

## EVENT DESCRIPTION SHEET

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

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

PROJECT	
<b>Participant:</b>	Udruga za promicanje aktivnog građanstva – ECHO (Udruga ECHO)
<b>PIC number:</b>	918560319
<b>Project name and acronym:</b>	Read Twice — R2

EVENT DESCRIPTION	
<b>Event number:</b>	7.1.
<b>Event name:</b>	Seminar for local stakeholders in Croatia
<b>Type:</b>	Seminar
<b>In situ/online:</b>	[in-situ]
<b>Location:</b>	Croatia, Zagreb
<b>Date(s):</b>	28.09.2023.
<b>Website(s) (if any):</b>	<a href="https://www.themayor.eu/en/read-twice">https://www.themayor.eu/en/read-twice</a> <a href="https://echo-udruga.hr/read-twice-r2/">https://echo-udruga.hr/read-twice-r2/</a> <a href="http://www.mediaservis.hr/index.php/kreativno-gospodarstvo/225946-225946-echo-organizira-tribinu--la-e-vijesti---kako-ih-prepoznati-i-kakav-je-njihov-dru">http://www.mediaservis.hr/index.php/kreativno-gospodarstvo/225946-225946-echo-organizira-tribinu--la-e-vijesti---kako-ih-prepoznati-i-kakav-je-njihov-dru</a> <a href="https://www.hpeu.hr/index.php/najave/tribina">https://www.hpeu.hr/index.php/najave/tribina</a> <a href="https://www.facebook.com/echoudruga/posts/pfbid06DXE5An6dLtU3jcNBD4vPTYLqQ89NQJssMewpoGetSb6F5n1xmmVkrwwhyCWHXHI">https://www.facebook.com/echoudruga/posts/pfbid06DXE5An6dLtU3jcNBD4vPTYLqQ89NQJssMewpoGetSb6F5n1xmmVkrwwhyCWHXHI</a> <a href="https://www.facebook.com/echoudruga/posts/pfbid023u5oohSUDGwzmx5A9zvJ8X92sjBXYDcQsv5Vd4sDaAGPsimVaSaVMuTaVQkdXpiEI">https://www.facebook.com/echoudruga/posts/pfbid023u5oohSUDGwzmx5A9zvJ8X92sjBXYDcQsv5Vd4sDaAGPsimVaSaVMuTaVQkdXpiEI</a> <a href="https://www.zeneimediji.hr/odrzana-tribina-lazne-vijesti-kako-ih-prepoznati-i-kakav-je-njihov-drustveni-utjecaj/">https://www.zeneimediji.hr/odrzana-tribina-lazne-vijesti-kako-ih-prepoznati-i-kakav-je-njihov-drustveni-utjecaj/</a> <a href="https://www.hpeu.hr/index.php/vijesti/odrzana-tribina-lazne-vijesti-kako-ih-prepoznati-i-kakav-je-njihov-drustveni-utjecaj">https://www.hpeu.hr/index.php/vijesti/odrzana-tribina-lazne-vijesti-kako-ih-prepoznati-i-kakav-je-njihov-drustveni-utjecaj</a> <a href="https://www.facebook.com/echoudruga/posts/pfbid037McYvLDZFHHpHgUTupVouwEqiSzySKnTie9d4cZTuXCe4TvuiSVbZ4dKKWDiD8U7I">https://www.facebook.com/echoudruga/posts/pfbid037McYvLDZFHHpHgUTupVouwEqiSzySKnTie9d4cZTuXCe4TvuiSVbZ4dKKWDiD8U7I</a> <a href="https://echo-udruga.hr/odrzana-tribina-u-sklopu-projekta-read-twice-lazne-vijesti-kako-ih-prepoznati-i-kakav-je-njihov-drustveni-utjecaj/">https://echo-udruga.hr/odrzana-tribina-u-sklopu-projekta-read-twice-lazne-vijesti-kako-ih-prepoznati-i-kakav-je-njihov-drustveni-utjecaj/</a>
<b>Participants</b>	
Female:	27
Male:	25
Non-binary:	N/A

From country 1 [Croatia]:	52		
Total number of participants:	52	From total number of countries:	1 COUNTRY (Croatia)
<b>Description</b>			
<i>Provide a short description of the event and its activities.</i>			
<p>The local seminar for 52 stakeholders was organized in order to: improve the capacity and empower stakeholders, implement best practices and initiatives for countering disinformation at local level, including through media literacy promotion.</p> <p>The event involved local actors as potential multipliers in the field of media literacy in the discourse and actions for countering disinformation at local and national level. The target group of the event included public and local authorities, civil society organisations, youth organisations, academia, education and training institutions, media sector, online platforms, influencers and journalists, libraries.</p>			
<b>Concept and venue</b>			
<p>Local seminar for stakeholders in Croatia was organized by Udruga ECHO and in close collaboration with Croatian Paneuropean Union (CPU). It took place in Zagreb on 28.09.2023. in conference hall of CPU. It lasted half a day (including registration, opening speeches, lectures of 90 minutes each, coffee pause, Q&amp;A session, discussion and time to complete the CERV survey at the end).</p>			
<b>Participants</b>			
<p>Udruga ECHO created an open call in order to involve all interested public. The free of charge event was promoted via social media, Croatian Pan European channels, through media outlet Media Servis (an agency specialized in the production of radio news broadcasts. It produces different program content every day - informative, political, entertainment, cultural, sports and other programs in audio and video format for various radio stations in Croatia), and university channels in order to include participants from various faculties. This resulted in a total audience of 52 participants. Representatives of the following national institutions, organizations and media attended the event: Ministry of Economy and Sustainable Development, Laudato TV, Serb national council, Faculty of Croatian studies, Teaching institute of public health, Croatian library for the blind, Agency of electronic media – online portal Žene I mediji (Women and media), various NGO's, students. and general public.</p>			
<b>Methodology</b>			
<p><u>In the first half of the event</u>, the stakeholders gained important knowledge on media literacy in order to improve their skills to identify and withstand to disinformation. Furthermore, the participants learned how to apply effective tools and practices for promoting media literacy in their regular activities and initiatives (such as Crowd Tangle; DISARM Framework, Public Editor), thus contributing to the fight with disinformation. They also learned more about Portuguese and German best practices which were identified during the project. In the end, Association ECHO presented the Needs assessment and state-of-play analysis developed under the previous activities and informed the audience about the findings. It was highlighted that Croatia does not have a national policy for media literacy and that the development of media literacy is only implemented by the Agency for Electronic Media, as well as non-governmental organizations. The document can be downloaded from the project <a href="#">webpage</a>.</p>			
<p><u>During the second half of the event</u>, the participants discussed about the information and knowledge they gained in the first part of the event. They were most active when discussing about the measures and projects that may fit in the local environment and may have positive impact on the citizens' skills. National technical and human resources in media were discussed, such as newspapers, journalists, online portals, influencers and other, and what can be done to improve their efficiency to address fake news at local level. Representatives of Association ECHO and Ministry of Economy and Sustainable Development presented EU and national funding opportunities in the field of media literacy and how these opportunities can support the stakeholders in taking active steps forward in building on the project results.</p>			

**Agenda**

The topic of the event was to improve the capacity and empower stakeholders, implement best practices and initiatives for countering disinformation at local level, including through media literacy promotion.

Participants have discussed on the following topics:

- What is the relationship between fake news and truth in the age of digital media,
- What is the relationship between fake news, propaganda and media literacy,
- How fake news creates hate speech,
- How the online environment works,
- How online news articles and social media posts are generated and paid for,
- How to critically analyse the content that has been consumed,
- Skills to access content critically and identify fake news.
- Modern tools for recognizing misleading information
- EU and national funding opportunities in the field of media literacy

At the opening of the event, the project manager from Udruga ECHO presented the Read Twice project and the funding programme CERV and at the end of it, asked participants to complete the CERV survey.

**Achieved results and impact**

A varied audience, including people with various levels of media literacy skills, attended the event. It involved citizens, public and local authorities, civil society organisations, youth organisations, academia, education and training institutions, media sector, online platforms, influencers and journalists, libraries giving them all the chance to debate on the challenges related to fake news spread and their views on how to mitigate their impact. The discussions provided attendees with the chance to exchange their views and initiatives they are implementing and need to implement in more quality in order to address the problem.

**CERV survey**

Based on the feedback received after the completion of the CERV survey, we can conclude that the events increased attendees 'motivation and abilities to promote skills to assess information critically among their peers, friends, families, and the other members of the society. Participants were made aware of the dangers and opportunities that Internet is related to as a means of accessing information, and how media platforms affect their access to information.



**HISTORY OF CHANGES**

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