



European Master of Countering Disinformation (EMOD)

Societal Resilience through a Modular Action Plan.

White Paper

By

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This project has received funding from the European Union's
Horizon Europe Framework Programme under grant agreement N° 101132494.

Executive Summary

The European Master of Countering Disinformation (EMOD) is an innovative learning and certification platform designed to address the pervasive threat of Foreign Information Manipulation and Interference (FIMI) and other forms of disinformation. By equipping professionals across diverse sectors with actionable knowledge, skills, and tools, EMOD aims to foster a resilient information ecosystem in the European Union and beyond.

EMOD integrates state-of-the-art pedagogical strategies with cutting-edge technological solutions, offering a scalable, engaging, and continually evolving learning experience. Unlike traditional approaches, EMOD emphasizes proactive and individualized learning journeys, supported by psychological hooks and AI-driven personalization, ensuring that participants are both motivated and equipped to counter disinformation effectively.

Background

Disinformation campaigns are a growing threat to democratic institutions, public trust, and societal stability. Despite a decade of efforts to combat FIMI, responses remain fragmented and siloed across governments, organizations, and sectors. The need for a common knowledge and skills foundation is critical to address these challenges comprehensively.

Objectives

EMOD seeks to:

1. Build a foundational understanding of disinformation and its impact on society.
2. Equip professionals with practical tools and strategies to identify, counter, and mitigate disinformation.
3. Create a dynamic, modular platform that adapts to evolving disinformation tactics and user needs.
4. Foster cross-sectoral collaboration and knowledge sharing to strengthen collective resilience.

Key Features

1. **Modular Learning:** Bite-sized microlearning modules focusing on practical strategies and real-world scenarios.
2. **AI-Powered Personalization:** Adaptive learning paths tailored to individual user profiles and professional needs.
3. **Certification and Renewal:** Annual certifications to encourage ongoing learning and adaptation to new disinformation tactics.
4. **Interactive Experiences:** Gamified elements and experiments that emphasize experiential learning over passive consumption.
5. **Content Evolution:** Regular updates incorporating the latest research, techniques, and case studies.

Target Audience

EMOD targets a broad range of professionals, including:

- Public officials and policymakers
- Corporate communicators
- Journalists and media professionals
- Educators and trainers
- Civil society advocates

Additionally, it aims to engage individuals who may not traditionally see themselves as dealing with disinformation but can significantly contribute to mitigation efforts, such as healthcare professionals and educators.

The Need for Dynamic Learning

The most effective interventions to counter disinformation often originate in academic research or experimental test phases. These strategies, while powerful, are typically not accessible to professionals on the front lines of combating disinformation. EMOD bridges this gap by translating cutting-edge academic insights into practical, actionable training for a broader audience. Furthermore, the field of disinformation is constantly evolving, with new tactics and technologies emerging regularly.

A static handbook or one-size-fits-all solution would quickly become outdated in such a dynamic environment. Professionals require a platform that evolves alongside the threat landscape, offering up-to-date strategies and tools to remain effective. EMOD's modular and adaptive design ensures that participants are always equipped with the latest knowledge, making it an indispensable resource for those combating disinformation.

A Vision for the European Democratic Shield

The EMOD platform is uniquely positioned to serve as a cornerstone in the construction of a broader European Democratic Shield. By strengthening societal resilience against disinformation, EMOD lays the groundwork for a comprehensive defense mechanism that safeguards democratic institutions and public trust. Through its focus on adaptive learning, cross-sectoral collaboration, and cutting-edge technology, EMOD exemplifies the proactive, unified approach necessary to address the disinformation crisis at scale.

While EMOD's primary focus is on equipping professionals, its potential to influence policy and foster collective societal resilience makes it a critical component in the EU's long-term strategy for information integrity. By investing in this dynamic and scalable platform, the EU can demonstrate leadership in building a resilient, informed society capable of countering disinformation effectively.

Funding and Sustainability

EMOD's initial development and rollout will be supported by EU funding and partnerships with member states, institutions, and private-sector stakeholders. Long-term sustainability will be ensured through a subscription-based model, with tiered pricing for individuals, small organizations, and large institutions.

Conclusion

The European Master of Countering Disinformation represents a transformative step in the fight against disinformation. By combining innovative learning strategies, cutting-edge technology, and a commitment to continuous evolution, EMOD offers a scalable, impactful solution to one of the most pressing challenges of our time. Together, we can build a more resilient and informed society, equipped to counter the threats of disinformation and protect democratic values.

Implementation Plan

Phase 1: Development

- Design and pilot core modules, focusing on key disinformation tactics and countermeasures.
- Build the technological infrastructure, integrating AI-driven personalization and gamified elements.
- Collaborate with universities and research institutions to validate content and effectiveness.

Phase 2: Launch

- Roll out the platform across select sectors and organizations within the EU.
- Conduct targeted marketing campaigns to drive adoption.

Phase 3: Expansion

- Scale the platform to additional sectors and geographic regions.
- Continuously update modules and introduce advanced certifications.
- Leverage user feedback and analytics to refine and expand offerings.

Metrics for Success

- Number of certified professionals and organizations
- User engagement rates and feedback
- Measurable improvements in disinformation detection and mitigation capabilities
- Adoption of EMOD modules by Resilience Councils and other strategic bodies