

Mediterranean Digital Media Observatory

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EDMO Contribution Report

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Abstract	EDMO contribution report includes MedDMO collaboration activities with EDMO and EDMO hubs.
Keywords	EDMO, EDMO hubs, collaboration

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Glossary

Abbreviation	Meaning
CoP	Code of Practice
DML	Digital Media Literacy
EC	European Commission
ECPR	European Consortium for Political Research
EDMO	European Digital Media Observatory
EP	European Parliament
WP	Work Package
MAAM	Multimedia Analysis Annotation and Management
MedDMO	Mediterranean Digital Media Observatory
VLOPs	Very Large Online Platforms
VP	Vice President
WP	Work Package

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Executive Summary

This deliverable provides a comprehensive overview of the collaboration between the Mediterranean Digital Media Observatory (MedDMO) and the European Digital Media Observatory (EDMO) network throughout the course of the project. The primary objective of this report is to demonstrate the depth and breadth of MedDMO's integration within the EDMO ecosystem, which has already been certified by the EDMO Executive Board through the Integration with EDMO network report submitted on 19 March 2024.

Since its inception, MedDMO has actively contributed to EDMO's activities and initiatives, consolidating its presence as a key regional hub that expands EDMO's reach into Greece, Cyprus, and Malta. MedDMO representatives participated in major EDMO conferences, training sessions, workshops, and working groups, while also collaborating closely with other hubs on joint events, policy analysis, research activities, and media literacy campaigns.

The report also highlights MedDMO's contributions to various EDMO surveys, repositories, and communication efforts, including translations, fact-checking operations, and methodological developments. Notably, the foundation of Fact-Check Cyprus and the initiation of fact-checking activities in Malta represent significant steps in expanding the EDMO fact-checking network in the Mediterranean region.

Through a robust presence in working groups on research, policy, disinformation detection, media literacy, and communications, MedDMO has established itself as a proactive and valuable contributor to the EDMO mission. This report underscores MedDMO's ongoing commitment to collaboration, knowledge sharing, and capacity building within the EDMO community and beyond.

1. Introduction

The D2.2 EDMO Contribution Report aims to document and showcase the extensive collaborative efforts of the MedDMO hub within the European Digital Media Observatory (EDMO) network. As part of its core mission, MedDMO was established to expand the geographic and functional reach of EDMO into the Mediterranean region—specifically Greece, Cyprus, and Malta—and to reinforce the collective capacity to address online disinformation at national and cross-border levels.

This report serves as both a record of MedDMO's activities and a validation tool to assess the hub's integration into the broader EDMO structure. Over the past months, MedDMO partners have engaged in numerous EDMO-led initiatives, ranging from high-level conferences and policy discussions to hands-on training sessions, fact-checking collaborations, and joint research initiatives.

In doing so, MedDMO has aligned its activities with EDMO's key pillars, including the monitoring of disinformation campaigns, promotion of media and information literacy, advancement of academic research, and development of policy frameworks. The report details these efforts across multiple dimensions, providing concrete examples of cross-hub cooperation, participation in EDMO surveys and working groups, and contributions to common tools, platforms, and communication strategies.

With this report, MedDMO affirms its role as a trusted and engaged member of the EDMO network and reiterates its dedication to strengthening pan-European collaboration in the fight against disinformation.

2. Participation in EDMO events

This section outlines MedDMO's active presence at EDMO-organised events and conferences, both online and in-person. It highlights the hub's contributions to strategic discussions and knowledge exchange that support EDMO's objectives and strengthen cross-hub collaboration.

- ✓ Participated in EDMO meeting on future collaboration and coordination with the Hubs on 11 January 2023.
- ✓ Participated in EDMO hubs meeting held in Rome on 9 March 2023.
- ✓ Participated in EDMO 2023 Annual Conference held in Brussels on 25 May 2023 and presented AI tools for analysis of multimedia content.
- ✓ Participated in Dubrovnik EDMO Hubs meeting on 28-29 September 2023 and presented during the co-located Media Days conference the Multimedia Analysis Annotation and Management (MAAM) platform.
- ✓ Participated in the informal EDMO hubs meeting held online on 21 September 2023, 26 October 2023 and 23 November 2023.
- ✓ Participated in the EDMO hubs meeting held in Brussels on 15-16 May 2024.
- ✓ On request of Vera Jurova (European Commission Vice-President for Values and Transparency at that time), MedDMO organised a roundtable meeting around the topic of fighting disinformation/protecting the information space ahead of the EP elections. MedDMO proposed a number of participants, which were discussed with the cabinet of the Vice President (VP) and agreed upon 12. They were then invited to the meeting, which MedDMO's coordinator moderated. This meeting took place on Monday, 15 April 2024, in the offices of the EC representation in Athens, during the VP's official visit to Greece.



Figure 1: Photos from the roundtable meeting in EC's offices, in Athens

- ✓ Participated in the EDMO hubs meeting held online on 27 September 2024.
- ✓ Participated in the 7th EDMO hubs Meeting held online, on 12 December 2024.
- ✓ Participated in the meeting with EDMO hubs on future network financing, held online on 9 April 2025.
- ✓ Participated in the 8th EDMO hubs Meeting held online, on 25 February 2025.

3. Contribution to EDMO surveys and requests

This section presents MedDMO's contributions to various surveys, questionnaires, and content requests initiated by EDMO. These activities demonstrate the hub's engagement in supporting EDMO's research, policy development, and media literacy initiatives across Europe.

- ✓ Contributed to the EDMO survey for academic researchers active in EDMO Hubs.
- ✓ Contributed to the EDMO monthly brief on disinformation, providing the Greek translation.
- ✓ Contributed to the second EDMO hubs survey with all the necessary content.
- ✓ Contributed to the survey on commitments made to Media & Information Literacy in the 2022 Strengthened Code of Practice on Disinformation.
- ✓ Contributed content for the EDMO website showcasing our initiatives on AI and disinformation, including the AI tools we are developing to facilitate disinformation detection and understanding.
- ✓ Contributed to the EDMO policy questionnaire.
- ✓ Provided update on EDMOeu Media Literacy Repositories List.
- ✓ Contributed to the EDMO Analysis on VLOPs CoP survey for hubs.
- ✓ Contributed to the EDMO Research Community form providing the necessary info for academic researchers affiliated with MedDMO.
- ✓ MedDMO worked closely with EDMO on the introduction and materialization of the Be Election smart campaign on the MedDMO website and social platforms, April 2024. (Be Election Smart - MEDDMO)
- ✓ Contributed to the EDMO analysis/survey on VLOPs implementation of the CoP for hubs (proposed in September 2024) and produced the country briefs for Greece, Cyprus and Malta, which resulted in the report *Implementing the EU Code of Practice on Disinformation: An Evaluation of VLOPSE Compliance and Effectiveness (Jan–Jun 2024)*



Figure 2: MedDMO contributed to the EDMO analysis survey on VLOPs (images from EDMO website)

- ✓ Contributed to the EDMO Hubs Quarterly Activities Overview, providing the MedDMO's quarterly activities report on 15 May 2025.
- ✓ Contributed to the EDMO questionnaire on national policies tackling disinformation and assisted with feedback on the two report drafts, which were then published by EDMO on 18th June 2025: *How is disinformation addressed in the member states of the European Union? – 27 country cases* and *Literature review on actors of disinformation in the European Union*

✓ MedDMO's fact-checkers and more specifically Ellinika Hoaxes have collaborated on and contributed to several EDMO investigations (Meta's Failure to Curb Digital Scams: The Alarming Spread of Fraud on Facebook and Instagram in the EU, Russian disinformation network "Pravda" grew bigger in the EU, even after its uncovering, The attempted murder of Yulia Navalnaya's public image through disinformation, Died suddenly" yet another conspiracy video about Covid-19 vaccines, reigniting disinformation with the same old hoaxes).

4. Participation in EDMO working groups and workshops – Collaboration with EDMO hubs

This section summarises MedDMO's participation in EDMO working groups, training workshops, and joint activities with other regional hubs. It reflects the consortium's commitment to thematic collaboration in areas such as media literacy, policy research, AI tools, and disinformation monitoring.

- **Media Literacy**
  - ✓ Participated in bi-monthly "Digital Media Literacy" (DML) EDMO working group meetings.
  - ✓ Introduced MedDMO and participated in an event titled "Media Literacy at the national and regional level supported by the EDMO hubs" organised by the Media & Learning Association as part of MLA's work in EDMO II (Task V: Coordination of Media Literacy activities), on March 22, 2023 (video link).
  - ✓ Participated in an online event on algorithm literacy organized by the EPRA and EMIL taskforce, along with the DML EDMO group, on 5 May 2023.
  - ✓ Participated in the training workshop "Building effective Media Literacy Repositories within the EDMO Hubs" held online, on 28 June 2023.
  - ✓ Participated in the training workshop "Assessing the Impact of Media Literacy Interventions within the EDMO Hubs" held online, on 10 October 2023.
  - ✓ Provided feedback on the *Guidelines for Effective Media Literacy Initiatives* drafted by EDMO's Working Group on Media Literacy Standards and Best Practices. Proposed MedDMO's media literacy initiatives in schools as an example of good practice in the context of these guidelines (in response to EDMO's call for contributions).
  - ✓ Implemented the EU-wide EDMO 'Be Election Smart' media literacy campaign. Ahead of the 2024 European Parliament elections, we published visuals and messages/tips (in English and translated into Greek) on our website and social media channels.
  - ✓ Participated in the MLA4MedLit conference organised by the EDMO Working Group on Media Literacy Standards and Best Practices together with the Media & Learning Association, on 15 December 2023.
  - ✓ Participated in the EDMO Online Training: "Effective Media Literacy Methods and Approaches: Hits & Misses" on 5 June 2024.
  - ✓ Participated in the EDMO online training: Guidelines for Effective Media Literacy Initiatives on 21 October 2024.
  - ✓ Participated in the EDMO online training concerning practical strategies for successful influencer collaborations in media literacy on 25 October 2024.
  - ✓ Participated in the EDMO training event organised in Athens with the collaboration of EDMO (26-27/11/2024), where MedDMO representatives presented case studies from MedDMO's fact-checking work and views of MedDMO in the respective panel.
  - ✓ Implemented the EU-wide EDMO 'Be Online Smart' media literacy campaign. The material was translated into Greek and disseminated on MedDMO's website, (the English material can be found under our page here, and translated in Greek here). In Thessaloniki, we carried out an event where we had the opportunity to present MedDMO's work in the fight against disinformation and discuss with students

about how algorithms influence the content we see every day — shaping our perceptions, beliefs, and decisions, and why it's important to be critical, curious, and digitally aware , as advertised here.

✓ Participated in a number of webinars organised by the Media & Learning Association, which coordinates EDMO's media literacy efforts.

- **Research**
  - ✓ Participates in "Research" EDMO Hubs Working Group meetings.
  - ✓ Participated in the EDMO meeting on Assessment of CoP Signatories' Reports, 6 September 2023.
  - ✓ Participated in EDMO training series for researchers on 13 September 2023 and 14 September 2023.
    - EDMO online training on YouTube Research API on 13 September 2023
    - EDMO online meeting with Meta representatives on 14 September 2023
  - ✓ Participated in the EDMO training: The economics of disinformation, 19 September 2023.
  - ✓ Participated in the EDMO workshop: Online platform data access, 6 October 2023.
  - ✓ Participated in EDMO training on the DISARM Framework "An introduction to DISARM Framework on disinformation tactics, techniques and procedures" held online on 30 October 2023 & 6 November 2023.
  - ✓ Participated in EDMO training on the InVID-WeVerify verification toolbox on 06 December 2023.
  - ✓ Participated in the EDMO training session "OSINT Uncovered: Enhancing Investigations with the ObSINT Guidelines" on 19th January 2024.
  - ✓ Participated in the EDMO Online training on Introduction to the TikTok Research API and Transparency Approach on 17 April 2024.
  - ✓ Participated in the EDMO Workshop on Platform Data Access for Researchers on 15 May 2024.
  - ✓ Participated in the EDMO online training on Information Laundromat, on 2 July 2024.
  - ✓ MedDMO partners in collaboration with partners from IBERIFIER and EDMO-Ireland co-organised a panel in the European Consortium for Political Research (ECPR) general conference, which was held in Dublin on 12-15 August 2024. Panel Theme: "Disinformation Campaigns and Narratives during the European Elections 2024." The aforementioned panel focused on disinformation campaigns and narratives during the European elections of 2024. This initiative aims to foster collaboration with other European Digital Media Observatory (EDMO) hubs and contribute to the broader academic discourse on disinformation through new research proposals for the 2025 ECPR General Conference.
  - ✓ Participated in the EDMO Online Training Workshop on Meta Content Library and its API (Data Access for Researchers), on 15 November 2024.
  - ✓ Participated in the EDMO Hubs Internal Expert Group GenAI & Disinfo Fourth Meeting on 25 November 2024.
  - ✓ Participated in the Webinar: Exploring political advertising data – who target me? On 30 April 2025 https://www.disinfo.eu/outreach/our-webinars/30-april-exploring-political-advertising-data-who-targets-me/
    - Participated in the EDMO training on LinkedIn Data Access Tools held online on 16 January 2025
    - Participated in the EDMO training on X Data Access Tools held online on 21 January 2025
  - ✓ Participated in the EDMO training series on health disinformation (two-part session), 13th and 27th February 2025.
  - ✓ Participated in EDMO training session "Critical AI Literacy" on 14th March 2025.
  - ✓ Participated and contributed to the EDMO research task about political advertising during EU elections.

- **Policy analysis**
  - ✓ Participated in "Policy Research and Analysis" EDMO Hubs Working Group meetings.
  - ✓ Participated in the workshop organised by ERGA Subgroup 3 on the monitoring of the strengthened CoP on Disinformation, held online on 15 May 2023.

- ✓ MedDMO partners participated in the European Commission's (DG CNECT) project to design and test the methodology for monitoring and reporting under the Code of Practice on Disinformation by a consortium led by Kantar Public, on July 2023 - February 2024.
- ✓ Participated in the EDMO Online Training: Elections Integrity on Online Platforms: What to Expect and How to Engage on 11 March 2024.
- ✓ Contributed to and provided feedback on EDMO national policy reports.

- **Communication and Dissemination**
  - ✓ Participated in EDMO Hubs Communications Working Group meetings.

5. Broadening the EDMO network of fact-checkers and fact-checking contributions

This section describes MedDMO's efforts in establishing and expanding fact-checking capabilities in the Mediterranean region. It covers key milestones such as the founding of new fact-checking entities and integration into EDMO's shared platforms and repositories.

- ✓ In October 2023, Fact-Check Cyprus was founded by MedDMO partner CUT, to be the first fact-checking organisation in Cyprus.

In Malta, prior to the initiation of MedDMO, there was no established fact-checking activity. MedDMO partner Times of Malta is the first organisation in Malta to set up a dedicated fact-checking unit.

- ✓ All fact-checking partners (AFP, EH, ToM, CUT) contribute to the EDMO fact-checks of the month.
- ✓ All MedDMO fact-checks have been ingested into Truly Media from the MedDMO website and are now part of the wider EDMO repository of fact-checks, accessible to all EDMO Truly Media users. Content exchange with the EDMO archive is seamless, as new fact-checks are continuously imported via RSS. Furthermore, through the setup of the MedDMO collaboration environment on Truly Media, MedDMO partners can communicate and collaborate with their counterparts from other EDMO hubs through the platform's messaging and social collaboration functionalities.
- ✓ After a request to EDMO, MedDMO has been granted access to the Online Secure Collaborative Platform for fact-checkers.
- ✓ Participated in the Best of Fact-checking Map, online kick-off meeting on 4 April 2023
- ✓ Provided key info to EDMO about disinformation in Greece on 6 March 2024.
- ✓ Produced feature article for EDMO blog about one of MedDMO's disinformation reports (https://edmo.eu/blog/whitewashing-the-web-how-copyright-complaints-made-to-google-can-be-abused-by-bad-actors/)

6. Communication and outreach

This section highlights MedDMO's communication strategy for amplifying EDMO's mission through multilingual content, digital campaigns, media engagement, and public awareness initiatives in Greece, Cyprus, and Malta.

- ✓ MedDMO consistently emphasises its participation in the EDMO network across various channels, including the website, social media platforms, media events, and press releases. This recognition is intended to expand the reach of EDMO's mission and scope.

- ✓ A wide range of EDMO-led media literacy campaigns and initiatives — including "Be Election Smart" and "Be Online Smart" — have been systematically promoted and disseminated through MedDMO's official website and social media channels, ensuring high regional visibility and engagement.
- ✓ The monthly EDMO brief is regularly distributed through our communication channels. Additionally, we produce Greek translations of the EDMO brief to enhance outreach in Greece and Cyprus.

7. Conclusions and continuity in the 2nd MedDMO funding cycle

As demonstrated throughout this report, MedDMO has successfully established itself as an active and integral part of the European Digital Media Observatory (EDMO) network. Through consistent participation in EDMO meetings, contributions to working groups and surveys, and collaboration with other national and multinational hubs, MedDMO has helped reinforce a pan-European response to disinformation.

As we enter the second funding cycle of MedDMO, the strong collaboration we have built with EDMO and its wider network provides a solid basis for continuing and strengthening our work. Over the past period, we have worked closely with other hubs and the central EDMO team across a wide range of areas, including research and fact-checking, media literacy, policy analysis, and joint dissemination efforts. This close cooperation has enabled MedDMO to grow into a reliable and proactive regional hub, making meaningful contributions to the broader EDMO mission.

Looking ahead, MedDMO is committed to strengthening and expanding this collaboration during its second funding cycle. We will continue to contribute to EDMO's research and methodological work, expand our media literacy initiatives, especially in collaboration with other hubs, and build on recent milestones. For instance, the launch of Fact-Check Cyprus and the growing fact-checking engagement and capacity in Malta further ensure MedDMO's significant role in extending the EDMO fact-checking ecosystem. We also plan to strengthen ties with national authorities and media regulators and explore new ways to support the monitoring of disinformation narratives at both national and cross-border levels.

Our aim in this next phase is not only to respond to challenges as they arise but also to help anticipate them by sharing knowledge, tools, and strategies across the EDMO community. This second cycle presents a valuable opportunity to deepen our collaboration and broaden our impact across the EDMO network and MedDMO is committed to playing an active role.



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