

EDMO hubs

DIGITAL Info Day

18.12.2025

DG CONNECT I4

European Digital Media Observatory

- Launched in 2020.
- Independent multidisciplinary **community - a collaborative platform** for fact-checkers, researchers and media literacy experts.
- Activities to fight disinformation and strengthen societal resilience in Europe.
- Composed of the **15 national or regional hubs** (all MS, Norway, Moldova, Ukraine) and a central governance structure which supports and coordinates them.
- Financed by grants under the **Digital Europe Programme** (DIGITAL)



European Digital Media Observatory



European Democracy Shield (Nov 2025)

Extended mandate

” *Under an extended mandate, EDMO will be able to develop new independent monitoring and analytical capabilities to support situational awareness in particular around elections or in situations of crises.*

Candidate and potential candidate countries

” *[EDMO] monitoring will cover all Member States, candidate countries (e.g. Ukraine, Moldova) and potential candidates and also feed in the work of the Stakeholder Platform under the European Centre of Democratic Resilience.*

Scaling up regional success stories

” *Media literacy efforts will also build on the EDMO media literacy community, further growing the repository of best practices and use cases based on the EDMO Guidelines and by scaling-up success stories developed and deployed by EDMO regional/national hubs, for instance for outreach to vulnerable and rural communities and to seniors or collaboration with the media.*

Stakeholder Platform

” *A Stakeholder Platform for independent non-institutional stakeholders will be established to enable contributions from a broad set of relevant stakeholders and communities*



Objectives

Provide **specific knowledge of local information environments**

- strengthen the **monitoring and analysis** of the online information environment, detect and expose **disinformation campaigns**, with the aim of contributing to **situational awareness** across the EU.
- support **election integrity** by monitoring and analysing election-related disinformation campaigns and manipulation.
- focus on building **societal resilience** and expanding outreach and communication efforts to engage a broad audience and design effective responses relevant for national audiences.

Independent from third-party entities, including public authorities

a self-declaration letter demonstrating the independence of all consortium members from public authorities

Ready to act in a **flexible way**, reacting to new developments and priorities

Target: maintain the **100% coverage of the EU**



Tasks

all are mandatory

1. Reinforce the **EDMO network**
2. Monitor and analyse the online information ecosystem for **situational awareness**:
 - Analytical capabilities
 - (Joint) investigations
 - Elections and crisis monitoring
 - Fact-checking
3. Develop practical actions to strengthen **societal resilience** and **media literacy**
4. Foster the growth of a strong national and regional **multidisciplinary community**
5. **Communicate** and reach out through various channels to a broad audience

EDMO network

- Active participation in **EDMO governance structure** (elect hub representatives, appoint a single contact point for coordination, ensure smooth communication within the network).
- Contribute to planning and implementation of the **EDMO's long-term strategy** and to **EDMO independence framework**.
- **Joint activities** (situational awareness, investigations, fact-checking, election integrity, fact-checking, media literacy, societal resilience etc.)
- Participate in **EDMO annual conference** and ensure wide member participation
- Participate in and contributing to the **EDMO hubs meetings** and other
- **Inform** EDMO network & European Commission about initiatives/events
- Report regularly to the EDMO network, the EC and the public about its **activities** (min. quarterly updates as well in EN)

Situational awareness

- **Analytical capabilities** - continuous monitoring of the online information ecosystem to detect and analyse disinformation related trends, actors and techniques
- **(Joint) investigations** - to identify key trends, patterns, actors, methods, analyse the impact of the policies of online platforms, impact of disinformation campaigns on society and democracy (common methodology)
- **Elections and crisis monitoring** – including Rapid Response System (RRS) of the Code of Conduct on Disinformation
- **Fact-checking** - periodic EDMO fact-checking briefs, fact-checks in the repositories, website, proactive dissimulation

Promote and contribute to the **Fact-Checkers Protection Scheme** of the ENFC project



Societal resilience and media literacy

- **Surveys and analyses** on the societal susceptibility to disinformation
- Local media literacy activities, including for example **trainings, capacity building and awareness-raising**
- Support **EDMO Media Literacy Council** and participate in the EDMO **EU-wide online media literacy campaigns**
- **Joint** media literacy activities and campaigns



Foster multidisciplinary community

- Build **cooperation** with a wide network of relevant stakeholders, in particular
 - independent fact-checkers,
 - media practitioners,
 - content creators,
 - influencers,
 - civil society organisations,
 - media literacy experts, and
 - other disinformation specialists.
- Provide **expertise** in relevant areas of investigation and research (e.g. security, health, climate change, migration, economics, European policies or other relevant areas prone to disinformation)

Communication and outreach

- Communicate via **traditional and online media**, podcasts, social media
- **Disseminate** fact-checks, research and investigation results, media literacy materials
- Target both **specialists and the general public** with tailored content
- **Coordinate** communication activities with EDMO network, align to the EDMO communication strategy and disseminate EDMO events and results including of other hubs
- **Share** outputs for wider dissemination
- Develop **Communication Plan** with targeted groups and KPIs
- Organise **outreach events** (conferences, workshops) and trainings

Outcomes and deliverables

all are mandatory

- **Analyses, reports, and alerts** based on a continuous monitoring of the online information environment
- Time-sensitive relevant **insights** for the dynamic monitoring of elections and crisis situations
- Continuous flow of **fact-checks** (at least 100)
- **Reports, studies and in-depth investigations** (at least 10)
- **Media Literacy** campaigns, events and trainings (at least 5 events or campaigns)
- **Annual report** on the activities of the hub
- **Communication strategy**
- **Website**

Targeted Stakeholders

Coordinator: must be established in a MS covered by the hub.

- **European fact-checkers**, preferably recognised by reputable fact-checking networks such as EFCSN or IFCN.
- **Media practitioners, media literacy specialists**, experts and **researchers** working on disinformation, as well as other stakeholders which conduct relevant activities related to disinformation, including open-source intelligence

A hub should involve:

- **data scientist**
- **communication specialist** with expertise in collaborating with professional media outlets and in communication activities carried out through social media.

Conditions

Budget

- The estimated available call budget is **EUR 6 000 000**
- Project budget (requested grant amount): Maximum **EUR 750,000** per project.
- **50%** and 75% (for SMEs) funding rate

Timetable and deadlines (indicative)

- Call opening: 04 November 2025
- Deadline for submission: **03 March 2026 – 17:00** CET (Brussels)
- Evaluation: April - May 2026
- Information on evaluation results: June 2026
- GA signature: September 2026 (at the latest December 2026)

Project duration: 18 months