

# MEDIAWARE

NEWSLETTER 4

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On May 21, 2024, the MediAware project partners gathered for the final meeting in the picturesque town of Söderhamn, Sweden. The meeting aimed to evaluate the project resources and plan for the sustainability of the results across all partner countries. Partners

shared insights and feedback from the piloting workshops conducted in their respective countries. Detailed discussions focused on dissemination reporting, emphasising the importance of ensuring the project's materials reach a wide audience to enhance knowledge on combating

disinformation and fake news. Additionally, the planning of the final conference, scheduled for the next day, was reviewed. The meeting concluded on a positive note, and everyone participated in a city walk, exploring Söderhamn's rich history.



The MediAware final conference was held on May 22nd and began with registration and a welcoming coffee. Klas Tallvid from CFL, Söderhamn, Sweden, the project's applicant, welcomed everyone and announced that the conference was being broadcast live to reach a wider audience. Ettaoufik Fathi from FCB, Brussels, Belgium, provided an inspiring overview of the project's three results: the handbook, the toolbox, and the eLearning Hub (<https://mediawaremoooc.eu/>); where all the materials produced during the project are available. He emphasised the importance of combating disinformation and fake news on social media, especially in a year when large parts of the world's population are going to the polls.



This was followed by engaging presentations from other project partners, who shared concrete examples from the project's toolbox. The audience learned about prevalent modern fake news, tools to verify the authenticity of texts and images, and the dangers of the simplicity of creating fake messages that mimic the voices of famous world leaders. Conference participants expressed their appreciation for the project's work and the relevance of the topics presented. Afterwards, the partners visited one of Söderhamn's idyllic villages in the archipelago, enjoying the sunshine and the beautiful surrounding.

Reaching the end of the MediAware project marks a blend of great joy and a touch of melancholy for the entire project team. Working together on this relevant and important project has been extremely rewarding for the team, and they hope to collaborate on similar projects in the future.



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