

NOTES FOR THE 2nd SLIDE OF THE PRESENTATION PREPARED FOR MEDIA AND LEARNING  
ASSOCIATION'S „WEDNESDAY WEBINAR” ON APRIL 19<sup>th</sup>, 2023.

Introduction of the Hungarian hub

based on the Concept Note (MS15) and the Grant Agreement (Annex 1- Part B, pp. 5-7.)

The project builds on an existing and successful platform co-financed by the EU. Lakmusz.hu, is part of a pilot project run under the [program](#).

**Media landscape in Hungary :**

- media pluralism has been receding, independent media lack resources,
- the extent and intensity of disinformation campaigns have reached an unprecedented level by EU standards,
- free, independent press is oppressed by gov and pro gov organizations
- difficult media environment

☐ EDMO-project in Hungary can be considered as a matter of urgency since it aims to help develop media diversity and a culture of awareness towards campaigns of disinformation in the public.

**Consortium partners**

MAGYAR JETI publisher of 444.hu, one of the main and most popular independent news websites in Hungary,. MJ also publishes qubit.hu a science and pop-science website but most importantly Lakmusz ☐ launched in 2022 jan, funded through an EU grant, first dedicated fact check organization with an independent Hungarian editorial board

AFP will increase its contribution to the fact check production in Hungarian, carry out trainings sessions ,publish digital tools and tutorials.

POLITICAL CAPITAL Coordinator, independent policy research, analysis and consulting institute founded in 2001 in Budapest. Develop AI-based tools to help the fact-checking and research processes and to detect disinformation campaigns.

MERTEK Media Monitor is dedicated to strengthening media freedom by assessing and influencing media policies, improving journalists' sense of responsibility and professionalism and enhancing critical thinking in the public.

☐ Mérték and PC: analytical reports on specific disinformation campaigns and/or studies linked to relevant disinformation phenomena in the Hungarian context.

IDEA FOUNDATION: (est. 2019) media literacy specialist for under-aged and teachers. Aims to increase citizens' awareness and societal resilience.

- Improvement of media literacy of children and youth and the promotion of media education in Hungary in strong connection with the education of democratic values. The primary goal of the Idea

Foundation is to help children access reliable information. In line with its aims, the organization develops educational programs and packages to develop critical thinking and promote media literacy in schools.

EPRESSPACK, the French IT company will develop the HDMO website and adapt the pilot project's website Lakmusz.hu to the new EDMO hub project