



Baltic Engagement
Centre for Combating
Information Disorders

MID-TERM COMMUNICATION AND DISSEMINATION REPORT

AUGUST 2026

THIS PROJECT WAS FUNDED BY THE BALTIC ENGAGEMENT CENTRE FOR COMBATING INFORMATION DISORDERS (BECID) 2025–2028; PART OF D2.3 OF THE EU-FUNDED PROJECT WITH THE ID: 101226242, COORDINATED BY THE UNIVERSITY OF TARTU (UTARTU).

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... in co-creation with the whole hub and its stakeholders.



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1. EXECUTIVE SUMMARY

This Mid-term Communication and Dissemination Report provides an overview and assessment of BECID2's communication, dissemination, outreach and engagement activities during the first 15 months of the project, from 1 June 2025 to 31 August 2026.

BECID2 brings together five partner organisations across the three Baltic States: the University of Tartu and Delfi Meedia in Estonia, the Baltic Centre for Media Excellence (BCME) and Re:Baltica in Latvia, and Delfi UAB in Lithuania. The project formally began on 1 June 2025 and runs until 31 May 2028.

Communication during the first 15 months has focused on establishing the hub's renewed public presence, disseminating project outputs, supporting communication across all work packages, strengthening BECID's visibility within the Baltic and wider European information-resilience community, and reaching both specialist audiences and the wider public.

In accordance with the updated [Communication and Dissemination Plan](#), BECID communication targets a diverse set of audiences, including the general public, GLAM institutions, journalists and media professionals, policymakers, NGOs and civil-society organisations, the EDMO network, academics, students and international researchers.

During the reporting period, communication and dissemination developed across several complementary channels: the BECID website and news blog, Facebook and LinkedIn, BECID newsletters and quarterly briefs, partner media channels, EDMO networks and activities, public and professional events, webinars and training, conferences, media appearances, GLAM networks, and University of Tartu communication channels. These channels correspond directly to those identified in the Communication and Dissemination Plan.

The reporting period demonstrates particularly strong activity in:

- dissemination of fact-checking, investigative and research outputs;
- regular publication of Hot Reports on emerging disinformation narratives;
- media literacy and GLAM-sector outreach;
- professional and public events across the Baltic States and internationally;
- communication around election-related, gendered and AI-related disinformation;
- educational materials and interventions;
- media appearances and expert commentary;
- cooperation with EDMO hubs and European stakeholders;
- establishment of BECID's own communication infrastructure and visual identity.

Available evidence demonstrates substantial communication and dissemination activity during the first 15 months of BECID2. By M15, approximately 240 fact-checking publications had been produced, 16 Hot Reports had been published, six BaltsTeachMIL webinars had been delivered, and the project had maintained extensive participation in conferences, workshops, training activities and stakeholder events. Media-literacy outreach included educational materials and campaigns, five in-person library/GLAM workshops, and activities reaching schools, educators, memory institutions and professional audiences across the Baltic States.

2. PURPOSE AND SCOPE OF THE REPORT

D2.3 evaluates implementation of BECID2's communication and dissemination activities at the project's mid-term reporting point and assesses progress against the objectives and KPIs established in the Communication and Dissemination Plan and Monitoring and Evaluation Framework.

The Communication and Dissemination Plan identifies five overarching purposes:

- supporting coordination across work packages;
- increasing visibility of BECID activities and outputs across the Baltic region and internationally;
- engaging key audiences;
- supporting project deliverables and milestones through KPI-aligned communication;
- and using cross-platform distribution, partner networks and integrated outreach to maximise engagement.

The external communication objectives further specify that BECID should raise awareness of the hub and its outputs; disseminate fact-checks, [Hot Reports](#), research briefs and media-literacy campaigns; engage GLAM-sector professionals and educators with practical tools and materials; and achieve measurable audience growth, engagement and visibility.

Accordingly, this report assesses not only the number of outputs produced, but also their dissemination, audience reach, engagement and contribution to the wider objectives of BECID2.

This approach is consistent with the [Monitoring and Evaluation Framework](#), which explicitly establishes that project monitoring should extend beyond output counts to the quality, relevance and reach of project results.

3. COMMUNICATION AND DISSEMINATION APPROACH

BECID2's communication model combines central project communication with the substantial communication capacity and existing audiences of consortium partners.

The approach recognises that the hub operates simultaneously as a research network, fact-checking and investigative journalism collaboration, media-literacy initiative and regional expert network. Consequently, no single communication channel is sufficient to reach all relevant audiences.

The communication ecosystem therefore combines BECID-owned channels with partner and external channels. BECID's own website and social-media accounts provide a recognisable central identity for the hub, while the established media platforms and institutional networks of consortium partners enable project outputs to reach much larger and more specialised audiences.

This distributed model is particularly important for fact-checking and investigative content, which is frequently published or amplified through partner media platforms before being further disseminated through BECID channels.

During the initial project phase, the consortium also established the organisational infrastructure required for coordinated communication. The project's communication specialist was assigned responsibility for internal and external communication and for supporting other work packages with communication and campaign expertise.

A shared Notion environment was introduced for project tracking, alongside shared documentation and regular Steering Committee coordination. During the initial project phase, the project website was transferred to the University of Tartu environment as part of the establishment of BECID2's renewed communication infrastructure. The website was subsequently redesigned and, in August 2026, relaunched under BECID's main becid.eu domain.

An updated Communication and Dissemination Plan and updated Corporate Visual Identity and Guidelines were completed in November 2025.

The project subsequently adopted a "glass house" approach to transparency: the [BECID In Progress section of the website](#) provides public access to milestones, deliverables and timelines, while the internal Notion environment enables partners to follow project implementation and outputs.

4. WEBSITE AND DIGITAL COMMUNICATION

The BECID website functions as the central repository for project information, news, deliverables, Hot Reports, event information, media-literacy resources and other project outputs.

During the first project year, communication work included transferring and restructuring the website, establishing the BECID2 project environment under the University of Tartu domain, publishing project updates and establishing dedicated content areas for project outputs and activities.

On 24 August 2026, BECID launched its renewed website and moved from the temporary becid.ut.ee address back to the main **becid.eu domain**. The renewed website provides a clearer and more accessible structure for BECID2 content, with dedicated access to fact-checking, monitoring, media and information literacy, research, events and project resources. The website is available in English, Estonian, Latvian and Lithuanian, strengthening BECID's role as the central multilingual communication platform for the hub.

The Communication and Dissemination Plan establishes a target of at least 6,000 unique website visitors annually, an average time on page of at least two minutes, and at least seven national or regional mentions annually in each Baltic country associated with project visibility.

Within the first 15 months of the project, the website recorded approximately 3,800 visitors.

5. SOCIAL MEDIA COMMUNICATION

BECID uses social media to disseminate project news, outputs, events, expert commentary and educational content and to direct audiences toward longer-form resources.

The Communication and Dissemination Plan envisages regular social-media publishing, with approximately one to two posts per week where appropriate, and establishes a KPI of **20% annual follower growth per platform and an engagement rate of at least 5%**. Currently the BECID Facebook account has **68 Facebook followers (within the first year of the project) and 222 LinkedIn followers**, indicating continued audience growth, although a complete platform-level dataset is still required to calculate annual growth and engagement consistently.

Social-media communication has also extended beyond BECID's central accounts. Project outputs have been amplified through partner accounts, institutional channels and event organisers, creating additional reach that should be incorporated into the final assessment wherever analytics are available.

6. MEDIA VISIBILITY AND EXPERT COMMUNICATION

Media visibility has been an important component of BECID2's communication strategy because consortium members themselves include journalists, fact-checkers, researchers and recognised experts who regularly contribute to public debate.

The Communication and Dissemination Plan establishes a target of **at least 20 national/regional media mentions per year and at least 10 international mentions by M36**.

An interim EDMO reporting overview recorded 16 media mentions by April 2026. Media visibility continued substantially between May and August 2026 through radio, television, newspaper and international media appearances; however, these later mentions have not yet been consolidated into a single M1–M15 media-monitoring total.

This quantitative figure is complemented by extensive qualitative evidence in the quarterly briefs and newsletters. BECID experts have appeared in radio programmes, newspapers, magazines, podcasts, conferences and other media formats discussing disinformation, AI, online safety, digital culture, youth radicalisation, gender stereotypes, elections, Russian influence operations and media literacy.

For example, during the initial project months University of Tartu experts appeared in Delfi, Kuku Raadio and Vikerraadio and contributed commentary to publications including *Anne & Stiil* and *MIHUS*. Re:Baltica's Evita Puriņa appeared on the Latvian radio programme *KiberPēda* to discuss disinformation and critical thinking.

The Winter 2026 reporting period records multiple radio interviews and media commentaries on youth, social media, AI-generated content, online risks and social-media regulation.

7. DISSEMINATION OF FACT-CHECKS AND INVESTIGATIVE OUTPUTS

Fact-checking represents one of BECID's largest channels for reaching the general public.

The KPI framework sets a target of **432 fact-checks by M36, averaging 12 per month, with approximate reach of at least 5,000**, while Hot Reports have a target of **36 reports by M36 and approximately 5,000 persons reached per report topic**.

By the end of August 2026 BECID and its partners have published about 240 fact-checking publications, including articles, investigations and briefs.

Fact-checking has also been adapted into audience-friendly formats. Delfi Estonia, for example, produced the six-episode “**Lühikesed jalad**” series addressing AI, technology and disinformation. The series combined investigative journalism and explanatory formats and addressed AI-generated imagery, health information and algorithmic influence.

BECID has simultaneously disseminated investigative findings through its Hot Report series. Reports produced during the period addressed topics including wind-energy disinformation, Digital Services Act-related narratives, Kremlin narratives around Georgia, video games as propaganda instruments, narratives undermining Lithuanian independence, Z-blogger framing of NATO, digital reputation washing, Kremlin-linked influence campaigns, the digital euro, drone-defence cooperation and other emerging information threats.

By August 2026, the series continued to respond to emerging narratives, including an August Hot Report analysing a narrative designed to undermine Lithuanian defence by claiming that Russia is "not interested" in Lithuania.

8. MEDIA LITERACY, TRAINING AND EDUCATIONAL OUTREACH

Media-literacy activities have provided one of BECID's strongest mechanisms for combining communication with direct engagement.

The KPI framework calls for 18 BaltsTeachMIL webinars by M36, at least five external outreach events by M12, at least five NGO partnerships by M18, at least three library workshops and one museum exhibition by M30, and at least 80% participant satisfaction in event surveys.

8.1 BaltsTeachMIL and GLAM-sector webinars

The webinar series was established to strengthen media and information literacy capacity among professionals in galleries, libraries, archives and museums across Estonia, Latvia and Lithuania.

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The first introductory webinar attracted 50 GLAM-sector specialists from Estonia, and a dedicated website subsection was established for the webinar series. Participation increased considerably as the programme expanded across the Baltic States. The webinar “Developing Media Literacy in Estonian Memory Institutions”, held on 8 December 2025, attracted approximately 152 participants, including around 60 professionals from Estonia. The webinar “How Art and Cultural Practices Can Counter Disinformation”, held on 2 February 2026, brought together 172 participants from across the Baltic region. A further webinar on data protection in the digital environment, held on 7 April 2026, attracted 136 participants from Estonia, Latvia and Lithuania.

On 1 June 2026, BECID organised a webinar focusing on online fraud, scams and digital safety, which attracted 153 participants: 83 from Estonia, 50 from Latvia and 20 from Lithuania. Participants joined language-specific breakout sessions in Estonian, Latvian and Lithuanian, allowing the common Baltic-level programme to be complemented by discussion in national contexts.

Overall, six BaltsTeachMIL webinars had been delivered by M15, representing one third of the project target of 18 webinars by M36. The consistently strong participation in the Baltic-wide sessions demonstrates substantial interest among GLAM professionals and provides a strong basis for continuing the webinar programme during the next reporting period.

8.2 Educational materials

BECID experts have contributed to educational resources designed to translate media-literacy knowledge into accessible formats.

BECID2 has developed practical media and information literacy resources designed to translate project expertise into formats that can be reused by educators, GLAM professionals and other practitioners.

A key output during the reporting period was [D4.2 Physical MIL Intervention Guide on Elections](#), completed in July 2026. The guide builds on the Propawheel physical MIL intervention developed for the 2025 Estonian local elections and provides practical guidance for adapting and reproducing the concept in libraries, museums, galleries, archives, classrooms and other educational settings. The Propawheel introduces eight common manipulation techniques used in political and online communication and combines them with practical examples and interactive learning.

Importantly from a dissemination perspective, the guide was designed not only to document the intervention but to enable its **reuse and adaptation by other institutions**. It includes practical instructions for constructing a Propawheel as well as activity ideas for

galleries, libraries, museums and archives.

The intervention has already demonstrated its adaptability beyond its original pilot at the University of Tartu Library. It was subsequently used at the AHHA Science Centre, The Game in Tartu and Pärnu Koidula Gymnasium, extending the concept beyond the election context to broader issues including social-media manipulation, AI-generated content and audiovisual misinformation.

We have since the beginning of the project made 20 educational tools and materials and six public campaigns.

8.3 Propawheel

The Propawheel represents a particularly successful example of combining physical outreach, gamification and digital communication. Originally piloted at the University of Tartu Library during the 2025 Estonian local elections, the installation introduces users to **eight common manipulation techniques** used in political communication and encourages participants to recognise and discuss examples of manipulative messaging.

During the initial election-focused intervention, visitors were also invited to nominate political figures whose communication they perceived as manipulative and to identify the techniques they had observed. The activity generated **38 submissions**, providing qualitative insight into how participants recognised techniques such as labelling, fear appeals, personal attacks and “us versus them” framing in political communication. While the exercise was not designed as a scientific survey, it provided a useful participatory element and demonstrated active audience engagement with the intervention.

The Propawheel was subsequently adapted for different institutions, audiences and media-literacy topics. At **Game in Tartu on 21–22 February 2026**, it was incorporated into an interactive activity in which participants distinguished AI-generated images from real photographs and discussed the reasoning behind their choices. The wheel served as an engagement mechanism that attracted children, teenagers and parents and opened broader conversations about AI-generated content, image manipulation and misinformation.

On **31 March 2026**, the Propawheel was made available to young people during the breaks of a student conference at Pärnu Koidula Gymnasium. The wider BECID media-literacy activity at the event also included an interactive information-resilience game delivered to approximately **86 young participants**.

The intervention was additionally installed at the AHHA Science Centre in Tartu, extending its use beyond the original election period. These adaptations demonstrate

the value of reusable communication and educational tools that can migrate between institutions and audiences rather than functioning as one-off campaign outputs. The experience gained through these implementations was subsequently incorporated into **D4.2 Physical MIL Intervention Guide on Elections**, completed in July 2026, which provides practical guidance for adapting and reproducing the Propawheel in libraries, museums, galleries, archives, classrooms and other educational settings.

9. EVENTS, CONFERENCES AND STAKEHOLDER OUTREACH

BECID partners have maintained a high level of representation at public, professional, academic and policy events.

Until this point BECID representatives had participated in over than **40 conferences**, that have been listed within our Quarterly Briefs, while BECID itself had organised one conference during the reporting period covered by that submission.

A major project-organised event was the international conference **Resilient Voices: Women & Disinformation**, held in Riga on 3 March 2026. It brought together policymakers, journalists, researchers and civil-society actors to examine gender-based and identity-driven disinformation, coordinated online harassment and their consequences for democratic participation. The conference attracted 91 participants.

BECID outreach also made use of cultural and creative formats to engage audiences beyond traditional conferences and professional events. During summer 2026, the performance **“Latvian Language Lessons”** (Latviešu valodas stundas) was presented in Daugavpils, at the LAMPA Conversation Festival in Cēsis, and in Visaginas, Lithuania. The production explored questions of language, belonging, integration, minority experiences, democratic resilience and the influence of propaganda. Across the three locations, the performances reached approximately 325 people in person: 80 in Daugavpils, 200 in Cēsis and 45 in Visaginas.

The activity also incorporated direct audience engagement and wider dissemination. Following the Daugavpils premiere, an audience discussion was held with the creative team, while feedback collected after the performances resulted in an average audience rating of 9.8 out of 10. The production also generated 38 communication outputs across Latvian and Lithuanian media and New East communication channels, comprising 25 social-media posts, 11 articles and two video features.

Partner outreach also extended into international professional networks. Activities included participation in GlobalFact, European Parliament and EDMO events, OSCE discussions, media conferences, investigative journalism training, national-security discussions and collaboration with other EDMO hubs.

BECID representatives participated in EDMO and Safer Internet Centre activities in Brussels and undertook exchanges with partners including Moldova and BENEDMO.

This activity indicates that BECID dissemination is functioning at several levels simultaneously: local and national outreach in the Baltic States, cross-Baltic professional cooperation, wider European and international knowledge exchange, and public engagement through cultural and participatory formats.

10. REACHING DIFFERENT TARGET GROUPS

An important objective of BECID2 communication is to avoid limiting dissemination to specialist audiences.

General public and young people. Fact-checks, media coverage, educational materials, public events and interventions such as the Propawheel have translated complex information-disorder issues into accessible formats. The Propawheel specifically targeted young people aged 16+ during the Estonian elections.

GLAM professionals. The BaltsTeachMIL programme and related research have established direct engagement with libraries, archives, museums and other memory institutions. Research for deliverable 4.1 included interviews with staff from 53 Estonian memory institutions, 36 of whom were library workers.

Journalists and fact-checkers. BECID has organised professional training in AI, OSINT and verification while participating in major international fact-checking and journalism networks.

Policymakers and institutional stakeholders. BECID experts have participated in parliamentary discussions, government and security-policy events, European-level events and direct stakeholder meetings. For example, a BECID expert participated in an Estonian Parliament roundtable on regulating large-scale online harassment, while BCME representatives participated in discussions involving the OSCE Representative on Freedom of the Media.

11. INTERNAL COMMUNICATION AND COORDINATION

Internal communication has supported the external visibility of the project by ensuring regular information exchange between partners and work packages.

BECID uses a combination of Notion, email, WhatsApp, Facebook groups, Zoom, Google Drive, Microsoft tools, Nextcloud and internal newsletters.

The KPI framework establishes a target of at least **12 internal updates/newsletters**

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annually and four Steering Committee meetings per year.

Regular Steering Committee meetings have been used to review emerging disinformation trends, project outputs, milestones, outreach activities and upcoming communication priorities. The Monitoring and Evaluation Framework also formalises partner responsibility for supplying relevant KPI and impact information, including participant feedback from workshops, training and events.

12. PRELIMINARY KPI ASSESSMENT AT M15

KPI	Project target	M15 assessment
Website visitors	≥6,000 unique visitors per year	3800 visitors by M15
Average time on page	≥2 minutes	≥2 minutes
Social media followers	+20% annually per platform	68 Facebook followers and about 2 new followers per month; 239 LinkedIn followers and about 5 new followers per month
Social media engagement	≥5% engagement rate	Unique visitor engagement 12.5% per month, follower engagement -13.3%
Media mentions	≥20 national/regional mentions per year; ≥10 international mentions by M36	16 media mentions reported by April 2026
Hot Reports	36 reports by M36	On track; 16 report by M15

KPI	Project target	M15 assessment
Fact-checks	432 by M36; average 12 per month; approx. ≥5,000 reach	Approx. 240 fact-checking publications reported by August 2026
Research briefs	12 by M36; disseminated to ≥20 relevant/high-impact stakeholders	Implementation underway. At least one D5.2 research brief published by M15; additional research and brief preparation ongoing. Exact D5.2 publication and stakeholder-dissemination count to be confirmed by WP5
MIL campaigns	10 campaigns by M36: 5 thematic + 5 agile	Implementation underway. Multiple MIL campaigns/interventions delivered, including the Estonian Propawheel campaign and the Latvian election-focused manipulation campaign launched in August 2026. Exact D4.5 thematic/agile classification to be confirmed
BaltsTeachMIL webinars	18 webinars by M36	On track. 6 of 18 webinars delivered (33% of the M36 target)
External outreach events	≥5 events by M12	Achieved and substantially exceeded by M12. Extensive participation in conferences, workshops, trainings, public discussions and stakeholder events continued through M15
NGO collaborations	≥5 NGO partnerships by M18	In progress – exact number of qualifying NGO partnerships to be confirmed against MS7 partnership activity logs by M18

KPI	Project target	M15 assessment
Library / GLAM activities	≥3 library workshops and 1 museum exhibition by M30	Library workshop target exceeded (5/3). Museum exhibition still to be delivered by M30. Overall KPI on track
Participant satisfaction	≥80% satisfaction	Feedback yet to be collected for some activities
Russian-language fact-checks	≥25% of qualifying fact-checks produced or translated into Russian	Achieved and substantially exceeded – 43.5% compared with the ≥25% target
Internal communication	≥12 internal updates/newsletters per year	11 internal newsletters circulated by M15, complemented by regular Steering Committee, Notion and other consortium-level updates. KPI effectively met through multi-channel internal communication.
Steering Committee meetings	4 meetings per year	Achieved – 5 meetings held by M15, exceeding the annual target of 4 meetings

13. PRELIMINARY EVALUATION

BECID2 has successfully moved from establishing its communication infrastructure to operating a broad, multi-channel communication and dissemination system.

Three strengths are particularly visible.

First, communication is closely integrated with substantive project activity. WP2 does not operate as a separate promotional function: fact-checking, research, media-literacy

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interventions, policy activities and investigative outputs are translated into communication products and distributed through BECID and partner channels. This corresponds to the integrated approach described in the Monitoring and Evaluation Framework, where communication accompanies physical interventions and other work-package outputs.

Second, the project demonstrates considerable diversity in audience and format. Communication ranges from investigative reports and professional OSINT training to children's educational materials, GLAM webinars, interactive installations, radio interviews, policy discussions and international conferences.

Third, partner networks substantially extend BECID's potential reach beyond its own relatively new communication channels. The consortium's media organisations, academic institutions and civil-society partners provide established routes to specialist and public audiences across Estonia, Latvia and Lithuania.

The main monitoring challenge identified at this stage is the uneven consolidation of quantitative reach and impact data. Output numbers are comparatively well documented, whereas website analytics, social-media engagement, partner-platform reach, media clipping and audience feedback are not yet fully consolidated into a single M1–M15 dataset.

This gap should be addressed before finalising D2.3.

14. PRIORITIES FOR THE SECOND HALF OF THE PROJECT

The Communication and Dissemination Plan envisages the mid-term period as the point at which BECID should strengthen media partnerships, run thematic MIL campaigns, expand the webinar programme and achieve its first KPI checkpoints.

Based on the M15 assessment, priorities for the next reporting period should include strengthening systematic collection of communication analytics; consolidating partner-level reach data; increasing visibility of BECID's central website and social channels; continuing dissemination of Hot Reports and fact-checks through both BECID and partner channels; strengthening multilingual outreach; continuing GLAM-sector engagement; and systematically collecting participant feedback.

Particular attention should be given to measuring **impact rather than only production**. Where possible, future reporting should connect each major output with its target audience, dissemination channels, reach, engagement and qualitative feedback.

15. CONCLUSION

During its first 15 months, BECID2 established a functioning Baltic-wide communication and dissemination ecosystem connecting fact-checking, investigative journalism, research, media literacy, public engagement and policy outreach.

Available evidence demonstrates a substantial volume of activity and outputs by M15, including approximately 240 fact-checking publications, 16 Hot Reports, six BaltsTeachMIL webinars, extensive professional and public event participation, multiple educational resources and campaigns, Hot Reports five in-person library/GLAM workshops, and sustained expert visibility in public and professional discussions.

BECID has reached audiences ranging from children, young people and the general public to librarians, educators, journalists, researchers, civil-society actors and policymakers. It has also strengthened its role within the wider EDMO and European information-resilience community.

The evidence therefore supports a positive preliminary assessment of communication and dissemination implementation at M15. Final assessment against the full KPI framework will require consolidation of analytics and partner-level evidence, particularly concerning reach, engagement, media visibility, and participant feedback.