to WP3 by publishing fact-checks focusing on disinformation in Cyprus (although it was not foreseen in the DoA).

EH: EH actively maintained an active presence on the MedDMO Instagram account since its inception till summer 2024, regularly posting and sharing MedDMO fact-checks and relevant content (although it was not foreseen in the DoA).

AFP: No deviation concerning specific Tasks/objectives.

ToM: A deviation in task 3.1 can be noted, namely in terms of the number of fact-checks published throughout the year, which were fewer than foreseen. Much of this can be attributed to the process of setting up the fact-checking unit within the Times of Malta (with a fact-checker only being successfully engaged after the project had already started) and establishing a suitable workflow through which to allocate the necessary resources to this task. As the year progressed, this was partly rectified, with the publication of fact-checks aligning more closely with the planned number.

UoM: In June 2024, to support ToM in its efforts to meet the target number of fact-checks from Malta, UoM began producing fact-checks of its own for publication on MedDMO's website, supervised by ToM.

5.2 Use of Resources

The following section discusses the actual versus planned Person-Months (PMs) consumed by each partner during the second reporting period (M13–M32), broken down by Work Package (WP). The analysis highlights implementation effort, over- and under-consumption trends, and links them to known activities and outcomes. During the second reporting period (M13–M32), MedDMO maintained strong operational performance across all work packages. Most partners demonstrated a high level of engagement, as evidenced by the overall use of resources (118.70% of planned effort) and consistent progress on tasks and deliverables. This increase reflects the acceleration of activities during the operational and maturity phases of the project.

Deviations per Work Package

The analysis of planned versus actual person-months per Work Package (WP) during the second reporting period (M13–M32) indicates a strong alignment between resource allocation and project priorities (Figure 1). Most WPs either met or exceeded their planned effort, reflecting intensified implementation activities and corrective adjustments following the initial underspending observed during the first year.

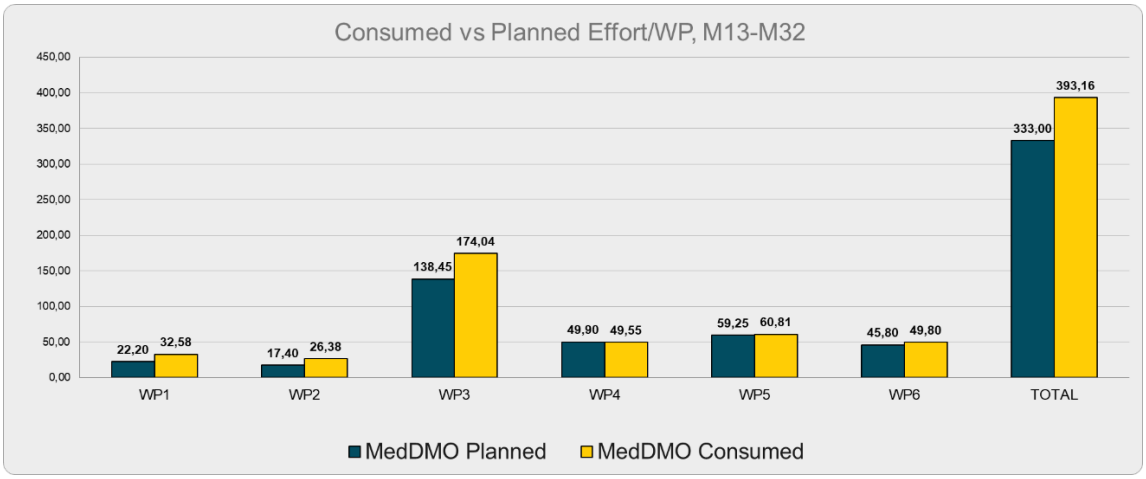

Figure 1: Consumed vs Planned effort per WP - 2nd reporting period

The following observations provide insight into the Work Packages:

WP1 - Project coordination: A significant overconsumption (+46.8%) occurred in WP1 (32.58 vs. 22.20 PMs), reflecting a catch-up from year 1, when WP1 had consumed only ~71% of its planned effort due to delayed recruitment of personnel (especially at CERTH). The increased effort aligns with the management of the amendment, ongoing reporting, and intensified coordination needs during the second phase. This confirms the consortium's corrective approach to initial underuse.

WP2 - Setup of the Mediterranean Hub MedDMO: WP2 saw a 51.5% overconsumption (26.38 vs. 17.40 PMs). This corrects the ~82% effort consumption noted in year 1. The increase is well-justified: After the finalisation of D2.1 in M12, AUTH continuously updated the community members list and explored ways to engage them in the project's activities; ATC and CERTH significantly expanded their engagement in tool maintenance, piloting (MAAM, Truly Media), and EDMO collaboration activities (T2.2 and T2.3), as anticipated.

WP3 - Disinformation detection and research: WP3 continues to be the most resource-intensive, with 174.20 PMs vs. 138.45 planned (~126% execution rate). Year 1 had already recorded ~160% usage, and this trend persisted, driven by expanded fact-checking in Cyprus and Malta, AFP's and ToM's operational ramp-up, and increased coordination of cross-border fact-checks. The intensity reflects both increased output and a focus on local relevance. In addition, this reflects the delivery of the impact assessment experiment in Greece and Cyprus, the running of focus groups, and the disinformation campaign reports. Most of the effort and research activities resulted in scientific publications in journals and conferences. The catch-up confirms full engagement of partners like CUT and AUTH, which had initial delays due to recruitment.

WP4 - Media Literacy activities: WP4 shows almost perfect alignment (49.55 vs. 49.90), indicating successful implementation of activities in line with the plan. This follows from year 1's 75% execution rate, when initial tasks focused on stakeholder mapping and training preparation. The catch-up indicates a smooth progression into the active implementation and training stages.

WP5 - Monitor media ecosystem: WP5 is also on track, with slightly more effort consumed (60.81 vs. 59.25). This result marks a significant improvement from year 1, when WP5 had consumed only ~65% of the planned effort, mainly due to initial recruitment delays at CUT. The effort in the second period reflects the full-scale implementation of media monitoring activities. In this period, key contributions included systematic monitoring of platform practices, support to national authorities, and analysis of media plurality across Greece, Cyprus, and Malta. CUT played a central role in WP5, contributing the majority of the person-months, while UCY and CERTH also supported deliverables with national-level studies and strategic reporting.

WP6 - Communication and sustainability activities: WP6 also demonstrates balanced resource use (49.80 vs. 45.80; +8.7%), recovering from year 1's ~92% execution. Increased outreach campaigns, both on-site and on social media, and participation in EDMO communication campaigns (e.g., Be Online Smart) justify the additional effort.

Overall, the second reporting period successfully corrected the underconsumption from the first year, especially in WP1, WP2, WP4, and WP5. WP3 continues to exceed planned efforts, driven by demand for fact-checking services and consortium-wide collaboration, producing significant impact and outputs. The alignment in WP4, WP5, and WP6 confirms that media literacy, impact measurement, and dissemination activities have matured as scheduled. No WP shows critical underuse, and overconsumptions appear strategic and justified by workload, expansion of activities, and delayed starts from Y1.

Table 1 below presents the planned versus actual person-months (PMs) per partner and per work package (WP) for the second reporting period. It also includes the percentage of effort used compared to the plan. The overall trend shows that MedDMO partners largely aligned their resource use with project needs and made necessary adjustments to recover from delays and underspending during the first year.

Table 1: Planned and Actual Person-Months per WP per Partner for the Second Reporting Period (M13–M32)

	Partner	WP1	WP2	WP3	WP4	WP5	WP6	Total
Actual PMs (M13–M32)	**CERTH**	21,48	8,00	4,36	7,10	4,40	10,36	55,70
	AUTH	0,63	1,41	30,63	5,90	10,28	3,44	52,29
	UCY	1,38	1,03	8,53	20,54	13,57	2,92	47,97
	ATC	1,38	12,40	0,00	5,40	0,00	21,85	41,03
	CUT	1,09	1,12	13,71	4,81	28,04	3,07	51,84
	EH	1,08	0,41	25,29	1,19	0,00	2,39	30,36

	AFP	2,60	0,07	40,47	0,30	0,02	0,30	43,76
	ToM	1,20	0,60	34,49	0,60	0,00	2,40	39,29
	UoM	1,74	1,34	16,56	3,71	4,50	3,07	30,92
	Total	**32,58**	**26,38**	**174,04**	**49,55**	**60,81**	**49,80**	**393,17**
PLANNED PMS (M13–M32)	**CERTH**	12,60	4,80	3,32	3,90	3,00	5,80	33,42
	AUTH	1,20	4,20	28,29	6,00	9,00	3,40	52,09
	UCY	1,20	1,20	9,43	23,00	16,50	3,40	54,73
	ATC	1,20	3,00	0,00	3,40	0,00	16,20	23,80
	CUT	1,20	1,20	12,04	4,00	24,00	3,40	45,84
	EH	1,20	0,60	15,17	2,20	0,00	3,40	22,57
	AFP	1,20	0,60	27,83	2,20	0,00	3,40	35,23
	ToM	1,20	0,60	27,93	2,20	0,00	3,40	35,32
	UoM	1,20	1,20	14,46	3,00	6,75	3,40	30,01
	Total	**22,20**	**17,40**	**138,45**	**49,90**	**59,25**	**45,80**	**333,00**
% USED	**CERTH**	170,48%	166,67%	131,27%	182,05%	146,67%	178,62%	166,66%
	AUTH	52,50%	33,57%	108,29%	98,33%	114,22%	101,18%	100,38%
	UCY	115,00%	85,83%	90,47%	89,30%	82,24%	85,88%	87,65%
	ATC	115,00%	413,33%	#N/A	158,82%	#N/A	134,88%	172,39%
	CUT	90,50%	93,65%	113,88%	120,27%	116,84%	90,43%	113,10%
	EH	90,00%	68,33%	166,75%	54,09%	#N/A	70,29%	134,53%
	AFP	216,67%	11,67%	145,40%	13,64%	#N/A	8,82%	124,20%
	ToM	100,00%	100,00%	123,48%	27,27%	#N/A	70,59%	111,24%
	UoM	145,00%	111,67%	114,49%	123,67%	66,67%	90,29%	103,02%
	Total	146,74%	151,63%	125,70%	99,30%	102,63%	108,74%	118,07%

Deviations per Partner

CERTH (166.66%): As project coordinator and WP1 lead, CERTH assumed an expanded management and reporting role in the second period, contributing significantly to deliverables across WP2 and WP5 (Figure 2). Marked overconsumption across all WPs, especially WP1, WP2, and WP4–WP6, reflecting CERTH's intensified coordination, management, and evaluation efforts in the second period. Moreover, the higher consumption rate reflects CERTH's proactive engagement in coordinating research, platform monitoring, and collaboration with EDMO. This also aligns with the plan to compensate for early delays in recruitment and the underuse of resources in Y1. No deviations were observed in terms of tasks or outputs. The deviation described above did not result in any discrepancy from the overall allocated budget.

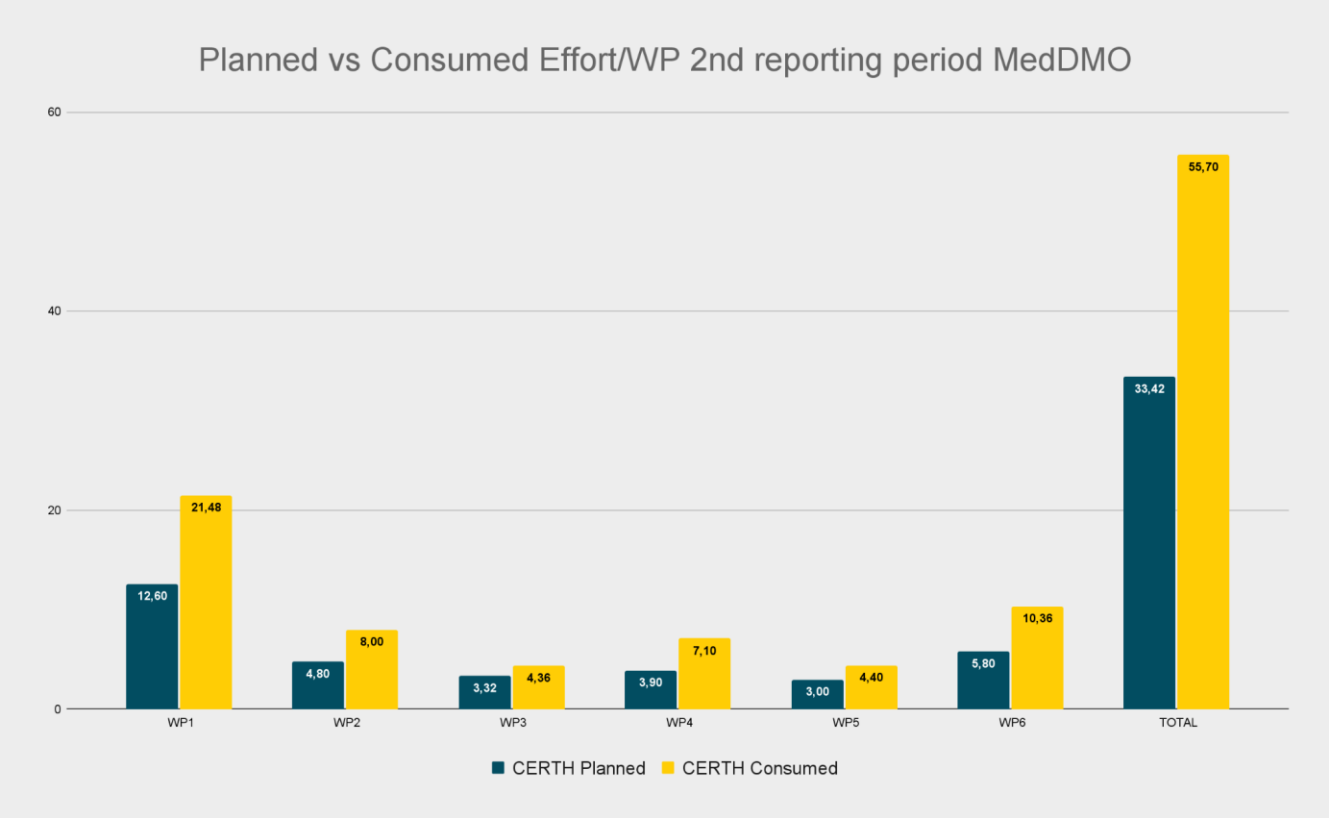

Figure 2: Consumed vs Planned effort by CERTH per WP - 2nd reporting period

AUTH (100.38%): AUTH's actual PMs almost perfectly match the planned effort. The slight overconsumption of resources is attributed to the engagement of researchers with lower personnel rates than those indicated in Annex I. This resulted in a marginally higher number of person-months declared (+0.84) than initially planned in the Grant Agreement. However, this deviation did not impact the tasks performed or the overall budget. AUTH fully delivered on its WP3, WP4, and WP5 responsibilities, including the disinformation campaign reports, the media literacy campaign report, and the coordination of the research activities assessing disinformation impact in the region. Regarding the underconsumption in WP2, this did not hinder the fulfillment of the assigned tasks, as it effectively balanced the higher levels of resource consumption observed during the initial reporting period.

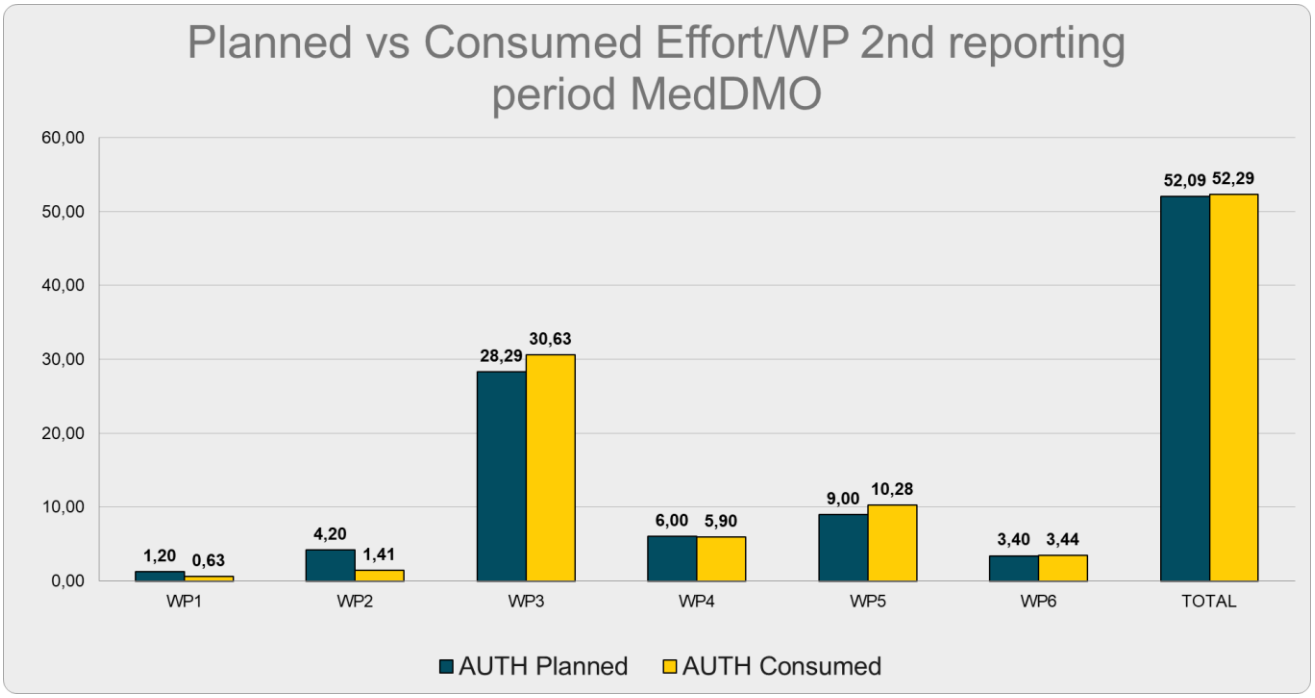

Figure 3: Consumed vs Planned effort by AUTH per WP - 2nd reporting period

UCY (87.65%): Slight underconsumption relative to the planned PMs, mainly in WP3, WP4, and WP5 (Figure 4). This deviation is primarily due to the engagement of higher-cost academic personnel, particularly Professors Maniou and Constandinides, whose average monthly personnel cost exceeded the estimates provided in Annex I. As a result, the number of person-months (PMs) consumed during the reporting period was lower than originally foreseen in the Grant Agreement (GA), both in this period and overall. These minor deviations affected mainly WPs 3 to 5. Nevertheless, the UCY team fully delivered on its assigned tasks, with no deviations observed concerning the specific objectives. It successfully contributed to WP4 and WP5 through the development of training materials, the drafting of the media plurality reports, and active participation in media literacy campaigns across Cyprus. Importantly, this underconsumption did not affect the quality or timely delivery of outputs, nor did it impact the overall budget or implementation of the work plan.

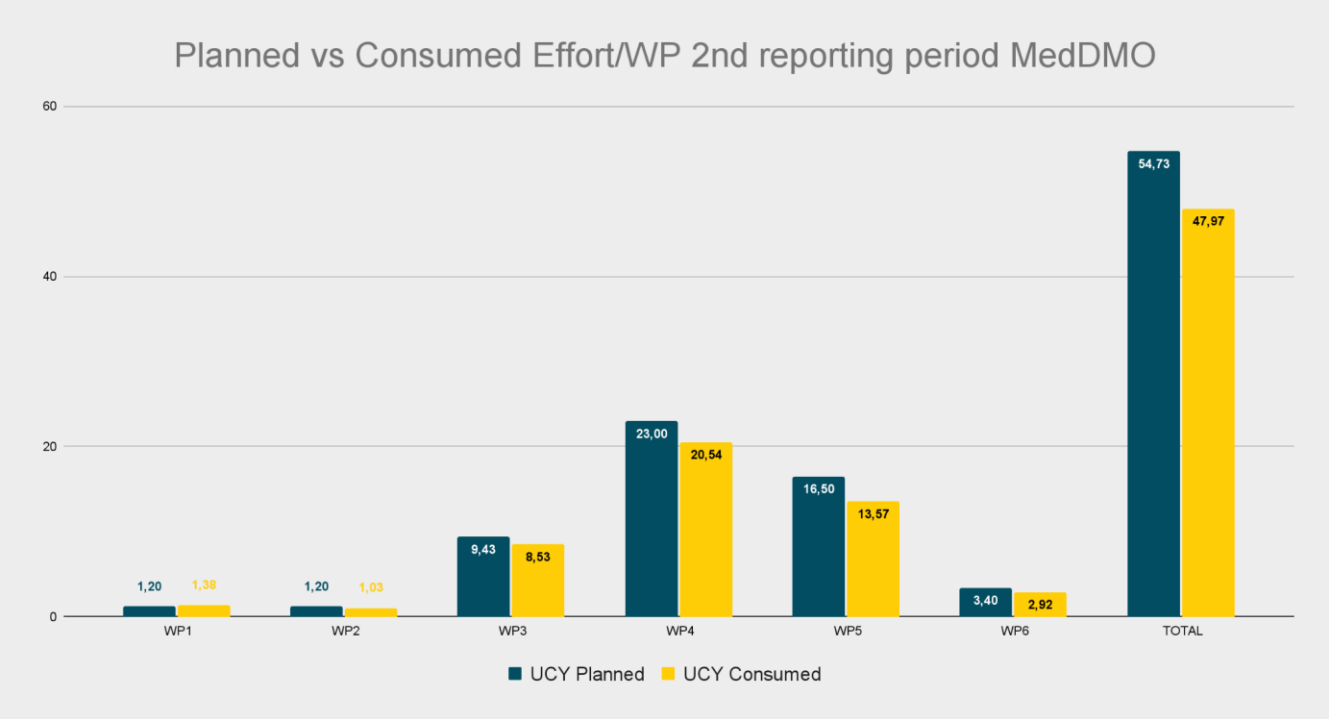

Figure 4: Consumed vs Planned effort by UCY per WP - 2nd reporting period

ATC (172.39%): ATC's increased effort is consistent with its expanded role in platform setup (D2.3), training material production, and communications. The team also played a central role in the design and updates of the collaboration environment and website, and coordinated the development of the sustainability plan. The overconsumption reflects intensive work in WPs 2, 4, and 6, aligned with evolving project needs. More specifically, effort dedicated to the collaboration environment spanned the entire duration of the project, primarily due to the need for continuous maintenance and user support. Furthermore, the assignment of personnel with lower levels of experience and seniority than originally planned contributed to an increase in the total effort required for project execution, as reflected in the higher number of person-months expended. This deviation from the initial resource allocation strategy impacted overall productivity and necessitated additional time to achieve the expected deliverables. The deviation described above did not result in any variance from the overall allocated budget.

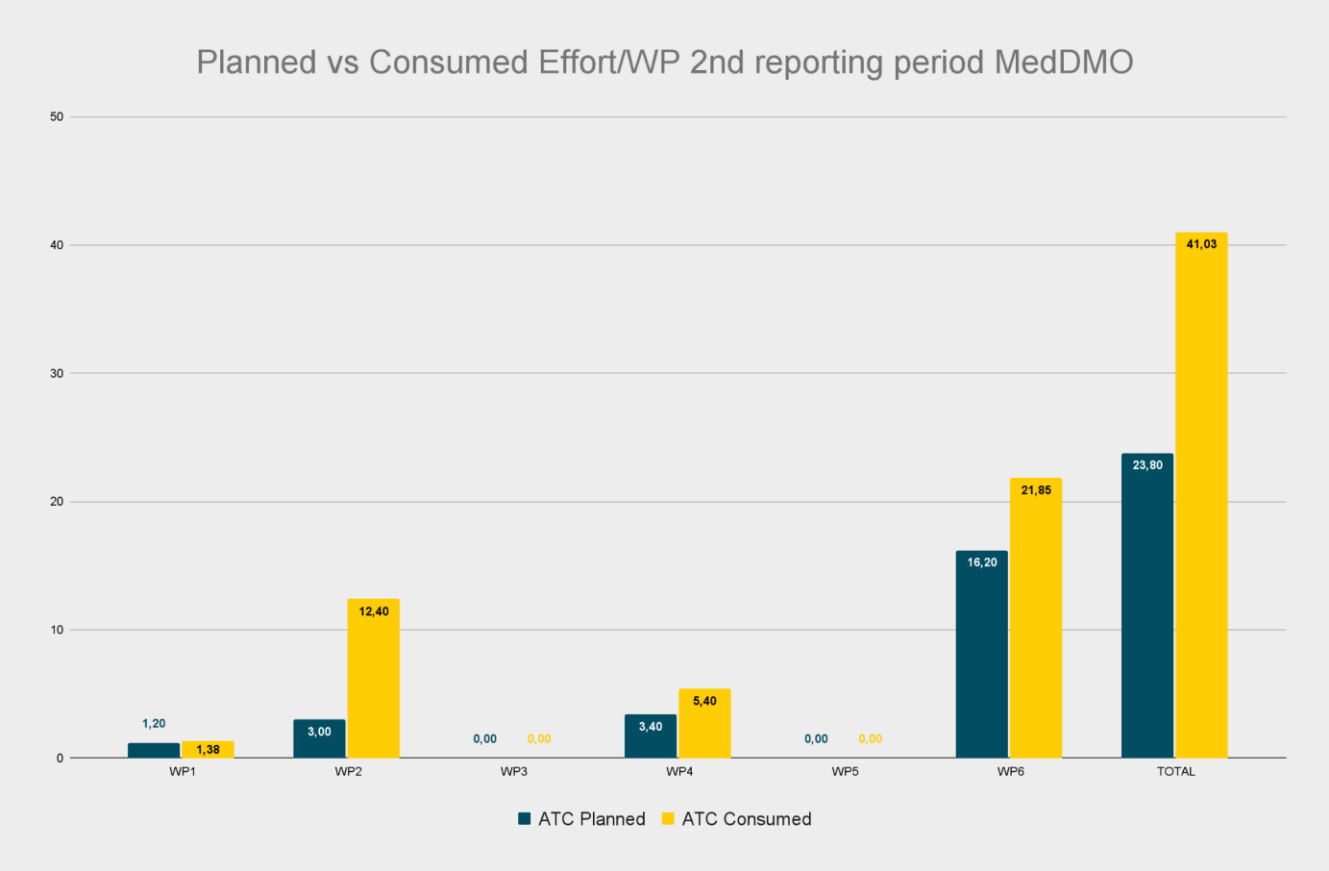

Figure 5: Consumed vs Planned effort by ATC per WP - 2nd reporting period

CUT (113.10%): The reported overconsumption reflects the high cost rates associated with experienced academic personnel involved in WPs 3 to 5. Minor deviations in person-months (PMs) stem from the fact that the average personnel cost per month during the reporting period exceeded the estimates provided in Annex I. As previously noted in the first reporting period, this resulted in fewer PMs being used than initially foreseen in the Grant Agreement (GA). However, this variation had no effect on the delivery or quality of the expected outcomes. The CUT team contributed substantially to platform practices monitoring and media literacy activities in Cyprus, including the launch of Fact-Check Cyprus, reinforcing national-level disinformation response and capacity building.

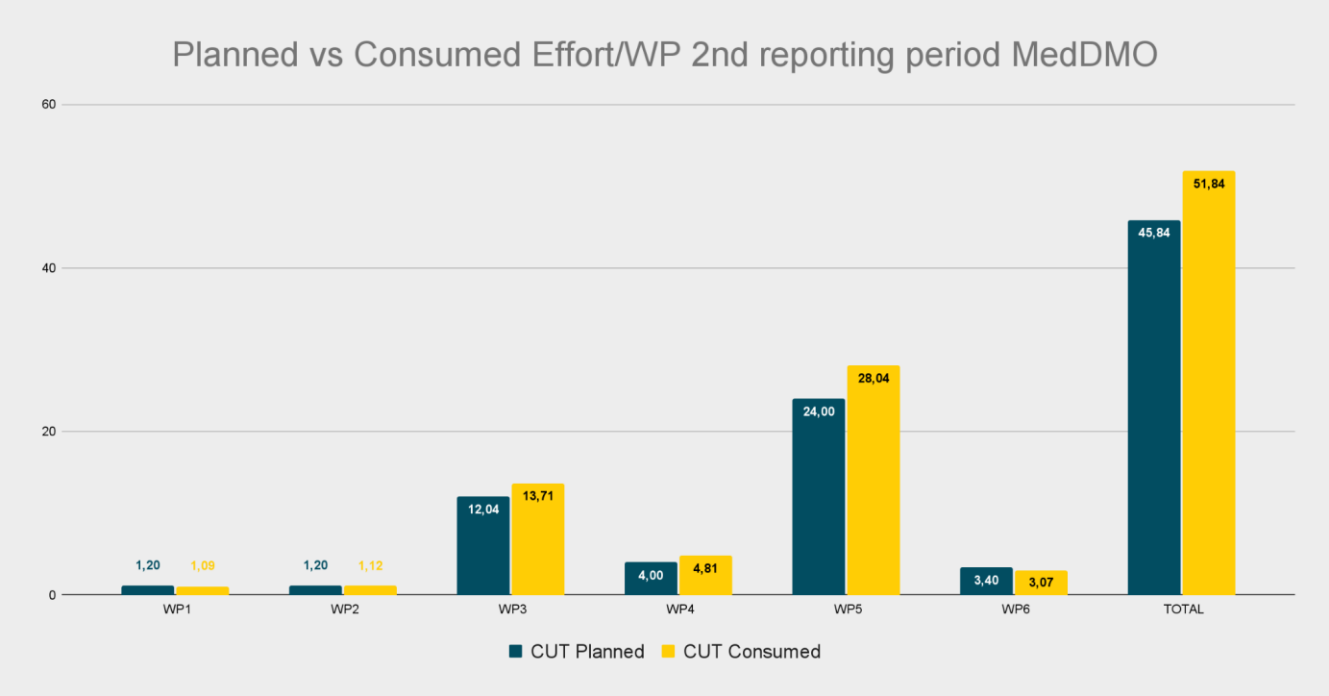

Figure 6: Consumed vs Planned effort by CUT per WP - 2nd reporting period

EH (134.53%): Strong overconsumption in WP3, where EH led the Greek fact-checking stream, and produced the entire volume of disinformation narrative analysis reports concerning the country, with stable participation in WP1 and WP2. Lower spending in WP4 and WP6 is in line with EH's role in the project and was balanced by high engagement in verification activities The overconsumption in WP3 did not impact the budget, as in this period, more junior staff were involved, resulting in lower personnel rates.

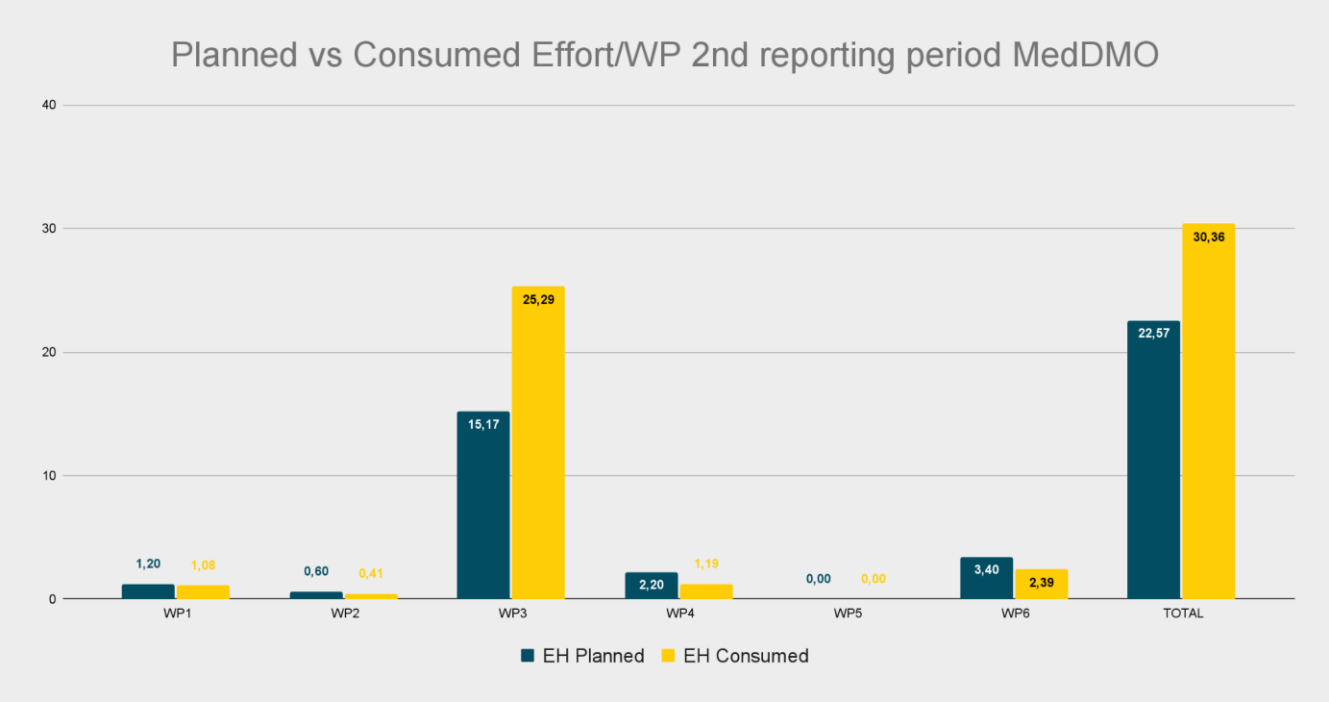

Figure 7: Consumed vs Planned effort by EH per WP - 2nd reporting period

AFP (124.20%): AFP exceeded its planned PM allocation mainly due to the increased production of fact-check items in WP3, which required significantly more effort than initially anticipated. To accommodate this overrun, AFP integrated in-kind contributions covering a substantial part of the additional time and costs. Regarding cost variations, the higher-than-expected PM consumption is also partly explained by differences in personnel profiles across work packages:

- In WP2, senior technical personnel based in Paris were more involved in setting up the hub than initially planned, leading to higher personnel costs (+33%) compared to the original estimates.
- In WP6, communication activities similarly involved headquarters-based staff with higher PM rates (+29%) than budgeted.

However, these higher costs in WP2 and WP6 are largely compensated by lower PM rates in other areas, particularly in WP3 (approx. €4,751 per PM). During budget preparation, AFP applied a linear PM rate of €6,800 across all work packages, making these variations difficult to anticipate.

Lower engagement in WP4 and WP6 remains consistent with AFP's expected role and focus within the project.

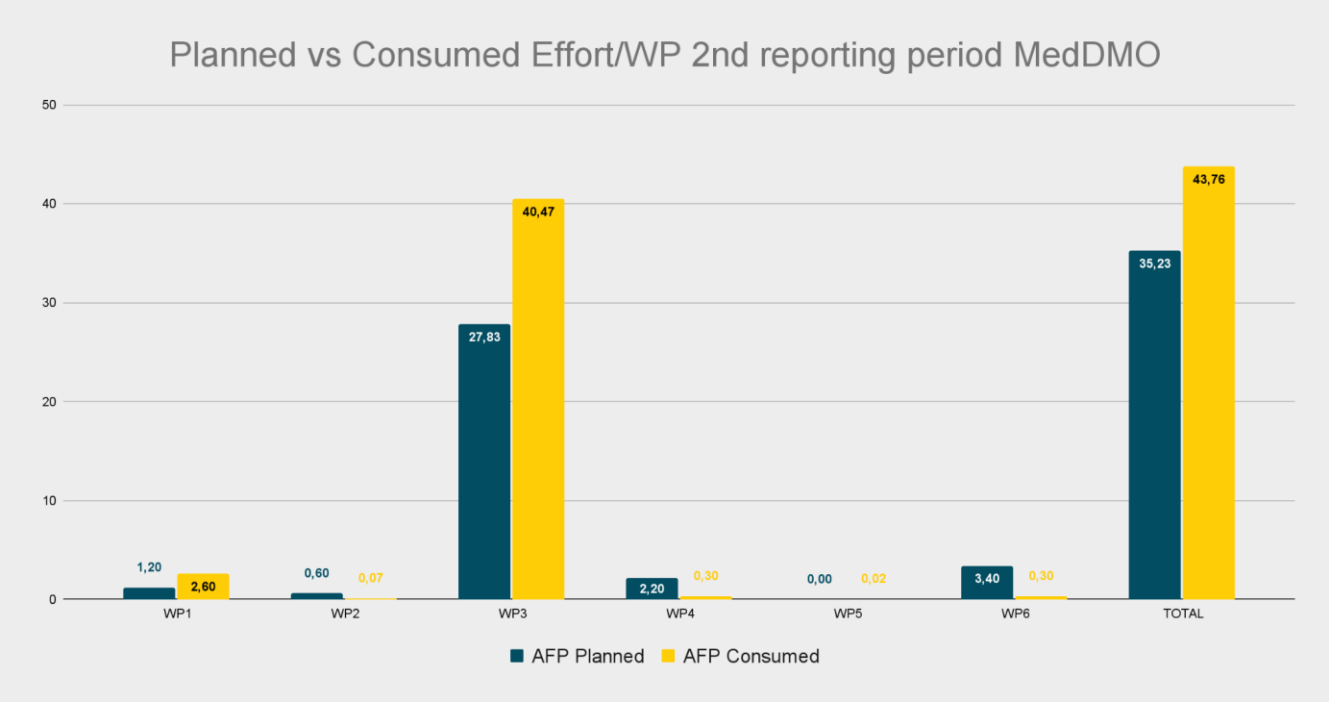

Figure 8: Consumed vs Planned effort by AFP per WP - 2nd reporting period

ToM (111.24%): ToM exceeded the overall plan by ~18%, with significant activity in WP3 (fact-checking and disinformation campaign reports) as its operations matured. After initial delays in establishing the fact-checking unit, ToM scaled up efficiently, though with lower-than-expected activity in WP4.

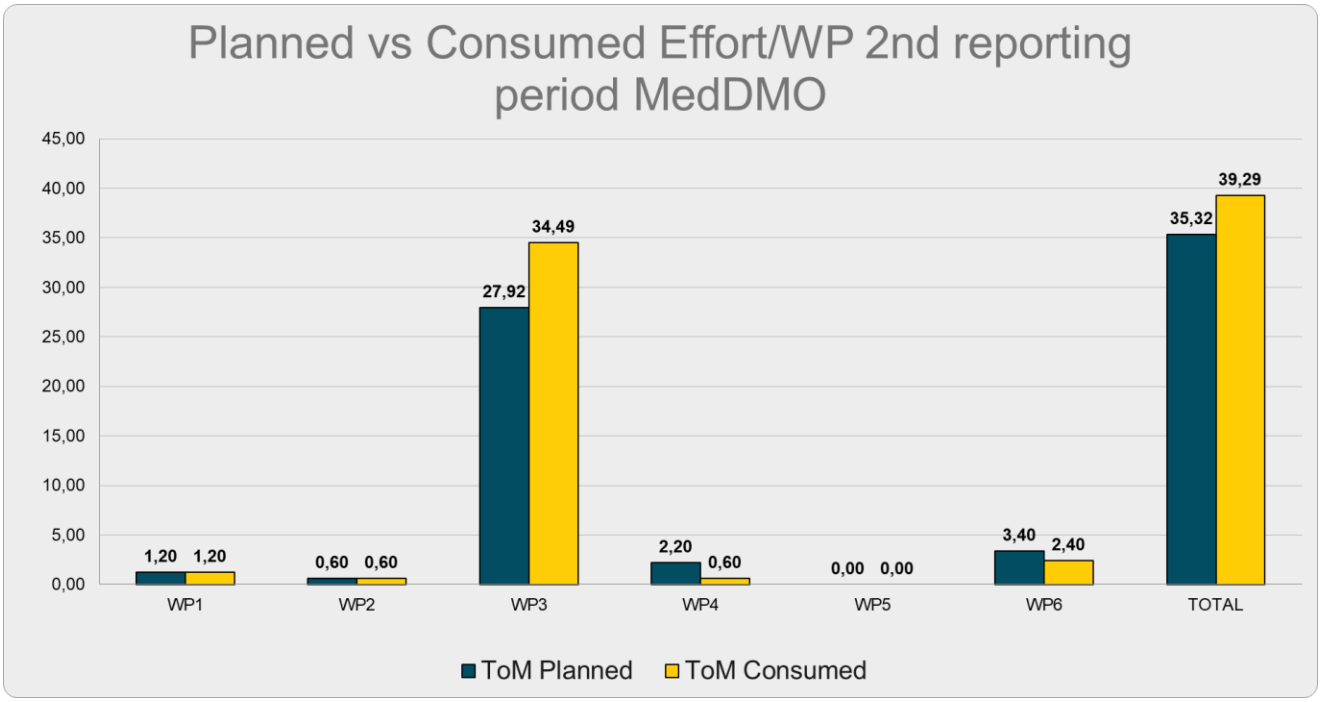

Figure 9: Consumed vs Planned effort by ToM per WP - 2nd reporting period

UoM (103.02%): Slight overspending overall. UoM was consistent across tasks and supported disinformation research through extensive reporting on local disinformation campaign narratives, media literacy activities, and fact-checking in WP3–WP5. In fact, the University of Malta also supplemented ToM, the only fact-checking organisation in Malta, by providing some fact-checks.

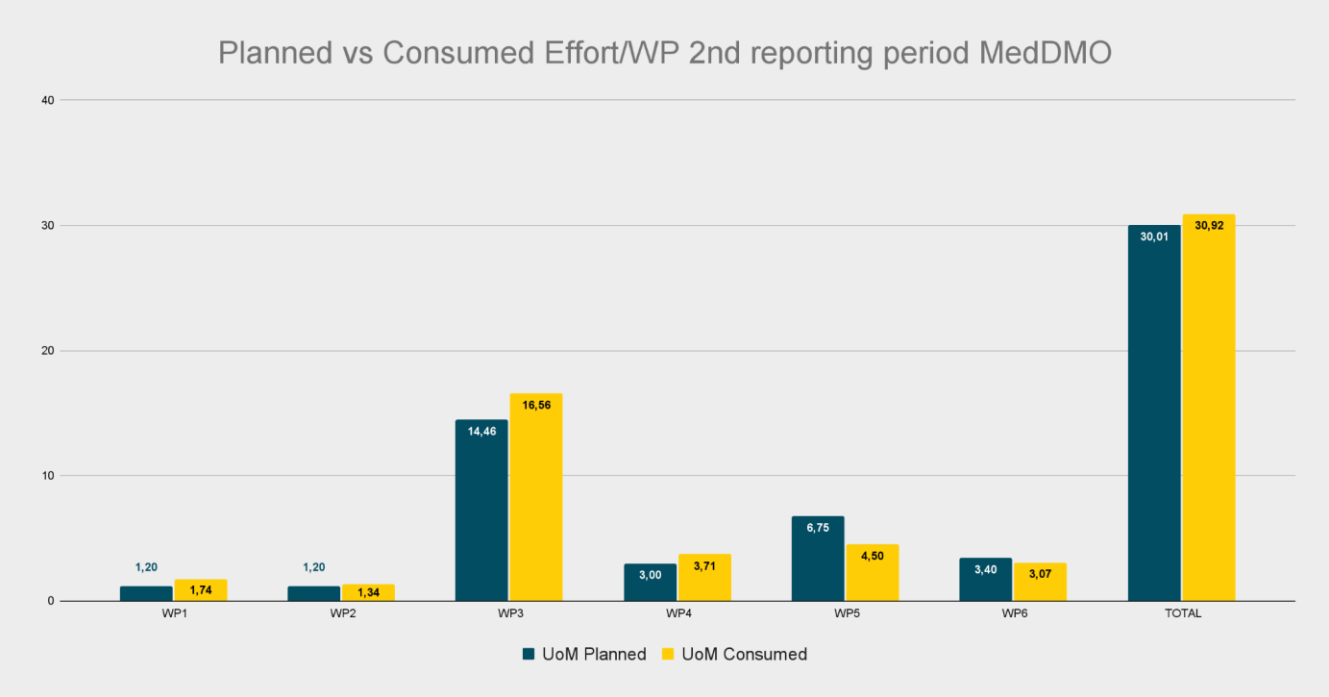

Figure 10: Consumed vs Planned effort by UoM per WP - 2nd reporting period

The table below presents the actual person-months (PMs) consumed by each partner during the second reporting period (M13–M32) as a percentage of their total planned effort for the entire duration of the project (M1–M32), broken down per Work Package (WP). This approach helps assess whether partners delivered the majority of their work as planned and highlights any residual gaps or overspending concentrated in the final stages of the project. Since this was the final period of the project, this analysis provides insight into how effort was distributed and rebalanced following any deviations or delays during the first reporting year. Overall, there is no concern regarding project implementation, as deviations are traceable, justified, and already being corrected in the final project stages.

It is important to note that high percentages (e.g., above 80–90%) typically indicate that most of the work for a WP was concentrated in this final period, either by design (due to task timelines) or as a result of catching up on under-consumed effort from the first reporting period. Conversely, lower percentages (e.g., under 60%) may reflect WPs/tasks that were mainly completed earlier, or which faced delays, limited participation, or reallocation of resources.

Table 2: Actual Person-Months (M13–M32) relative to total project effort

PARTNER	WP1 %	WP2 %	WP3 %	WP4 %	WP5 %	WP6 %	TOTAL %
CERTH	102,29%	47,06%	109,00%	101,43%	110,00%	115,11%	89,84%
AUTH	31,50%	20,14%	90,09%	73,75%	85,66%	68,80%	76,89%

UCY	69,00%	51,50%	71,08%	68,47%	61,68%	58,40%	65,71%
ATC	69,00%	82,67%	#N/A	90,00%	#N/A	95,00%	89,20%
CUT	54,30%	56,19%	85,66%	120,27%	87,63%	61,49%	84,99%
EH	54,00%	41,00%	114,95%	29,75%	#N/A	47,80%	89,29%
AFP	130,00%	7,00%	98,71%	7,50%	#N/A	6,00%	82,57%
ToM	60,00%	60,00%	86,23%	15,00%	#N/A	48,00%	75,56%
UoM	87,00%	67,00%	82,80%	92,75%	50,00%	61,40%	73,62%
TOTAL	88,04%	54,97%	92,08%	123,93%	76,77%	74,34%	80,51%

General Observations per WP

WP1 - Project coordination (88.04%): The actual effort consumed in WP1 during the second period approaches 90% of the total planned effort. This reflects a catch-up from under-consumption in the first year, especially by CERTH, which had reported delays in personnel recruitment. The second period involved more intense project management tasks such as amendment preparation, internal reporting, and review preparations, explaining the increased load. The overall consumption now indicates a well-balanced execution of management activities over the project's lifetime.

WP2 - Setup of the Mediterranean Hub MedDMO (54.97%): WP2 remains under-consumed, with only ~55% of total planned effort used in the second period. While the deployment and refinement of tools (Truly Media and MAAM) occurred as planned and were supported during training activities, some technical partners (e.g., ATC, CERTH) focused more resources in earlier stages or spread their effort across WPs. This suggests that core technical work was front-loaded and support activities required fewer resources than initially estimated.

WP3 - Disinformation detection and research (92.08%): WP3 shows strong alignment with the planned effort, consuming over 93% of the total planned PMs. This reflects the central role of fact-checking across the project and the consolidation of editorial and analytical operations, especially by AFP, EH, and ToM. The overall usage indicates that even though some partners may have frontloaded resources (e.g., AFP in Y1), the WP maintained a stable workload throughout the project.

WP4 - Media Literacy activities (123.93%): WP4 was over-consumed, reaching 124% of the total planned effort in the second period alone. This is justified and expected, as most training sessions, workshops, and media literacy campaigns were designed to occur in Y2. The over-consumption reflects partners' increased engagement based on national needs and feedback from earlier survey results (T3.3). It also aligns with the amplified outreach effort during the final project phase.

WP5 - Monitor media ecosystem (76.77%): WP5 consumed about 77% of its total planned effort in the second period. This reflects an uptick compared to low Y1 performance (~65%), with CUT, UCY, and AUTH contributing more resources to meet deliverable deadlines and expand policy engagement activities. While some minor gaps remain, overall WP5 effort rebounded effectively in Y2.

WP6 - Communication and sustainability activities (74.34%): WP6 also shows below-target execution, with only 74% of total effort used during the final period. While dissemination and communication activities intensified toward the project's end, and many partners were involved in final visibility campaigns, some tasks required less

effort than initially budgeted, or partners reprioritised efforts into more central WPs (e.g., WP3 and WP4). Nonetheless, key deliverables and communication goals were successfully completed.

Across all WPs, the second reporting period accounted for 80.5% of the total planned effort. This is consistent with the project's timeline, as most implementation, piloting, verification, and outreach activities were scheduled for M13–M32. Some over-consumption in WP3 and WP4 balances the moderate under-consumption in WP2, WP5, and WP6. The overall distribution reflects realistic adjustments made during the project lifecycle to accommodate operational realities and partner capacity.

General Observations per Partner

CERTH: With 89.84% of its total project effort consumed in the second period, CERTH shows a clear rebalancing after under-consumption in Y1 due to administrative delays in recruitment. Intense activity in WP1, WP3, WP5, and WP6 confirms that CERTH intensified work to meet coordination, technical, and dissemination responsibilities. WP2 (47%) remains relatively lower due to CERTH's limited early engagement in T2.2, but this was partially offset in Y2.

AUTH: With 76.7% of total effort consumed in this period, AUTH shows a significant shift of workload to Y2, especially in WP3 (90%) and WP5 (84%). The very low effort in WP1 and WP2 reflects both the role distribution and administrative reporting constraints. Still, their key responsibilities in WP3–5 were fulfilled during the final period.

UCY: Reported 65.71% of its total PMs during this period. Given that UCY had higher engagement in Y1 (especially in WP3 and WP5), this distribution is balanced. Moderate second-period effort in WP4 (68%) and WP5 (61%) aligns with the timing of media literacy and impact activities.

ATC: Recorded 89.2% of its total planned effort in this period, confirming significant backloading. WP2 and WP6 stand out, consistent with ATC's work on the collaboration environment and communication. Lower activity in WP1 is consistent with their non-coordinating role. The high WP2 effort suggests that initial under-consumption in Y1 was fully compensated.

CUT: Consumed 85% of its total planned PMs in this period, reflecting a late project ramp-up, especially in WP5 (88%) and WP4 (120%). This is in line with the team being fully staffed after M6 and their leadership in national platform monitoring and media literacy actions.

EH: Reported 89.3% of their total effort in this period, concentrated mainly in WP3 (115%), which aligns with their increased fact-checking output, particularly in response to geopolitical events, as well as the production of a total of 10 disinformation narrative reports concerning Greece. Very low effort in WP4 and WP6 is aligned with their narrower task scope.

AFP: Consumed 82.6% of total effort in the final period, nearly all of it in WP3 (99%), demonstrating an ongoing high-volume fact-checking operation with low-cost, local resources. Effort in other WPs was negligible, as expected based on their role.

ToM: 79.9% of the total effort was consumed in this period, most of which was directed to WP3 (92%), reflecting both the launch and operation of their fact-checking unit. WP4 and WP6 show minimal activity, but these were not core tasks for ToM.

UoM: With 73.6% of effort reported in this period, UoM significantly intensified activity, particularly in WP4 (93%) and WP3 (83%). The lower activity in WP5 (50%) reflects timing delays in recruitment, though the shortfall was minimised toward the project's end.

The table below (Table 3) presents a comparative overview of each partner's actual direct costs incurred during the second reporting period (M13–M32), alongside the planned direct costs for the same period, as reflected in the most recent amendment to the Grant Agreement (v.4, dated 14/02/2025). This analysis allows us to assess financial execution across the consortium during the final phase of the project.

Table 3: Actual Direct Costs and Budget Utilisation per Partner (M13-M32)

Partner	Actual Direct Costs (M13-M32) (€)	Planned Direct Costs (M13-M32) (€)	% of Used (M13-M32)
CERTH	215,583.50	173,669.04	124.13%
AUTH	250,379.78	218,284.31	114.70%
UCY	201,844.63	194,020.00	104.03%
ATC	178,501.60	150,000.00	119.00%
CUT	315,301.16	257,101.77	122.64%
EH	74,073.17	99,466.67	74.47%
AFP	252,798.57	246,826.67	102.42%
ToM	135,046.00	147,466.67	91.58%
UoM	128,053.00	123,582.97	103.62%
Total	1,751,581.41	1,610,418.08	108.76%

Several partners, including CERTH, AUTH, ATC and CUT, reported higher-than-planned direct costs during the second reporting period.

For **CERTH**, this increased expenditure (124.13% of planned) is primarily explained by the reallocation of effort that was initially delayed due to administrative and hiring constraints in the first year of the project. The additional resources were used to ensure timely and quality delivery of key outputs, especially in WPs 1, 3 and 6.

AUTH's actual direct costs for M13–M32, amounting to €250,379.78, which corresponds to 114.7% of the planned direct costs for the same period. This moderate overspending reflects AUTH's consistent involvement across several WP playing a key role in media literacy events, academic research, and dissemination activities in Greece, in addition to AUTH's main WP about impact assessment of disinformation campaigns on society and democratic processes.

ATC's actual direct cost report for the relevant project period indicates a total expenditure of €178,501.60. This amount corresponds to 119% of the originally planned budget for the same timeframe. The reported overspend reflects a period of heightened operational activity, particularly in areas requiring sustained technical support and development. Notably, significant resources were allocated to the collaboration environment, which underwent essential maintenance and updates to ensure continued functionality and alignment with project

needs. Additionally, increased investment was directed toward the project website (WP6), supporting both its upkeep and the implementation of enhancements aimed at improving accessibility, user experience, and content delivery. This elevated level of spending is therefore consistent with the intensified engagement and evolving technical requirements observed during the reporting period.

CUT's actual direct costs during the second reporting period significantly exceeded the planned amount (122.65% of planned costs). This deviation stems from the increased person-months consumed across several work packages and is aligned with its intensified involvement in WP3 and WP5 activities, notably in fact-checking and disinformation research, support to national authorities and media ecosystem monitoring. Additional tasks emerged as the project unfolded, necessitating greater allocation of time and personnel. These factors collectively led to higher personnel costs, which account for the majority of the overspending. This adjustment does not reflect poor planning but rather CUT's responsiveness to evolving project demands and its commitment to quality implementation. The overspending remains within acceptable thresholds and is justified by the increased workload and successful delivery of key activities.

UCY and **AFP** reported actual costs that are closely aligned with their respective financial plans for the second reporting period (104.03% and 102.42%). This alignment indicates steady and consistent implementation, with no major deviations anticipated in budget execution.

EH has reported €74,073.17 in actual direct costs for M13–M32, equal to 74.47% of the planned amount for the period. This variance is largely due to a higher share of junior personnel working under senior supervision during this period, which lowered the average personnel rate. Despite the lower spending, EH delivered its planned contributions, particularly in WP3 (fact-checking and mis/disinformation research), fully aligned with the project's objectives and quality standards.

UoM reported a small overspend during the second reporting period (103.62%), mainly due to the intensified engagement in WP3 and the production of outputs that required more staff time than originally anticipated. This deviation remains within a reasonable range and reflects the university's consistent contribution to disinformation research, campaign narrative reporting, and media literacy activities.

ToM reported actual direct costs of €135,046.00, compared to a planned amount of €147,466.67, corresponding to 91.58% budget execution for the second period. This lower-than-expected expenditure is partly attributed to a reduction in the number of fact-checks produced during this timeframe. Specifically, ToM faced internal resource constraints which impacted the volume of fact-checks. This reflects the difficulty of maintaining a consistent high-output fact-checking workflow with limited personnel.

In aggregate, the consortium has spent approximately 108.76% of the planned direct costs for the second reporting period (M13–M32). Compared to the underspending observed during the first reporting period (68.53% in M1–M12), this slight overspending reflects an acceleration of activities and resource consumption in the second half of the project. The figures are based on preliminary data and will be updated once all partners have submitted their final financial information.

Overall Effort Consumption

This section provides an overview of the overall effort consumption across the MedDMO project, measured in Person-Months (PMs) and corresponding direct costs. The analysis reflects the cumulative implementation effort from project month M1 to M32 and highlights how resources have been distributed across Work Packages and partners. This aggregated view helps assess the alignment between planned and actual resource usage, identify significant deviations, and contextualize them in light of the project's evolution. The following subsections first

present the total PMs consumed per WP and compare them against planned figures, followed by a breakdown of PMs per partner, illustrating individual contributions and variations throughout the project lifecycle.

Figure 11 presents the cumulative effort (in Person-Months – PMs) per Work Package (WP) for the entire duration of the MedDMO project (M1–M32), comparing actual versus planned figures as defined in the most recent amendment to the Grant Agreement (v.4, 14/02/2025). The total planned effort was 491 PMs, while the actual consumed effort amounted to 541.79 PMs, corresponding to an overall implementation ratio of 110.34%.

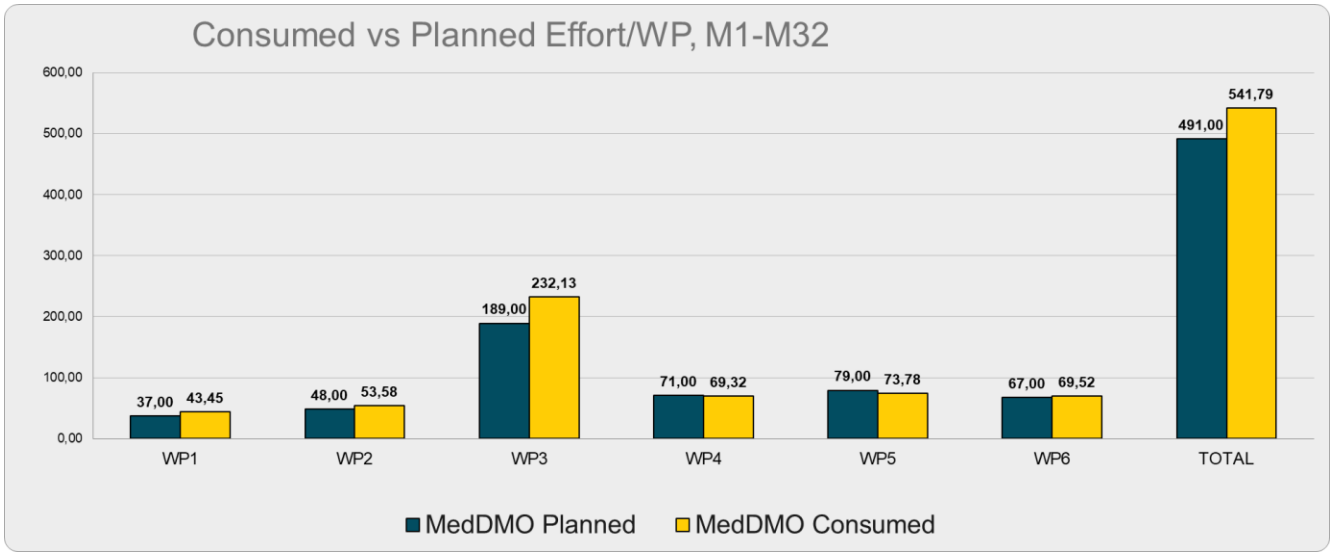

Figure 11: Total Consumed vs Planned effort per WP

WP3 recorded the highest overconsumption (122.8%), reflecting the intensity of fact-checking, monitoring, and experimental research activities that required more human resources than initially foreseen. This was driven by AFP, EH, ToM, and CERTH's active engagement across multiple languages and channels. WP1 and WP2 also exceeded initial estimates, primarily due to additional coordination needs and platform/tool improvements based on user feedback, especially during pilot and training phases. WP6 slightly exceeded the plan, aligned with intensified outreach and sustainability planning in the final stages of the project. WP4 remained very close to plan (97.63%), indicating accurate initial estimation and efficient execution of media literacy campaigns and training sessions. WP5 remained slightly under-consumed (93.39%), as certain ecosystem monitoring and policy engagement tasks required fewer resources in the final implementation phase, after the initial ramp-up delay in Y1. This detailed breakdown confirms that while the overall resource utilisation slightly exceeded expectations, the deviations reflect justified operational needs and strategic prioritisation, particularly in the most impactful WPs.

Figure 12 presents the overall Person-Months (PMs) consumed by each partner over the full duration of the MedDMO project (M1–M32), compared against the planned effort as outlined in the amended Grant Agreement. The total planned PMs across the consortium amounted to 491, while the actual effort reported reached 541.79 PMs, corresponding to an overall consumption rate of approximately 110.34%.

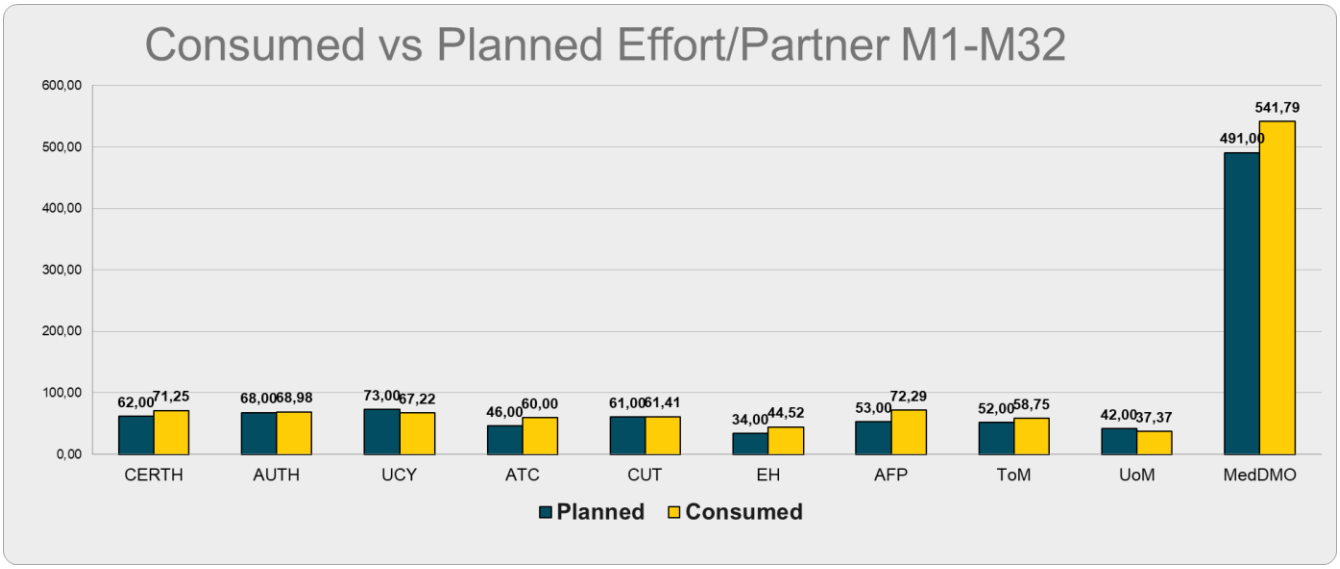

Figure 12: Total Consumed vs Planned effort per Partner

Several partners reported deviations above the initially estimated effort. AFP reported the highest overspend, consuming 136.40% of their planned PMs (Figure 13), largely attributed to the labor-intensive nature of fact-checking operations in T3.1, which required multidisciplinary engagement beyond the original scope. EH and ATC also exceeded their allocations (130.94% and 130.43%, respectively), reflecting the increased workload in areas such as crisis-related fact-checking and disinformation analysis (EH) and platform maintenance and collaboration (ATC).

CERTH, the project coordinator, reported a moderate overspend (114.92%) due to intensified coordination tasks, the amendment preparation, and extended involvement in disinformation monitoring and policy engagement in WP1, WP2, and WP6. Similar patterns were observed in ToM (112.98%), whose contributions increased as their roles in fact-checking and disinformation research activities became more prominent.

AUTH slightly spent more effort (101.44%), mainly due to its involvement in research activities and scientific publications in WP3. CUT closely aligned with its original effort allocation (100.67%), indicating precise effort planning and execution, while UCY and UoM reported slight underspending (92.08% and 88.98%, respectively), which can be attributed to efficiency gains and staffing adjustments. These minor deviations are not expected to affect the overall delivery of expected outcomes.

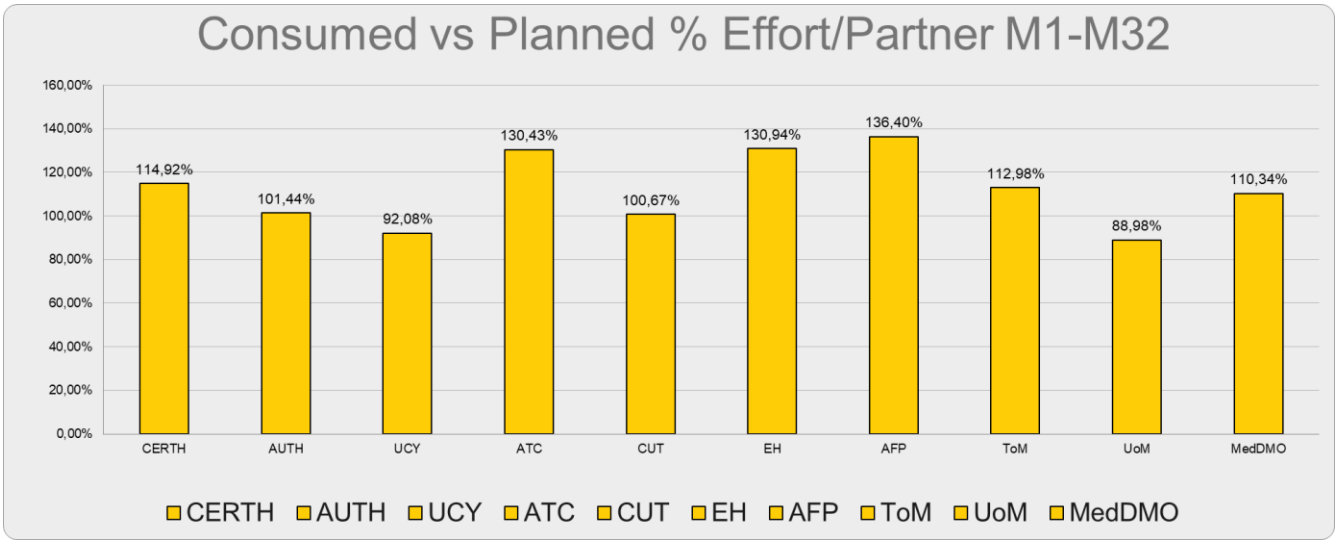

Figure 13: Total Consumed vs Planned effort per Partner (%)

In summary, while some partners exceeded their planned effort, the increase remains within justifiable and manageable bounds, with clear operational rationales provided. The overspending trends reflect the project's responsiveness to real-world challenges, such as the evolving media landscape, increased demand for fact-checking, and collaboration with EDMO and national authorities.

Table 4 summarises the overall direct costs incurred by each partner across the full duration of the MedDMO project (M1–M32), compared to the respective planned budgets, as revised in the most recent project amendment. The aim is to assess the financial execution of the project at partner level and highlight any significant deviations.

Table 4: Total Actual Direct Cost per Partner

Partner	Actual Direct Costs (M1-M32) (€)	Planned Direct Costs (M1-M32) (€)	% of Total Budget Used
CERTH	278,468.04	283,414.02	98.25%
AUTH	332,524.83	332,644.86	99.96%
UCY	297,452.13	297,400.00	100.02%
ATC	250,396.07	250,000.00	100.16%
CUT	366,844.41	370,766.36	98.94%
EH	132,722.08	156,000.00	85.08%
AFP	407,669.79	380,400.00	107.17%
ToM	208,939.00	228,000.00	91.64%
UoM	175,515.00	188,074.76	93.32%
Total	2,450,531.35	2,486,700.00	98.55%

CERTH has executed 98.25% of its planned direct costs. This nearly full budget execution reflects a stable financial performance, particularly following the underconsumption during the first reporting period due to initial delays in staff recruitment. The slight underspending is not expected to affect deliverables or final outcomes, given the overall alignment between planned and actual effort.

AUTH's actual direct costs for the full implementation period (M1–M32) amount to €332,524.83, which corresponds to 99.96% of its total budget, indicating effective budget planning and implementation. AUTH's contributions spanned across research, media literacy events, and impact assessment activities, delivering high value in all assigned tasks while maintaining financial discipline**.**

UCY also marginally exceeded its planned direct costs, reaching 100.02% of its budget. The minor overspending is justified by UCY's own contribution and the costs of academic personnel. As previously reported, the slight underconsumption relative to the planned PMs, due to the engagement of higher-cost academic personnel, did not impact the overall budget.

ATC has slightly exceeded its allocated direct costs, reaching 100.16% of its budget. This minor overspending is justified by additional activities carried out in WP6 and other communication-related tasks, including platform maintenance and external services (e.g., technical support and subscriptions), which were necessary to ensure effective dissemination and collaboration.

CUT's expenditure is closely aligned with the planned budget (98.94%), reflecting a well-managed use of resources. The slight overspending observed in the second reporting period has been adjusted in the overall period. This level of expenditure corresponds to a high level of budget absorption, reflecting increased person-months reported in several WPs, particularly WP5 and related content development activities. These tasks required more sustained engagement than initially foreseen at the proposal stage, highlighting the partner's responsiveness to evolving project needs.

Across the full project period, **EH** reported €132,722.08, corresponding to 85.08% of the total planned budget. Cost efficiency resulted mainly from the revised staff mix in the second reporting period (increased share of junior personnel). Despite the lower overall expenditure, EH consistently met the project's expected outputs and quality standards.

AFP also slightly overran its budget (107.17%), which is consistent with its increased person-months—particularly in WP3. The additional workload was primarily due to the intensity and complexity of multilingual fact-checking activities. Despite this increase in human resource needs, AFP has managed to keep the average personnel cost lower than planned by using local resources, thus limiting the financial impact.

UoM spent 93.32% of its total allocated budget, indicating a moderate underspending that does not affect the delivery of tasks or outputs. This reflects efficient resource management and alignment with the project's scope and priorities.

ToM spent €208,939.00 out of the total allocated €228,000.00, corresponding to 91.64% of the planned direct costs. This lower budget absorption is partly explained by the reduction in the number of fact-checks delivered, due to internal resource constraints. This reflects the operational challenges of sustaining a high-volume production workflow with limited personnel capacity. The deviation is attributed to practical limitations rather than a lack of engagement with the project's objectives.

Overall, the current aggregated expenditure of submitted costs represents **98.55% of the total project budget**. The reported cost execution aligns with the overall effort consumption of the project (110.78%), indicating that

most deviations reflect actual operational needs rather than inefficiencies or structural issues. This alignment underscores the consortium's ability to manage resources efficiently while responding dynamically to evolving project demands. Final figures will be updated accordingly once all partner submissions are confirmed and validated, ensuring full accuracy in the financial closure of the project.

5.2.1 Unforeseen Subcontracting

Not applicable

5.2.2 Unforeseen Use of In-kind Contribution from a Third Party against Payment or Free of Charge

Not applicable

6. Additional Information

This section provides complementary details that support the overall understanding and contextualisation of the MedDMO project. It includes an overview of the Key Performance Indicators (KPIs) as originally outlined in the Grant Agreement and assesses the progress made toward achieving them. Furthermore, it outlines whether any co-financing from other EU funds has been used by the consortium partners, ensuring full compliance with the principles of no overlap and no double funding. The section also discusses how the project aligns with relevant EU policy frameworks, as well as the synergies established with other EU-funded programmes and thematic initiatives. This information places the MedDMO project within the broader policy and funding ecosystem of the European Union and highlights opportunities for continuity, complementarity, and future reusability of results.

6.1 KPIs

In this section a summary of the achieved KPIs during the last reporting period (December 2023 – July 2025) are presented. The MedDMO project has made substantial progress across all its Key Results (KRs), with most KPIs either fully achieved or well on track by the end of the project duration. Table 5 provides an overview of each KPI's performance status, identifying areas of success as well as aspects where further improvement or future work may be warranted.

Table 5: MedDMO Key Performance Indicators

Key Results	Description	Performance Indicator	Target description	Target Value	Current value	KPI leader
KR1	Create a multinational EDMO hub for Greece, Cyprus and Malta. (web collaboration environment for the members of the hub, a public informational website and a communication campaign at multinational level)	Develop a public informational website	Website delivered	TRUE	TRUE	ATC
		Setup web collaboration platform	Web collaboration platform delivered	TRUE	TRUE	
		KPIs for MedDMO website	Page views per month	10000	2482	
			Visits per month	2000	810	
			Average visit duration	2min	2:12	
			Returning visits	30%	27,5%	
			Number of fact-check reads per month	500	310	
			Number of media literacy material	500	295	

			reads per month		
		KPIs for Facebook	Number of posts per month (all channels)	20	21,7
			Followers in year 1	300	310
			Follower growth per year	100%	TRUE - 692
			Shares	80%	TRUE
			Average likes per post	50	7
		KPIs for Twitter/X channel	Tweets per month	20	12,4
			Followers in year 1	500	397
			Follower growth per year	100%	FALSE - 507
			Retweets	50%	TRUE
			Mentions per month	15	1
			Liked tweets per month	40%	TRUE
		Other KPIs include the following	Presentations on SlideShare	10	10
			Presentations at events (conferences, workshops, industry gatherings)	10	28
			Publications in scientific journals	5	3 published and 1 under review

			Workshops, (co)organised by MedDMO	2	6 (more than 10 including also MDL workshops)	
KR2	Create a multinational and multidisciplinary community (at least 40 members)	Community members	Number of members	40	62	AUTH
KR3	Integrate the hub with the central EDMO project, in cooperation with EDMO's Executive Board (MedDMO will be operating on the same collaboration platform (Truly Media)	Web collaboration platform	Web collaboration platform delivered	TRUE	TRUE	ATC
		EDMO contribution reports	Reports delivered	2	2	CERTH
KR4	Ensure the production of a continuous flow of fact-checks to be contributed to the EDMO's repository.	Fact-checks published through the MedDMO website	30 fact checks per month 900 fact-check items in total (360 from AFP,240 from ToM, 300 from EH)	900	921	AFP
KR5	Provide at least 30 analytical reports on specific disinformation campaigns and/or studies linked to relevant disinformation phenomena also assessing their impact in Greece, Cyprus, and Malta.	Analytical reports on specific disinformation campaigns	30 analytical reports on specific disinformation campaigns and/or studies linked to relevant disinformation phenomena	30	31	EH
		Impact assessment on specific disinformation campaigns	30 (10 for each country) interviews/focus groups, 1 Online Experiment	TRUE	TRUE	AUTH

KR6	Provide at least 15 media literacy campaigns or events at national/multi-national level to increase citizens' awareness and societal resilience - 2 ML events have been organised until M18	Media literacy campaigns or events at national/multi-national level	Number of media literacy campaigns/events	15	63	UCY
KR7	Prepare training material	TUTORIALS (Videos with basic fact checking techniques (Greek and English)	Number of tutorials	6	6	AFP
		Explanatory and training material for their relevant tools and technologies	Explanatory material published	TRUE	TRUE	CERTH/ ATC
	Empower the fact checkers and establish ground rules and common fact-checking methodology, through training sessions. Among these, a thorough Fact-checking training session for professionals in Malta and several webinars on the usage of advanced verification tools. one week training session split in two training workshops	Professional participating in training sessions - one week training session	Number of professionals trained	3	12	AFP
			Training session organised	TRUE	TRUE	AFP
KR8	Support provided to national authorities in their efforts to monitor the policies put in place by online platforms to limit the impact of disinformation.	Support provided to monitor the policies of online platforms to limit disinformation	Report delivered	TRUE	TRUE	CUT
KR9	Monitor platform practices affecting Greece, Cyprus, and Malta	Monitoring reports	Number of platform practices monitoring reports	2	2	CUT

KR10	Monitor media plurality in Greece, Cyprus, and Malta.	Media Plurality Report	Number of media plurality reports	3	3	UCY
KR11	Cooperate with and contribute to EDMO and other national/multinational hubs	Material (fact-checks, media literacy content, etc) contributed to EDMO - Cooperation with other national/multinational hubs	Number of EDMO contribution reports	2	2	CERTH
KR12	Promote actions to secure additional funds and support to preserve the independence of the hub	Sustainability plan delivered	Plan delivered	TRUE	TRUE	ATC

Note: As mentioned in the Communications plan, we created additional social media channels (Instagram, LinkedIn, BlueSky) in order to diversify risk and to reach new audiences, as the project evolved and in view of the second round. The KPIs above reflect only the initial expectations, and do not include the social media adjustments mentioned before, because those were not linked with any official KPIs.

KR1: Multinational EDMO Hub Setup and Communication Channels

The creation of a robust multinational EDMO hub for Greece, Cyprus, and Malta has been successfully completed. Both the public informational website and the internal collaboration platform have been delivered as planned. While technical infrastructure KPIs have been fully met, user engagement metrics such as website traffic and social media performance are mixed.

- Website and social media KPIs such as page views, visits, and reads of fact-checks and media literacy material fall below target (e.g., 2482 vs. 10,000 page views/month), despite solid performance in certain areas (e.g., visit duration exceeded expectations).
- Facebook outreach meets or exceeds several benchmarks, including number of posts, followers, and shares. However, average likes per post remain low (7 vs. a target of 50), suggesting limited engagement per content item.
- Twitter/X metrics show mixed results: growth in followers and retweets is positive, but key indicators like mentions (1 vs. 15) and tweets per month (12.4 vs. 20) fall short. These suggest either algorithmic limitations or lower platform effectiveness for outreach.
- On the dissemination and impact front, the project has exceeded expectations: 28 presentations at events (target: 10), and 10 uploads on SlideShare. However, academic publications (3 published vs. target of 5) are still in progress, since 1 more papers has been submitted in academic journal but is still under review. There are also 5 conference papers published during the project that we do not include in this KPI measurement.

KR2: Multinational and Multidisciplinary Community

This KPI was achieved, with 62 members registered in the MedDMO hub community, surpassing the original goal of 40. This reflects strong regional engagement and stakeholder interest.

KR3: Integration with Central EDMO

The technical and operational integration with the central EDMO infrastructure was successful. MedDMO operated on the Truly Media platform, and the two planned contribution reports have been delivered.

KR4: Continuous Fact-check Production

This KPI was fully achieved and even exceeded, with 921 fact-checks produced against a target of 900. More specifically, from a total of 231 fact-checks produced in English: AFP produced 63 (62 planned) and ToM 168 including 16 by UoM (240 planned), while from a total of 690 fact-checks produced in Greek: AFP produced 313 (300 planned), EH: 315 (300 planned) and CUT: 62.

AFP and EH delivered or surpassed their individual commitments, while, ToM did not manage to reach the target as described in the corresponding deviation. Despite that, the contributions from CUT and UoM resulted in surpassing the overall target by 21 fact-checks.

KR5: Disinformation Analysis and Impact Assessment

MedDMO has completed 31 disinformation reports, meeting its goal and surpassing the target by 1. As for the impact assessment, as outlined also in T3.3 description, it was measured via the number of participants in interviews (7 per country (N= 21)) and 3 focus groups involving 42 participants across the three countries (17 from Greece, 14 from Cyprus and 11 from Malta) compared to a planned total of 30 participants in both interviews and focus groups). Furthermore, a survey mapping the public's perception of disinformation campaigns was conducted to gather responses from a total of 2.314 participants (N= 1.574 from Greece, N= 292 from Cyprus and N= 448 from Malta), without any specific contractual target. Finally, an impact assessment experiment was conducted, engaging about 170 university students from Greece and Cyprus.

KR6: Media Literacy Campaigns

This is a major success of the project: 63 media literacy campaigns or events were implemented against a target of 15, exceeding the target by 313%. The high number reflects strong engagement, particularly from UCY and AUTH.

KR7: Training and Educational Material

The explanatory tools and professional training sessions were delivered as planned (e.g., 12 professionals trained vs. 3 target), and one training week was successfully split into two workshops. Furthermore, the target for six video tutorials has been accomplished. The tutorials are publicly available on the MedDMO website along with training materials for media literacy purposes in various formats as outlined in T4.1 description, some of which are also accessible through the MedDMO website.

KR8: Support to National Authorities

The required report to national authorities was delivered, meeting the KPI. This support underpins MedDMO’s policy relevance and practical utility for national-level decision-making.

KR9: Platform Practice Monitoring

The project delivered both planned monitoring reports (2/2), fulfilling this KPI. These provide critical insights into the practices of online platforms in the three countries.

KR10: Media Plurality

This KPI was also achieved, with 3 reports on media plurality in Greece, Cyprus, and Malta successfully delivered by UCY.

KR11: EDMO Collaboration

Both planned EDMO contribution reports have been submitted, fulfilling the objective of promoting alignment and knowledge-sharing across EDMO hubs.

KR12: Sustainability and Future Funding

The sustainability plan has been completed and submitted, meeting the target. Continued engagement from ATC and other partners may ensure that this work yields future funding or project continuity.

6.2 MedDMO Co-financing

MedDMO is primarily funded through the Digital Europe Programme (DIGITAL-2021-TRUST-01), with a funding rate of 75% for SMEs and 50% for research and academic institutions. The remaining share of the budget is co-financed by the partners themselves, based on internal funding strategies, institutional contributions, and commercial revenues. All beneficiaries have ensured that no overlaps or double funding have occurred, and all co-financing strictly adheres to the principles of complementarity, transparency, and financial integrity.

Importantly, none of the MedDMO beneficiaries have used other EU funds (e.g., ERASMUS+, Recovery and Resilience Facility - RRF, Horizon Europe, etc.) to directly co-finance their contribution to this project. As such, there are no instances of other EU programmes being reported as a source of matching or parallel funding for any Work Package or deliverable. No RRF-related support mechanisms are linked to MedDMO activities, and no components of any national recovery plans have been used in relation to the project.

Instead, the co-financing strategy adopted across the consortium relies on a combination of:

- Institutional time contributions from public universities and research centres (e.g. CERTH, UCY, AUTH, CUT, UoM), calculated based on national public sector salary scales and tracked through formal timekeeping and administrative authorisation procedures.
- Commercial revenues from SMEs and media organisations (e.g., ATC, AFP, EH, ToM), including revenues from IT services, content licensing, fact-checking contracts (e.g., Meta's Third-Party Fact-Checking programme), and core business operations.

This diversified co-financing model has ensured the uninterrupted implementation of MedDMO activities across all Work Packages, while remaining fully aligned with the financial and ethical requirements of the Digital Europe Programme. A detailed breakdown of the co-financing approach per partner is available in the project deliverable *D6.2 - Sustainability Plan*.

6.3 Policy-related Aspects

The MedDMO project is deeply embedded in the broader policy framework of the European Union's coordinated efforts to tackle disinformation, enhance democratic resilience, and support evidence-based public discourse. Its implementation directly contributes to a number of key EU policy objectives and responds to both EU-level and national-level legislative and strategic initiatives.

MedDMO aligns with the European Democracy Action Plan, which underscores the importance of protecting democratic processes and combating disinformation, especially through cooperation among fact-checkers, researchers, civil society, and media actors. The project's core activities (i.e., fact-checking, media literacy, disinformation impact research, and platform monitoring) directly support the Action Plan's priorities by promoting transparency, accountability, and citizen empowerment in the digital information space.

In line with the EU Code of Practice on Disinformation, MedDMO contributes to monitoring the platform responses and offers support to national authorities in assessing the compliance of online platforms with self-regulatory commitments. By producing disinformation monitoring reports and engaging in platform accountability research, the project strengthens the evidence base required for informed policy-making at both EU and national levels.

MedDMO also reflects the recommendations of the High-Level Expert Group (HLEG) on Fake News and Online Disinformation (2018), especially in terms of:

- strengthening transparency and data access,
- empowering citizens through media literacy,
- supporting quality journalism, and
- developing tools and research to detect and counter disinformation effectively.

Based on HLEG recommendations, the EC published its Communication on Tackling Disinformation Online, launched the EU Code of Practice on Disinformation, and released the Action Plan Against Disinformation (2018), marking a decisive policy shift toward systemic responses that respect fundamental rights while addressing the societal risks posed by online disinformation. These actions were followed by the establishment of the European Digital Media Observatory (EDMO) in 2020 as a new Digital Single Infrastructure under the Connecting Europe Facility, supporting cross-border collaboration between fact-checkers, researchers, and media literacy practitioners.

MedDMO was designed and implemented in direct alignment with this evolving EU policy landscape. As an independent, multinational hub for Greece, Cyprus, and Malta, MedDMO contributes to key EU objectives by producing high-quality fact-checks, research reports, and media literacy interventions that support transparency, accountability, and civic capacity.

Building on foundational EDMO principles, MedDMO has demonstrated that cross-cultural and regional collaboration is both feasible and necessary for addressing disinformation that transcends national borders. MedDMO's outputs, ranging from fact-checks and analytical studies to awareness campaign, contribute to:

- The Democracy Action Plan, by strengthening citizen engagement, electoral integrity, and institutional accountability;
- The Code of Practice on Disinformation, by helping national authorities monitor and evaluate platform responses and co-organising educational actions in support of national Digital Services Coordinators (DSCs) in Greece (EETT), Cyprus (Cyprus Radiotelevision Authority), and Malta (MCA);
- The Media and Audiovisual Action Plan, through its contribution to media sustainability and pluralism;
- The Digital Skills and Jobs Coalition, by enhancing digital and critical literacy among citizens and professionals;
- The Digital Services Act (DSA), by providing input for evidence-based platform oversight;
- The AI Act, through its emphasis on trustworthy, human-centered AI in the verification ecosystem.

Table 6: MedDMO contribution to EU policy-related aspects

EU POLICY	MEDDMO CONTRIBUTION
Democracy Action Plan	Informed citizen engagement, electoral integrity (e.g. 2024 EP Elections)
Code of Practice on Disinformation	Input to platform monitoring; support to national DSCs
Media and Audiovisual Action Plan	Support to quality journalism and media pluralism
Digital Services Act (DSA)	Co-organised DSA events with DSCs (EETT, MCA, Cyprus RA)
AI Act	Use of AI tools in a human-centered way for media verification

In response to the 2024 European Parliament Elections, MedDMO has actively contributed to the EDMO Task Force on Electoral Disinformation and supported the #BeElectionSmart campaign. It also hosted a high-level panel on election-related disinformation narratives during the ECPR General Conference, together with partners from Ireland and IBERIFIER.

National legal frameworks further contextualize MedDMO's work:

- In Greece, laws criminalize disinformation and hate speech, with oversight mechanisms such as the National Council for Radio and Television (NCRTV) and the online media registry enhancing media accountability.
- In Malta and Cyprus, national criminal codes include similar provisions against the spread of false information, with recent legal proposals raising awareness of the delicate balance between regulation and freedom of expression.

MedDMO remains committed to supporting public institutions while preserving its independence, in line with the Action Plan for Human Rights and Democracy and the European Charter of Fundamental Rights. The hub adopts a bottom-up approach, empowering civil society to counter disinformation and informing long-term regulatory measures. As outlined in the previous and current Digital Europe work programmes, MedDMO serves as a strategic actor within the EU's information integrity ecosystem, reinforcing policy objectives and contributing to a Europe that is fit for the digital age.

6.4 Synergies with Other Programmes and Thematic Synergies

MedDMO has established strategic synergies on two levels: i) programme-level synergies, involving reuse or continuation of results from other EU-funded programmes and initiatives (e.g., Horizon Europe, CEF, Erasmus+), and ii) thematic synergies at the project level, involving collaborations and shared objectives with specific projects and networks addressing disinformation, platform accountability, and media literacy.

6.4.1 Synergies with Other Programmes (Programme-Level)

MedDMO actively builds upon results and tools developed through other EU-funded initiatives, particularly from the Horizon 2020 and Horizon Europe frameworks, to maximise impact and avoid duplication. Several Horizon 2020 projects laid the technological and methodological groundwork for MedDMO. For instance, verification tools initially developed under **Vera.ai**, **REVEAL**, **InVID**, and **WeVerify** (with the participation of CERTH, ATC, and AFP) have been further refined and integrated into MedDMO's operational workflows. This includes components of **Truly Media**, a collaborative verification platform developed by ATC and used extensively within MedDMO. The **Vera.ai** project (Horizon Europe), which develops trustworthy AI for combating disinformation, contributes

advanced detection methods now reused in MedDMO's Media Asset Annotation and Management (MAAM) platform. Similarly, AI-based components and ethical frameworks from **AI-CODE**, **AI4Media**, and **AI4TRUST** (in which EH and CERTH participate) are feeding into MedDMO's current development cycle.

In terms of educational and media literacy resources, **EUfactcheck.eu** and **Enhancing Research Understanding through Media** (both with AUTH involvement) have provided tested training methods, reused in MedDMO's outreach activities. Erasmus+ outputs, particularly from **Shield vs. Disinfo**, have also been adapted, such as the classroom integration of **Truly Media**. CUT's involvement in **CYberSafety IV and V** (DEP/CEF) supports the reuse of MedDMO's educational content across internet safety and youth literacy campaigns, while the **Greek Observatory against Disinformation**, initiated by CERTH, ATC, AUTH, and EH, was formally integrated into MedDMO, ensuring continuity of methodological tools and national-level monitoring.

More specifically, Media Literacy Campaigns (MLCs) offered an excellent opportunity for presenting and disseminating the MedDMO initiative (and, overall, the EDMO hubs ecosystem and scope), aiming to establish it as a reference in the battle against disinformation in the listed geographical areas (Cyprus, Greece, and Malta). Specifically, the systematic informing of audiences about the research, scientific, functional, and administrative context of the project was pursued, with an emphasis on the resources and tools that could be utilised for their everyday content and media verification needs. Hence, MIL events were promoted and communicated to the target audience to achieve the set expectations for the aimed outreach and participation, also emphasising the presentation of MedDMO's identity and goals at the introductory part of the MIL sessions.

Extending the above framework, synergies with other related projects were pursued and materialised in cases where mutual aims and benefits were detected. In particular, the **Shazaam** project (Science Hoaxes to Avoid Alienation in Generation Z: A Media Literacy Approach)[7] aimed to strengthen young people's ability to think critically and assess the trustworthiness of scientific information, thereby combating pseudoscience hoaxes (shazaam.eu). The project, supported by the European Media and Information Fund (EMIF), involved intense MIL activities utilising non-formal education methods, supported with serious games and gamification elements (Podara et al., 2025). Therefore, valuable insights were indicated and adopted concerning the specific mis/disinformation case of pseudoscience, as well as the particularities in addressing MIL sessions to young people of Generation Z. The mutual benefit was established in exchanging common practices and resources (e.g., the AFP video tutorials were largely used in the Shazaam training workshops, while the Shazaam-produced debunking videos and serious game components were considered within the MedDMO's MLCs). Likewise, dissemination activities were deployed during MLC for both parties, pointing to digital spaces and repositories of tools, resources, and practices that users could utilise to find news and media verification solutions.

Another example was the **iMedius** project[8], funded by the Hellenic Foundation for Research and Innovation (HFRI), which integrated multidisciplinary media impact assessment instruments to monitor, among other things, the perception of fake news and fake images and their impact on users and news consumers (imedius.gr). The iMedius project prioritised attention-tracking mechanisms (i.e., eye- and mouse-tracking), which were motivated to explain the dynamics of visual content that can be used to mislead and misinform (Katsaounidou et al., 2020; Dimoulas, 2024). In this view, the three projects (MedDMO, Shazaam, iMedius) prepared and submitted a workshop proposal, which was accepted and executed in the **iMEdD International Journalism Forum 2024**, a

[7] https://shazaam.eu/

[8] https://imedius.gr/

venue where journalists, journalism students, and media professionals meet, thus providing a unique opportunity to disseminate the effort and to receive valuable feedback.

The workshop entitled **Understanding tampered images/deepfakes impact by monitoring user's reactions through attention detection mechanisms** commenced with an overview of investigative (MAAM/MedDMO) tools for image authentication, including reverse image search and algorithmic forensic analysis. Participants then engaged in hands-on activities to examine examples spanning various falsification categories. As a second step to enhance learning, a gamification approach was implemented. Participants were tasked with identifying and justifying the authenticity of each sample. An online dashboard displayed associated polls, allowing participants to vote on the authenticity of the images in two phases: initially based on their perception/experience and then using the suggested toolset. Simultaneously, attention-tracking techniques were employed to evaluate user behaviour and reactions, providing additional insights into the dynamics of visual disinformation. The real-time availability of votes enabled participants to observe how group responses influenced individual perceptions, simulating real-world social influence and consensus effects (Dimoulas et al., 2024).

Another joint initiative between the three projects (MedDMO, Shazaam, iMedius) involved the organisation of the MIL event **Fake News in Europe: Seek the Truth**, which received the support of numerous educational and local administration organisations and representatives in the Western Macedonia Region, Greece. The participants comprised a diverse audience of young people, students, educators, parents, journalism students and professional journalists, who had the opportunity to receive information from various multidisciplinary perspectives. The broader population also had the opportunity to get informed by watching the streamed event and the post-event coverage on press and broadcasting channels.

MedDMO members also participated at the 4th AI Community Workshop 2024 & AIDA Symposium, organising the session AI in journalism and misinformation: Overview, audiovisual applications and media literacy needs. This session enabled us to showcase MedDMO's pioneering research and scientific work, representing the current state of research in the era of AI.

Fact-checking standards and multilingual metadata workflows developed in the context of the **Meta Third-Party Fact-Checking Programme** — with **AFP and EH** as key participants — are reused in MedDMO both at a technical level (e.g. tagging systems, metadata protocols) and at editorial level (e.g. topic classification, severity scoring).

Finally, several of MedDMO's tools and data practices are being made available for reuse beyond the Digital Europe Programme, especially through contributions to **EDMO's central repositories**, further extending their utility to future Horizon Europe and CEF-funded projects.

These examples illustrate the alignment of MedDMO's efforts with broader EU funding strategies and its commitment to sustainability through reuse, integration, and knowledge transfer across EU instruments.

6.4.2 Thematic Synergies with Other Projects (Project-Level)

MedDMO has fostered strong thematic synergies with other projects addressing disinformation, platform accountability, and digital literacy, enhancing its own impact while contributing to broader European efforts.

A notable example is the collaboration with **Shield vs. Disinfo** (Erasmus+), which develops classroom curricula on countering fake narratives. Within this project, MedDMO's **Truly Media** platform was adapted to simulate

verification exercises in higher education. A co-organised workshop during the **IQ Media Conference** (Athens, 2025) introduced these tools to students and educators.

CYberSafety IV and V (coordinated by CUT) have enabled dissemination of MedDMO's fact-checking and media literacy content to youth panels, educators, and parents. CYberSafety's outreach channels, such as **Safer Internet Day**, have amplified the visibility of MedDMO's outputs.

AUTH's involvement in **EUfactcheck**, **Non-profits & Media Advocating for Good!**, and **Enhancing Research Understanding through Media** supports methodological exchange and co-development of training materials. Meanwhile, UoM's participation in the **SUMED** ('Sustainable Multidimensional Media Contents') and **MIRACLE** ('coMics and IllustRations Augmented to tackle Climate change in primary Education') projects complements MedDMO's efforts to develop educational activities in primary and secondary schools.

Fact-checking workflows in MedDMO benefit directly from synergies with ongoing initiatives involving AFP and EH, such as **Elections24Check**, **FactCRISIS**, **Climate Facts Europe**, and **AI4TRUST**. These projects allow MedDMO to align its production standards with pan-European practices and to coordinate topic coverage. For example, AFP's fact-checking experience across 25+ languages and its role in the **EDMO Task Force on Elections** enhance MedDMO's preparedness for disinformation surges during election periods.

MedDMO partners are also involved in the **Media Pluralism Monitor** (CMPF/EUI), contributing national reports on media ecosystem health (UCY, UoM). This work informs MedDMO's platform accountability and monitoring tasks. Additionally, AFP, as a key EDMO hub partner, contributes to **Europe Disinfo Observatory** briefings and EDMO-led training activities, bringing insights back into the consortium.

The synergy between **Fact Check Cyprus** (founded by CUT during MedDMO's first cycle) and **BUILD – Global Fact Check Fund** ensures sustainability for national-level fact-checking in Cyprus, while also reinforcing MedDMO's presence in the region.

Finally, national broadcasting authorities (**NCRTV**, **CRTA**, **MBA**) have been supported by MedDMO through dedicated workshops and knowledge exchange, especially regarding **DSA implementation** and **Code of Practice monitoring**.

These collaborations demonstrate the project's integration in a wider ecosystem of research, media, education, and regulation, reinforcing MedDMO's role as a central hub in the Mediterranean for evidence-based responses to disinformation.



Figure 14: Disinformation awareness workshops attended by the CYberSafety YouthPanel and educators in Cyprus.

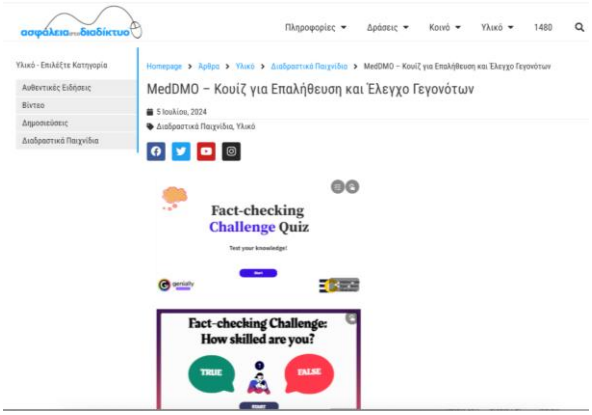

Figure 15: MedDMO media literacy resource dissemination by the CYberSafety via the Cyprus Internet Safety Center[9]

[9] https://internetsafety.pi.ac.cy/meddmo-fact-check/



Mediterranean Digital Media Observatory

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