

ACTION PLAN OF THE CONCEPT OF THE STRUGGLE AGAINST DISINFORMATION 2024-2026

N	Goals/sub-goals Actions/sub-actions	Deadline	Expected Outcomes 2024	Expected Outcomes 2025	Expected Outcomes 2026	Primary Responsible Parties	Co-actors	Funding Sources
1	Build the capacity of the RA institutions to prevent, detect, respond to, and analyze disinformation.							
1)	<i>Enhance the strategic communication of state agencies and strengthen the human, financial and technical resources of the communications divisions.</i>							
A	Map and analyze the current situation in regard to the structure of communications divisions.	<p>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>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"> - experts, - communications officers, - employees of communications division, - management of the department. 	<p>2024</p> <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 on the following scale:</p> <ul style="list-style-type: none"> - urgent need for replenishment/staffing, - sufficient need for replenishment/staffing, - lack of need for replenishment/staffing, 	<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.</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>The Office of the Prime Minister of the Republic of Armenia</p>	<p>“Public Relations and Information Center” SNCO</p> <p>State administration bodies</p>	<p>State budget, Other sources not prohibited by law (EU, international donor organizations, CSOs)</p>

				- surplus of resources. Based on the analysis, a proposal for mid-term structural changes of the division has been provided.					
B	Form a unified structure of communications divisions of state agencies.	<p>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.</p> <p>2. Develop job descriptions for the position of the head of the communications division and for other positions of the division.</p> <p>3. Develop and adopt a package of financial and staff changes, necessary legislative reforms of the unified model of communication.</p> <p>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>	2026	<p>The decision on the unified financial and staff model of communications divisions has been adopted, and the budget changes for 2024 have been presented.</p> <p>The structure of communications divisions of government-affiliated bodies has been synchronized.</p> <p>The staff list has been adjusted, and the job descriptions have been determined.</p> <p>Ad hoc structural changes to the division have</p>	The structure of communications divisions of state administration bodies has been synchronized; the staff list has been adjusted, and the job descriptions have been determined.	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 Office of the Prime Minister of the Republic of Armenia	“Public Relations and Information Center” SNCO The Office of Public Administration Reform	State budget, Other sources not prohibited by law

				been proposed in response to different crisis situations.					
C	Replenish/staff communications divisions of state agencies with technical resources.	<p>1. Map the financial and technical resources of communications divisions of state departments.</p> <p>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>3. Introduce a centralized system of public awareness activities at the national level.</p>	2026	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>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 national 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>	The Office of the Prime Minister of the Republic of Armenia	“Public Relations and Information Center” SNCO State administration bodies	Other sources not prohibited by law (USAID, international donor organizations, NGOs)
D	Develop and adopt the general communication strategy and communication program of the Government.	<p>1. Develop and adopt the general communication strategy and communication programs of the Government.</p> <p>2. Periodically evaluate the implementation of the strategy (at least once a year) through the meetings on the interdepartmental cooperation platform.</p> <p>3. Develop and adopt the code of</p>	2025	The platform for cooperation between the heads of the communication sector of state administration 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 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</p>	The Office of the Prime Minister of the Republic of Armenia	“Public Relations and Information Center” SNCO The Ministry of High-Tech	Other sources not prohibited by law (EU, USAID, international donor organizations, Policy Research Center (1.1.d.3) Freedom

		conduct on social media platforms and the safety guidelines on the cyber platform for the staff of the RA state administration bodies.			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.	discrepancy has been introduced.		Industry, Security Council, interested bodies of state administration	House (1.1.d.1))
E	Develop and adopt standard operating procedures for communication programs in different situations.	<p>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>2. Develop other programs wherein a reference should be made to the program against disinformation:</p> <ul style="list-style-type: none"> - in standard situations, - in emergency situations, - in activities with external audiences. 	2025	<p>Programs against disinformation for standard and emergency situations are developed and adopted. They are tested in 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>The program of activities with external audiences is developed and adopted.</p> <p>The coordination mechanisms, roles and scope of responsibilities are 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> <p>A unified automated monitoring mechanism for the public sector is introduced.</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>	The Office of the Prime Minister of the Republic of Armenia	<p>“Public Relations and Information Center” SNCO</p> <p>State administration bodies</p>	<p>Other sources not prohibited by law (EU, IRI, international donor organizations, NGOs)</p> <p>Policy Research Center (1.1.e.1)</p>

F	Introduce the unified brand of information dissemination.	<p>1. Collect the brandbooks adopted, applied or developed by different departments and map the goals/targets of each of them.</p> <p>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>3. Develop and adopt a unified brand, and apply the brandbook in any communication material representing/reflecting the RA public sector.</p>	2026	<p>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.</p>	<p>The “One Government” brand and various visuals based on the brandbook have been developed and adopted.</p> <p>The branding is used in all means of government communication.</p>	The monitoring on the application of the brandbook has been implemented.	The Office of the Prime Minister of the Republic of Armenia	<p>“Public Relations and Information Center” SNCO</p> <p>State administration bodies</p>	State budget, Other sources not prohibited by law (international donor organizations)
2) <i>Enhance the proactive transparency of state agencies.</i>									
A	Institutionalize and secure the official accounts on social media platforms.	<p>1. Collect all the official accounts on social media platforms and compile a reference.</p> <p>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> <p>3. Manage the official pages and channels on social media</p>	2025	<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 platforms have been developed.</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>	The Office of the Prime Minister of the Republic of Armenia	<p>“Public Relations and Information Center” SNCO</p> <p>The Ministry of High-Tech</p>	Other sources not prohibited by law (IRI (1.2.a), CSOs)

		<p>platforms through personal accounts that are not used for the private purposes of the employee responsible for the management of these platforms.</p> <p>4. Develop and introduce a code of conduct and guidelines for the official presence on social media platforms in all state administration bodies.</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 administration 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>			Industry, NSS, the RA state administration bodies	
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3) *Introduce a transparency and accountability evaluation system of state administration bodies.*

A	Introduce the FOI self-assessment system.	<p>1. Develop and adopt the FOI self-assessment methodology of state administration bodies.</p> <p>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>3. Train the FOI officials to apply the assessment methodology.</p> <p>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 administration bodies has been developed and adopted.</p> <p>The legal act providing for the role of the FOI official to implement the FOI self-assessment has been developed and adopted.</p> <p>At least 50% of the FOI officials have been trained to</p>	<p>The legal act providing for the role of the FOI official 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 FOI officials have</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 administration bodies has been compiled and published.</p>	The Ministry of Justice	<p>The Office of the Prime Minister of the Republic of Armenia</p> <p>The Information and Public Relations Department of</p>	State budget, Other sources not prohibited by law (international donor organizations, Freedom of Information Center of Armenia, TI Armenia)
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		5. Create a ranking table according to the results of the FOI self-assessment.		apply the assessment methodology.	been trained to apply the assessment methodology.			the Office of the Prime Minister of the Republic of Armenia State administration bodies National Security Service	
2	Enhance the cooperation and mobilize the private sector.								
<i>1)</i>	<i>Enhance cooperation and dialogue.</i>								
A	Create a sustainable platform for dialogue with the involvement and participation of the private sector.	1. Form a working group, map the resources and agree on and confirm the cooperation formats. 2. Develop and implement the methodology for the strategy implementation monitoring. 3. Further develop the strategic directions.	2025	The cooperation platforms necessary for the implementation of the Concept have been created, the resources have been mapped, and the toolkit has been approved.	The effectiveness of the Concept has been evaluated by monitoring, and relevant recommendations have been presented.	The effectiveness of the Concept has been evaluated, and new strategic directions have been outlined.	The Office of the Prime Minister of the Republic of Armenia	“Public Relations and Information Center” SNCO	Other sources not prohibited by law (international donor organizations, the private sector, CSOs, Freedom of Information

				To increase the efficiency of the working group's activities, an online communication platform has been created and launched.					Center of Armenia)
2) <i>Cooperate with fact-checking platforms.</i>									
A	Cooperate with fact-checking platforms.	1. Map the fact-checking platforms in Armenia, specify the cooperation mechanisms with them, and establish regular feedback.	2025	The fact-checking platforms in Armenia have been mapped. The main directions of cooperation with them have been outlined.	The cooperation mechanisms with fact-checking platforms have been created and introduced.	The fact-checking platforms have been actively promoted.	The Office of the Prime Minister of the Republic of Armenia	“Public Relations and Information Center” SNCO	No funding is required. (CSOs, MDI - regarding fact-checking)
3) <i>Cooperate to promote media co-regulation and self-regulation.</i>									
A	Promote media self-regulation.	1. Develop and adopt a program to develop media self-regulation. 2. Provide the privileges for the media that have launched and/or joined the active self-regulatory mechanisms.	2026	The program to develop 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. The package of privileges to	The program to develop media self-regulation has been adopted. 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.	The package of proposals for legal regulations on the privileges has been adopted by the RA National Assembly.	The RA Ministry of Justice	The Standing Committee on Science, Education, Culture, Diaspora of the RA National	State budget, Other sources not prohibited by law (international donor organizations, CSOs, Policy Research Center (2.3.a.1) Freedom

				support the media engaged in self-regulation has been co-developed with the journalistic community.				Assembly The Ministry of Foreign Affairs	House (2.3.a))
B	Promote the role of the regulatory body in the development of media literacy.	<p>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. 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 beneficial ownership transparency and regulations of the media.</p> <p>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>	2026	<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 legislative amendments to the RA Law on Audiovisual Media have been adopted to ensure the necessary framework for the regulatory body's functions.</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>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>	The RA Ministry of Justice	Commission on Television and Radio (with consent)	Other sources not prohibited by law (international donor organizations, Policy Research Center (2.3.b.3))

4) <i>Involve and mobilize the private sector.</i>									
A	Enhance the role and involvement of the private sector.	<p>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. 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 administration system.	The RA Ministry of High-Tech Industry	<p>State administration bodies</p> <p>The Ministry of Economy</p>	The RA state budget, Center for International Private Enterprise (CIPE) (2.4.a)
B	Promote the accountability and transparency of the private sector.	<p>1. Organize public awareness campaigns aimed at informing the private sector about the importance of accountability and transparency.</p> <p>2. Promote accountable and transparent companies in the public awareness.</p>	2024	<p>At least 2 public awareness campaigns have been implemented.</p> <p>The mechanisms to promote the privately held companies have been developed</p>	<p>At least 2 public awareness campaigns have been implemented.</p> <p>The mechanisms to promote privately held companies have been introduced.</p>		The Office of the Prime Minister of the Republic of Armenia	<p>“Public Relations and Information Center” SNCO</p> <p>The Ministry of</p>	Other sources not prohibited by law (international donor organizations, CSOs, Center for International Private

				and discussed with the participation of interest groups.				Economy	Enterprise (CIPE) (2.4.b))
C	Create channels of direct dialogue between the state and social platforms and international corporations.	<p>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. Develop legislative initiatives that will increase the responsibility of social networks and their accountability to the RA public.</p> <p>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>		The Office of the Prime Minister of the Republic of Armenia	<p>“Public Relations and Information Center” SNCO</p> <p>The Ministry of Foreign Affairs</p> <p>The Ministry of High-Tech Industry</p>	<p>State budget, Other sources not prohibited by law (international donor organizations, Policy Research Center (2.4.c.2), Center for International Private Enterprise (CIPE) (2.4.c.3))</p>
D	Include the fight against disinformation in the agenda of Armenia- People of Nagorno Karabakh-Diaspora cooperation.	<p>1. Organize discussions and events in this context.</p> <p>2. Plan thematic speeches during Global Armenian Summits, professional and youth conferences with the Diaspora and the people of Nagorno Karabakh, fund scientific research</p>	2026	The fight against disinformation is included in the agenda of Armenia-People of Nagorno Karabakh-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.	The Office of the Prime Minister of the Republic of Armenia	The Office of the High Commissioner for Diaspora Affairs	State budget, Other sources not prohibited by law (international donor organizations, Freedom

		works in prestigious international scientific centers and universities.						MFA “Public Relations and Information Center” SNCO	House (2.4.d.1))	
3	Raise awareness and level of education about media freedoms and media literacy, forming public resistance to disinformation.									
<i>1)</i>	<i>Develop and adopt a media literacy program and action plan in an inclusive format.</i>									
A	Assess the current situation and coordinate the efforts.	<p>1. Create a coordination group for media literacy programs.</p> <p>2. Implement in-depth studies to assess the capacity and needs of media literacy among teachers, PPS teachers, librarians, as well as students.</p> <p>3. Map the existing media literacy resources and programs, evaluate the gaps/needs.</p> <p>4. Develop the program for the dissemination of media literacy through the involvement of all stakeholders in the field.</p> <p>5. Review and finalize the action plan according to the needs assessment and the developed program.</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.</p> <p>The existing media literacy resources and needs have been mapped</p> <p>The program for the dissemination of media literacy has been developed.</p>	The action plan of the Concept of the fight against disinformation is revised in light of the new plan.			The Office of the Prime Minister of the Republic of Armenia	<p>MESCS</p> <p>Interested bodies of state administration</p> <p>NCEDI</p> <p>NCET</p>	Other sources not prohibited by law (international donor organizations, CSOs, working group)
<i>2)</i>	<i>Integrate media literacy into the education sector.</i>									
A	Integrate media literacy into general	1. In the context of standard testing, evaluate the media	2026	The media literacy	The educational materials for the	The learning materials of another two	MESCS	NCEDI	State budget,	

	education as per the new standard.	<p>literacy component, document the problems, and plan the necessary changes.</p> <p>2. Work systematically and in depth on 1-2 subjects per year for effective integration, develop educational materials and guidelines.</p> <p>3. Develop integration guidelines, educational materials for preschool institutions.</p> <p>4. Supply PPSs and schools with the necessary equipment/materials for media consumption and media creation.</p> <p>5. Provide safe and high-quality Internet in PPSs and schools, develop cyber security guidelines and mechanisms.</p>		<p>component in the context of general education standards testing has been evaluated.</p> <p>PPSs and schools have been supplied with the necessary equipment/materials for media consumption and media creation (at least 30% of institutions).</p>	<p>subjects of social science, Armenian language and literature have been developed and are applied.</p> <p>The integration guidelines for PPSs have been developed and are applied (the age group is 4-6).</p> <p>PPSs and schools are supplied with the necessary 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 PPSs and schools, safe and quality Internet has been provided (at least in 50% of institutions).</p>	<p>subjects or subject groups have been developed and applied (for example, digital literacy subject, STEM subjects).</p> <p>The integration guidelines have been developed for PPSs and are applied (the age group is 2-4).</p> <p>The media literacy courses are carried out for PPSs teachers (the age group is 2-4).</p> <p>PPSs 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>		NCET	Other sources not prohibited by law (international donor organizations, NGOs, Freedom House (3.2))
B	Develop capacities and skills of PPS and school teachers.	<p>1. Develop and implement a training course for PPS teachers in accordance with the new standard.</p> <p>2. Make media literacy training courses compulsory and include them in compulsory and voluntary training courses and</p>	2026	<p>The training course for PPS teachers has been developed in accordance with the new standard.</p> <p>The media literacy component is</p>	<p>The media literacy courses have been held for PPS teachers (the age group is 4-6).</p> <p>According to subjects (social science, Armenian language and literature), in-depth training courses aimed</p>	<p>Courses for 2 subjects or subject groups (for example. digital literacy, STEM) have been developed and are implemented for all teachers of these subjects.</p>	MESCS	NCEDI	Other sources not prohibited by law (international donor organizations, CSOs, MIC - training of

		<p>create an opportunity for separate in-depth trainings.</p> <p>3. Conduct in-depth training courses for teachers of selected school subjects (social science, Armenian language, literature, digital literacy...).</p> <p>4. Review the component of media education in pedagogical universities and align it with the requirements of the new standard, including different 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>5. Develop a code of ethics in the online domain for employees of PPSs and schools, with the involvement of employees and through the participatory approach.</p>		<p>included in teacher training courses as a compulsory part, based on the media literacy training module guaranteed by the RA Ministry of Education, Science, Culture and Sports (the module has been developed by Media Initiatives Center).</p>	<p>at integration have been developed 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>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>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>			<p>teachers, PJC - training of PPS teachers, pedagogues in educational institutions, MDI - digital security))</p>
C	<p>Establish media centers in public and school libraries.</p>	<p>1. Develop the program of creating media centers in libraries, based on international best practices, as well as the results of current needs assessment studies.</p> <p>2. According to the program, provide the libraries with necessary materials: curricula,</p>	<p>2026</p>	<p>The program of creating media centers in libraries has been developed and adopted.</p> <p>The new standards for librarians have</p>	<p>The testing of the programs of media centers in libraries has been carried out in a selected region.</p> <p>The libraries of this region have been equipped and supplied with materials.</p>	<p>The program 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>MESCS</p>	<p>NCEDI</p> <p>The Ministry of Territorial Administration and</p>	<p>Other sources not prohibited by law (international donor organizations, CSOs, working group)</p>

		<p>methodology, guidelines, equipment, digital and audio books, film library.</p> <p>3. Develop and implement training courses on media center coordination and course delivery for librarians.</p>		<p>been developed and adopted.</p> <p>The training program for librarians has been developed according to the adopted program and new standards.</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 students and visitors of the library.</p> <p>The results of the testing have been evaluated, a study has been conducted, and the changes in the program and trainings have been implemented.</p>			Infrastructure	
D	Integrate media literacy into universities.	<p>1. Make media literacy an elective course for students of all faculties.</p> <p>2. Promote research and scientific works in this direction, particularly in pedagogical universities.</p>	2026	<p>The university course in media literacy has been developed and adopted.</p>	<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>The 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>	MESCS	<p>Higher Education and Science Committee</p> <p>Universities</p>	<p>Other sources not prohibited by law (international donor organizations, CSOs, scientific centers)</p>

E	Organize training courses for university lecturers.	<p>1. Organize media literacy training courses for all lecturers.</p> <p>2. Train specialists to teach the media literacy course in all universities, particularly in pedagogical universities.</p> <p>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/communications and related departments.</p>	<p>The training courses of university lecturers have been carried out at least in 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 five state universities where the course has been introduced.</p> <p>A code of conduct for universities has been developed, based on the code of ethics in the online domain for teachers.</p>	Codes of ethics have been introduced for the staff of universities.	MESCS	Higher Education and Science Committee Universities	State budget, Other sources not prohibited by law (CSOs, working group)
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3) *Work with groups excluded from universal access to education.*

A	Disseminate media literacy among the general public.	<p>1. Carry out awareness campaigns targeting different age groups, including the elderly.</p> <p>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>	2025	<p>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</p>	<p>Separate programs and media content have been developed for the elderly, as well as the parents and guardians in cooperation with media organizations and outlets. Particularly, the Public TV Company has developed and broadcast such programs.</p> <p>The unified platform of media literacy resources</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,</p>	The Office of the Prime Minister of the Republic of Armenia	“Public Relations and Information Center” SNCO Commission on Television and Radio	Other sources not prohibited by law (international donor organizations, CSOs, Policy Research Center, Freedom House (3.3, HIA),
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		3. Coordinate, create and disseminate digital resources on a unified platform.		Literacy Week event. The existing digital resources of media literacy are gathered on a unified digital platform.	is accessible to all educational institutions; new materials are continuously added to the platform.	and the general public.		(with consent)	Center for International Private Enterprise (CIPE) (3.3.a.1 and 3.3.a.3))
B	Provide media literacy education for different groups of the public.	1. Create non-formal education opportunities in communities by cooperating with community organizations, libraries, museums, cultural and community youth centers. 2. Organize training courses for the specialists of these institutions in regions. 3. Create online courses and disseminate the existing courses. 4. Work with parents through social, healthcare, educational institutions, making media literacy a part of parenting, motherhood, and guardianship programs. 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	2025	The needs of media literacy in the communities have been mapped, the tasks arising from the program have been specified.	The organization of advanced media literacy training courses for specialists/educators of the community institutions has been implemented. Courses/groups have started in these institutions. Online courses have been created and the existing courses have been disseminated. Awareness materials for parents have been created and disseminated, training courses have been conducted. The media literacy components have been integrated into programs with the participation of the diaspora.	The new phase of advanced media literacy and training courses for specialists/educators of the community institutions has been implemented. Interest groups have started in these institutions. The dissemination of materials and awareness for parents has become a continuous and periodic process, being integrated into the functions of relevant institutions (social services, polyclinics, PPSs and schools). The media literacy components have been integrated into the programs with the	MESCS	The Ministry of Territorial Administration and Infrastructure The Office of the Chief Commissioner for Diaspora Affairs	Other sources not prohibited by law, Center for International Private Enterprise (CIPE) (3.3.b.1 and 3.3.b.3))

		the programs “Step towards Home,” “Diaspora Youth Ambassador,” “Training for Diaspora Young Leaders”).				participation of the diaspora.			
4)	<i>Develop capacities and skills of public servants (including community servants).</i>								
A	Organize regular professional training courses and develop the communication skills of the staff to prevent, detect, and counter disinformation.	<p>1. Comprehensively assess the training needs of the staff of state administration bodies in the field of communication and fight against disinformation, which should be carried out at least once every two years.</p> <p>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 FOI officials.</p> <p>The program shall be tripartite, including:</p> <ul style="list-style-type: none"> - the management of the department, - the people responsible for communication, - department staff (general courses). <p>3. Organize training courses on media literacy, fact-checking, cyber security, organization of work on social media platforms for public servants responsible for</p>	2026	<p>The training needs of the public servants responsible for the communication sector and the freedom of 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>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 participation of local and international experts) for public servants (department staff) in the fields 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) (heads of</p>	<p>The annual training program and timeline for public servants responsible for the fields of communications and freedom of information is 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 fields 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</p>	The Office of the Prime Minister of the Republic of Armenia	<p>“Public Relations and Information Center” SNCO</p> <p>Civil Service Office</p> <p>State administration bodies</p>	<p>State budget, Other sources not prohibited by law (international donor organizations), IRI (3.4), MDI - in relation to fact-checking, Policy Research Center - state departments, Freedom House (3.4 - trainings of public/community servants)</p>

		<p>public relations and communications and freedom of information.</p> <p>4. Organize training courses for the representatives of border communities (heads of communities, administrative heads, communications workers) in the context of the fight against disinformation in emergency situations.</p> <p>5. Introduce the evaluation mechanism for training courses.</p>			<p>communities, 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>70-30 percent), according to the following criteria:</p> <ul style="list-style-type: none"> - the management of the department (at least 5 thematic courses), - the people responsible for communication (at least 10 thematic courses), - the department staff (at least 3 thematic, general courses on media literacy and cyber literacy). <p>The employees of Lori/Tavush Regional Administration, communities in the field of communications have been trained on the topic of media literacy and fact-checking.</p>			
B	<p>Improve the professional knowledge and working abilities.</p>	<p>1. Develop educational and practical resources/guidelines for the staff of state administration bodies (including online access) with practical advice on the fight against disinformation and practical fact-checking tools.</p> <p>2. Develop and adopt the code of conduct on social media platforms and the safety guidelines on the</p>	2024	<p>The educational and practical guidelines (including online access) with practical advice on the fight against disinformation are developed and published.</p>	<p>The educational and practical guidelines (including online access) with practical advice on the fight against disinformation have been developed and published.</p> <p>The code of conduct on social media platforms</p>	<p>The thematic guidelines and existing resources are updated.</p>	<p>The Office of the Prime Minister of the Republic of Armenia</p>	<p>“Public Relations and Information Center” SNCO</p> <p>Civil Service Office</p>	<p>State budget, Other sources not prohibited by law (international donor organizations), MDI - in relation to</p>

		cyber platform for the staff of state administration bodies. 3. Improve and coordinate the monitoring capabilities of the staff of state administration bodies.			and the safety guidelines on the cyber platform for the staff of state administration bodies have been developed and published.			State administration bodies	fact-checking, IRI (2.4.b.2, 2.4.b.3)
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CHIEF OF STAFF OF THE PRIME MINISTER OF
THE REPUBLIC OF ARMENIA

A. HARUTYUNYAN

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