

## ROADMAP FOR 2023-2025 STRATEGY AGAINST DISINFORMATION

N	Goals/sub-goals Actions/sub-actions	Dead line	Expected Outcomes 2023	Expected Outcomes 2024	Expected Outcomes 2025	Prima ry Respo nsible Partie s	Co- actors	Funding Sources	
<b>1</b>	<b>Build the capacity of the RA institutions to prevent, detect, respond to, and analyze disinformation.</b>								
1.1	<i>Enhance the strategic communication of state agencies and strengthen the human, financial and technical resources of the communications divisions. *(The implementation of this provision is also included in the RA Public Administration Reform Strategy—Government 4.0 actions.)</i>								
1.1.1	Map and analyze the current situation in regard to the structure of communications divisions.	2025	<p>1.1.1.1 Collect comprehensive information on the staff list, technical, financial and human resources, as well as replenishment/staffing needs of communications divisions of state departments.</p> <p>1.1.1.2 Prepare a reference on the actual functions and scope of responsibilities of the positions, including information on the workload of the position and presenting overlaps of functions and responsibilities, with the involvement of different target groups in the discussions:</p> <ul style="list-style-type: none"> <li>- members of the working group,</li> <li>- experts,</li> <li>- journalists covering the field,</li> <li>- editors,</li> <li>- communications officers,</li> <li>- employees of communications division,</li> </ul>	<p>Comprehensive study and needs assessment of the staff list and technical, financial and human resources of communications divisions of state departments have been carried out.</p> <p>The needs assessment has been implemented on the following scale:</p> <ul style="list-style-type: none"> <li>- urgent need for replenishment/staffing,</li> </ul>	<p>The effectiveness of unifying the structure of communications divisions has been evaluated.</p> <p>Based on the results, changes and recommendations have been proposed and implemented.</p>	<p>The monitoring on the effectiveness of unifying the structure of communications divisions and the proposal of appropriate mid-term changes (until the implementation of relevant legal changes) due to new challenges have been carried out.</p>	<p>Working group, “Public Relations and Information Center” SNCO</p>	<p>State government bodies, CSOs</p>	<p>State budget, Other sources not prohibited by law (international donor organizations)</p>

		- management of the department.		- sufficient need for replenishment/staffing, - lack of need for replenishment/staffing, - surplus of resources.  Based on the analysis, a proposal for mid-term structural changes of the division has been provided.					
1.1.2	Form a unified structure of communications divisions of state agencies.	1.1.2.1 Based on mapping and analysis, present a project of a unified structure of communications divisions, which, according to needs, should be adapted for the departments, taking into account the characteristics of the field.  1.1.2.2 Develop job descriptions for the position of the head of the communications division and for other positions of the division.  1.1.2.3 Develop and adopt a package of financial and staff changes, necessary legislative	2025	The decision on the unified financial and staff model of communications divisions has been adopted, and the budget changes for 2024 have been presented.  Ad hoc structural changes to the division have been proposed in response to	The structure of communications departments of government-affiliated bodies has been synchronized.  The staff list has been adjusted, and the job descriptions have been determined.  The structure of communications divisions of state government bodies has been synchronized, the staff list has been	The effectiveness of unifying the structure of communications divisions has been evaluated, and, if necessary, the changes aimed at adapting to new developments have been proposed.	The RA Government, Deputy Prime Minister's Office, Civil Service Bureau, "Public Relations and Inform	Working group	State budget, Other sources not prohibited by law

		<p>reforms of the unified model of communication.</p> <p>1.1.2.4 Include the position of the responsible party for strategic communication and develop the relevant job description, or assign the aforementioned responsibility to another position in the division.</p>		<p>different crisis situations.</p>	<p>adjusted, and the job descriptions have been determined.</p>		<p>ation Center ”</p> <p>SNCO</p>		
1.1.3	<p>Replenish/staff communications divisions of state agencies with human, financial and technical resources.</p>	<p>1.1.3.1 Map the financial and technical resources of communications divisions of state departments.</p> <p>1.1.3.2 Based on the mapping of financial and technical resources and the needs assessment scale of state departments, redistribute and/or replenish/staff, according to the needs assessment scale.</p> <p>1.1.3.3 Introduce a centralized system of public awareness activities at the national level.</p>	2025	<p>The chronology of the replenishment/staffing of human, financial and technical resources of communications divisions of state departments has been compiled, and its legal compliance has been ensured.</p>	<p>30% of the needs of communications divisions of state departments have been met.</p> <p>The unified model of public awareness activities, along with a relevant program, has been developed and introduced at the national level.</p>	<p>30% of the needs of communications divisions of state departments have been met.</p> <p>The monitoring on the effectiveness of the unified model of public awareness activities at the relevant level and the comparative analysis of awareness campaigns have been carried out.</p> <p>The budgets for public awareness campaigns in 2026 have been presented.</p>	<p>The RA Government, Deputy Prime Minister’s Office, Civil Service Bureau , “Public Relations and Information Center ”</p> <p>SNCO</p>	<p>State government bodies, non-governmental organizations</p>	<p>State budget, Other sources not prohibited by law (international donor organizations)</p>

1.1.4	Develop and adopt the general communication strategy and communication program of the Government.	<p>1.1.4.1 Develop and adopt the general communication of the Government within the framework of the working group created for that purpose, present the program to the representatives of the RA state departments.</p> <p>1.1.4.2 Periodically evaluate the implementation of the strategy (at least once a year) through the meetings on the interdepartmental cooperation platform.</p> <p>1.1.4.3 Develop and adopt the code of conduct on social media platforms and the safety guidelines on the cyber platform for the staff of the RA state government bodies.</p>	2025	The platform for cooperation between the heads of the communication sector of state government bodies has been formed, and the working format has been approved.	<p>The general communication strategy of the Government has been developed and adopted.</p> <p>The communication strategies of state agencies have been aligned with the general communication strategy of the Government.</p> <p>The code of conduct on social media platforms and the guidelines on cyber security have been localized at the departmental level, introducing the scope of responsibilities of the people monitoring the implementation of the guidelines.</p>	<p>The monitoring on the implementation of the communication strategy, the code of conduct on social media platforms and the guidelines on cyber security has been carried out.</p> <p>The mechanism to resolve the discrepancy has been introduced.</p>	“Public Relations and Information Center” SNCO	State government bodies, a working group created for that purpose	State budget, Other sources not prohibited by law (international donor organizations)
1.1.5	Develop and adopt standard operating procedures for communication programs in different situations.	<p>1.1.5.1 Develop and introduce the scale of the dissemination of false information and its risk assessment criteria, as well as the program and mechanism to respond to disinformation.</p> <p>1.1.5.2 Develop other programs wherein a reference should be</p>	2025	Anti-disinformation programs in standard and emergency situations are developed and adopted. They are tested in	<p>The program of activities with external audiences is developed and adopted.</p> <p>The coordination mechanisms, roles and scope of responsibilities are</p>	<p>The evaluation of the effectiveness of the adopted programs has been carried out.</p> <p>Based on the results, necessary changes have been introduced.</p>	“Public Relations and Information Center” SNCO	The RA state government bodies, NGOs	State budget, Other sources not prohibited by law (international donor organizations)

		<p>made to the anti-disinformation program:</p> <ul style="list-style-type: none"> <li>- in standard situations,</li> <li>- in emergency situations,</li> <li>- in activities with external audiences.</li> </ul>	<p>simulated situations.</p> <p>The coordination mechanisms, roles and scope of responsibilities are clearly defined in the programs.</p> <p>The evaluation mechanism of various programs used by the state apparatus is introduced.</p>	<p>clearly defined in the programs.</p> <p>A responsible party is assigned in the communications divisions to monitor and quickly detect false information related to the field.</p>				
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1.1.6	Introduce the “One Government” brand.	<p>1.1.6.1. Collect the brandbooks adopted, applied or developed by different departments and map the goals/targets of each of them.</p> <p>1.1.6.2 Form a working group composed of representatives of state departments, marketers that should outline the concept and expectations of the “One Government” brand.</p> <p>1.1.6.3 Develop and adopt a unified brand, and apply the brandbook in any communication material representing/reflecting the RA public sector.</p>	2025	For developing the “One Government” brand concept and brandbook and outlining the targets/expected outcomes, a working group has been formed, which can be involved by sector specialists at different stages of the process.	The “One Government” brand and various visuals based on the brandbook have been developed and adopted. The branding is used in all means of government communication.	The monitoring on the application of the brandbook has been implemented.	“Public Relations and Information Center” SNCO	A working group created for that purpose, outsourcing	State budget, Other sources not prohibited by law (international donor organizations)
1.2	<i>Enhance the proactive publicity of state agencies. *(The implementation of this provision is also included in the RA Public Administration Reform Strategy—Government 4.0 actions.)</i>								
1.2.1	Reform the uniform standard for official websites.	<p>1.2.1.1 Map the official websites of state government bodies, including data on the latest update of the websites, the company that has created the websites, and the security of the websites.</p> <p>1.2.1.2 Develop a unified and up-to-date standard for official websites, introduce a unified format for the visual</p>	2025	The characteristic features and problems of the websites of state government bodies have been mapped to be included in the package of a unified and up-to-date standard.	20% of the official websites have been adapted to the unified standard.  Within the department, the website update procedure and timeline have been adopted, the responsible parties and the scope of their	70% of the official websites have been adapted to the unified standard.  Those responsible for updating the official websites have been trained with the minimum necessary skills.	Public Services and Digitization Office, Legal Department of the Office of the	The RA Ministry of High-Tech Industry, the RA Ministry of Justice, E-	State budget, Other sources not prohibited by law (international donor organizations)

		<p>appearance, the use of languages and the security of official websites, which should be also supplemented with a unique website design, taking into account the characteristics of each field.</p> <p>1.2.1.3 Review the existing legal regulations that may hinder the standardization process of official websites.</p> <p>1.2.1.4 Develop a unified policy for the security of official websites.</p> <p>1.2.1.5 Carry out regular training courses for those responsible for website updates, including also security issues.</p>		<p>The unified mechanism to ensure the security of official websites and official email addresses has been formed.</p> <p>The unified and up-to-date standard of official websites and its implementation mechanisms and timeline have been developed.</p>	<p>responsibilities have been defined.</p> <p>Those responsible for updating the official websites have been trained with the minimum necessary skills:</p> <ul style="list-style-type: none"> <li>- twice a year within the department,</li> <li>- once a year throughout the state administration system.</li> </ul>		<p>Prime Minister of the Republic of Armenia</p>	<p>Governance Infrastructure Implementation Agency CSJC (with agreement), State government bodies, Freedom of Information Center of Armenia</p>	
1.2.2	<p>Institutionalize and secure the official accounts on social media platforms.</p>	<p>1.2.2.1 Collect all the official accounts on social media platforms and compile a reference.</p> <p>1.2.2.2 Develop a mechanism to regulate the transfer of official accounts from one person to another on social media platforms in order to securely transfer the institutional memory.</p>	2024	<p>All the official accounts on social media platforms have been mapped.</p> <p>The code of conduct and guidelines for the official presence on social media</p>	<p>The strengthening of the “One Government” brand on social media platforms by approximating the visual appearance of different departmental accounts has been implemented.</p> <p>The tradition of the social media platform collaboration between</p>	<p>At least 40% of state department staff has been trained as per the code of conduct and guidelines on social media platforms.</p> <p>The security of official pages and channels are ensured as per the guidelines.</p>	<p>“Public Relations and Information Center”</p> <p>SNCO</p>	<p>The RA state government bodies, CSOs</p>	<p>State budget, Other sources not prohibited by law</p>

		<p>1.2.2.3 Manage the official pages and channels on social media platforms through personal accounts that are not used for the private purposes of the employee responsible for the management of these platforms.</p> <p>1.2.2.4 Develop and introduce a code of conduct and guidelines for the official presence on social media platforms in all state government bodies.</p>		<p>platforms have been developed.</p> <p>The mechanism to securely transfer the institutional memory has been adopted and introduced.</p> <p>The rules to manage the official pages and channels have been reformed.</p>	<p>the departments has been introduced.</p> <p>The code of conduct and guidelines for the official presence on social media platforms in all state government bodies have been introduced.</p> <p>At least 40% of staff has been trained as per the code of conduct and guidelines on social media platforms.</p>					
1.3	<i>Introduce a transparency and accountability evaluation system of state government bodies. *(The implementation of this provision is also included in the RA Public Administration Reform Strategy—Government 4.0 actions.)</i>									
1.3.1	<p>Ensure the compilation and publication of annual freedom of information statistics by state government bodies.</p>	<p>1.3.1.1 In the electronic document circulation systems, provide a technical feature to receive written inquiries for information, separate the answers and search for them (the RA Government Decision N1204-N, dated as of October 15, 2015; other legal acts providing for the electronic document circulation system; the electronic document circulation system).</p> <p>1.3.1.2 Adopt a unified format to conduct the statistics of inquiries for information.</p>	2024	<p>The feature to receive written inquiries for information and separate the answers has been provided in the electronic document circulation systems.</p> <p>The unified format to conduct statistics on FOI inquiries has been determined.</p>	<p>The summary of the annual unified statistics of FOI has been carried out, and according to the established format, it has been published on the official websites of all state government bodies.</p>	<p>The summary of the annual unified statistics of FOI has been carried out, and according to the established format, it has been published on the official websites of all state government bodies.</p>	Office of the Prime Minister of the Republic of Armenia	Freedom of Information Center of Armenia	State budget	

		<p>1.3.1.3 Define the role of the official responsible for freedom of information (FOI) of the statistics and summary of inquiries for information (the legal act on appointing the responsible party for FOI, the job profile).</p> <p>1.3.1.4 Publish FOI statistics on the official websites of state government bodies.</p>		<p>The role of the official responsible for FOI inquiry statistics and summary has been defined.</p>					
1.3.2	Introduce the FOI self-assessment system.	<p>1.3.2.1 Develop and adopt the FOI self-assessment methodology of state government bodies.</p> <p>1.3.2.2 Ensure the role of the official responsible for implementing the FOI self-assessment (the legal act on appointing the responsible party for FOI, the job profile, etc.).</p> <p>1.3.2.3 Train the officials responsible for FOI to apply the assessment methodology.</p> <p>1.3.2.4 Implement an annual self-assessment of FOI and publish the results on the official websites according to the approved methodology.</p>	2025	<p>The FOI self-assessment methodology of state government bodies has been developed and adopted.</p> <p>The legal act providing for the role of the official responsible for FOI to implement the FOI self-assessment has been developed and adopted.</p> <p>At least 50% of the officials responsible for FOI have been trained to apply</p>	<p>The legal act providing for the role of the official responsible for FOI to implement the FOI self-assessment has been adopted.</p> <p>The first phase of the annual FOI self-assessment has been conducted, and the results have been published on the official websites, according to the approved methodology.</p> <p>At least 100% of the officials responsible for FOI have been trained to apply the</p>	<p>The second phase of the annual FOI self-assessment has been conducted, and the results have been published on the official websites, according to the approved methodology.</p> <p>The ranking table of transparency of state government bodies has been compiled and published.</p>	Office of the Prime Minister of the Republic of Armenia	State government bodies, Personal Data Protection Agency, Freedom of Information Center, Transparency International Armenia	State budget, Other sources not prohibited by law (international donor organizations)

		1.3.2.5 Create a ranking table according to the results of the FOI self-assessment.		the assessment methodology.	assessment methodology.				
<b>2</b>	<b>Enhance the cooperation and mobilize the private sector.</b>								
<i>2.1</i>	<i>Enhance cooperation and dialogue.</i>								
2.1.1	Create a sustainable platform for dialogue with the involvement and participation of the private sector.	<p>2.1.1.1 Form a working group.</p> <p>2.1.1.2 Map the resources and agree on and confirm the cooperation formats.</p> <p>2.1.1.3 Evaluate the current situation of strategy implementation.</p> <p>2.1.1.4 Further develop the strategic directions.</p>	2025	<p>The cooperation platforms necessary for the implementation of the strategy have been created, the resources have been mapped, and the toolkit has been approved.</p> <p>For increasing the efficiency of the working group's activities, an online communication platform has been created and launched.</p>	The effectiveness of the strategy has been evaluated by monitoring, and relevant recommendations have been presented.	The effectiveness of the strategy has been evaluated, and new strategic directions have been outlined.	“Public Relations and Information Center” SNCO	Working group, the private sector, CSOs, Freedom of Information Center	State budget, Other sources not prohibited by law (international donor organizations)
<i>2.2</i>	<i>Cooperate with fact-checking platforms.</i>								

2.2.1	Cooperate with fact-checking platforms.	2.2.1.1 Map the fact-checking platforms in Armenia, specify the cooperation mechanisms with them, and establish regular feedback.	2024	<p>The fact-checking platforms in Armenia have been mapped.</p> <p>The main directions of cooperation with them have been outlined.</p>	The cooperation mechanisms with fact-checking platforms have been created and introduced.	The cooperation with fact-checking platforms has been strengthened and expanded.	“Public Relations and Information Center” SNCO	Working group, CSOs	No funding is required.
<i>2.3 Cooperate to promote media coordination and self-regulation.</i>									
2.3.1	Promote media self-regulation.	<p>2.3.1.1 Develop and adopt a concept for the development of media self-regulation.</p> <p>2.3.1.2 Provide privileges for media that have launched and/or joined in active self-regulatory mechanisms.</p>	2025	<p>The concept of the development of media self-regulation has been co-developed with the journalistic community, in accordance with international best practices; it has been discussed and approved by the professional community.</p> <p>The package of privileges to support the media engaged in self-regulation has been co-developed with the journalistic community.</p>	<p>The concept of the development of media self-regulation has been adopted.</p> <p>The package of proposals for legal regulations on the privileges has been accepted by the Government and submitted to the RA National Assembly for adoption.</p>	The package of proposals for legal regulations on the privileges has been adopted by the RA National Assembly.	The RA Ministry of Justice	CSOs	State budget, Other sources not prohibited by law (international donor organizations)

2.3.3	Promote the role of the regulatory body in the development of media literacy.	<p>2.3.3.1 Expand the scope of powers of the independent regulatory body (Commission on Television and Radio), including the development of media literacy as a required component.</p> <p>2.3.3.2 Implement measures aimed at increasing public awareness by the regulatory body regarding the role and mission of the media, the role and functions of the regulatory and self-regulatory bodies, as well as the importance of transparency and regulation of beneficial owners of the media.</p> <p>2.3.3.3 Implement regular evaluation of the level of media literacy development by the regulatory body (including the analysis and publication of the measures to systematically evaluate the results and impact of media literacy programs, identify the challenges and analyze the activities of various actors that promote media literacy development).</p>	2025	<p>The legislative amendments to the RA Law on Audiovisual Media have been co-developed to provide the necessary framework for the regulatory body's functions.</p> <p>The amendments have been discussed and approved by the professional community.</p> <p>The mechanisms and tools for monitoring by the regulatory body have been developed.</p> <p>The implementation plan for public awareness has been developed and adopted by the regulatory body.</p>	<p>The legislative amendments to the RA Law on Audiovisual Media have been adopted to ensure the necessary framework of functions of the regulatory body.</p> <p>At least 3 awareness campaigns have been carried out at the initiative of the regulatory body.</p> <p>The regulatory body has conducted regular monitoring and has published the results.</p>	<p>The regulatory body fully implements the function of promoting the development of media literacy assigned to it by law.</p> <p>At least 3 awareness campaigns have been carried out at the initiative of the regulatory body.</p> <p>The regulatory body has conducted regular monitoring and has published the results, observing the dynamics of improvements, identifying the needs and strategically planning the next steps.</p>	Commission on Television and Radio	Freedom of Information Center, CSOs	State budget, Other sources not prohibited by law (international donor organizations)
2.4 <i>Involve and mobilize the private sector.</i>									

2.4.1	Enhance the role and involvement of the private sector.	<p>2.4.1.1 Develop and fund effective mechanisms and innovative tools against disinformation by privately held companies involved in information technology communication, public relations, and consulting.</p> <p>2.4.1.2 Create and launch sustainable cooperation mechanisms with the private sector.</p>	2025	<p>The mechanisms for sustainable cooperation with the private sector have been developed.</p> <p>The methodology and mechanisms of support for innovative solutions against disinformation (prevention, detection and neutralization) have been specified.</p>	<p>The mechanisms for sustainable cooperation with the private sector have been launched.</p> <p>At least 3 innovative ideas have been funded per year.</p>	The innovative ideas that have received funding have been introduced to the state government system.	The RA Ministry of High-Tech Industry	State government bodies, the private sector, working group	The RA state budget
2.4.2	Promote accountability and transparency of the private sector.	<p>2.4.2.1 Organize public awareness campaigns aimed at informing the private sector about the importance of accountability and transparency.</p> <p>2.4.2.2 Promote accountable and transparent companies in the public awareness.</p>	2024	At least 1 public awareness campaign has been implemented.	<p>At least 1 public awareness campaign has been implemented.</p> <p>The mechanisms to promote privately held companies have been developed and discussed with the participation of interest groups.</p>	The mechanisms to promote privately held companies have been introduced.	“Public Relations and Information Center” SNCO	CSOs	State budget, Other sources not prohibited by law (international donor organizations)

2.4.3	Create channels of direct dialogue between the state and social platforms.	<p>2.4.3.1 Create direct dialogue mechanisms for the transparency of social platform algorithms, advertising and sponsored content on these platforms, content moderation, problems of fake accounts, and the scope of social responsibilities, through active cooperation with the private sector and civil society.</p> <p>2.4.3.2 Develop legislative initiatives that will increase the responsibility of social networks and their accountability to the RA public.</p> <p>2.4.3.3 Involve the private sector in raising public awareness of algorithms on social media platforms.</p>	2024	The direct dialogue mechanisms of cooperation between the state and social platforms have been developed, enabling direct interaction on social platform algorithms, advertising and sponsored content on these platforms, content moderation, problems related to fake accounts, and the scope of social responsibilities.	<p>The mechanisms of direct dialogue between the state and social platforms have been launched.</p> <p>The main directions of further actions have been outlined.</p>		Security Council of Armenia	The RA Ministry of Foreign Affairs, CSOs	State budget, Other sources not prohibited by law (international donor organizations)
2.4.4	Include the fight against disinformation in the agenda of Armenia-Artsakh-Diaspora cooperation.	<p>2.4.4.1 Organize discussions and events in this context.</p> <p>2.4.4.2 Plan thematic speeches during Global Armenian Summits, professional and youth conferences with the Diaspora and Artsakh, fund scientific research works in prestigious international scientific centers and universities.</p>	2025	The fight against disinformation is included in the agenda of Armenia-Artsakh-Diaspora discussions.	At least 10 research works have been carried out in prestigious international scientific centers and universities as per the signed cooperation memoranda.	At least 10 research works per year have been conducted in prestigious international scientific centers and universities as per the signed cooperation memoranda.	Office of the High Commissioner for Diaspora Affairs	The RA Ministry of Foreign Affairs, "Public Relations and Information Center" SNCO	State budget, Other sources not prohibited by law (international donor organizations)

<b>3</b>	<b>Raise awareness and level of education about media freedoms and media literacy, building public resistance to disinformation.</b>								
<i>3.1</i>	<i>Develop and adopt a media literacy concept and action plan in an inclusive format.</i>								
3.1.1	Assess the current situation.	<p>3.1.1.1 Create a coordination group for media literacy programs.</p> <p>3.1.1.2 Implement in-depth studies to assess the capacity and needs of media literacy among the general public.</p> <p>3.1.1.3 Develop the concept of dissemination of media literacy through the involvement of all stakeholders in the field.</p>	2024	<p>The coordination group for media literacy programs has been formed.</p> <p>In-depth studies on the capacity and needs assessment have been conducted and mapped.</p>	The concept of disseminating media literacy has been developed.			Working group	<p>The RA Minister of Education, Science, Culture and Sports, CSOs</p> <p>Other sources not prohibited by law (international donor organizations)</p>
<i>3.2</i>	<i>Integrate media literacy into the education sector.</i>								
3.2.1	Integrate media literacy into general education as per the new standard.	<p>3.2.1.1 In the context of standard testing, evaluate the media literacy component, document the problems, and plan the necessary changes.</p> <p>3.2.1.2 Work systematically and in depth on 1-2 subjects per year for effective integration, develop educational materials and guidelines.</p> <p>3.2.1.3 Develop integration guidelines, educational materials for preschool institutions.</p> <p>3.2.1.4 Supply preschools and schools with the necessary equipment/materials for media</p>	2025	<p>The media literacy component in the context of general education standards testing has been evaluated.</p> <p>Preschools and schools have been supplied with the necessary equipment/materials for media consumption and media</p>	<p>The educational materials for the subjects of social science, Armenian language and informatics have been developed and are applied.</p> <p>The integration guidelines for preschools have been developed and are applied (the age group is 4-6).</p> <p>Preschools and schools are supplied with the necessary</p>	<p>The learning materials of another two subjects or subject groups have been developed and applied (e.g. digital literacy subject, STEM subjects).</p> <p>The integration guidelines have been developed for preschools and are applied (the age group is 2-4).</p> <p>The media literacy courses are carried out for preschool</p>	<p>“National Center for Education and Development and Innovation” Foundation, National Center of Educational</p>	<p>The RA Ministry of Education, Science, Culture and Sports, NGOs, working group</p>	<p>State budget, Other sources not prohibited by law (international donor organizations)</p>

		<p>consumption and media creation.</p> <p>3.2.1.5 Provide safe and high-quality Internet in preschools and schools, develop cyber security guidelines and mechanisms.</p>		<p>creation (at least 30% of institutions).</p>	<p>equipment/materials for media consumption and media creation (another 30% of institutions).</p> <p>The cyber security guidelines and mechanisms have been developed for 3 preschools and schools, safe and quality Internet has been provided (at least in 50% of institutions).</p>	<p>teachers (the age group is 2-4).</p> <p>Preschools and schools are supplied with the necessary equipment for media consumption and media creation (40% of institutions, thus covering the entire field in three years).</p>	Technologies		
3.2.2	Develop capacities and skills of preschool and school teachers.	<p>3.2.2.1 Develop and implement a training course for preschool teachers in accordance with the new standard.</p> <p>3.2.2.2 Make media literacy training courses compulsory and include them in compulsory and voluntary training courses.</p> <p>3.2.2.3 Conduct in-depth training courses on media literacy for teachers of selected school subjects (social science, Armenian language, literature, digital literacy...).</p> <p>3.2.2.4 Review the component of media education in pedagogical universities and align it with the requirements of the new standard, including different</p>	2025	<p>The training course for preschool teachers has been developed in accordance with the new standard.</p> <p>The media literacy component is included in teacher training courses as a compulsory part, based on the media literacy training module guaranteed by the RA Ministry of Education,</p>	<p>The media literacy courses have been held for preschool teachers (the age group is 4-6).</p> <p>According to subjects (social science, Armenian language, digital literacy), in-depth training courses aimed at integration and implemented for all teachers of these subjects.</p> <p>The component of media education in pedagogical universities has been studied and specified.</p>	<p>Courses for 2 subjects or subject groups (e.g. digital literacy, STEM) have been developed and are implemented for all teachers of these subjects.</p> <p>Improved/newly developed courses have been introduced to pedagogical universities.</p> <p>For teachers, a code of conduct in the online domain has been introduced to all educational institutions.</p>	The RA Ministry of Education, Science, Culture and Sports	Working group, CSOs (Media Initiatives Center in terms of teacher training courses, and Public Journalism Club in terms of	Other sources not prohibited by law (international donor organizations)

		<p>abilities and approaches of media literacy (critical thinking, content creation and analysis, working with sources, freedom of speech and ethics, digital security, fact checking, etc.).</p> <p>3.2.2.5 Develop a code of ethics in the online domain for employees of preschools and schools, with the involvement of employees and through the participatory approach.</p>		<p>Science, Culture and Sports (the module has been developed by Media Initiatives Center).</p>	<p>For teachers, the code of ethics in the online domain has been developed by the teaching community, with an inclusive, participatory approach and through discussions with them.</p>			<p>preschool training courses)</p>	
3.2.3	<p>Establish media centers in public and school libraries.</p>	<p>3.2.3.1 Develop the concept of creating media centers in libraries, based on international best practices, as well as the results of current needs assessment studies.</p> <p>3.2.3.2 According to the concept, provide the libraries with necessary materials: curricula, methodology, guidelines, equipment, digital and audio books, film library.</p> <p>3.2.3.3 Develop new standards for librarians.</p> <p>3.2.3.4 Develop and implement training courses on media center coordination and course delivery for librarians.</p>	2025	<p>The concept of creating media centers in libraries has been developed and adopted.</p> <p>The new standards for librarians have been developed and adopted.</p> <p>The training program for librarians has been developed according to the adopted concept and new standards.</p>	<p>The testing of the concept and programs of media centers in libraries has been carried out in a selected region.</p> <p>In at least 3 regions of the Republic of Armenia 1 library has been supplied and provided with materials.</p> <p>The training courses for librarians in the given region have been carried out, the programs and courses by them have been implemented with the participation of</p>	<p>The concept of library media centers has been disseminated in other regions, which includes equipping, training and introducing new programs (in at least three more regions).</p>	<p>The RA Ministry of Education, Science, Culture and Sports</p>	<p>Working group, CSOs</p>	<p>Other sources not prohibited by law (international donor organizations)</p>

					students and visitors of the library.				
3.2.4	Integrate media literacy into universities.	<p>3.2.4.1 Make media literacy an elective course for students of all faculties.</p> <p>3.2.4.2 Promote research and scientific works in this direction, particularly in pedagogical universities.</p>	2025	The university course in media literacy has been developed and adopted.	<p>The elective courses of media literacy have been introduced to universities (at least in 5 state universities).</p> <p>Opportunities have been created for scientific works and studies on media literacy topics in universities (particularly, in pedagogy, journalism, sociology and other departments).</p>	<p>An elective course of media literacy has been introduced to all state universities, and it has also been offered to private universities.</p> <p>Grants have been awarded for university/scientific projects.</p>	The RA Ministry of Education, Science, Culture and Sports	Working group, CSOs, scientific centers	Other sources not prohibited by law (international donor organizations)
3.2.5	Organize training courses for university lecturers.	<p>3.2.5.1 Organize media literacy training courses for all lecturers.</p> <p>3.2.5.2 Train specialists to teach the media literacy course in all universities, particularly in pedagogical universities.</p> <p>3.2.5.3 Develop an online code of ethics for employees of universities, through the involvement of employees and with an inclusive approach.</p>		<p>In cooperation with journalism faculties, the training programs for lecturers have been developed.</p> <p>A special training program for media literacy teachers has been developed and introduced, drawing on the resources of journalism/com</p>	<p>The training courses of university lecturers have been carried out at least in the five state universities where media literacy is introduced.</p> <p>The training courses for lecturers teaching an elective course of media literacy has been carried out at least in the five state universities where the course has been introduced.</p>	Codes of ethics have been introduced for the staff of universities.	The RA Ministry of Education, Science	Working group, CSOs	State budget

				communications and related departments.	A code of conduct for universities has been developed, based on the code of ethics in the online domain for teachers.				
3.3	<i>Work with groups excluded from universal access to education. *(The RA Ministry of Education, Science, Culture and Sports will propose a similar wording.)</i>								
3.3.1	Disseminate media literacy among the general public.	<p>3.3.1.1 Carry out awareness campaigns targeting different age groups, including the elderly.</p> <p>3.3.1.2 For the general public, organize events, contests, hackathons, aimed at increasing media literacy, such as "Media Literacy Week," "International Fact-Checking Day" and other similar events.</p> <p>3.3.1.3 Coordinate, create and disseminate digital resources on a unified platform.</p>	2025	<p>The awareness campaigns have been carried out on public television and radio, at least in the framework of Media Literacy Week.</p> <p>All educational institutions have been involved in the Media Literacy Week event.</p> <p>The existing digital resources of media literacy are gathered on a unified digital platform.</p>	<p>Separate programs and media content have been developed for the elderly, as well as parents and guardians in cooperation with media organizations and media. Particularly, the Public TV Company has developed and broadcast such programs.</p> <p>The unified platform of media literacy resources is accessible to all educational institutions; new materials are continuously added to the platform.</p>	<p>Awareness campaigns have been developed and implemented for other target groups (children, adolescents, the private sector, healthcare workers, etc.).</p> <p>The unified platform of media literacy resources is accessible to all interested parties, institutions, and the general public.</p>	Working group, "Public Relations and Information Center" SNCO	Public TV Company of Armenia, Public Radio of Armenia, Commission, CSOs, the private sector	Other sources not prohibited by law (international donor organizations)
3.3.2	Provide media literacy education for different groups of the public.	3.3.2.1 Create non-formal education opportunities in communities by cooperating with community organizations, libraries, museums, and cultural centers.	2025	The needs of media literacy in the communities have been mapped, the tasks arising from the	The organization of advanced media literacy training courses for specialists/educators of the community	The new phase of advanced media literacy and training courses for specialists/educators of the community	Working group	Office of the Chief Commissioner for Diaspo	State budget, Other sources not prohibited by law

		<p>3.3.2.2 Organize training courses for the specialists of these institutions in regions.</p> <p>3.3.2.3 Create online courses and disseminate the existing courses.</p> <p>3.3.2.4 Work with parents through social, healthcare, educational institutions, making media literacy a part of parenting, motherhood, and guardianship programs.</p> <p>3.3.2.5 In the programs with the participation of Diaspora Armenians, introduce a component that promotes the increase of media literacy by cooperating with Diaspora organizations in Armenia (for example, within the framework of the programs "Step towards Home," "Diaspora Youth Ambassador," "Training for Diaspora Young Leaders").</p>		<p>concept have been specified.</p>	<p>institutions has been implemented.</p> <p>Courses/groups have started in these institutions.</p> <p>Online courses have been created and the existing courses have been disseminated.</p> <p>The awareness materials for parents have been created and disseminated, training courses have been conducted.</p> <p>The media literacy components have been integrated into programs with the participation of the diaspora.</p>	<p>institutions has been implemented.</p> <p>Groups have started in these institutions.</p> <p>The dissemination and awareness of materials for parents has become a continuous and periodic process, being integrated into the functions of relevant institutions (social services, polyclinics, preschools and schools).</p> <p>The media literacy components have been integrated into the programs with the participation of the diaspora.</p>		<p>ra Affairs, CSOs, the private sector</p>	
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*3.5 Develop capacities and skills of public servants (including community servants).*

3.5.1	Organize regular professional training courses and develop the communication skills of the staff to prevent, detect, and	3.5.1.1 Comprehensively assess the training needs of the staff of state government bodies in the field of communication and fight against disinformation, which should be carried out at least once every two years.	2025	The training needs of the public servants responsible for the communication sector, as well as the freedom of	Throughout the year, at least 3 thematic courses on media literacy, cyber literacy and organization of work on social media platforms have been implemented (with the	The annual training program and timeline for public servants responsible for the field of communication, as well as freedom of information, is	"Public Relations and Information Center	State government bodies, CSOs	State budget, Other sources not prohibited by law (international donor
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	<p>counter disinformation.</p>	<p>3.5.1.2 Based on the results of the needs assessment, develop educational programs for media literacy, fact-checking and cyber security training courses for public servants in the field of public relations and communications and for those responsible for freedom of information.</p> <p>The program shall be tripartite, including:</p> <ul style="list-style-type: none"> <li>- the management of the department,</li> <li>- the people responsible for communication,</li> <li>- department staff (general courses).</li> </ul> <p>3.5.1.3 Organize training courses for representatives of border communities (mayors, administrative heads, communications workers) in the context of the fight against disinformation in emergency situations.</p> <p>3.5.1.4 Introduce the evaluation mechanism for training courses.</p> <p>3.5.1.5 Develop educational and practical resources/guidelines (also available online) for the staff of state government bodies, including in them practical</p>		<p>information, are assessed. Based on them, the annual training program and timeline are developed and adopted.</p> <p>Based on the evaluation results, educational programs have been developed.</p>	<p>participation of local and international experts) for public servants (department staff) in the field of public relations, FOI and communications.</p> <p>Depending on the department, the percentage of individuals participating in the courses should be at least 30%.</p> <p>The evaluation mechanisms after each course have been implemented.</p> <p>The representatives of border communities (of Gegharkunik/Syunik provinces) (mayors, administrative heads, employees of the communication sector) have been trained on the topic of the toolkit against disinformation and the promotion of media literacy.</p> <p>The educational and practical guidelines (also available online)</p>	<p>developed and adopted.</p> <p>Throughout the year, at least 3 thematic courses on media literacy and cyber literacy (with the participation of local and international experts) for public servants (department staff) in the field of public relations, FOI and communications have been carried out.</p> <p>Throughout the year, a compulsory thematic course has been carried out (with the participation of local and international experts in the ratio of 70-30 percent), according to the following criteria:</p> <ul style="list-style-type: none"> <li>- the management of the department (at least 5 thematic courses),</li> <li>- the people responsible for communication (at</li> </ul>	<p>” SNCO  Civil Service Office  Working group</p>		<p>organizations)</p>
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		advice on countering disinformation and practical fact-checking toolkit.			have been developed and published, including in them practical advice on countering disinformation.	<p>least 10 thematic courses), - the department staff (at least 3 thematic courses on general media literacy and cyber literacy).</p> <p>The employees of Lori/Tavush Regional Administration, communities in the field of communication have been trained on the topic of media literacy and fact-checking.</p>			
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