

D1.5 BENEDMO Annual report year 2

Description of the activities of BENEDMO between July 2025 and June 2026

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1. Hub Activities

In this annual report, we reflect on the past year of BENEDMO (July 2025 to June 2026). In this first chapter, we will first discuss the objectives set by BENEDMO, then describe the activities undertaken over the past year to achieve these objectives, and finally analyse the impact these activities have produced.

Objectives

Disinformation remains an intricate challenge, manifesting in various forms, from anti-migration narratives to health-related misinformation, election falsehoods, and information warfare. The rise of generative AI exacerbates this issue, providing increasingly realistic modes of deception. The EDMO ecosystem (est. 2020) offers a coordinated international and regional approach to combat disinformation online. [BENEDMO](#), the Dutch and Flemish hub, is dedicated to limiting the impact of disinformation through research, technology development, fact-checking, and media literacy efforts. The objectives of the project are:

1. *Foster the growth and capacities of the BENEDMO network to enhance skills, knowledge, and collaboration.*

The project nurtures and expands the dynamic BENEDMO network, bringing together journalists, researchers, and media literacy experts. Engagement with governmental bodies, civic organizations, and big tech is enhanced through interactive knowledge exchange meetings to increase the project's impact while maintaining independence.

2. *Produce and disseminate fact-checks and disinformation investigations to ensure access to reliable information.*

A key element in combating disinformation is the availability of accurate information. To this end, BENEDMO continuously produces fact-checks and conducts in-depth investigations into disinformation narratives.

3. *Study and measure the impact of emerging disinformation techniques to inform responsive strategies.*

Following the recent adoption of the Digital Services Act¹ and Code of Conduct on Disinformation², BENEDMO plays a vital role in assessing platform implementation efforts and policy impact. The aim is to safeguard the public from harmful content and strengthen trust in the digital realm. Key research investigates the impact of AI technologies on the creation and spread of disinformation, exploring the opportunities and risks these technologies present.

4. *Deliver media literacy campaigns and events to strengthen societal resilience against disinformation.*

BENEDMO's media literacy campaigns target education, the general public and vulnerable groups, covering critical topics such as disinformation, the role of journalism, and AI's influence on media.

5. *Ensure widespread awareness of the societal impacts of disinformation and promote proactive engagement.*

With these objectives, BENEDMO aims to reach and benefit three main audiences: (i) experts in disinformation, fact-checking, journalism, and media literacy; (ii) policymakers and civil society groups; and (iii) European citizens. A communication and dissemination strategy ensures the actors are targeted through tailored communication channels and formats.

¹ The DSA regulates online intermediaries and platforms such as marketplaces, social networks, content-sharing platforms, app stores, and online travel and accommodation platforms. Its main goal is to prevent illegal and harmful activities online and the spread of disinformation.

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age/digital-services-act_en

² <https://digital-strategy.ec.europa.eu/en/library/code-conduct-disinformation>

Activities year 2

Network

Between July 2025 and June 2026, BENEDMO further consolidated and expanded its network by strengthening partnerships with journalists, civil society, media literacy organizations, academic researchers and policy makers. The focus was on building relationships, exchanging expertise and connecting communities that are directly affected by disinformation.

BENEDMO hosted three separate sessions at the [Dutch Journalism Festival](#), where the consortium engaged with journalists, students, media professionals, and the general public on topics related to fact-checking, disinformation, and media literacy. The programme included an interactive Q&A with BENEDMO fact-checkers, an open dialogue on the mental health challenges associated with disinformation work, and a presentation of research on the Dutch fact-checking landscape.

In December, BENEDMO hosted its [conference](#), “(mis)sing information”, which explored information gaps and the consequences of missing or misleading information in public debate which mostly attracted academics, media literacy professionals and fact-checkers.



Fig 1. Keynote presentation at the BENEDMO conference, 5-12-2025

Network activities also targeted specific professional groups. While some of the hubs' activities focused on developing practical skills, others were aimed at sharing thematic

expertise. The network activities were developed based on the results of the Network Needs Analysis conducted during the project's first year and have been continuously adjusted to reflect the project's outputs and emerging needs.

ANP organized a [workshop](#) on “finding & evaluating open sources”, focusing on open data and OSINT techniques for journalists and other practitioners. The workshop was praised for offering a rich variety of methods that engaged journalists new to verification practices while also providing experienced OSINT practitioners with new tools and approaches to further strengthen their work. One of the participants noted that there was much more useful data available for journalists than they had previously expected. Another mentioned that assessing the reliability of a source can be very challenging, but that the traffic-light method explained by the presenters served as a helpful tool. In addition, Bellingcat provided a two-day [online training](#) on coding for digital investigations, strengthening technical skills among participants involved in investigative work.

NISV hosted an [LGBTQIA+ knowledge session](#), which brought together experts and community representatives to discuss how disinformation affects LGBTQIA+ communities and what support is needed. The event was well received, in particular because it created a unique space for exchange between a diverse range of actors who were eager to learn from one another. Participants included representatives from targeted communities, journalists seeking strategies to prevent the repetition and amplification of harmful narratives, policymakers looking for knowledge and entry points for policy support, and academics contributing and gathering insights.



Fig. 2 workshop led by ANP on finding and evaluating open data, 21-1-2026

Internally, BENEDMO held a participant council gathering, combined with the BENEDMO conference on December 5th, offering a platform for partners and stakeholders to reflect jointly on ongoing activities and future priorities.

Bellingcat's [toolkit](#) was upgraded, improving resources for digital investigations, making tools easily accessible to the wider professional network engaged in verifying information and battling disinformation. Textgain continued work on the [BENEDMO factcheck database](#) and their social media monitoring tool [ehbt.be](#), which provided data for the targeted campaigns.

Fact-checking

Fact-checking remained central to BENEDMO's work, while the project expanded its formats to include a wider range of journalistic outputs and reach different target groups.

The concept of fact-checking campaigns was already introduced in the first year of the project. These campaigns involve collaborative efforts between fact-checkers, journalists, and data analysts to produce a wide range of journalistic outputs focused on a specific theme or event.

The output of the fact-checking campaign against medical disinformation (year 1) continued to be [disseminated](#), highlighting the importance of cross-border collaboration in addressing health-related falsehoods. The third fact-checking campaign (which took place at the transition between year 1 and year 2) covered the [NATO summit](#), where Flemish and Dutch partners jointly monitored and debunked disinformation around the summit. The campaign was innovative on three key features: (1) the use of pre-bunking as a new format, (2) the use of a fully online fact-check marathon structure (a concept originally introduced for election campaign monitoring by associated partner KRO-NCRV), and (3) the extension of cross-border collaborations to include non-BENEDMO fact-checkers from the Dutch newspaper Algemeen Dagblad (AD) and the French-speaking Belgian public broadcaster RTBF that is also involved in the EDMO-hub BELUX.

One key learning from this collaboration was that highly political events also take place within highly controlled information environments, leaving limited space for impactful disinformation narratives to emerge. The public debate around the summit appeared relatively 'sterile'. While partners were generally satisfied with the campaign, the experience prompted reflection on whether pre-bunking could be a more effective strategy than debunking in similar contexts.

In September, work on the Vietspam campaign was prepared and first outcomes were

shared. The campaign produced fact-checks by Nieuwscheckers, VRT and Knack about fake news companies located in Vietnam. These outlets use social media accounts to target Flemish and Dutch audiences with fake news around sports and politics. By doing so, they generate clicks and advertisement revenues on the page. Building on these findings, additional research activities are planned for the second half of 2026 and will feed into the sixth fact-check campaign on social media factories, including expanding the scope of analysed accounts, examining patterns of interaction and reach, and involving international expertise through collaboration with the US-based fact-checking organisation Lead Stories.

Finally, a fact-checking campaign focussing on LGBTQIA+ narratives has been kicked off in January. Early findings were integrated into the LGBTQIA+ knowledge session. The publication window is still ongoing. VRT, Nieuwscheckers, Pointer, ANP, Textgain, and NISV participated in the campaign. Through a mix of written and video fact-checks, data scraping, narrative research, and broadcast media analysis, the campaign produced a rich array of publications on multiple platforms that went beyond the standard fact-checking activities. The campaign will conclude at the end of July 2026, aligning with the eve of World Pride in Amsterdam.

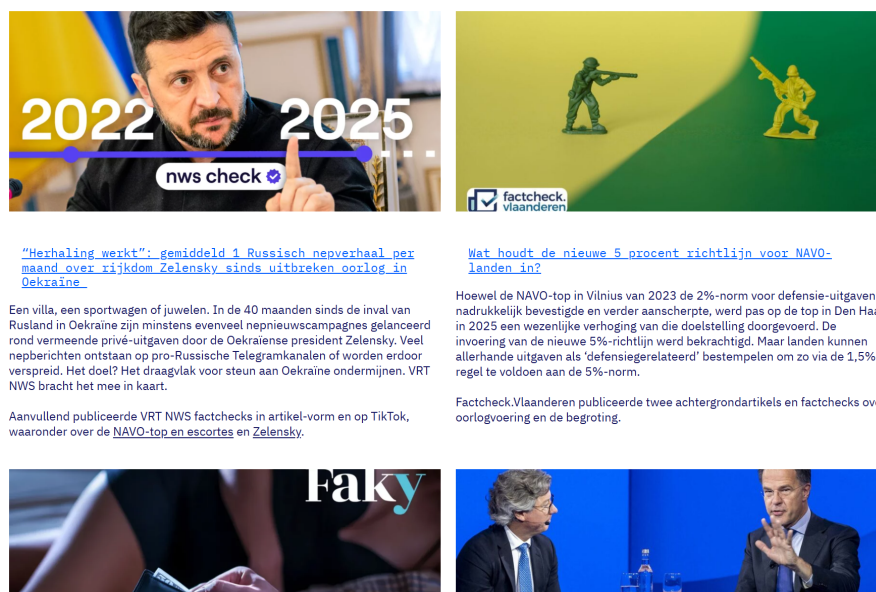


Fig 3. Fact-checks published as part of the NATO summit fact-check campaign, July 2025

As part of Factcheck Connect, a project that was funded by the Ministry of the Interior as an extension of BENEDMO, partners Nieuwscheckers and NISV published four fact-checking [deep dives](#) on migration, climate, the LGBTQIA+ community and war images. These reports provided in-depth analyses of specific themes and patterns identified through collected fact-checking data, related additional fact-checking activities and dialogue with relevant

societal actors. The Migration Deep Dive was presented during the EDMO Training Series Identity-based Disinformation, sharing insights on how disinformation targets minorities and migrants. The LGBTQIA+ deepdive was presented during the BENEDMO knowledge session in April in The Hague.

Several initiatives were developed outside the fact-checking campaign collaborations, deepdives and traditional fact-checking formats:

- VRT NWS, Nieuwscheckers and Bellingcat conducted research into [chatbots](#) within journalism, examining the potential and risks of using chatbots in fact-checking and verification workflows.
- Nieuwscheckers published newsletters on the Dutch general elections which were translated to English and published on the [BENEDMO website](#) to make the information accessible to a wider audience, including the EDMO-network.
- Bellingcat published two investigative pieces examining the [Russification](#) of Mariupol and the role of [Russian Cossacks](#) in mobilising young people for war. The investigations combined advanced OSINT and verification methodologies with innovative storytelling formats to make complex investigations accessible to wider audiences.

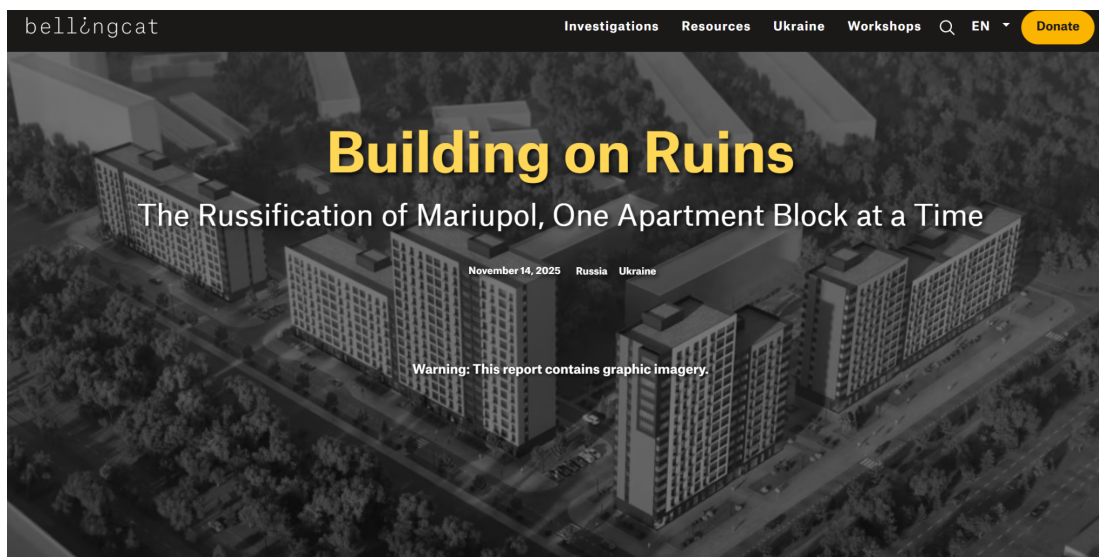


Fig 4. Bellingcat's research into the Russification of Mariupol, 14-11-2025

Monthly fact-checks continued to be published on the BENEDMO website, ensuring regular showcasing of relevant claims. BENEDMO published a new [trend report](#) on fact-checking, examining the outcomes and background of fact-checks published by BENEDMO partners and identifying recurring themes in the disinformation landscape.

Academic research

Academic and investigative research activities provided an evidence base for BENEDMO's work and contributed to wider debates on disinformation, media systems and digital tools.

BENEDMO published a [whitepaper](#) on structural indicators within the Code of Conduct on Disinformation, reflecting on how structural measures can be used to assess compliance. The study finds that platforms provide only limited insight into the prevalence of misinformation and disinformation on their services and how this relates to the overall volume of political content. While explicit mis- and disinformation is generally not extremely frequent, misleading and unverifiable information, as well as borderline cases that contribute to harmful narratives, constitute a substantial share of problematic content.

As part of the complementary project Factcheck Connect, [research](#) on the Dutch media landscape was published, mapping the diversity and complexity of fact-checking practices in the Netherlands. In addition, a new research line was launched to examine the relationship between fact-checkers and Very Large Online Platforms (VLOPs) in the context of the Digital Services Act (DSA). The report is set to be published in August 2026.

UvA published a [whitepaper](#) on the role of AI in the disinformation landscape, outlining key challenges and opportunities for addressing AI-related disinformation. The white paper concludes that AI has not fundamentally altered the underlying logic of disinformation, but it has transformed its scale, speed, and accessibility, and in doing so it reshapes how citizens, institutions, and information systems relate to evidence and truth.

Media literacy

Media literacy activities in BENEDMO are aimed at strengthening the capacity of professionals, citizens, and teachers – thereby also equipping their students and other target groups – to navigate complex information environments. The consortium developed materials and organised several events and workshops.

Starting with the materials: NISV published a [LessonUp module](#) on Media Literacy & AI, introducing students and educators to the interplay between artificial intelligence and media literacy. A [lesson package](#) on online (toxic) influences was made available by Mediawijs, focusing on the impact of influencers and online dynamics on young people.

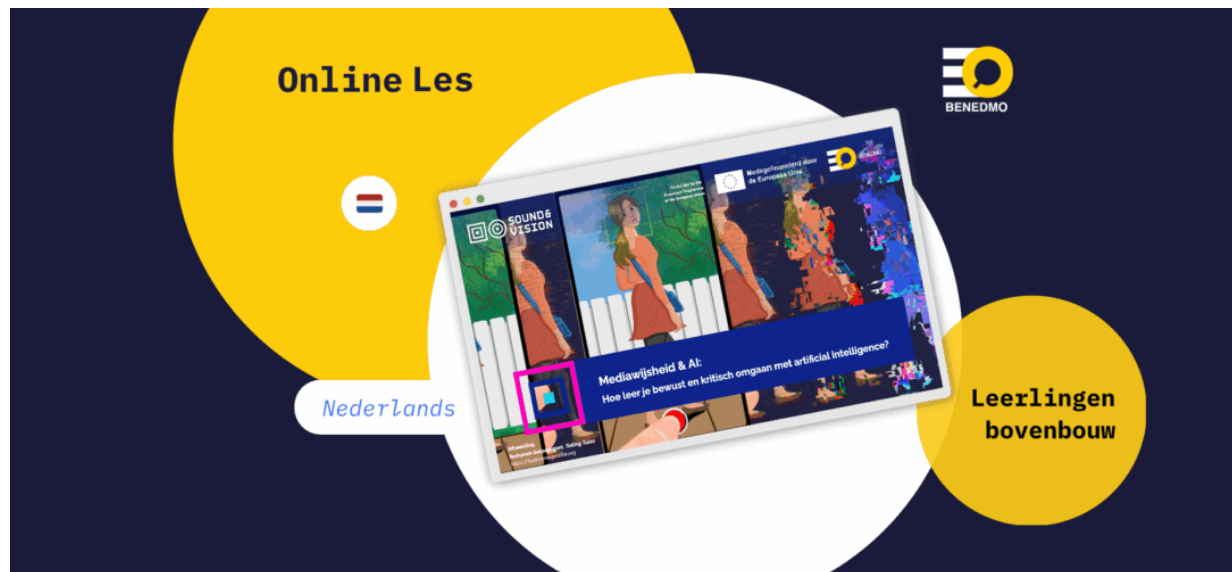


Fig 5. The LessonUp on Media Literacy & AI, 30-10-2025

As part of an extensive co-creation process to better understand the needs of people with low literacy skills, BENEDMO organized a [second BENEDMO Lab](#) for professionals working with vulnerable adults (specifically non-native low-literate people) during the BENEDMO conference on 5 December, focusing on inclusive approaches and support for those who face particular barriers in accessing and assessing information.

This lab, together with a number of other co-creation sessions, resulted in the launch of two new media literacy [tools](#) for this target group, addressing the needs of audiences that are specifically vulnerable to disinformation. Both tools function as conversation starters to open dialogue about digital media and news. Netwerk Mediawijsheid and NISV explore potential to use the developed tools in the Dutch context with several societal partners working with the target groups.

Additionally, VRT launched four explainer videos – about [trolling](#), [ragebait](#), [algorithms](#) and [AI-slop](#) – under its “Check” item and published [an interactive article](#) allowing readers to test their knowledge of disinformation, helping the general public understand verification processes.

Finally, the media literacy [repository](#) created within BENEDMO 1 was updated, adding new interventions to the curated selection. These selected interventions are designed to be easily implemented by teachers and educators in classroom settings.

As for the events and workshops: BENEDMO was part of organizing the “[Feitencheckers](#)” competition, in which Flemish pupils demonstrated their fact-checking skills. More than 2500 students (14-16 years old) worked with typical fact-checkers’ verification

methodologies, acquiring knowledge and skills to understand how to assess whether information is reliable.

BENEDMO's media literacy partners provided in-depth training sessions for teachers on journalism, disinformation, dialogue and polarisation as well as workshops on media logics for youngsters.



Fig 6. Winners of the “Feitencheckers” competition, May 2026

A [report](#) summarising BENEDMO's media literacy activities was published, offering an overview of interventions and learnings.

Overview of project results and impacts year 2

The BENEDMO project, currently active for 5 years, has made significant steps in countering disinformation within the Dutch-speaking region. The past year of the project has been highly productive, yielding concrete outputs. BENEDMO has consolidated its position as a central hub at both national and European levels, demonstrating strong collaborative spirit, and effectively translating research, media literacy efforts and fact-checking campaigns into societal impact.

Objective 1: Foster the growth and capacities of the BENEDMO Network

BENEDMO has actively grown its network and enhanced the skills and knowledge of its members, strengthening the ecosystem against disinformation.

Key achievements

- *Active network engagement:* The professional BENEDMO network currently comprises 304 members. In the second year of the project, the focus shifted from expanding the network to actively engaging members through knowledge exchange and skills development activities. In total, 217 professionals participated in knowledge exchange sessions, including a highly rated workshop on finding and evaluating open data. The Participant Council evolved to include 57 members representing relevant stakeholder groups, providing feedback on project activities and identifying opportunities for impact.
- *Dialogue oriented knowledge sessions:* BENEDMO has strengthened the ecosystem against disinformation by sharing findings from the hub with a broader audience of professionals and communities affected by disinformation in two cross-domain dialogue oriented knowledge exchange sessions. These knowledge sessions bring together stakeholders from different domains, creating opportunities for cross-sector dialogue and knowledge exchange. For example, the session on LGBTQIA+ related disinformation brought together journalists, researchers, human rights organisations, and government officials, while the session on mental health also included psychologists and care professionals. The sessions have generated follow-up questions from ministries and resulted in several requests for further knowledge exchange and collaboration, showing the need for and benefit of cross-sector knowledge exchange.
- *EDMO collaboration:* BENEDMO actively participated in 100% of EDMO events, for example by providing trainers for EDMO training activities, thereby ensuring that insights from the hub were shared across the wider European ecosystem. In addition,

BENEDMO contributed [quarterly factsheets](#) to the wider EDMO ecosystem to keep the community informed about the progress and output of the project.

Impacts

- *Enhanced skills:* Network members have developed new skills in areas such as open data, social media monitoring, and digital investigations. This contributes to a more skilled community of professionals equipped to identify, analyse, and address disinformation.
- *Strengthened cross-sector collaborations:* BENEDMO has strengthened connections between researchers, journalists, policymakers, civil society organisations, and other stakeholders working on disinformation. These collaborations support knowledge exchange and create opportunities for more coordinated responses.
- *Contribution to policy and practice:* BENEDMO's insights and expertise have informed discussions among policymakers and societal actors. Requests for further exchanges and collaboration demonstrate the relevance of evidence-based knowledge for addressing disinformation challenges.
- *Improved access to evidence-based knowledge:* BENEDMO has improved access to reliable, research-based insights for professionals and stakeholders working on disinformation. Through knowledge sessions, network newsletters, factsheets, and the conference, findings from the hub reached audiences beyond the immediate consortium.

Objective 2: Produce and effectively disseminate fact-checks and disinformation investigations

BENEDMO has effectively produced and widely disseminated fact-checks, pioneering collaborative investigation models to counter harmful narratives.

Key achievements

- *High volume of fact-checks:* BENEDMO organisations produced a total of 373 fact-checks, all shared with EDMO in the second year of the project. This brings the project's total fact-checks to 877, well past its KPI of 800 fact-checks, with two quarters still remaining.
- *Sustained impact of collaborative factchecking campaigns:* two major campaigns from the previous period continue to deliver value and shape our current work:
 - Medical disinformation campaign: the output from this year 1 campaign is still being actively disseminated, demonstrating the long-term value of cross-border (NL - BE) collaboration in tackling health-related disinformation.

- NATO Summit campaign: this campaign successfully pioneered a fully online fact-check campaign and expanded our cross-border network to non-BENEDMO partners (AD and RTBF). The strategic insights gained , specifically regarding the effectiveness of pre-bunking over reactive debunking during highly political events, directly inform our current approach.
- *Two new fact-check campaigns were organized:*
 - Vietspam: BENEDMO partners Nieuwscheckers, VRT, and Knack successfully exposed a network of fake news companies in Vietnam, shedding light on the economic incentives behind disinformation. The campaign contributed to a better understanding of one of the key drivers of disinformation. The campaign also laid the groundwork for a follow-up joint campaign planned for the second half of 2026, which will focus more broadly on ‘social media factories’.
 - LGBTQIA+ narratives: launched in January 2026, this collaborative campaign (VRT, Nieuwscheckers, Pointer, ANP, Textgain, and NISV) goes beyond standard fact-checking by combining data scraping, narrative research, and video fact-checks to examine the wider information environment around anti-LGBTQIA+ disinformation. Rather than focusing only on individual false claims, the campaign identifies recurring narratives, amplification patterns, and broader dynamics through which identity-based disinformation spreads. Early findings informed dialogue during a knowledge-sharing session in The Hague (April 2026) reflecting on these emerging narratives ahead of WorldPride Amsterdam (July 2026). This timing was particularly valuable, as it created an opportunity to strengthen awareness before one of the largest LGBTQIA+ events in the world. The campaign has generated interest from governmental organisations at both municipal and national level, exploring opportunities to inform policy development and strengthen media literacy initiatives.
- *Trend report:* Analyzing 482 Dutch-language fact-checks, the third BENEDMO Trend Report exposes how conflict-related and health claims dominate regional disinformation, with 75% of claims proven “false”. Claims about international affairs often play a greater role than statements about national politics, which indicates that misinformation often circulates across borders, highlighting how disinformation quickly crosses borders.



Fig 7. Knowledge sharing event in The Hague as part of the LGBTQIA+ narratives campaign, 14-4-2026

Impacts:

- *Improved access to reliable information:* BENEDMO's fact-checking activities provide audiences with accessible, evidence-based information on topics where uncertainty, concern, or false claims circulate. By addressing a wide range of themes and distributing fact-checks through multiple channels, the project supports citizens in navigating an increasingly complex information environment.
- *Innovative countermeasures:* The adoption of pre-bunking and the refined online fact-check marathon methodology represent significant innovations for proactive and rapid responses to disinformation.
- *Enhanced public awareness:* Fact-checking campaigns and trend analyses have moved beyond individual false claims to provide insights into broader patterns, narratives, and mechanisms behind disinformation. Investigations into social media factories and LGBTQIA+ related narratives, as well as the BENEDMO Trend Report, contribute to a deeper understanding of how disinformation spreads and evolves across topics, platforms, and borders.
- *Strengthened capacity to counter disinformation:* Fact-checkers and media organisations have gained valuable experience in agile, collaborative, and multi-format content production, strengthening their capacity to counter disinformation.

Objective 3: Study and measure the impact of emerging disinformation techniques to inform responsive strategies.

BENEDMO researches new disinformation techniques, particularly AI-generated content, and actively monitors online platform policies for compliance.

Key achievements

- BENEDMO published a [whitepaper](#) on structural indicators for the Code of Conduct on Disinformation and research mapping the Dutch fact-checking landscape. In addition, a new research line was launched on the relationship between fact-checkers and Very Large Online Platforms (VLOPs) under the Digital Services Act (DSA), contributing to policy research on platform governance.
- BENEDMO researchers actively disseminated project findings through leading national and international conferences, including the [Etmaal van de Communicatiewetenschap](#), the [European Political Science Society Conference](#), the [Trust Summit 2025](#) and the [Dutch Journalism Festival](#).
- BENEDMO researchers published findings in leading academic journals, including the [Harvard Kennedy School Misinformation Review](#) and the [Tijdschrift voor Communicatiewetenschap](#). In addition, a new article titled “On the Same Page? Experts Are Mostly, but Not Always Aligned About Disinformation in Times of Generative AI”, has been accepted for publication in Digital Journalism.

Impacts:

- *Strengthening the evidence base for platform governance:* BENEDMO contributed to policy research on the Digital Services Act (DSA) and the Code of Conduct on Disinformation through a whitepaper on structural indicators for platform accountability and research on the Dutch fact-checking landscape and its relationship with Very Large Online Platforms (VLOPs). Together, these studies support evidence-informed policymaking to strengthen information integrity.
 - *Stimulating platform accountability:* By highlighting shortcomings in platform transparency and support, BENEDMO is pushing for more robust and effective compliance with disinformation codes.
- *Contributing to academic and societal dialogue:* By sharing research through both academic and practitioner-oriented channels, BENEDMO strengthens academic debate on disinformation while ensuring that new evidence reaches journalists, policymakers, fact-checkers, and other professionals. This two-way exchange helps translate scientific insights into practice and ensures that societal challenges continue to inform future research.

- *Strengthening the evidence base on disinformation:* BENEDMO's scientific publications contribute to the international evidence base on disinformation, fact-checking, and generative AI and informs development of counter measures. By publishing in both international and Dutch academic journals, the project advances academic debate while making new knowledge available to researchers, policymakers, and practitioners.



Fig. 8 Presentation of the Factcheck Connect research on the Dutch factchecking landscape, 18-9-2025

Objective 4: Deliver Media Literacy campaigns and events

BENEDMO has significantly enhanced resilience against disinformation, particularly among vulnerable groups and within formal education settings, through targeted media literacy initiatives.

Key Achievements

- *Vulnerable adults campaign:* Mediawijs launched two new media literacy tools – a memory game, *Nieuws in beeld*, and a conversation card game, *Digitale praat* – to support professionals working with adults with low literacy skills and multilingual backgrounds. In early May, 500 copies of each game were printed and distributed across 20 cities/municipalities, community centers and socio-cultural organizations. This key achievement generated significant interest, with an additional 28 organizations currently on the waiting list for the next print run.
- *Education outreach:* In Flanders, the ‘News in the Classroom’ campaigns trained over 220 teachers and engaged more than 2,500 pupils in news literacy and fact-checking

activities. The ‘Feitencheckers’ competition (Mediawijs and VRT) generated media coverage in Het Nieuwsblad, one of the leading newspapers in Belgium. In the Netherlands, NISV delivered 329 disinformation workshops and supported more than 700 professionals from libraries, social care, and other sectors, strengthening a network of trusted intermediaries.

- *Media literacy tools for education:* NISV has made a lesson package on [artificial intelligence](#) available to tens of thousands of teachers through teaching platform LessonUp. Mediawijs developed educational resources addressing [\(harmful\) online influences](#). These materials contribute to the policy goals of the Flemish Cabinet for Media and were developed in collaboration with a broad network of Flemish actors and Netflix. Created in response to growing public concerns following the Netflix series *Adolescence*, the launch received significant media attention, being picked up by newspapers, radio stations, and a major TV talkshow. Recent numbers show that in less than six months, the educational package was downloaded 930 times and reached 3,122 page views. Mediawijs has already featured it in multiple workshops and presentations.
- *Reaching the broader public:* VRT NWS Check expanded its public outreach with a series of explainer videos (with a total of 15,583 views) and an interactive article (2057 unique visitors) on emerging online phenomena such as rage bait, AI slop, and algorithmic recommendations. By explaining these concepts in a clear and accessible way, the resources help citizens better understand the mechanisms behind online misinformation and strengthen media literacy across a broad audience. Mediawijs and VRT collaborated on a public campaign ‘[De Checkweken](#)’ on AI, deepfakes and disinformation.



Fig. 9 Testing the tools with adults with low literacy skills and multilingual backgrounds (left) and developing illustrations together with the designer (right).

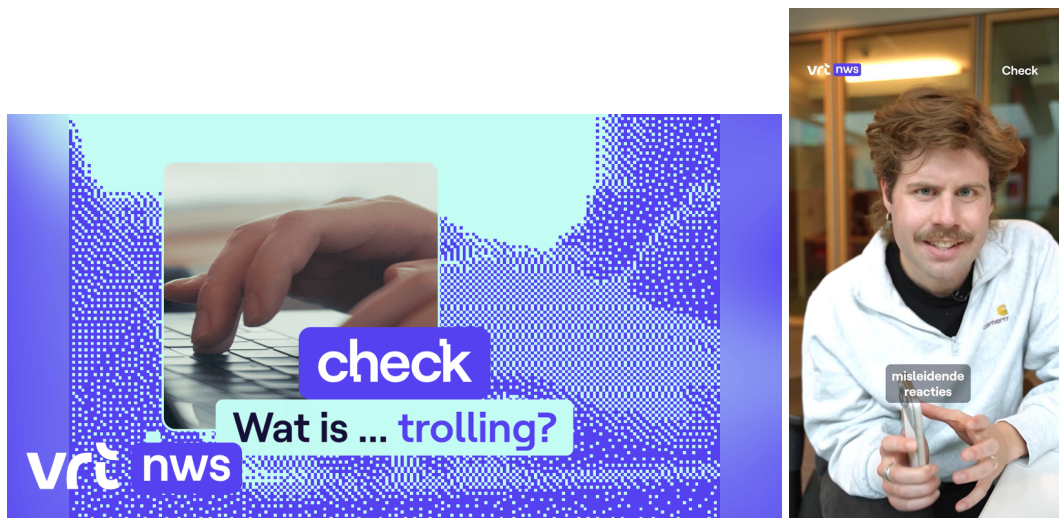


Fig. 10 VRT NWS Check explainer video on trolling, June 2026

Impacts

- *Increased resilience among different target groups:* Positive impact on the resilience of vulnerable adults and young people by addressing specific needs and providing tailored, accessible interventions.
- *Empowered educators and professionals:* Educators and intermediary professionals are better equipped with up-to-date knowledge and resources, strengthening their capacity to guide citizens in navigating disinformation.
- *Responsive media literacy ecosystem:* BENEDMO rapidly responds to emerging societal concerns with evidence-based educational resources by working closely with educators, civil society organisations and policymakers. This strengthens the capacity of the media literacy ecosystem to respond to new forms of online harm.
- *Increased public awareness of emerging online risks:* BENEDMO's public-facing resources and media literacy initiatives reached broader audiences through accessible formats and media attention which contributes to greater public understanding of how online information environments function.

Objective 5: Follow a versatile outreach strategy

BENEDMO has implemented a comprehensive and effective outreach strategy, ensuring widespread awareness of its work and engagement with its resources.

Key achievements

- *Strong website performance:* The BENEDMO website (www.benedmo.eu) serves as the central hub, with over 8,000 visits (in line with the annual KPI), offering news, outputs, and events.
- *Social media presence:* LinkedIn continued to grow to 436 followers.

- *Decentralised dissemination:* A strength is the agreement that 90% of BENEDMO's work is communicated by partners through their own established channels, ensuring targeted reach to specific communities (fact-checkers, media literacy experts, researchers).
- *High external engagement:* BENEDMO and its output was mentioned on 9 third-party platforms and delivered 11 presentations at national and international events, bringing the project well past its overall 2.5-year targets of 10 mentions and 15 presentations, further reinforcing its visibility and credibility.
- *Integrated communication:* Communication activities are integrated into the broader EDMO ecosystem, enabling cross-border dissemination. For example mentions in the [monthly literacy digest](#), publication of the white paper on AI technologies, and contributions to the fact-checking map.



Fig. 11 Left: presentation at the B'Future Festival (Bonn, Germany). Right: presentation at the Trust Summit (Amsterdam, Netherlands).

Impacts

- *Increased visibility and reach:* BENEDMO's multi-channel communication approach and partner-led dissemination have expanded the reach of the project's outputs, ensuring that insights on disinformation and media literacy reach both expert communities and broader audiences.
- *Greater engagement with knowledge and resources:* Effective communication has supported engagement with BENEDMO's publications, tools, events, and activities, strengthening connections between researchers, practitioners, policymakers, and other stakeholders.
- *Strengthened credibility and visibility within the ecosystem:* Consistent messaging, strategic dissemination, and high-quality knowledge products have reinforced

BENEDMO's role as a trusted contributor to European discussions on media literacy, fact-checking, and information integrity.

2. Participation in EDMO

Introduction

EDMO is a network of 15 national or multinational Hubs active across all 27 EU Member States, as well as Moldova, Norway and Ukraine. BENEDMO is one of these hubs. EDMO Hubs bring a unique potential to understand and act upon specific regional specificities in the areas they cover. At the same time overarching coordination enables a pan-European approach to disinformation. EDMO EU, coordinated by European University Institute, works to facilitate and enable collaboration among this multidisciplinary community of stakeholders. BENEDMO partners have been committed to collaboration with the EDMO network, which manifests in several ways.

Communication and dissemination

BENEDMO's communication reflects its connection to the EDMO network. Its communications strategy is designed not only to build and expand the hub's visibility and outreach but also to contribute to strengthening the EDMO network as a whole.

- BENEDMO adheres to EDMO branding standards, aligns its communication strategy with the EDMO EU strategy, and supports EDMO dissemination efforts, the Media Literacy Guidelines, EDMO in numbers briefs, and the Best Of Fact-checking Map.
- The RSS feed of BENEDMO.eu has been connected to the EDMO website to ensure automated publication of BENEDMO news on the EDMO website.
- BENEDMO has been present at all EDMO Communication meetings.
- BENEDMO provides input for EDMO's newsletter 'The weekly Pulse'.

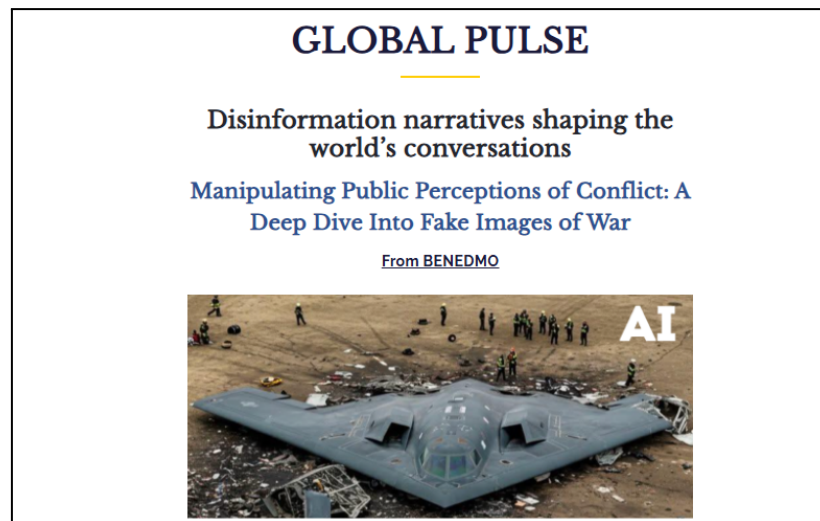


Fig. 12 BENEDMO featured in the weekly EDMO newsletter

EDMO Hub meetings

BENEDMO partners have actively participated in all EDMO hub meetings. NISV and VRT have delivered presentations to provide an overview of BENEDMO's activities. BENEDMO has consistently demonstrated its commitment to fostering collaboration between hubs, nominating hub representatives, raising concerns and identifying solutions to help build a sustainable network and secure future funding.

Quarterly overview of activities

BENEDMO has met the request to provide a quarterly overview of its activities to EDMO and has participated in a biannual meeting with the EDMO EU steering group. This exchange has served as a platform to highlight key activities and explore collaboration opportunities with other hubs within the network and EDMO EU.

Research and policy analysis

BENEDMO contributed to the EDMO Survey Analysis on the Impact of VLOPSEs Reporting and Actions. In close dialogue with EDMO EU, BENEDMO has explored ways to contribute to the analysis of structural indicators, complementing the approach suggested by EDMO. This resulted in [a blog post](#) outlining the identified opportunities, which were further explored in a [white paper](#) on structural indicators and the prevalence of disinformation on social media platforms.

Additionally, BENEDMO conducted a survey to assess expert perceptions on the role of AI-driven disinformation. The survey was widely distributed across the EDMO network to ensure that the results accurately reflected the network's diverse perspectives. This resulted in a [white paper](#) on the effects of AI on the disinformation landscape.

Fact checking

BENEDMO has been engaged in several activities to foster wide dissemination of fact checks. This includes providing monthly contributions to EDMO's Best of Fact-checking [map](#) and integrating an RSS feed linked to Truly Media for searchability of the BENEDMO fact-checks and as input for the EDMO country briefs.

Additionally, BENEDMO is preparing a fact-checking collaboration with other EDMO hubs. BENEDMO has been developing a methodology to support international collaboration on fact-checking initiatives. This includes fact-checking marathons focused on elections and thematic collaborations on topics such as health disinformation and the NATO summit. BENEDMO is actively seeking partnerships with other hubs to expand this approach. A concrete area of collaboration is currently under discussion with several hubs: a cross-border fact-checking/journalism project focused on the neo-manosphere. The initiative aims to jointly investigate emerging narratives and identify cross-border trends.

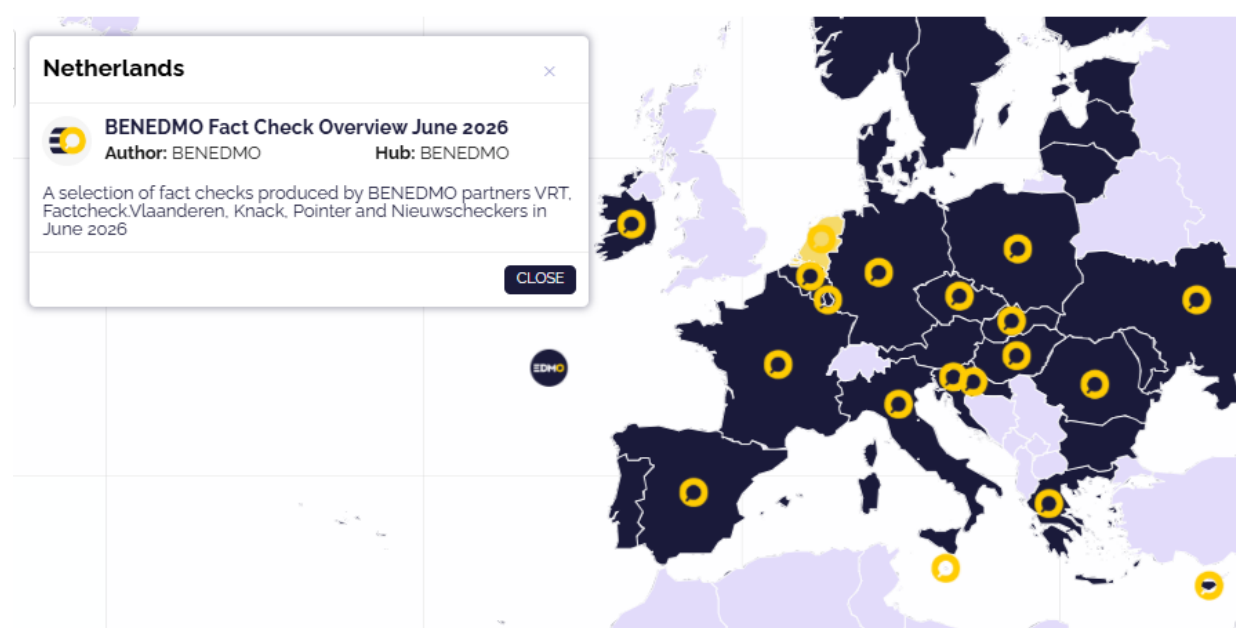


Fig. 13 BENEDMO featured in the EDMO Best of Fact Checking map of June 2026, highlighting a selection of fact checks.

Media Literacy working group

BENEDMO actively participates in the EDMO media literacy community. Mediawijs is involved in the Media and Learning Association (MLA) as a board member. MLA coordinates the media literacy community work within EDMO Europe. Furthermore, BENEDMO has supported joint efforts like active participation in bimonthly meetings, and regularly providing input for the Media Literacy monthly digest.

EDMO Training opportunities

EDMO offers various opportunities for hubs to stay informed about relevant topics, tools, and methodologies. To ensure effective use of resources, BENEDMO partners assess the relevance of each training session before committing participation. BENEDMO has actively engaged in several of these opportunities, including:

- The EDMO series on climate disinformation
- The EDMO series on identity based disinformation
- EDMO training on generative AI and hybrid influence

These sessions have contributed to strengthening BENEDMO's expertise.

BENEDMO also contributed to the EDMO [training programme](#) as a trainer on the topic of migration. In addition, BENEDMO contributed to blogs as additional resources to this training programme on the topic of migration and LGBTQIA+ narratives.

3. Funding and independence

BENEDMO's mission is to serve the public interest through accurate, impartial, and evidence-based analysis. The findings, research, and all strategic decisions are driven solely by established methodologies, adhering to academic and fact-checking standards. BENEDMO operates autonomously, entirely independent of influence, direction, or control from any state officials, political agendas, or government bodies.

BENEDMO actively facilitates knowledge exchange between our network and other relevant stakeholders, including governmental bodies, major tech companies, and civil society organizations for transparency and to increase impact of the efforts. This allows BENEDMO to engage with influential actors and share insights in areas profoundly affected by disinformation, such as the healthcare sector, all while upholding the unwavering independence of our hub and network.

BENEDMO receives 50% co-funding through the European Commission's Digital Europe Programme (DEP). This support is vital for our mission to counter disinformation. This funding mechanism is a project-based grant, awarded through a highly competitive and rigorous application process.

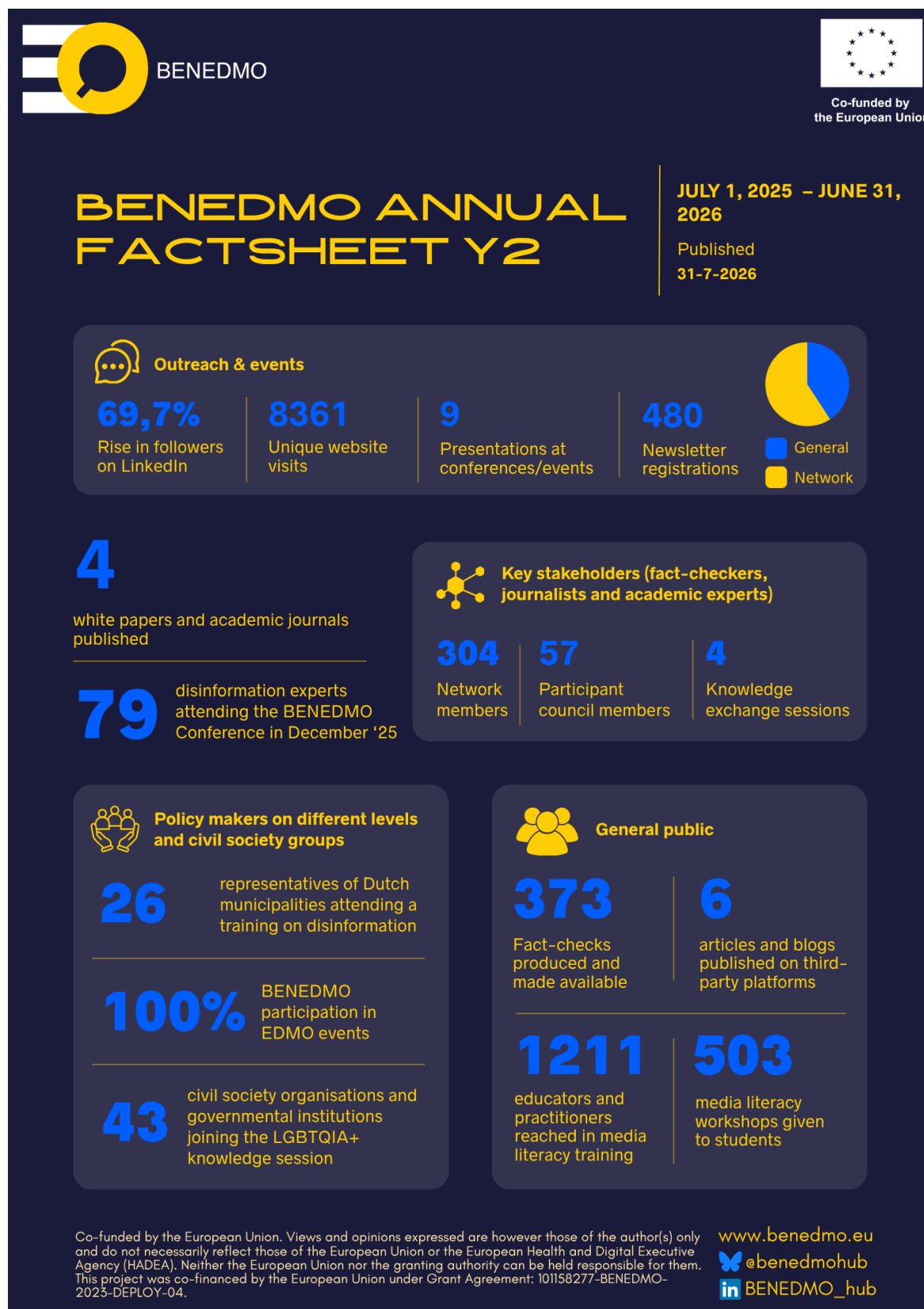
The DEP aims to strengthen Europe's digital infrastructure and services, including initiatives that foster digital resilience and counter threats like disinformation. Projects like BENEDMO are selected based on their alignment with program objectives, demonstrated excellence, and a detailed proposal outlining planned activities and expected impacts.

This funding operates on a co-financing model, meaning it covers 50% of approved, eligible costs, with the remaining 50% secured through own contributions or other sources. To overcome these challenges, the consortium partners integrated project objectives with their respective organisational ambitions, and in certain instances, procured additional funding.

A Grant Agreement between consortium partners and the European Commission specifies the outcomes and deliverables BENEDMO committed to achieving, based on the independently developed proposal. The work is governed by partners' core principles of accuracy, impartiality, and established academic and fact-checking standards. Operational and editorial independence is contractually safeguarded within the framework of the DEP grant agreement.

Beyond EU support, the Dutch research partners also receive additional co-funding from the Ministry of Education, Culture and Science (OCW) for their planned activities. This national support acknowledges that the hub's efforts contribute to the Dutch national strategy for improving resilience against disinformation, without granting the Ministry influence over the independent research or findings. Additionally, BENEDMO coordinator NISV has received further support from the Ministry of the Interior (BZK) to study and strengthen the fact-checking network in the Netherlands. This entails mapping the national fact-checking landscape and exploring sustainable, independent funding models for fact-checkers. Furthermore, BENEDMO will map out the often-complex collaboration between fact-checkers and large digital platforms to advise on more effective cooperation structures.

4. Annual outreach factsheet



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.