

D6.2

Sustainability Plan

Project Title	MedDMO
Project Number	101083756
Thematic Priority	DIGITAL-2021-TRUST-01-EDMO
Start of Project	1 December 2022
Duration	30 months

Deliverable title	Sustainability Plan
Deliverable number	D6.2
Deliverable version	V1.0
Contractual Date of delivery	30.06.2025
Actual Date of delivery	30.06.2025
Nature of deliverable	Report, Sustainability plan
Dissemination level	Public (PU)
Partner Responsible	ATC
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Abstract	This deliverable outlines the sustainability plan for the MedDMO hub. It presents a practical strategy to ensure the continuation of the hub's core activities beyond the current funding period. The plan focuses on three key areas: community, financial, and organisational sustainability. It details how MedDMO partners intend to maintain stakeholder engagement, secure new funding sources, and support essential operations through lightweight models and internal resources. The plan also highlights the importance of continued public funding for non-commercial, public-interest activities such as media literacy and mis/disinformation monitoring.
Keywords	MedDMO, sustainability, disinformation, media literacy, fact-checking, public funding, financial sustainability

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Revision History

VERSION	DATE	MODIFIED BY	COMMENTS
V0.1	31/03/2025	Danae Tsabouraki (ATC)	First Draft Table of Contents
V0.2	23/04/2025	Danae Tsabouraki (ATC)	Final Table of Contents
V0.3	25/04/2025	Danae Tsabouraki (ATC)	First Draft
V0.4	09/05/2025	Danae Tsabouraki (ATC)	Second Draft
V0.5	20/06/2025	Danae Tsabouraki (ATC)	Final Draft for Review
V0.6	23/06/2025	Megan Mallia, Ġorġ Mallia (UoM)	Review
V0.7	26/06/2025	Nikos Sarris (CERTH)	Review
V0.8	30/06/2025	Danae Tsabouraki (ATC)	Addressing review recommendations
V1.0	30/06/2025	CERTH	Final Document



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Glossary

Abbreviation	Meaning
AI	Artificial Intelligence
CERV	Citizens, Equality, Rights and Values Programme
CM	Communication Manager
COM	Community Manager
DRC	Disinformation Research Coordinator
EC	European Commission
EDMO	European Digital Media Observatory
EFCSN	European Fact-Checking Standards Network
EJTA	European Journalism Training Association
EMIF	European Media and Information Fund
EU	European Union
H.F.A.C.	Hellenic Film and Audiovisual Center S.A.-Creative Greece
IFCN	International Fact-Checking Network
MAAM	Media Asset Annotation and Management
ML	Media Literacy
MLC	Media Literacy Coordinator
MMC	Media Monitoring Coordinator
NAL	National Authorities Link
NGO	Non-Governmental Organization
R&D	Research and Development
RIF	Research and Innovation Foundation (Cyprus)
SaaS	Software-as-a-Service
SLA	Service Level Agreement

SME	Small and Medium-sized Enterprises
UI	User Interface
UX	User Experience

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1 Executive Summary

This deliverable presents the Mediterranean Digital Media Observatory's (MedDMO) sustainability plan, which outlines how the project can continue its core activities beyond the current funding period. While a follow-up co-financing grant will allow MedDMO to operate until 2028, this plan looks further ahead and sets out practical steps to help keep the hub running in the longer term.

The plan is built around three main areas: community sustainability, financial sustainability, and organisational sustainability. For **community sustainability**, the focus is on continuing engagement with key stakeholders - fact-checkers, researchers, media literacy experts, and the general public - and using MedDMO's existing communication channels to maintain visibility. **Financial sustainability** covers how partners are currently co-financing their participation and explores future funding sources such as EU and national grants, private partnerships, and revenue from services like fact-checking or tool licensing. **Organisational sustainability** includes keeping the hub's basic infrastructure and workflows running with limited resources, including ongoing maintenance of the website and core tools like Truly Media and MAAM.

All partners have expressed their intention to continue contributing to MedDMO, both through their existing work and by actively seeking new funding or commercial opportunities. At the same time, the deliverable highlights the **need for continued public support**, especially from the European Commission, for initiatives like MedDMO that aim to counter mis/disinformation[1] and improve media literacy. These activities are essential for the public good but are not easily sustained through commercial revenue alone.

Overall, the plan aims to provide a clear and realistic roadmap to help MedDMO remain active, visible, and ready to grow when new opportunities become available.

[1] To avoid using the double term mis/disinformation throughout the whole text, we will use only the term disinformation from now on, which also includes the term misinformation, wherever applicable.

2 MedDMO's Sustainability Strategy

This section outlines MedDMO's sustainability strategy. The project's sustainability objectives and overall strategy, as well as the hub's key stakeholder groups, are main building blocks in the effort to ensure the continued operation and impact of MedDMO beyond the EC funding period.

Even though a consecutive co-financing grant will allow MedDMO to operate until 2028, the present plan will lay the foundations and overall strategy for making sure that MedDMO can maintain its core activities, strengthen its partnerships, and secure diverse funding streams to support its long-term mission beyond 2028.

The present sustainability plan will be updated and revised in MedDMO 2.0, following a thorough evaluation of the project's progress, stakeholder feedback, and emerging challenges in the fight against disinformation.

2.1 Objectives

The main objectives of MedDMO's sustainability plan are the following:

- To ensure that MedDMO continues to operate effectively beyond the EC funding period by establishing a comprehensive strategy for sustainability.
- To strengthen and expand partnerships with key stakeholder groups, including media organisations, academic institutions, government bodies, and community representatives, to maintain active involvement and community support and adoption.
- To outline avenues for securing diverse funding sources through grants, revenue-generating activities, and membership or subscription models, reducing reliance on a single funding stream and enhancing financial stability.
- To develop a robust governance framework and maintain a strong technological infrastructure to support ongoing operations, including the implementation of automated content contributions from various partners.

The project's sustainability strategy has been developed to meet these objectives and provide a practical framework to sustain MedDMO's operations and secure its impact post-funding.

2.2 Strategy

MedDMO's sustainability strategy is based on three main areas: community, financial, and organisational sustainability. Each area includes specific actions that partners will take to keep the hub active and useful beyond the current funding period.

Community sustainability involves continuing engagement with MedDMO's main stakeholders, including fact-checkers, researchers, media literacy experts, public institutions, and the general public. Partners will continue their activities independently, and MedDMO's platform and social media channels will be used to share relevant updates, events, and resources. The goal is to keep the hub visible and connected to its audience.

Financial sustainability includes the co-financing commitments already in place during the project, and future efforts to secure funding from new sources. These may include grants from EU or national programmes, and revenue from services such as fact-checking on demand, training, research, and licensing of MedDMO's technological tools. Each partner is responsible for exploring the options most relevant to their role and country.

Organisational sustainability focuses on keeping the hub functional in terms of tools, content, and coordination. The plan includes maintaining the web portal, continuing content contributions as much as possible, and

supporting key platforms like Truly Media and MAAM. A basic governance setup will remain in place, supported by in-kind contributions from the partners.

This strategy is designed to keep MedDMO's core functions running and to allow for a quick restart or scale-up when new funding becomes available.

2.3 Target Stakeholders

MedDMO is a multi-faceted project, which addresses a wide group of stakeholders. Our target audience can be divided in the following key stakeholder groups:

1. **Fact-checkers, disinformation investigators and media professionals**: This is a particularly important target group, as one of MedDMO's core activities is to detect, analyse and disclose emerging disinformation campaigns in Greece, Cyprus and Malta. The media sector is particularly affected by disinformation (as attested by the plunging levels of public trust in the media) and needs help to develop effective reflexes and strategies to combat this phenomenon.
2. **Academic researchers**: Academic researchers working on digital media, journalism, and disinformation play an equally important role in studying information disorder and thus the MedDMO hub is targeting this community to disseminate its results, transfer its scientific knowledge, and further scientific developments in the field.
3. **Media literacy practitioners**: The global deficit in digital media literacy has been identified as a critical factor explaining widespread belief in online misinformation. Enhancement of Media Literacy (ML) skills is a critical response to disinformation and ML practitioners (teachers, professors, experts) are key actors in this process. MedDMO will continue to collaborate with educators and ML practitioners to sustain media literacy efforts in Greece, Cyprus and Malta..
4. **Policymakers, including (self-)regulatory authorities**: Disinformation is a growing danger to democracy, and policymakers need to play a bigger role in measuring and tackling the impact of disinformation campaigns. To respond effectively they need to be well informed of the latest developments in the field and the active disinformation campaigns targeting their territory.
5. **Public sector bodies**: Because of the societal importance of the media sector for democracy, a portion of the media industry in Europe is part of the broader public sector (i.e. public service broadcasters). Even beyond the media sector, there is a huge need and potential for introducing tailored responses in the public sector in relation to disinformation targeting important public domains, such as health and politics. The MedDMO hub will provide important information that can be used to inform public sector organisations and help them design effective responses.
6. **Citizens**: Citizens, as recipients of disinformation and often amplifiers of misleading claims, are a key target group for MedDMO. The hub aims to raise awareness among citizens regarding disinformation campaigns through its online presence, media literacy campaigns, fact-checking activities, and other targeted communication activities.
7. **Social media platforms**: Social media platforms, being a central disinformation node, are another target group for the dissemination of the hub's findings. Partners intend to promote an open dialogue with social media platforms about the impact of disinformation and how platforms can further contribute to tackling it and share the hub's insights.

3 Community Sustainability

This section outlines how MedDMO will maintain its connections with key communities and stakeholders after the end of the project's funding. The aim is to keep the hub relevant and active by supporting collaboration,

continuing public-facing activities, and ensuring regular communication. The focus is on using existing resources and networks to keep awareness high and encourage ongoing participation in MedDMO-related activities.

3.1 Stakeholder engagement and collaboration

The Mediterranean Digital Media Observatory (MedDMO) has established a robust foundation for combating mis/disinformation across Greece, Cyprus, and Malta through its community of over 50 scientists, journalists, and organisations. To sustain this momentum beyond the project's conclusion, MedDMO could deploy the following action plan: a) regular communication with the community members via newsletter, informing about issues concerning combating mis/disinformation in Greece, Cyprus and Malta, b) developing and sustaining a webpage including details (logos, short descriptions, contact persons) of community members and other stakeholders, c) contact training programmes on verification tools that will be developed or on existing verification tools that will be enriched with new features from the MedDMO partners, d) developing a certification programme for "MedDMO Verified Partners" where participating organisations commit to employing specific verification tools developed by the MedDMO partners.

3.2 Public awareness and education

To ensure the continuity and impact of MedDMO's public awareness and educational initiatives beyond the EC funding period, a multifaceted strategy will be implemented. This strategy focuses on leveraging partner activities, maintaining MedDMO's web presence, and preserving the MedDMO brand identity.

MedDMO's consortium comprises partners actively engaged in media literacy, fact-checking, and disinformation research. These partners will continue their respective activities, such as workshops, seminars, and educational programmes, which align with MedDMO's objectives. By promoting and advertising these activities through MedDMO's already established channels, the project can maintain a steady flow of relevant content and engagement with its audience. Moreover, MedDMO's website will continue to serve as a repository for resources, updates, and partner activities. Partners will try to contribute their material, so that the website will be updated and new material will be included regularly. Re-sharing of partner news and content though MedDMO's social media channels will also maintain their continuity and keep MedDMO's audience engaged and updated on the latest news.

To support brand visibility beyond its own channels, MedDMO partners will seek opportunities to share their work and insights through external media and platforms. This includes writing short articles or opinion pieces on topics related to disinformation, fact-checking, or media literacy, and clearly stating their affiliation with MedDMO and linking back to the hub's website. Partners can also aim to participate in podcasts, webinars, and media interviews where they can speak about MedDMO's activities and findings. These efforts help keep the MedDMO name visible to wider audiences and contribute to sustaining its identity and credibility.

Sustaining MedDMO's brand identity is essential for recognition and trust among stakeholders. Partners will make sure that MedDMO's brand will continue to be recognisable, even after the funding period ends. This will ensure that once new funding is available, MedDMO can continue its operations, avoiding a long gap in visibility and activities, and enabling a swift transition to new funding cycles without loss of momentum or stakeholder confidence.

4 Financial Sustainability

This section describes how MedDMO plans to maintain financial support for its activities after the end of the current funding period. It first covers the co-financing strategies used by partners during the project, and outlines

possible future funding sources, both public and private. It also looks at ways MedDMO could generate revenue through services and tools developed during the project. The goal is to ultimately reduce as much as possible dependence on EU funding and build a more self-sustaining financial model.

4.1 Co-financing strategy

As MedDMO is partially funded by the European Commission, with a funding rate of 75% for SMEs and only 50% for research and academic partners, in this section, we provide information about the partners' co-financing strategy that allows them to cover their remaining costs in the project. A solid co-financing strategy is essential to ensure that the operations of MedDMO are undisrupted and smooth. Nevertheless, it should be noted that the European Commission's funding plays a crucial role, ensuring that the core activities of the project—such as fact-checking, research, media literacy initiatives, and platform maintenance—can be implemented at scale and with the necessary resources.

CERTH: Co-financing of MedDMO activities is handled by CERTH own funds, originating from commercial contracts, as well as by dedicating time of adjunct researchers who are partially funded by the state. The availability of such funds, however, is very limited and for this reason the extent to which CERTH can dedicate resources to projects which are not fully funded is seriously restricted to only those that are strategically important to the research teams involved. Efforts are made by many academic institutions in Greece to claim matching funds from the Greek state, but the response of the state is still negative to such requests.

AUTH: Since AUTH receives 50% funding from the European Commission, the rest of the funding is provided through contribution of the permanent academic staff of School of Journalism and Mass Communication (professors, associate professors, assistant professors, Special Teaching Staff). The worth of this contribution is assessed by calculating their hourly employment cost, which is derived from their annual gross salary according to the official pay scales relevant to the public university sector, such as those at AUTH. The time that academic staff allocate to the project is recorded through comprehensive timesheets and is backed by the necessary administrative approval provided by AUTH Research Committee.

UCY: Co-financing of MedDMO activities is provided by the work contribution of the permanent academic staff of University of Cyprus (e.g. Lecturers, Assistant Professors, etc.). The value of this contribution is calculated based on the hourly cost of employment, as determined by their annual gross remuneration in accordance with the official salary scales applicable to the public university sector in Cyprus. The time dedicated by the academic staff to the project is documented through detailed timesheets and is supported by the corresponding administrative authorisation.

ATC: ATC is co-financing the remaining 25% of MedDMO's costs primarily through its commercial activities, which include revenues generated from software development services and licensing fees from its proprietary products. With over 30 years of experience in delivering end-to-end IT solutions across various sectors - including media, government, and banking - ATC leverages its diverse portfolio to generate consistent revenue streams. Furthermore, ATC's strategic alliances with international partners, such as Deutsche Welle and i-exceed, expand its market reach and open additional revenue channels. These collaborations enable ATC to offer specialised solutions, like the Truly Media fact-checking platform, which is utilised within the MedDMO project.

CUT: 50% of the project's co-funding is provided through an in-kind contribution by the permanent academic staff of the Cyprus University of Technology (CUT), including Lecturers, Assistant Professors, Associate Professors, and Professors. The value of this contribution is calculated based on their hourly cost of employment, as determined by their annual gross remuneration in accordance with the official salary scales applicable to the

public university sector, such as that of CUT. The time dedicated by the academic staff to the project is documented through detailed timesheets and is supported by the corresponding administrative authorisation.

EH: Ellinika Hoaxes co-finances the remaining 25% of MedDMO's operational costs using resources it has secured through other collaborations and programmes. Since 2019, Ellinika Hoaxes has been collaborating with META under its third-party fact-checking (3PFC) program, which supports the production of fact-checking articles by our organisation. Ellinika Hoaxes has also supported its contribution to MedDMO by leveraging the resources and outputs of team members working on other projects — for example, fact-checkers with domain expertise in climate change who are part of our team under an International Fact-Checking Network-funded project and their work has occasionally been featured on MedDMO as well.

AFP: AFP is co-financing the 50% remaining of MedDMO's cost through Meta's Third-Party Fact-checking programme and on its own resources. Two thirds of AFP's revenues are commercial. AFP is one of the 3 international leading news agencies and counts thousands of clients around the globe that rely on the content produced by our 2,400 staff members. The remaining budget comes from a French government subsidy to support impartial, public interest journalism in France and abroad. Those two pillars are a guarantee of sustainability and enable AFP to co-finance projects such as MedDMO.

ToM: Times of Malta is co-financing the remaining 50% of MedDMO's cost through its own resources as well as three main revenue-generating verticals: the latter are advertising (online, print and programmatic) products and services offered to national, European and global clients; the organisation and management of business- and lifestyle-focused events; and paid reader subscriptions (individual and corporate). These revenue-generating efforts ensure sustainability and enable Times of Malta to co-finance projects such as MedDMO.

UoM: The University of Malta is co-financing the 50% of the cost through the time of academics employed permanently at the University. The contribution is calculated based on the hourly rate based on the annual remuneration according to the academic salary scale for the academic staff. The time spent on the project is recorded through the timesheets raised on the monthly basis.

4.2 Diversification of funding sources

To reduce dependence on a single funding stream and support long-term sustainability, MedDMO will actively explore and pursue a range of funding sources. These will include both public and private opportunities, as well as income generated through commercial activities and services.

On the public side, partners will continue to monitor relevant funding calls at the national and European levels. These may include programmes such as Horizon Europe, Digital Europe, EMIF, CERV, Erasmus+, and national initiatives focused on digital transformation, education, and media literacy. In some cases, MedDMO's work may also align with public sector priorities in areas such as public or strategic communication, digital security, and information integrity, opening up possibilities for public procurement contracts or commissioned studies.

At the same time, MedDMO partners will explore partnerships with private sector actors, particularly in the tech, media, and education sectors, who have a growing interest in combating disinformation and promoting digital literacy. These partnerships could include financial support for research or media literacy campaigns, co-branded initiatives, or access to platforms and tools developed by the hub. Commercial activities, such as offering paid fact-checking services, customised research, workshops, and training sessions, can also generate revenue.

By combining these different funding streams, MedDMO aims to build a more stable and flexible financial base that can support its mission beyond the EC funding period.

4.3 Potential revenue generating activities

MedDMO partners can monetise their expertise and technology through service offerings and licensing arrangements. First, on-demand fact-checking and research services can be offered to a range of organisations - from media outlets to NGOs and policy making bodies - on a needs-based and tailored approach. Second, licensing fees for MedDMO's technological platform and tools can create recurring income via licensing agreements, combining base subscriptions with usage-based components and more premium enterprise options. The partners of the consortium are all reputable and respected organisations, well placed within their areas of expertise and networks. This expertise, along with MedMO's own brand name and presence in the domain of counter-disinformation initiatives, which the consortium has been supporting and developing throughout the last three years, are an important asset that can be utilised to support revenue generation activities.

MedDMO can provide **on-demand fact-checking and research services** to media organisations, NGOs, public institutions, and corporate clients using a customisable, component-based pricing model that aligns scope and deliverables with customer needs and requirements. Consulting fees for in-depth disinformation trend reports and strategic analyses can be another potential revenue stream. Many fact-checking organisations have also expanded into training and workshop delivery, offering additional revenue from capacity-building activities. MedDMO partners can also collaborate to offer such services in the context of national public procurement contracts and commissioned studies from the private and public sector.

Additionally, **MedDMO's technological tools can be licensed to third parties** under a technology-licensing framework, generating periodic fees for access, maintenance, and support. Subscription agreements may combine a fixed annual license with usage-based components (e.g. data volume or AI compute cycles), a model increasingly adopted to align revenues with resource consumption. Enterprise licenses, featuring custom Service Level Agreements (SLAs) and dedicated account management, can command premium fees for customers requiring guaranteed uptime and advanced support.

These options can be explored by MedDMO's partners in parallel with the project's operation to increase their preparedness, while any revenues coming from such activities can also be used to co-finance MedDMO's actions.

4.4 Grants and public funding opportunities

To ensure the continuity and expansion of MedDMO's initiatives beyond its current funding framework, several alternative and supplementary funding avenues can be explored at both European and national levels. Below we provide information about potential funding sources at EU and national levels that partners have identified and can be potentially pursued once MedDMO's funding period ends.

CERTH: CERTH and particularly the MeVer team constantly participates in research projects, mainly funded by the European Commission, but also national authorities such as the General Secretariat for Research and Innovation, through which the team strives to maintain and improve its tools for media verification. Lately there is increased interest from the private sector to invest in tools that detect manipulations in image and video and there have been increased negotiations and discussions to provide private services in this area as well. This is an area that is expected to grow dramatically in the coming years as fraud from deepfakes and synthetically generated multimedia content is rising, causing multimillion losses to the public and private sector.

AUTH: At a European level, the School of Journalism & Mass Communications is part of the European Journalism Training Association (EJTA), which includes journalism schools from all over Europe (not only the EU). EJTA is

running the EUfactcheck programme[2]. AUTH was involved in the EUfacheck initiative before joining the MedDMO hub and intends to participate in any attempts to acquire funding for further research from European funding organisations.

UCY: UCY monitors and participates in joint proposals, both at the EU and national level in Cyprus, to ensure the expansion of MedDMO's initiatives beyond its current funding network. In this framework, UCY co-operates with other universities from all over the EU, as well as relevant organisations involved in media literacy initiatives. In addition, UCY, in cooperation with CUT, have initiated a discussion with national authorities in Cyprus to implement a national strategy for combating disinformation in the country.

ATC: At the EU level, the European Media and Information Fund (EMIF) offers grants supporting fact-checking, media literacy, and research projects aimed at combating disinformation.[3] Additionally, the European Commission regularly launches calls to strengthen media literacy and resilience to disinformation, targeting projects that analyse and detect malicious information manipulation campaigns, increase the reach of independent fact-checking organisations, and enhance digital and media literacy capacities of the general population. Nationally, in Greece, the newly established Hellenic Film and Audiovisual Center S.A.-Creative Greece (H.F.A.C.-Creative Greece)[4], following the merger of the Greek Film Centre and the National Centre of Audiovisual Media and Communication (EKOME), plays an important role in promoting media literacy and could be a potential partner for funding and collaboration. Furthermore, Greek national funding programmes focusing on digital transformation and education may offer opportunities for projects aligned with MedDMO's objectives. Other national funding schemes, similar to the National Recovery and Resilience Plan – Greece 2.0 and the Digital Transformation Programme 2021–2027, allocating resources to digital transformation, education, and social inclusion projects and to enhancing digital skills and services, can be explored to secure funding for initiatives related to media literacy, digital education, and development of digital tools and platforms that combat disinformation and promote media literacy.

CUT: CUT, in collaboration with UCY, has established strong ties with national authorities through the MedDMO project, particularly in the areas of combating disinformation and promoting media literacy in Cyprus. These collaborations have the potential to open avenues for funding relevant follow-up activities. To continue and extend the impact of MedDMO, CUT is actively exploring public funding opportunities at both the national and European levels. Potential sources include Cyprus Research and Innovation Foundation (RIF); Horizon Europe; Citizens, Equality, Rights and Values Programme (CERV); European Fact-Checking Standards Network (EFCSN); and the International Fact-Checking Network (IFCN). In addition to public funding, CUT is also considering partnerships and funding opportunities from private organisations engaged in media monitoring, fact-checking, and data analytics in Cyprus and across Europe.

EH: Ellinika Hoaxes monitors funding opportunities at both national, European, and international levels. It has participated in projects or submitted applications to European Commission calls under programmes such as Horizon Europe, CERV, and Creative Europe, and is constantly on the lookout for calls under these programs that could potentially support objectives aligned with its mission. Ellinika Hoaxes has also been an active participant in various projects coordinated by the European Fact-Checking Standards Network (EFCSN), funded by the EU, tech platforms, or other institutions and it envisions continuing this engagement. Additionally, Ellinika Hoaxes has received support through funding efforts coordinated by the International Fact-Checking Network (IFCN) and plans to seek such support again in future initiatives. Since 2019, Ellinika Hoaxes has also been involved in META's

[2] https://eufactcheck.eu/

[3] For example, currently open calls can be found here https://gulbenkian.pt/emifund/bolsas-lista/.

[4] https://www.ekkomed.gr/

third-party fact-checking programme and remains open to collaboration with tech platforms on initiatives aiming to support our organisation's efforts in combating mis/disinformation and educating the Greek public on the various aspects of the information disorder phenomenon.

AFP: AFP is constantly monitoring funding grants at European and national levels. AFP is involved in different projects tackling disinformation: not only the EDMO hubs, but also projects funded by the European Media and Information Fund (EMIF), helping train fact-checkers in Ukraine for instance. It has also been involved in European funded R&D projects to tackle disinformation through its Medialab unit. InVID-WeVerify was one such R&D project. Launched in 2017, the InVID-WeVerify browser plugin is today one of the main verification tools used in 197 countries worldwide by over 50,000 (41% of them in Europe) journalists, fact-checkers, human rights activists and NGOs, media literacy scholars and researchers to debunk disinformation.

ToM: Times of Malta has a dedicated function that explores potential funding opportunities, at both national and EU levels, that complement its in-house capacity. These opportunities are explored and pursued with the aim of enhancing Times of Malta's capacity to produce content, while increasing its reach through innovative platforms, such as its recently launched mobile native app.

UoM: UM is continuously participating in various EU-funded and local research projects in Malta, with a strong focus on topics such as disinformation, media literacy, sustainability in media practice, and digital communication. Building on its active role in the MedDMO project, UM is currently exploring several grants and public funding opportunities at both national and European levels to ensure the continuation and expansion of MedDMO's work. These include programmes such as Horizon Europe, Digital Europe, Erasmus+, and relevant national calls that support research, innovation, and public engagement in combating disinformation.

5 Organisational Sustainability

This section outlines how MedDMO will maintain the structures, tools and workflows needed to support its operations in the long term. It covers the project's governance model, the upkeep of core platforms and technologies, and the process for ensuring content contributions from partners. These elements are essential to keeping MedDMO functional, even with limited resources, and to ensuring that its work can continue and expand when new opportunities arise.

5.1 MedDMO structure and governance model

In the case of a future instance of MedDMO which will be independent of public funding, a similar, but simplified governance structure will be sought, where each partner will offer in-kind contributions of key personnel that will be needed to maintain a similar type of operation. In detail the following roles will be maintained and most probably offered by the same partners that have gained experience in this during the current operation of the project.

Media Literacy Coordinator (MLC) responsible for monitoring all activities related to media literacy events in each of the three countries.

Disinformation Research Coordinator (DRC) responsible for monitoring all activities related to setting up the appropriate technological infrastructure and carrying out the detection and analysis of disinformation campaigns in each of the three countries. The DRC will cooperate closely with the Community Managers. The DRC will continue to liaise with EDMO and other regional hubs to coordinate these activities across Europe, when found appropriate.

Community Manager (COM) responsible for enlarging and engaging the community of MedDMO members who will be involved in the continuous disinformation investigations in each of the three countries. They will cooperate closely with the DRCs.

Media Monitoring Coordinator (MMC) responsible for monitoring and assessing the plurality and diversity of news media in Greece, Cyprus, and Malta. This will happen with the help of the community members, so MMCs will cooperate closely with the Community Managers.

National Authorities Link (NAL) responsible for liaising with National Authorities in order to offer the support of the MedDMO in relevant activities. Careful attention will be needed to maintain the independence of the hub from any governmental influences.

Communication Manager (CM) responsible for the Dissemination and Communication activities in liaison with the appointed Spokesperson in each country. CM will coordinate the dissemination and communication activities, ensuring all partners abide by the agreed policies and procedures.

All the above will be coordinated by a General Manager ensuring all activities are assigned through the proper channels to the responsible partners, following an agreement that will be signed and will govern the flow of activities and potential funds from private contracts.

5.2 Technological infrastructure maintenance

Maintaining MedDMO's core technological infrastructure is key to keeping the hub operational and useful after the funding period ends and while securing new funding. The main platforms developed or used in the project, i.e. the web portal, Truly Media, and MAAM, will continue to be supported by the partners responsible for them. Basic updates, maintenance tasks, and limited user support will be handled using internal resources. Where possible, tools will be made available to the community in a lightweight or free version, with the option to scale up or offer additional features through future funding or paid services.

MedDMO's web portal

ATC will continue to operate, maintain, and update MedDMO's web portal for a period of three years after the project's funding ends with its own resources. To ensure high availability, ATC will continue to implement regular health checks, including uptime monitoring, page-load speed tests, and broken-link scans—leveraging whenever possible free tools, but also paid services where necessary. CMS, plugin, and security updates will be applied regularly to mitigate vulnerabilities and comply with best practices for website security. Any content updates, including new fact-checks, research reports, and media literacy materials, that could be contributed by MedDMO's partners will be rolled out in collaboration with the rest of the partners through an established editorial workflow, with regular reviews to ensure that content on the website is refreshed as much as possible. Finally, ATC will allocate a reserved-instance budget in its cloud infrastructure contracts to secure cost-effective hosting and scaling capacity, ensuring predictable expenditures and the ability to handle any traffic surges that may occur.

Truly Media

The long-term vision of the Truly Media platform is to support and empower journalists and fact-checkers worldwide to effectively address and respond to the growing problem of disinformation in a collaborative spirit. By seamlessly integrating a variety of advanced verification tools and fostering real-time collaboration, Truly Media aims to create a trusted digital workspace and support its users in assessing the veracity of digital content as efficiently and reliably as possible.

Truly Media is already a commercial product with customers coming from news agencies, broadcasters, and fact-checking organisations. Truly Media also supports the work of the EDMO network. The platform is offered to customers as a Software-as-a-Service (SaaS) solution with yearly subscription fees. MedDMO partners will continue to have free access to the platform and will be able to use its functionalities even after MedDMO's end. ATC will continue to support and maintain Truly Media, seeking to establish new partnerships, collaborations, and business relationships, and to further enhance the platform with new functionalities. Further development and enhancements of the platform will also take place through ATC's involvement in existing and future R&D projects. ATC is currently implementing a major update of the platform in terms of technologies and user experience (UX) aspects, as migration to more modern technologies like React and update of the interfaces according to the latest UI/UX principles have been deemed necessary.

MAAM

The Media Asset Annotation and Management (MAAM) platform has been developed by MeVer in the context of previous research projects and is constantly maintained by adding new versions of the multimedia analysis tools which are developed and improved under other relevant research projects. MAAM is essentially a web-based application that facilitates the management and annotation of multimedia collections and is capable of dealing with content-based image and video retrieval, including tools that can greatly assist fact-checkers and researchers in their work against disinformation, such as the deepfake detector, the image manipulation detection and the synthetic media detector. As a whole, MAAM integrated with all the above tools creates a user-friendly interface that provides MedDMO's community with a novel instrument to store and retrieve fact-checked multimedia content, annotate image and video in manual and automatic ways, detect forgeries in image and video, and thus create a large and richly annotated database of multimedia content that can greatly assist in the work against disinformation. This environment is central to the operation of MeVer as it encapsulates all its mature technologies and the intention is to provide a basic version of this environment for free to the MedDMO community indefinitely, as it also serves as a demonstration platform for the capabilities of the group. Added value services, such as more intense verification of higher volumes of content, or upgrades with detectors that need to be trained on specific genres of content, are going to be offered on fees, to be agreed, depending on the specific needs.

5.3 Content contributions

Even without dedicated funding, MedDMO can continue to publish relevant content by making use of existing partner activities and low-effort, automated processes. Partners regularly produce research studies, reports, and news related to disinformation, media literacy, and digital media. When relevant, these outputs can also be shared through the MedDMO platform, provided that they align with the hub's focus and quality standards.

To make this process efficient, partners will be encouraged to set up RSS feeds or other simple integration methods that allow their new publications and updates to be automatically listed or linked on the MedDMO website. Where automation isn't possible, a lightweight editorial process can be used to manually upload key items on a monthly or quarterly basis, depending on capacity.

By relying on content that is already being produced and using simple technical solutions to share it, MedDMO can continue to offer up-to-date and useful material to its audience without requiring major investments of time or money. This helps maintain the hub's relevance and supports the visibility of partners' work across the network.

6 Summary and Conclusion

The sustainability plan presented in this deliverable outlines how MedDMO can continue its core activities beyond the current funding period through a combination of community engagement, diversified funding efforts, and lightweight operational models. All partners have expressed their commitment to maintaining the hub's visibility and functionality, and to seeking out new sources of funding - whether through EU or national grants, partnerships, or commercial activities such as training, consulting, and tool licensing.

At the same time, it is important to recognise that many of MedDMO's key activities, especially those related to public awareness, education, and independent research, are not easily commercialised. These are areas where continued support from the European Commission remains essential. Long-term public investment in disinformation monitoring and media literacy is critical to safeguarding democratic processes, strengthening civic resilience, and maintaining trust in information systems.

MedDMO's partners will continue to work together to ensure the hub's relevance and readiness to scale up when new opportunities arise. However, sustained institutional support will be key to maintaining the broader impact of initiatives like MedDMO that serve the public interest.