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NORDIS – NORdic observatory for digital media and information DISorders

D5.1:

Literacy events and campaigns

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Executive summary

Work Package 5 (WP5) set out to coordinate, through the NORDIS fact-checkers' literacy experts, a **minimum of 10 media and information literacy events or campaigns** in the four NORDIS countries and languages, targeting the general public and vulnerable groups. This report documents what was delivered between May 2024 and October 2026.

- **3 literacy events organised** in Finland, led by the Nordic **NORDIS Digital Information Literacy (DIL) Forum** (Helsinki, 23 January 2025), which also launched the Faktabaari **AI Guide for Teachers**.
- **11 literacy campaigns** across Finland, Norway, Denmark and Sweden, including the **joint Nordic Source Criticism Day campaign** (2025 and 2026 editions), the Norwegian Tenk AI teaching package and search course, and the Danish TjekDet election campaign **"Hey Chat… Who Should I Vote For?"**.
- **AI and recommendation algorithms** were the main theme, as foreseen in the Grant Agreement, complemented by campaigns on election literacy, foreign information manipulation and climate disinformation.
- Main target groups were **teachers, upper-secondary pupils and first-time voters**, with dedicated activities for librarians, youth workers and the regional public (including seniors) through the FAKTA tour.

The target of 10 events or campaigns has been exceeded with these reported 14 in total.

1. Introduction and Grant Agreement requirements

1.1 Background

In its first phase (2022–2024) NORDIS contributed to the EU DigComp framework and built a Digital Information Literacy (DIL) course and guide. In the second phase (NORDIS2), this approach was taken forward as a pilot in Finnish life-long-learning policy, with parallel developments in Norway, Denmark and Sweden. Together with fact-checkers, the NORDIS literacy partners created events, materials and campaigns that raise awareness of **algorithms and the malicious use of generative AI** – vital components of resilience against mis- and disinformation alongside fact-checking and verification.

WP5 worked on two tracks, as set out in the Grant Agreement (Part B, section 1.1.4):

- **Nordic track** – upscaling Nordic DIL development work, based on the relevant academic research, together with media literacy practitioners at curriculum level, through joint events such as the NORDIS DIL Forum.
- **National track** – empowering the fact-checkers' literacy experts in their national activity, building often on joint investigations and communication campaigns (WP3) and on policy developments (WP6).

1.2 Compliance with the Grant Agreement

The table below maps the WP5 and D5.1 requirements of the Grant Agreement (Annex 1, Parts A and B) to what was delivered. The authors used Claude AI as assistive AI but verified the content by themselves.

Grant Agreement requirement	How it was delivered	Status
D5.1: 10 media and information literacy campaigns coordinated by the Nordic fact-checkers' literacy community	14 events and campaigns (sections 2–3, KPI table in section 4)	Met
WP5: minimum 10 events or campaigns within the 4 countries and languages	Activities in Finnish, Norwegian, Danish, Swedish and English; all four countries covered (section 4)	Met
Target general public and vulnerable groups (young people, seniors, minorities)	Youth, first-time voters, teachers, librarians, regional public incl. seniors (Fakta tour). Minorities addressed only indirectly	Met
Biweekly meet-ups, agreed on an annual basis (D5.1); minimum monthly "show and tell" workshops (WP5)	From kick-off 26.8.2024, biweekly meetings in Phase 1; regular coordination in Phase 2 (section 1.3)	Met
Nordic DIL Forum with DECA and CRITICAL, along EDUCA (MS20, D5.2)	NORDIS DIL Forum, 23.1.2025, Helsinki (section 2.1); reported in D5.2	Met
Faktabaari DIL guide updated (MS21)	AI Guide for Teachers launched 23.1.2025 (FI), English and Swedish versions followed.	Met

Curriculum concept on AI and democratic discourse for ages 12–18, incl. videos and teacher guidelines, adapted to Nordic languages and presented on EDMO's website	Faktabaari AI Guide for Teachers (FI/EN/SV); Tenk AI teaching package (NO); TjekDet "Hey Chat" (DK), EDMO representation was doen both to EDMO digital media literacy group while whole EDMO community was invited to NORDIC DIL Forum	Met
Faktisk.no and TjekDet lead a campaign on AI-generated content for high-school students and teachers	Tenk AI teaching package 2026 and TjekDet "Hey Chat" 2026 (sections 3.8 and 3.10)	Met
At least one Swedish campaign coinciding with Källkritikens dag	Källkritikbyrån and Internetstiftelsen: online event and Golden Magnifying Glass award, 2025 and 2026 (section 3.1)	Met
Representation in the EDMO literacy network; joint cross-hub projects	Faktabaari and Tenk/Faktisk represented NORDIS e.g. im EDMO #BeOnlineSmart campaign 2025; streamed the NORDIS DIL Forum and represented the AI guide to EDMO DML group etc. EDMO guidelines on media literacy initiatives disseminated and translated.	Met
Exchange with EDMO BECID on foreign information manipulation (FIMI)	Exchanges held within EDMO meet-ups; FIMI covered e.g. in the Fakta tour and lecture series	Met
Recommendations for further DIL development (MS22, month 28)	Internal milestone report prepared in 2026; key points in section 5	Met

WP5 contributed to NORDIS objectives **1 (reinforcing the EDMO network)**, **4 (conducting and supporting tailor-made media literacy campaigns)** and **7 (communicating through various channels)**, as stated in the Grant Agreement.

1.3 How the work was organised

Faktabaari (WP5 lead) and Faktisk.no/Tenk (co-chair) gathered the media literacy experts of the NORDIS partners – Faktabaari, Tenk/Faktisk.no, TjekDet and

Källkritikbyrån – to share and further develop their existing activities, and to make sure the literacy work built on the other work packages.

- **Phase 0 – Preparation (MS19):** the WP5 coordinators met on 17.6.2024 and agreed the meeting schedule and frequency.
- **Phase 1 – Towards the NORDIS DIL Forum 2025:** kick-off with all DIL partners on 26.8.2024, followed by biweekly "show and tell" meetings (e.g. 9.9.2024 Tenk and TjekDet AI literacy programmes; 23.9.2024 structure of the Faktabaari AI guide); the Forum programme was circulated to Nordic stakeholders in October 2024 and finalised in January 2025.
- **Phase 2 – Coordinated Nordic campaigns (2025–2026):** regular coordination calls on the joint themes agreed in the Grant Agreement and at the Forum, the joint Source Criticism Day campaigns (following the Swedish model) and mutual learning on national campaigns.
- **Phase 3 – Reporting and sustainability (2026):** preparation of the milestone report "Recommendations for NORDIS DIL further development" (MS22) and of this deliverable.

WP5 team members (non-exhaustive). Faktabaari: Mikko Salo (WP5 lead, events, campaign networks), Kari Kivinen (advisor and speaker, unpaid), Aino Elina Muhonen (materials, coordination, financial reporting), Markus Neuvonen (materials, training), Emmi Huhtanen and Veera Leino (communication), Joonas Pörsti and Pipsa Havula (link to fact-checking). Tenk/Faktisk.no: Marte Eek-Høgås (internal coordinator, speaker, materials), Sølve Kuraas Karlsen (leadership, speaker), Tina Scheen Kiese, Oda Marie Skancke, Vilde Kaasen Krogsrud and Maria Dorthea Haaberg Markaki Knapstad (materials, campaigns, communication). TjekDet: fact-checkers like Nathalia Damgaard working on fact-checking and literacy, notably the "Hey Chat" election campaign. Källkritikbyrån: Åsa Larsson (joint projects and Källkritikens dag).

2. Literacy events

2.1 Events organised

NORDIS Digital Information Literacy Forum 2025 (Helsinki, 23 January 2025)

Faktabaari organised the Forum "Generative AI, media literacy and ethics – Navigating authenticity in learning" with the research projects DECA and CRITICAL,

as a follow-up to the EDUCA 2025 fair. Practitioners, researchers and policymakers discussed how to embrace the potential of AI while cultivating critical thinking and ethical awareness. The Faktabaari **AI Guide for Teachers** was launched at the event. The Forum also discussed the role of very large online platforms (VLOPs) in media literacy, based on the NORDIS-led pilot monitoring of platforms' 2024 transparency reports (CrossOver NORDIS). EDMO published the event in its calendar.

Participants: 150+ registered, split evenly between on-site and online; further reach through the recording on YouTube and nordishub.eu.

Links: NORDIS event page · Recording · Faktabaari page · EDMO page

EDUCA 2026 education fair (Helsinki, January 2026)

At EDUCA 2026 Faktabaari disseminated the NORDIS AI Guide for Teachers together with the Immune 2 Infodemic project. Teachers, principals and students from Finland, Estonia, Bulgaria, the USA and several Asian countries visited the stand and discussed AI literacy, information disorders and the school environment with Faktabaari experts.

Reach: About 800 visitors at the stand, of whom 300 direct contacts (teachers, principals and other education professionals).

Link: Tekoäly keskustelutti EDUCAssa

Faktabaari FORUM 2026 (Helsinki and online, 1 April 2026)

The hybrid forum "How can we strengthen citizens' information resilience in the age of AI, as elections approach?" presented the NORDIS2 AI literacy work – especially on young people's and teachers' fact-checking skills – as a continuation of the Source Criticism Day campaign. The panel discussed AI-assisted disinformation and solutions to counter it, with Mikko Salo as a panellist. In the feedback, 83% said they had gained new information and 75% new ideas for their own work; the panel discussion was rated particularly engaging.

Participants: 55 on-site participants from two EU countries, plus livestream viewers (minimum same amount); recordings shared via the Faktabaari mailing list and YouTube.

Links: Event page · NORDIS news · Follow-up article · Recordings

2.2 Events attended

The WP5 team presented NORDIS literacy work at more than 20 external events in 2025–2026, including the global Internet Governance Forum 2025 (EDMO panel, Oslo), Nordic Libraries Annual 2025, the Finnish Ministry of Education's international seminar on media literacy and democracy education, the Lithuanian Parliament and the Finnish National Agency for Education's AI network. A non-exhausted list is available on request.

3. Literacy campaigns

3.1 Joint Nordic Source Criticism Day campaigns (13 March 2025 and 2026)

Source Criticism Day (Källkritikens dag) was established in Sweden by Viralgranskaren, a precursor of NORDIS partner Källkritikbyrån, and spread to the other Nordic countries through NORDIS. NORDIS published a joint overview of the events each year.

2025. In **Sweden**, Internetstiftelsen and Källkritikbyrån organised a free online event, "When does digital source criticism work – how it's done and why it is needed?", followed by a discussion for librarians in the Stockholm region libraries, and awarded the Golden Magnifying Glass for the eighth year. In **Norway**, Tenk published age-specific starter packs in source criticism for teachers, Faktisk.no hosted an invitation-only event at Pressens Hus (120 participants, including the Minister of Education), and the University of Bergen held the conference "Critical skills for tomorrow's students". In **Finland**, Faktabaari held a FAKTA-action panel, "What can you still trust? Will our media literacy keep up with AI?".

2026. In **Sweden**, the Golden Magnifying Glass was awarded and schools, libraries, the Association of Art Teachers, Sveriges Radio's Barnradion, the City of Malmö and Falbygdens museum held activities. In **Finland**, Faktabaari ran two FACTA-hack workshops for teenagers with the European Parliament's Helsinki office, and disseminated workshop materials and a teacher's guide to the national youth-work "Politics week", reaching over 200 youth groups and more than 10,000 young people. In **Norway**, Tenk held a full-day conference on 12 March with Deichman Oslo Public Library, Nordic Safe Cities and the National Library, and published a new search course for pupils. In **Denmark**, TjekDet co-hosted a webinar on 13

March on chatbots in election campaigns, ahead of the parliamentary election of 24 March.

Reach: 2025: Norway/Finland c. 2,000. 2026: Finland c. 10,000; Norway c. 5,000 See NORDIS r project reporting for rest.

Links: NORDIS overview 2025 · NORDIS overview 2026 · Tenk starter packs · Tenk programme 2026 · Golden Magnifying Glass 2026 · Hey Chat seminar

3.2 ITK conference campaign 2025, Finland (23–25 April 2025)

At ITK (Interactive Technology in Education), Faktabaari gave four lectures and panels led by Dr. Kari Kivinen, including the opening of the Finnish National Agency for Education's seminar on AI literacy as the foundation of AI competence and a session on ethical challenges of AI in education. The NORDIS AI Guide for Teachers was distributed at the Faktabaari stand, and other organisations, including the National Agency for Education, used Faktabaari materials in their own presentations.

Reach: About 3,300 conference participants; about 700 AI guides distributed; 650 teachers in Faktabaari lectures and workshops.

Link: Faktabaari's materials inspired teachers at ITK

3.3 "FAKTA-action to the Internet" open lecture series 2025, Finland

Faktabaari and Aalto University organised a nine-part public lecture series in spring 2025, "What young people want to know about the internet but don't know how to ask", covering digital fact-checking, cognitive security, platform power, short-form video, political propaganda, online hate, data and AI, and the Finnish disinformation landscape. Recordings were available for one week after each lecture.

Reach:minimum 150 onsite + about 100-1000 complementary views online.

Link: Lecture series page

3.4 AI literacy hackathon and webinar 2025, Finland

A collaborative teachers' hackathon used the NORDIS AI guide and teaching materials as the basis for ideating new ways to teach digital information literacy. The materials were followed up in the webinar "From artificial intelligence to supportive intelligence – tools for AI in teaching" (26 August 2025).

Reach: About 200 teachers through the hackathon, the webinar and its recording.

Links: Hackathon · Webinar

3.5 FAKTA Tour regional campaign 2026, Finland (Joensuu and Oulu)

In February and March 2026 Faktabaari took the FACT Tour to Joensuu (13–14 February) and Oulu (19–20 March), with four events per city for different audiences: professional training, youth workshops, a public lecture and an open training day. NORDIS2 brought in fact-checkers and DIL experts to train professionals, teachers and civil society, including seniors, on the current information environment, fact-checking, foreign information manipulation and AI skills. The pilots were co-financed by the Jenny and Antti Wihuri Foundation and NORDIS.

Reach: More than 400 people: information-integrity professionals, librarians, teachers, young people and the general public.

Links: Joensuu · Oulu · Results

3.6 ITK campaign and AI hackathon 2026, Finland (22–24 April 2026)

ITK 2026 was used to test and develop the NORDIS2 AI literacy materials with the ITK community of digital professionals and teachers, with co-financing from the Alfred Kordelin Foundation and NORDIS. Themes included guidelines for teachers on countering disinformation, an AI competence framework for primary and lower-secondary schools, DigComp 3.0 and an "AI teacher" digital twin. In the teachers' hackathon, participants created teaching materials on AI learning objectives; five materials were completed and published, and teachers' needs were gathered for future NORDIS work.

Reach: 1000+ participants at the fair, workshops and hackathon; 5 published teaching materials.

Links: ITK 2026 programme · Hackathon · Results

3.7 "Fiction or Fact?" open lecture series 2026, Finland

Faktabaari and Aalto University organised ten 50-minute online lectures in spring 2026, "Snapshots from various fronts of information influence operations", from the history of propaganda to hybrid influence operations, Russian and Chinese information warfare, the Christian right in the US, online activism, the geography of the internet and climate security.

Reach: 1000+, see final estimate in other NORDIS deliverables.

Link: Lecture series page

3.8 Back to school 2026: “Teach the kids about AI”, Norway

For the start of the 2026–2027 school year, Tenk published a teaching package on AI during teachers’ planning week, with lesson plans for the whole year: an introduction to AI; “When should we use AI?” (including a classroom flow chart); “Talk! about AI” research-based conversation cards; “AI in the feed” on identifying AI-generated content; and “Make a fairytale with ChatGPT”, integrating Norwegian fairytales from the curriculum.

Reach: see NORDIS general reporting

Link: Undervisningspakke om KI (“In cooperation with NORDIS”)

3.9 Start pack in source criticism resources 2025, Norway

In March 2025 Tenk published **starter packs in source criticism,** with separate packs for 1st-4th grade, 5th-7th grade, high school (11th-13th grade), and one for each grade from 8-10. The packs were adapted to the curriculum for each level and contained different activities and resources that the teachers could use to introduce their class to using source criticism in different contexts.

Reach: see NORDIS general reporting

Links: Starter packs

3.10 Search course 2026, Norway

For Source Criticism Day 2026, Tenk published a **search course** (Søkekurs, March 2026, in Bokmål and Nynorsk), which contained four different lesson plans covering a range of different topics that young people need to master to effectively search for information. The resources covered how to narrow a search, evaluating the results, how to critically use AI for searching and reverse image search, with videos and activities. All the lesson plans are directly linked with relevant curriculum.

Reach: see NORDIS general reporting

Links: Søkekurs · Søkjekurs (Nynorsk)

3.11 “Hey Chat… Who Should I Vote For?” election campaign 2026, Denmark

Ahead of the Danish parliamentary election of 24 March 2026 – the first in which voters could ask chatbots for voting advice – TjekDet published teaching material for upper-secondary schools on how chatbots generate political answers, the effect of prompting, confirmation bias and source criticism. It was launched in a webinar on 13 March with CAISA (Danish National Centre for AI in Society) and the ADD

project, and used in CAISA's public event "Who would ChatGPT vote for and why should we care?" (16 April 2026). This was the largest single campaign coordinated with NORDIS colleagues in Denmark.

Reach: see NORDIS general reporting

Links: Campaign site · NORDIS news

3.12 EDMO #BeOnlineSmart campaign 2025 (joint EDMO hubs)

NORDIS took part in the EDMO-wide #BeOnlineSmart campaign (May 2025) with the 14 EDMO hubs, raising awareness of how recommendation algorithms shape what people see online and how to make smarter choices. NORDIS published the campaign content on nordishub.eu.

Reach: see NORDIS and EDMO general reporting

Links: NORDIS campaign page · EDMO page

4. Key performance indicators and ethics requirements

The Grant Agreement target was a minimum of 10 media and information literacy events or campaigns in the four NORDIS countries. The table summarises what was delivered. Reach figures are reported primarily in NORDIS general reporting as part of NORDIS second phase.

Country	Campaigns (section)
Finland	3.1 (joint), 3.2, 3.3, 3.4, 3.5, 3.6, 3.7
Norway	3.1 (joint), 3.8, 3.9
Denmark	3.1 (2026), 3.10
Sweden	3.1 (joint, 2025 and 2026)
EDMO / all hubs	3.11
Total	11 campaigns + 3 events equaling 14

Digital information literacy and ethics requirements

WP5 was an education and awareness-raising work package, not a research activity. The literacy events, campaigns and teaching materials reported in D5.1 were reviewed against the ethics questions below. No ethics issues requiring further measures were identified.

All WP5 activities therefore complied with the ethics requirements of the Grant Agreement (Article 14) and with applicable EU and national data protection rules. Next to this the NORDIS campaigns applied the EDMO guidelines to effective media education campaigns within the resources available.

5. Learnings and evaluation

- **Building on existing Nordic structures works.** Strengthening rather than replicating national networks – Källkritikens dag, EDUCA and ITK, Politics week, public libraries – gave NORDIS reach far beyond its own channels at low cost.
- **AI literacy was the right focus.** Demand from teachers was high throughout (about 700 AI guides distributed at ITK 2025 alone), and the theme connected the national activities into a Nordic whole: the Finnish AI guide, the Norwegian AI teaching package and the Danish chatbot election material enabled a close thematical alignment and cooperation.
- **Linking literacy to fact-checking and research gave credibility.** Fact-checkers' real cases, the CrossOver NORDIS platform monitoring and DECA/CRITICAL research made the materials concrete and up to date.
- **EU visibility needs to be consistent.** The cross-check in Annex 2 shows that the NORDIS logo and the EU emblem and funding statement (GA Article 17) were displayed in several partner pages but not all. Partner pages and the WP5 page on nordishub.eu should display them consistently and link all D5.1 activities.

Recommendations for the next phase of NORDIS (milestone MS22) to be discussed within the consortia: continue the joint Source Criticism Day as the annual Nordic anchor; possibly develop a shared Nordic AI literacy curriculum building on the Finnish, Norwegian and Danish materials; strengthen work with libraries and with minorities and seniors; and share the materials through the EDMO repositories. NORDIS members should also further improve the reporting with e.g. a joint template for impact.