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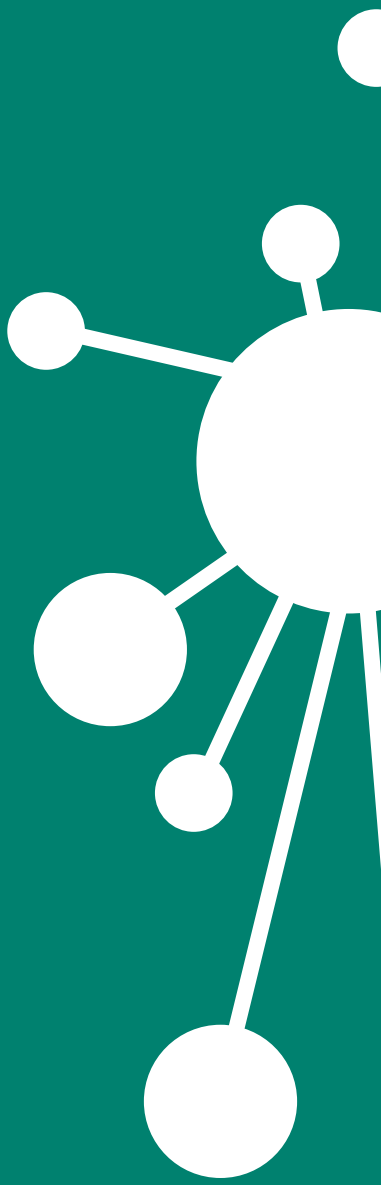
D 1.2 Editorial Independence Guidelines



FREEYOU NEXT

Co-funded by the European Union

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Table of contents

1. PROJECT OVERVIEW 3
1.1. THE PROJECT IN A NUTSHELL 3
1.2. TARGET GROUPS 3
1.3. WORK PLAN 4
1.4. DELIVERABLES 7
2. OBJECTIVE OF THIS DOCUMENT 8
3. Guiding Principles 8
3.1. Commitment to Accuracy and Objectivity: 8
3.2. Promotion of Diverse Viewpoints: 8
3.3. Transparency in Sourcing and Research 8
4. Impartiality and Balance 8
4.1. Presentation of Different Sides: 8
4.2. Avoidance of Personal Opinions or Biases 8
5. Sourcing and Fact-checking 9
5.1. Use of Reliable and Credible Sources 9
5.2. Fact-checking and Verification 9
5.3. Identification and Correction of Errors 9
6. Disclosure of Potential Conflicts of Interest 9
6.1. Avoidance of Undue Influence 9
7. Review and Accountability 9
7.1. Encouraging Open Dialogue and Feedback 9
8. Engaging Stakeholders and Feedback 10
8.1. Engagement with Project Participants and Educators 10
8.2. Consideration of User Feedback 10
9. Continuous Learning and Improvement 10
9.1. Ongoing Learning and Development 10
9.2. Integration of New Research and Best Practices 10
10. Conclusion 10

1. PROJECT OVERVIEW

1.1. THE PROJECT IN A NUTSHELL

FREEYOU Next builds on **FREEYOU** – a project funded by the Media Literacy for All Programme - and its main product: a blended multilingual educational format (and resources) for media and data literacy, targeted to teachers, educators, facilitators that work with youngsters.

The project builds on an open platform that promotes an aware use of social media among youngsters, through innovative format with a focus over the following themes:

1) Fact-checking (social media verification, video/pictures authentication, source checking)

2) News distribution and amplification (filter bubbles, algorithmic filtering, viral content circulation)

3) Artificial intelligence (deep fake, synthetic media, etc)

FREEYOU Next is a project co-financed by European Union (under the **Creative Europe Programme (CREA)**) and coordinated by MEET (MEET DIGITAL COMMUNICATION SRL IMPRESA SOCIALE). Other entities are also part of the project as: GLUON; INOVA+ - Innovation Services, SA; FUNDACION ZARAGOZA CIUDAD DE CONOCIMIENTO; and DATANINJA Societa a Responsabilita Limitata Semplificata.

The project is addressed to young people/digital native as main target of beneficiaries. The objectives of the project are:

- capitalise the previous experience including contents, methodologies and communities developed by FREEYOU that covers 5 countries/languages and reached people (55 facilitators teachers trained, 440 students participated to the workshop, 13.509 timed accessed to the platform, 55 facilitators experienced);
- develop new contents and methodologies with the focus on data literacy, awareness about the use of data, data visualisation for boosting awareness on European societal challenges, including democracy;
- involve young digital artists to work through data sketch and data sculpture to enrich the project methodologies and contents with artistic representations to boost emotional change of perspectives/visions and behaviours;
- involve youth in creative co-creation processes using data to make them active users of digital and media tools;
- enlarge the EU coverage of countries, languages and the transnational community of facilitators, artists, young people.

1.2. TARGET GROUPS

The project is addressed to young people/digital native as main target of beneficiaries. The overall objective of the project is to explore the use of digital languages and creativity and technologies to allow the active and aware participation of youths and young artists, to the media democracy and political debate concerning the future of EU, investigating at the same time possible models of impact on the EU political agenda, also reinforcing the role of the artists in the media literacy echo-system and, more broadly, in the society.

1.3. WORK PLAN

The project is aimed at designing, testing and spreading innovative educational resources focusing on media awareness, to make youngsters informed, conscious, empowered. We will enhance and experiment innovative formats – including the involvement of creatives/artists - to increase awareness about the risks of manipulation and misunderstanding while using social media and digital tools. Young people need to be informed and free to choose and decide, even in front of the insidious deep news, AI and use of data. On the other hand, it would be really great if youngsters, instead of being passive users of digital tools, they could be able to actively use them as tools to expand their creativity and their social engagement.

How to identify a truthful post, image or video? How to distinguish contents and identities produced by algorithms? Where do memes come from? How memes can be used to better inform other people?

The project wants to answer to these questions from a youth perspective to make them aware and informed. And again, how are our data produced and used? And how data can be a source of awareness and creativity to better understand the reality that surrounds us and image inclusive and sustainable scenarios to make the right decisions for ourselves and the others?

Work Package 1 - Project management and coordination (24 months)

The WP is the core of the project implementation and management, it will:

- Assure a complex good proceeding to the project in terms of guarantee of respect of the foreseen timetables and quality standards
- Ensure the execution of all tasks in a timely and cost-efficient manner
- Assure the general, financial and administrative management of the project and related reporting
- Assure a continuous share of information and communication among the partners and the relations between the partnership and the European Commission
- Assure the editorial independence of the project

Work Package 2 - Building on the future (6 months)

The WP2 aims to:

- consolidate and update and enrich the FREEYOU know how in terms of contents, methodologies, tools, transnational community;
- to share and enrich with new partners, people and contexts the FREEYOU resources as basis to start from and with: related to Fact-checking, News distribution and amplification, Artificial intelligence;
- to co-design new contents, methodologies and tools focusing on data literacy integrating media literacy skills (like factchecking, manipulated images spotting), together with data literacy skills (as analyzing how visualizations can "lie", understanding how artificial intelligence works through synthetic media or bots);
- to enlarge the linguistic and geographic coverage to enlarge the impact of the new FreeYou Next and its platform.

Work Package 3 - Prototyping the Next (22 months)

The WP3 aims to:

- to make youngsters active thinkers and creative agents instead of being passive users of social media
- to bring digital artists into the media and data literacy speculation to work on inspiring tools to change behaviours
- to boost co-creation processes between digital artists and young people
- to promote cross-pollinations dynamics between artists/activists/journalists/teachers to improve a collective awareness
- by influencing each other

Work Package 4 - Piloting the present (FreeYou Next generation) (12 months)

The WP4 aims to:

- to activate FreeYou Next facilitators and young ambassadors in each project countries
- to test the FreeYou Next toolkits and the platform with trainers/facilitators from each country
- to test the resources with groups of young participants in each country
- to integrate education and artistic creativity in the FreeYou Next resources
- to finalize the developed contents and methodologies
- to enlarge the FreeYou Next transnational community

Work Package 5 - Dissemination and Exploitation (24 months)

The WP5 aims to:

- Provide a great visibility of the planned activities to a wide range of target groups and stakeholders
- Exploit social media channels and networks to spread the project results al national and EU levels
- Ensure an extensive dissemination, e.g. by exploiting events organized by partners
- Create awareness of the audiences around the project challenges
- Attract policy makers and professionals highlighting the relevance and impact of the digital art in the data and media awareness
- To generate awareness of the project, its relevance and impact on digital literacy
- To mobilize and engage a diverse group of participants in the activities of the project, maximizing the exploitation and sustainability of its results
- To create links with the FREEYOU participants/cities
- To build a wide community committed to the objectives of FreeYou Next, the valorisation of its results and scalability efforts through opportunities of networking and showcasing
- Attract policy makers and professionals highlighting the relevance and impact of the digital art in the data and media awareness

The planned Tasks will be implemented for 24 months, as represented below.

Tasks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	Total
T1.1 Set-up of project's governance structure	0	0																							2
T1.2 Continue Project Management			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22
T1.3 Continue reporting of project development						0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19
T1.4 Scientific committee	0	0																							2
T1.5 Preparation of Editorial Independence Guidelines	0	0	0	0	0	0																			6
T2.1 Research on Media and Data Literacy			0	0	0	0	0	0																	6
T2.2 AI and data literacy co-design sessions									0																1
T2.3 Translation and contextualization of contents and methodologies										0	0	0													3
T2.4 Platform integration									0	0	0	0	0	0											6
T3.1 Design of the call for the fellowship programme								0	0	0															3
T3.2 Implementation of fellowships programme											0	0	0	0	0	0	0								7
T3.3 Organization of workshops with artists and youngsters													0	0	0	0	0	0							6
T3.4 Cross-pollination seminars																			0	0	0				3
T4.1 FreeYou Next Facilitators																0	0								2
T4.2 FreeYou Next generation																		0	0	0	0				4
T4.3 Reporting and NEXT improvements																				0	0	0	0	0	5
T5.1 Dissemination, Communication and Exploitation plan and re-branding	0	0	0																						3
T5.2 Implementation of the communication and dissemination of FreeYou Next			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22
T5.3 Produce Regular Reports			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22
T5.4 Capacity building activities																		0	0	0	0	0	0	0	7
T5.5 Organizing events, including the itinerant showcase																							0	0	2

1.4. DELIVERABLES

Lead Beneficiary	Deliverables	Date
1 - MEET	D1.1 – Management and financial tools (Administrative and financial guidelines and a tracking tool)	31/01/2023
	D1.2 – Editorial Independence Guidelines	30/06/2023
	D1.3 – Periodic Report Final	31/12/2024
2 - Gluon	D2.1 – Data L Toolkit	31/12/2023
	D2.2 – FreeYou Next Platform	21/03/2024
4 - FUND ZARAGOZA	D3.1 – FreeYou Next prototypes	31/05/2024
	D3.2 – FreeYou Next events	31/12/2024
5 - DATANINJA	D4.1 – FreeYou Next Pilot Report (lessons learned report)	30/09/2024
3 - INOVA+	D5.1 – Communication & Dissemination Strategy	31/03/2023
	D5.2 – Dissemination materials, photo, videos, including the updating of the web platform (linked to WP2)	31/12/2023
	D5.3 – Capacity building activities	31/08/2024 to 31/12/2024
	D5.4 – FreeYou Next exhibition	30/10/2024 to 31/12/2024

2. OBJECTIVE OF THIS DOCUMENT

These editorial independence guidelines have been developed to establish and maintain impartiality within our media literacy project Freeyou Next, which is specifically designed for teachers and educators working with young people aged 11-18. The primary goal of these guidelines is to integrate editorial independence into the design and dissemination of project materials, thereby fostering critical thinking and empowering young individuals to navigate the media landscape effectively. Editorial independence plays a pivotal role in promoting unbiased information, ensuring a balanced perspective, and equipping participants with the necessary tools to critically analyze media content. By adhering to these guidelines, we commit ourselves to upholding principles such as accuracy, objectivity, and transparency in all aspects of our project.

3. Guiding Principles

3.1. Commitment to Accuracy and Objectivity:

Our foremost commitment is to deliver accurate and objective information to project participants. All project materials should be thoroughly researched, factually correct, and free from intentional misinformation or disinformation. This commitment ensures that participants receive trustworthy and reliable information.

3.2. Promotion of Diverse Viewpoints:

We recognize the importance of including multiple perspectives on the topics covered in the project. By presenting various viewpoints, we encourage critical thinking and enable participants to develop their own informed opinions. Embracing diverse perspectives contributes to a well-rounded understanding of complex issues.

3.3. Transparency in Sourcing and Research

We prioritize the use of reliable and credible sources for information. All sources should be appropriately attributed and referenced. Project contributors must conduct thorough research, fact-check claims, and verify information before incorporating it into project materials. Transparent sourcing and research practices establish the credibility of the information presented to participants.

4. Impartiality and Balance

4.1. Presentation of Different Sides:

It is crucial to present different sides of a story or issue to project participants. This allows for a comprehensive understanding and evaluation of various perspectives, enabling participants to develop their critical thinking skills. Project materials should strive to maintain balance and fairness.

4.2. Avoidance of Personal Opinions or Biases

Project materials must refrain from promoting personal opinions, biases, or prejudices. Our focus is to provide objective information, allowing participants to form their own opinions based on a well-

rounded understanding of the subject matter. By avoiding personal opinions or biases, we foster an environment that encourages independent thinking and informed decision-making.

5. Sourcing and Fact-checking

5.1. Use of Reliable and Credible Sources

We place a strong emphasis on utilizing trustworthy sources to gather information. This includes reputable news organizations, academic institutions, and expert opinions. When selecting sources, we prioritize credibility and accuracy. Relying on reliable sources enhances the credibility and integrity of the project materials.

5.2. Fact-checking and Verification

Every piece of information presented in project materials must undergo thorough fact-checking and verification. Contributors are responsible for ensuring the accuracy of facts, statistics, and claims before incorporating them into any content. Consulting multiple sources to corroborate information helps prevent the dissemination of rumors or falsehoods. Fact-checking and verification uphold the reliability and trustworthiness of the content we provide.

5.3. Identification and Correction of Errors

In the event of errors or inaccuracies in published project materials, it is crucial to promptly address and correct them. Transparency is key in acknowledging and rectifying errors, demonstrating our commitment to providing accurate information to project participants.

6. Disclosure of Potential Conflicts of Interest

6.1. Avoidance of Undue Influence

Project contributors should act with integrity and avoid allowing conflicts of interest to unduly influence the selection, presentation, or interpretation of information. If a significant conflict of interest arises, steps should be taken to ensure that the affected individual does not have sole control or decision-making power over the related content. By actively avoiding undue influence, we safeguard the impartiality and integrity of the project materials.

7. Review and Accountability

7.1. Encouraging Open Dialogue and Feedback

Collaboration and open communication among project team members are encouraged. A culture of constructive feedback should be fostered, enabling team members to share their perspectives and raise concerns regarding the project's content and adherence to the guidelines. By encouraging open dialogue, we create an environment that supports continuous improvement and ensures the project remains aligned with the principles of editorial independence.

8. Engaging Stakeholders and Feedback

8.1. Engagement with Project Participants and Educators

Active engagement with project participants, educators, and other stakeholders is important throughout the project's duration. Regular communication channels should be established to provide opportunities for feedback and suggestions regarding the content and impartiality of the project materials. By engaging stakeholders, we promote inclusivity and ensure that the project meets the needs and expectations of its intended audience.

8.2. Consideration of User Feedback

Feedback received from project participants, educators, and other stakeholders should be carefully considered and, where appropriate, incorporated into future revisions of project materials. This iterative feedback loop ensures that the project continues to evolve and improve, incorporating diverse perspectives and addressing any concerns raised by stakeholders.

9. Continuous Learning and Improvement

9.1. Ongoing Learning and Development

Prioritizing ongoing learning and professional development among project team members is essential. Staying updated on media literacy practices, emerging research, and best practices is crucial for maintaining the quality and effectiveness of the project. Team members should be encouraged to engage in relevant training, attend conferences, and participate in discussions that expand their knowledge and expertise in media literacy.

9.2. Integration of New Research and Best Practices

As new research and best practices emerge in the field of media literacy, it is important to integrate them into the project's content and guidelines. Regular reviews should be conducted to ensure that the project remains up-to-date and aligned with the latest insights and recommendations. By embracing new research and best practices, we enhance the project's effectiveness and relevance.

10. Conclusion

In conclusion, these editorial independence guidelines form the cornerstone of our media literacy project. By adhering to these guidelines, we ensure that our project materials are unbiased, and accurate, and promote critical thinking among young participants. Upholding principles such as accuracy, objectivity, and transparency strengthens the integrity and impact of our project. By establishing a review process, fostering open dialogue, and engaging with stakeholders, we create a collaborative environment that continuously improves and remains responsive to the needs of our participants. Through ongoing learning, integration of new research, and commitment to impartiality, we empower young individuals to navigate the complex media landscape with confidence and discernment. We extend our appreciation to all team members for their dedication to upholding these guidelines and contributing to the success of our media literacy project.