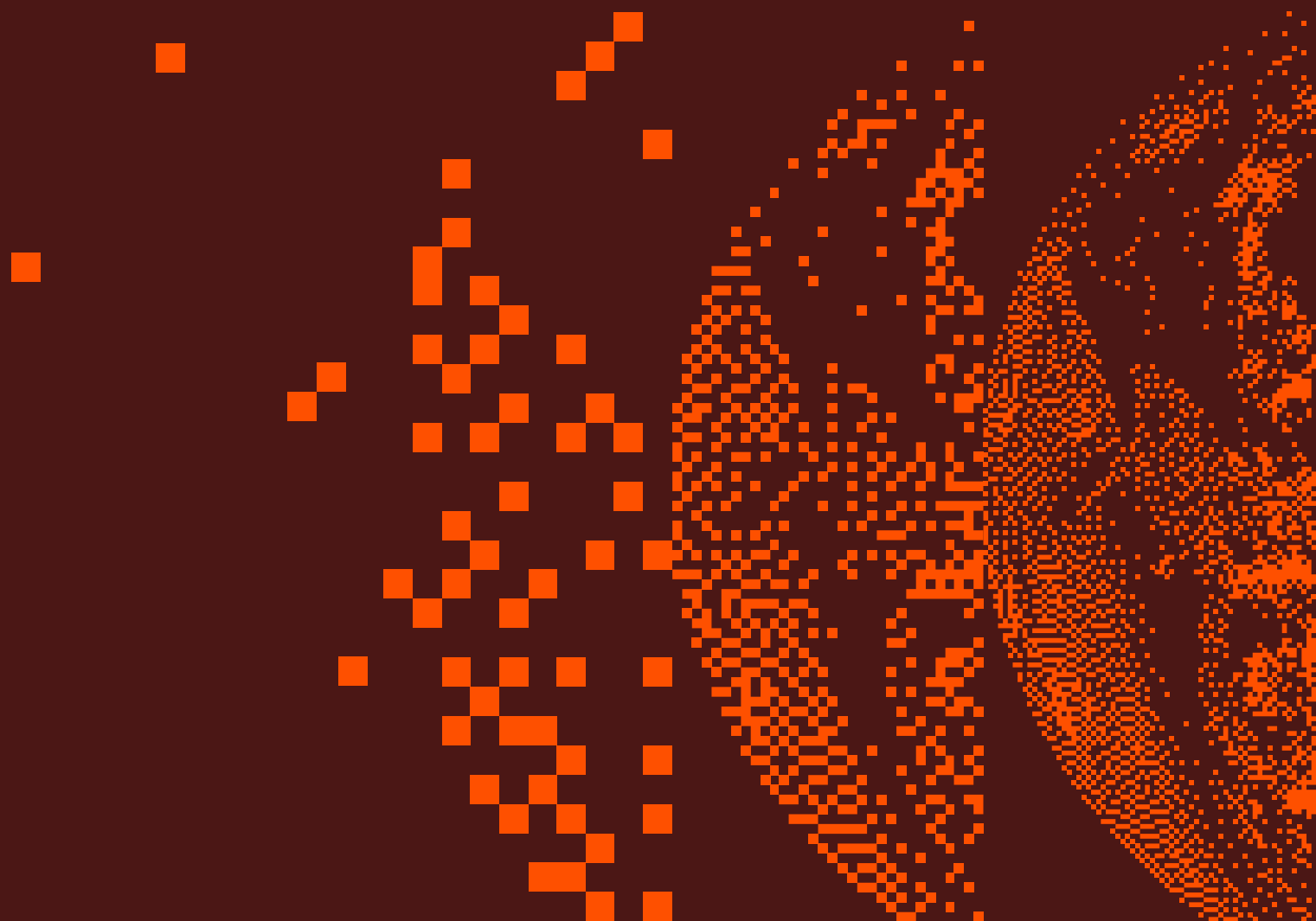# Catalogue of scalable solutions

Building and scaling alternative platforms
and solutions to counter disinformation
and strengthen democratic resilience

Introduction:
Catalogue of scalable solutions

A central aim of the Copenhagen Conference on Information Integrity is to build upon and complement the growing global and regional momentum was for safeguarding information integrity. The conference was designed to inspire action and collaboration among participants and beyond, delivering *scalable solutions* that provide nonbinding yet inspirational guidance for media organisations, donors, the private sector and civil society.

Given the diverse and complex threats to information integrity, no single solution is sufficient. Instead, a comprehensive, multi-faceted approach is required – one that acknowledges the range of challenges and is founded on coordinated action among local, regional and global stakeholders. The overall objective is to ensure that everyone can make informed decisions, supported by access to reliable and timely information.

As co-convener of the conference, IMS will engage a range of stakeholders – including partners supported by the Digital Democracy Initiative – to develop a catalogue of up to ten scalable solutions aligned with the conference's theme and outcomes and drawing on the Information Integrity Solutions Papers curated by IMS and other recent work.

Pre-identified scalable solutions

1. STRENGTHEN LOCAL MEDIA ECOSYSTEMS

Challenge: Local and community media outlets are persistently underfunded and often excluded from technological advancements, which undermines their ability to deliver trustworthy, contextually relevant information and serve as early warning systems for disinformation and social tension.

Solutions:
- Provide flexible and core funding to hyper-local and community journalism, enabling long-term planning and operational stability.

- Support the development of regional hubs for cost-sharing, innovation and research and development, including AI-based tools tailored to local requirements.

- Ensure local journalists have affordable access to digital tools for verification, reporting and audience engagement.

- Promote collaboration between local media, civic organisations and academia to enhance quality, accountability and reach.

Scalability: Regional hubs can be replicated in different countries or regions, adapting to local needs. Funding models and digital toolkits can be standardised and rolled out across multiple communities. Collaborative frameworks can be expanded to include more partners, increasing reach and impact.

2. LEVERAGE ODA TO UNLOCK PRIVATE INVESTMENT

Challenge: Public funding alone cannot address the growing financial struggle of the media sector. A transformation in financing is required – one that bridges official development assistance (ODA) and private capital to create sustainable, scalable funding flows.

Solutions:
- Develop blended finance models that combine public, private and philanthropic funding to de-risk investment in independent media.

- Deploy catalytic funding mechanisms that activate local capital and incentivise investment in public interest journalism.

- Encourage cross-sector partnerships among media incubators, investors and financial institutions to co-design innovative financing solutions.

- Establish global coordination efforts or task forces to share successful models and standardise best practices for media investment.

Scalability: Blended finance models can be adapted for different markets and media environments. Global coordination and sharing of best practices enable replication and scaling. Incentive structures can be tailored to local contexts, increasing uptake.

3. BUILD AND SCALE LOCALLY ANCHORED PUBLIC INTEREST PLATFORMS

Challenge: Large commercial platforms dominate the digital environment, often sidelining human-centred, locally governed platforms that prioritise public service values.

Solutions:
- Scale and adapt existing models of human-first, public-interest digital platforms for different regions and languages.

- Ensure platforms are locally rooted and community-driven, reflecting local norms, needs and accountability structures.

- Prioritise funding and technical assistance for initiatives developing trustworthy, inclusive information spaces.

- Encourage private sector participation through partnerships and corporate social accountability (CSA) investments that strengthen local digital infrastructure.

Scalability: Platform models can be localised for different languages and cultural contexts. Funding and technical assistance can be extended to new regions. CSR partnerships can be expanded globally.

4. ESTABLISH SHORT- TO MEDIUM-TERM NATIONAL COALITIONS TO COUNTER DISINFORMATION

Challenge: Disinformation thrives where responses are fragmented; effective counter-action requires coordinated national coalitions that bring together media, civil society, technology experts and public institutions.

Solutions:
- Create multi-stakeholder rapid response coalitions capable of producing fact-based, engaging content in real time during hostile information operations.

- Use AI-assisted monitoring systems to identify emerging disinformation patterns and guide proactive responses.

- Strengthen coordination mechanisms for information integrity across media, governments and civil society.

- Build local capacity to analyse and understand audience behaviour and content impact in order to help make fact-based narratives more engaging and relatable.

Scalability: Coalition models can be replicated in different countries. AI tools and coordination mechanisms can be standardised and shared. Capacity-building programmes can be rolled out nationally and regionally.

5. CAPACITATE A GLOBAL ACTION PLAN FOR INFORMATION INTEGRITY

Challenge: The fragmented nature of initiatives to promote information integrity limit their global impact.

Solutions:
- Coordinated international frameworks should be supported to strengthen information integrity.

- Formulate and push for information integrity priorities that states, civil society, media and the private sector should commit to.

- Establish measurable indicators and accountability mechanisms to track progress and guide implementation.

- Anchor the plan in a whole-of-society approach, ensuring coherence across policy, media development, technology governance and education.

Scalability: The framework can be adopted by countries and organisations worldwide. Indicators and accountability mechanisms can be harmonised globally. The proposed whole-of-society approach ensures broad applicability. Example: The UN Plan of Action on the Safety of Journalists and the Issue of Impunity serves as a model for global coordination, with measurable commitments and regular progress reviews involving governments, media and civil society.

Scalable solutions generated at Copenhagen Conference on Information Integrity

Day one:
11. November
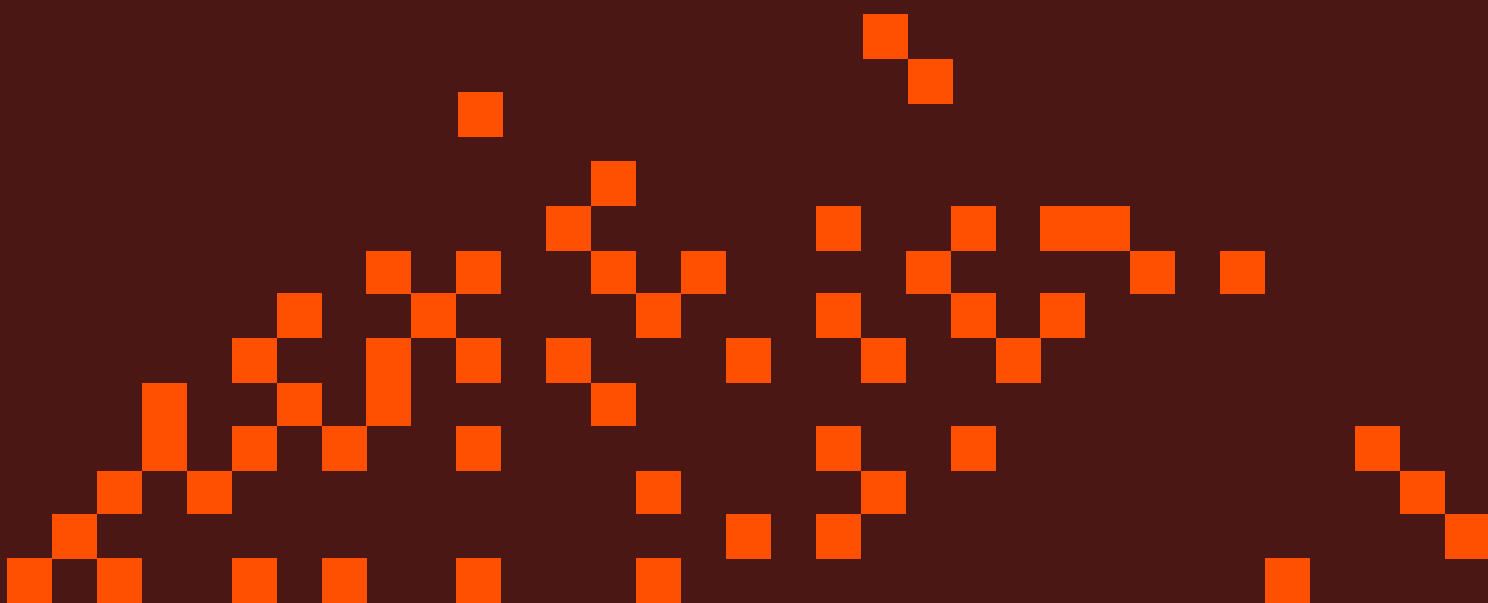
1. SAFEGUARDING INFORMATION INTEGRITY THROUGH POLICY (PANEL)
Share best practice international regulatory initiatives

Challenge: Drafting, passing and enforcing regulation of big tech companies at the national level to protect and ensure information integrity is difficult and lacks a harmonised international approach.

Solutions:

• European Democracy Shield (EDS) has the potential to further strengthen the coordination and effectiveness of the EU's response to foreign interference and increase the EU's resilience.

• EU regulation like the Digital Services Act and the AI Act serve as instruments to protect users and guide innovation in a responsible and safe direction.

• International collaboration multistakeholder inclusion are crucial for developing responsible policies and frameworks.

• Effective national initiatives and laws should be elevated to the EU level; the EU can become a global leader in this field.

Scalability: Successful EU regulation initiatives can provide direction and scale the development of similar initiatives in countries where a democratic rollout can be supported.

2. DIGITAL DEMOCRACY REVISITED (PANEL)
Support alternative, citizen centric, open source digital platforms

Challenge: Growing collusion between authoritarian regimes and tech actors poses a serious threat to information integrity and access to reliable information, especially for youth.

Solutions:

• Support existing, user-driven, open source, inclusive initiatives as an alternative to the existing dominant platforms.

• Support the development of new human-centric digital platforms for dialogue based on audience moderated content, transparency and openness.

• Information integrity stakeholders must push for democratic institutions to take a leading role in shaping the digital information ecosystem through strong, democratic regulation and stronger focus on turning innovation into economic benefits.

Scalability: Support platform initiatives that are human-centric and community led, such as JamiiForums and Wikimedia, can be copied and scaled to provide alternatives to big tech platforms around the world.

Strengthen the viability of independent public interest media

Challenge: Public interest media are struggling financially as their business models are undermined by big platforms that benefit from regulatory immobility, while media increasingly depend on these platforms.

Solutions:

• Stronger regulation to rein in dominant tech companies' mining of content produced by independent media

• Media must maintain and develop their connection with and relevance to their audiences

Scalability: Regional and global replication of regulatory frameworks and knowledge-sharing networks. Scalable collaborative innovation models, such as shared technology platforms and joint content initiatives across different markets.

3. RESILIENT SOCIETIES: FROM QUICK FIX TO LASTING SOLUTIONS (PANEL)
Transforming media and media literacy practices to match changes in public information consumption

Challenge: Information integrity is best preserved in a democratic environment, but big tech and their social media platforms have accelerated the flow of information manipulation and disinformation and lessened the trust in media, including during elections.

Solutions:

• Develop journalism to connect better with audiences.

• Strengthen media literacy through debunking and prebunking disinformation and transformative journalism that follows the shift in public consumption of and engagement with information.

• Build alliances with organisations and collaborate with the public.

Scalability: Look for inspiration from countries such as Finland that have media literacy deeply integrated in their education systems to replicate best practices where possible.

Reinvent and strengthen CSOs' engagement model to reconnect with public

Challenge: The closing civic space and continual weakening of the rule-based international order has caught CSOs off guard, relying too much on the integrity of their messages alone and forgetting to listen to the public.

Solutions:

• CSOs must find ways to collaborate directly with the public and consciously connect to nascent movements, including women and youth movements.

• CSOs, media and other information integrity stakeholders should learn from each other and share tactics rather than working in silos.

• Increase efforts to expose social media companies' wrongdoings through investigative journalism and court litigation.

Scalability: Prioritise best practice initiatives that focus on strengthening media's insight into audience behaviours and use insights to reinforce audience engagement.

BUILDING RESILIENCE THROUGH
COMMUNITY-LED RESPONSES TO
DISINFORMATION *(PARALLEL TRACKS)*

4. TRACK 1:
GENDERED DISINFORMATION

Scaling multisectoral, transnational coalitions to fight gendered disinformation

Challenge: The burden of combating gendered disinformation often falls on women themselves. There is a need to move away from acting in defense to building resilience and reclaiming spaces together.

Solutions:
- Advocate duty-bearers to recognize that gendered disinformation is intrinsically connected to gender equality.

- Introduce and support a focus on gendered disinformation and resilience building in educational systems (requires collaboration between government, civil society and media)

- Localised approaches to combatting gendered disinformation

- Supporting fact-checking and prebunking activities focusing on gendered disinformation and exposing sources and tactics of malign actors.

Scalability: Gendered disinformation is a societal and global challenge and must be tackled collectively. Approaches to empowering women against gendered disinformation must be global in scope and build on transnational and cross-sectoral, multi-stakeholder partnerships to push for change.

Bringing best practices empowering women against gendered disinformation from local to transnational/global level

Challenge: Gendered disinformation has become weaponised to silence, stigmatise and target marginalised women and women in public, visible roles. This weaponisation is also a political tactic to distract and undermine social and rights movements.

Solutions:
- Do not only react to gendered disinformation but proactively flood the digital information space with women's narratives and counter-narratives.

- Continue to strengthen women's voices in media by inviting women experts, ensuring representation and insisting on visibility in public spaces.

- Strengthen knowledge of and reaction to gendered disinformation in media newsrooms.

- Transnational, multistakeholder coalition and community building strengthens the protection of women rights defenders in the struggle against gendered disinformation, a struggle most often led by CSOs, media and grassroot movements working alone with limited resources.

Scalability: Building on existing, localised approaches to fighting gendered disinformation, establish knowledge-sharing systems and transnational coalitions to push for change beyond national borders.

5. TRACK 2:
CLIMATE DISINFORMATION

Revitalising climate information narratives

Challenge: Climate disinformation, fueled by special interests in e.g. extractive industries and reinforced by big tech platform algorithms, is both online and offline. Stronger distribution of counter narratives is needed.

Solutions:
- Make climate information assessable and adapted to young audiences through creative partnerships with various societal actors and creative visual and interactive formats (e.g. videos, infographics and animations).

- Build on and replicate best practice online campaigns, such as the Magamba Network's "Log off the lies", which outlines how big tech platforms amplify climate disinformation.

- To strengthen the safety of journalists involved in investigative climate reporting, draw on existing national and international journalist safety frameworks and mechanisms.

- Develop approaches to targeting climate disinformation online as well as offline.

Scalability:
- Scale or replicate best practice initiatives, such as regional Magamba Network's online campaign "Log off the lies", potentially leading up to the COP31.

- Use journalism and media to connect those affected by climate change with actors who can address these issues, such as humanitarian actors – Radio Ergo in Somalia has such a model that could be scaled by replicating elsewhere.

- Boost the capacity of existing journalist safety coalitions and mechanisms to provide support for climate journalists.

6. TRACK 3:
EMPOWERING YOUTH

Meet young people where they are: Build and promote youth-driven and youth-owned media ecosystem

Challenge: Youth do not feel prioritised in the traditional media ecosystem. How can media make information credible, relatable and visible to young audiences, and how can youth-driven initiatives contribute to a more inclusive information ecosystem?

Solutions:
- For traditional media, working with alternative content creators (e.g. influencers) may help boost audience levels or even save the existence of some traditional media.

- Develop and support creative cooperation/ partnerships between fact-checkers, journalists, content creators, artists and other professions, making public interest information relatable and shareable to reach broader age group.

- Support audience-centric initiatives.

Scalability:
- Scale best practice creative partnership initiatives to reach youths, such as the partnership between media and content creators Probe Media in the Philippines.

- Compile best practices and ideas for youth-driven, youth-owned media ecosystems.

Scalable solutions generated at Copenhagen Conference on Information Integrity

Day two:
12. November
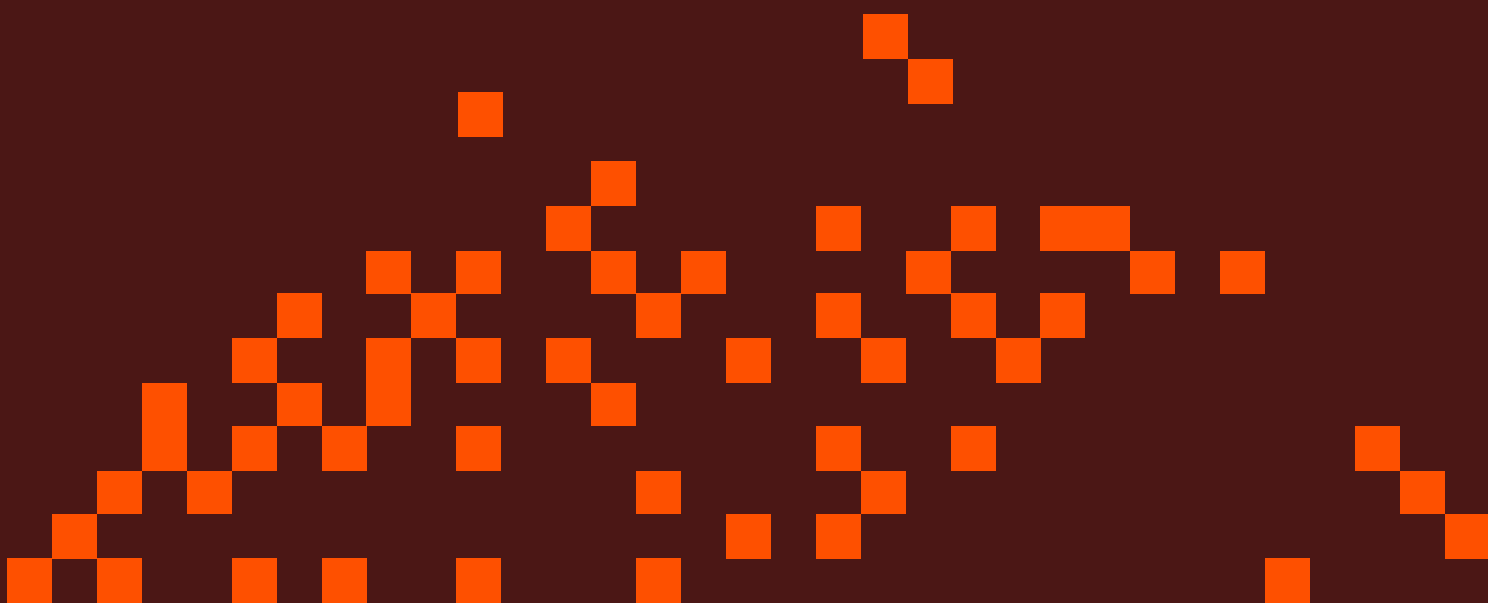
1. TRUST ON THE LINE:
   WHY MEDIA VIABILITY MATTERS
   MORE THAN EVER (PANEL)

   Develop innovative financing for media

Challenge: Independent public interest media is challenged on many fronts, due to crisis in audience trust and loyalty, collapsing revenue models and external pressures.

Solutions:
- Local media can innovate varied offline and big tech alternative distribution mechanisms that reach and engage marginalised groups.

- Instead of relying on big tech, distil and replicate best practices of media using technology, including AI, to advance their purpose and business.

- Increase collaboration and partnership within and in support of the media sector: funding from governments to international funding initiatives has started, and other funds should be created to crowd in new forms of capital, with an emphasis on locally-led investment funds acting as incubators for media financing. Big successful media should create (regional) investment funds and act as incubators of small media.

Scalability: Advocate for public funding to act as a bridge while developing approaches to unlocking local capital for long-term sustainability.

2. DEFENDING TRUTH WHEN IT
   MATTERS MOST (PANEL)

   Strengthening information infrastructure in conflict zones

Challenge: Challenges that affect people's access to information under normal circumstances are exacerbated during armed conflict.

Solutions:
- Reporting needs to take place as close as possible to the people it concerns, building hyperlocal networks/communities of people on the ground.

- Hyperlocal reporting can be collected by editors outside the affected area.

Scalability: Look to Ukraine and Gaza media environments for examples and best practices on building hyperlocal reporting hubs during times of armed conflict to replicate in other regions or take inspiration from them.

Strengthen public awareness raising through regional coalitions on countering disinformation during conflict

Challenge: There is a lack of public awareness in Europe and often in regions neighbouring conflict zones of the actual threats to information integrity that occur online and in media coverage. It is often viewed as distant and abstract.

Solutions:
- Recognising that the threats from disinformation are real and imminent requires more awareness raising in neighbouring media environments of the ongoing conflicts to ensure action based on lessons learned and experiences from Ukraine, Gaza and elsewhere.

Scalability: Build and scale regional media coalitions and partnerships to strengthen public awareness of countering of disinformation during conflict.

3. ARTIFICIAL INTELLIGENCE:
   BUILDING SOLUTIONS THAT BRIDGE,
   NOT DIVIDE (PANEL)

   Ensure that the information integrity community is part of the policy and regulation side of AI development

Challenge: Information integrity is not high on the agenda of big tech, and the information integrity community is far removed from where decisions are made on policies and regulation of AI development.

Solutions:
- The concept of information integrity does not resonate with big tech; instead, approach the sector from a business and money perspective.

- Put audiences at the centre of AI solutions' integration and development in newsrooms.

- Help newsrooms to not sell out to big tech by grouping and using collective bargaining power for better deals, developing new business models that would benefit them.

- Build AI infrastructure and computing power that is decoupled from big tech.

Scalability: Identify the avenues that will enable the information integrity community to become part of the policy and regulation side of AI development.

Boost and disseminate capacity to detect AI generated fake content

Challenge: The spread of AI generated audio and video content contributes to distrust of media and creates uncertainty both inside media. Meanwhile, public as awareness of how to detect AI-produced fake content and identify those profiting from disinformation is low.

Solutions:
- Develop and promote open-source intelligence (OSINT) community-based verification solutions and projects.

- Develop training around how to detect AI produced content.

Scalability:
- AI detection tools need to work for the global majority by pushing the legal framework and companies.

- Stop thinking of AI as a content problem and use it to scale up solutions, building the tools to understand the problem and connect the dots behind disinformation and manipulation attempts.

SOLUTION LABS: ACTIONABLE IDEAS
(PARALLEL PANEL TRACKS)

4. TRACK 1:
   FOSTERING AN ENABLING LEGAL
   ENVIRONMENT

   Educate regulators to scale best practice
   regulation in the information integrity field

Challenge: There is a need to create an enabling legal environment for media freedom and information integrity in Ukraine and Latin America and a need to address the impact of the EU regulatory effect both within and outside Europe.

Solutions:
- Prevent the escalation of harmful content/ propaganda forbidden by international law (information warfare) through early identification.

- The EU Democracy Shield is an example of democracy actively focused on ensuring online transparency.

- Regulators need to be educated in how to actively and correctly utilise the legal frameworks that are in place for the digital space.

- Latin American societies should look for inspiration in the "Brazilian regulation experience".

Scalability: The European Digital Services Act (DSA) could inspire models outside of the European Union and be tailored to those contexts while ensuring regulators of individual countries are provided with solid training in understanding and implementing this regulation.

5. TRACK 2:
   PROTECTING DEMOCRACY:
   TACKLING DISINFORMATION IN
   ELECTIONS

   Scale collaborative efforts among media
   and other actors on prebunking and
   alternative narratives

Challenge: Information integrity is essential for free and fair elections, but the rapid spread of disinformation undermines public trust in elections, distorts voter perceptions and jeopardises the legitimacy of democratic processes.

Solutions:
- Build local knowledge in verification efforts with a long-term perspective – using media forensic initiatives and AI detection tools such as those utilised by WITNESS.

- Continuous counter narrative campaigns – with the inclusion of the CSOs, national and regional groups. Build coalitions, break down silos.

- Collaborative efforts – synergies and collaboration among the media when it comes to prebunking and positive (alternative) narratives.

Scalability: Build on and share knowledge of existing best practice coalitions developed to counter disinformation during elections, across borders and regionally.

6. TRACK 3:
   STRONGER TOGETHER: SCALING
   CIVIC PLATFORMS TO DEFEND
   OPEN SOCIETIES

   Scale funding to support the decoupling
   from US tech solutions, building legislative
   leverage and creating alternative platforms

Challenge: The majority of the technology used outside of the US and western hemisphere is US-centric despite the majority of social media users being based outside of the US/western region. Similarly, regulation is customised to a US/western context and audience.

Solutions:
- Move away from American tech solutions (Microsoft, Google, etc.).

- Drive funding to support the decoupling from US tech solutions.

- Learn from early adopters of tech solutions regardless of ideological considerations.

Scalability: Support alternative platform initiatives that are citizen centric and community led and can be replicated and scaled to provide alternatives to big tech platforms around the world.