# Session report “Building trust in the digital age”


## Suzanne Dumouchel


The objective of this report is to showcase tangible examples where science and innovation have significantly contributed to the achievement of the SDGs and the 2030 agenda set by the united nations.

## Context

Science and evidence-based actions are indispensable for eradicating poverty, ending hunger, tackling climate change, reversing biodiversity loss, and reducing inequality.

Science is the key, and our best hope, for accelerating progress across the sustainable development goals (SDGs). Achieving this requires shared expertise from all disciplines.

This was evident at the SDG summit in September 2023, where the role of science, technology, and innovation (STI) and the importance of closing STI gaps were central to discussions. In their political declaration at the summit, member states committed to bridging the science, technology, and innovation divides, responsibly using STI as drivers of sustainable development, and building the capacities necessary for sustainable transformations:

> *“We commit to bridging the science, technology and innovation divides and the responsible use of science, technology, and innovation as drivers of sustainable development and to build the capacities necessary for sustainable transformations.*
>
> *We reiterate the need to accelerate the transfer of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed.*
>
> *We will take action to enhance the ability of developing countries to benefit from science, technology, and innovation and address the major structural impediments to accessing new and emerging technologies including through scaling up the use of open science, affordable and open-source technology, research and development, including through strengthened partnerships.*
>
> *We aim to increase funding for SDG-related research and innovation and build capacity in all regions to contribute to and benefit from this research.*
>
> *We will seek to better realize the benefits and address the challenges of artificial intelligence.*
>
> *We undertake to increase the use of science and scientific evidence in policymaking.”*
>
> ***Political declaration of the high-level political forum on sustainable development convened under the auspices of the General Assembly 18 and 19 September 2023***

Now we need to illustrate the “how”.

**How science and innovation are advancing the planet's well-being, enhancing human prosperity, fostering partnerships, and promoting peace.**

# 1 Identification

## 1.1 Session id: 110311 and 110313.

## 1.2 Session title: Building trust in the digital age

## 1.3 Session date and time: 11th of September at 11am.

## 1.4 Convenor name: Suzanne Dumouchel

# 2 Speakers and panellists

*Please list all speakers and panellists, including their names, titles, and organisational affiliations.*

- Declan Kirrane: ISC Intelligence, Chairman of the Science Summit UNGA79,
- Mei Lin Fung, People-Centered Internet
- Suzanne Dumouchel (PhD), Partnerships Coordinator of OPERAS RI, Director of the EOSC Association, Head of International Cooperation at CNRS-DDOR
- Agata Gurzawska, Trilateral Research IE
- Bhanu Neupane, UNESCO
- Pierre Mounier, Community coordinator of OPERAS RI, OpenEdition-CNRS, Director of DOAB
- Matei Mancas, University of Mons
- Frederik Temmermans, Vrije Universiteit Brussel - imec
- Gaël Van Weyenbergh, Meoh
- Anastasia Kalinina, reState Foundation
- Amir Banifatemi, AI Commons

## 2.1 Speaker 1

2.1.1 Name: Mei Lin Fung

2.1.2 Organisation name: People Centered Internet

2.1.3 Type of organisation: non-profit organisation

2.1.4 Title of the presentation: **Digital Public Infrastructure for Participation in the Age of AI**

2.1.5 Summary of the presentation (max 200 words):

In the Age of Artificial Intelligence, where technologies like machine learning, natural language processing, predictive analytics, and conversational AI shape our digital landscape, building robust digital public infrastructure is essential. Such infrastructure can empower individuals by providing opportunities for engagement and skill development. Involving diverse communities in the development and use of AI technologies will drive digital public infrastructure for all citizens, regardless of their background or digital literacy level, have the opportunity to learn, innovate and contribute to their community. The challenges of disinformation and the importance of building trust in digital systems can be met by such participatory governance models that involve citizens, governments, and civil society. Transparent, accountable, digital public infrastructure must align with the values and needs of the communities they serve. Key strategies are community engagement learning and establishing a "Digital Bill of Rights" to protect community members control over data they generate, and creating regional digital cross-sector regulatory sandboxes that allow for scientific experimentation and refinement of AI governance approaches. Digital public infrastructure can promote active participation and ensure that the benefits of AI and digital technologies are shared equitably, enabling all individuals to develop their skills and fully realise their opportunities in the digital age.

## 2.2 Speaker 2

2.2.1 Name: Declan Kirrane

2.2.2 Organisation name: ISC intelligence in science

2.2.3 Type of organisation: private sector

2.2.4 Title of the presentation: **Building trust: a policy to set up**

2.2.5 Summary of the presentation (max 200 words):

The talk highlights the importance of fostering an environment of trust in the context of AI and data-related regulations. While the European AI Act is a notable example, regulations often evolve in exclusive settings that might overlook certain voices. Although trust is essential, it's not a sustainable business model, complicating its adoption. Concerns were raised that regulations like the AI Act may impose EU standards in a way that marginalises non-EU perspectives. Addressing this requires inclusive platforms that involve marginalised communities. The discussion called for embedding inclusivity and trust into regulatory principles beyond AI-specific policies. parliamentary organisations to shape policy mechanisms that are more inclusive and

trust-based. Additionally, a critical point raised was the role of indigenous knowledge in AI development, with a need to recognise and respect the communities that contribute to knowledge generation. The use of AI as a tool for protection was also explored.

## 2.3 Speaker 3

2.3.1 Name: Bhanu Neupane

2.3.2 Organisation name: UNESCO

2.3.3 Type of organisation: NGOs

2.3.4 Title of the presentation: **Enhancing trust in scholarly communication processes**

2.3.5 Summary of the presentation (max 200 words):

In the Generative AI era, where vast amounts of information can be created and exchanged with just a few keystrokes, building trust in scholarly communication processes is critically important, as it helps in fighting the root causes of scepticism, mistrust and disinformation. This talk focused on the need for enhancing trust in scholarly communication processes and highlighted the key elements necessary to ensure the credibility of the academic outputs. The talk emphasised transparency and stressed the importance of opening up content, tools, infrastructure and data. The talk introduced a few initiatives of UNESCO and provided the context for collaboration across disciplines and geographies as a way to break down barriers of mistrust. It also provided some supply and demand-side dynamics in combating disinformation and reinforcing credibility in academic communication and areas where UNESCO can provide support.

## 2.4 Speaker 4

2.4.1 Name: Agata Gurzawska

2.4.2 Organisation name: Trilateral Research IE

2.4.3 Type of organisation: private sector

2.4.4 Title of the presentation: **Fostering Public Trust in Science for Sustainable Future: challenges and actionable recommendations**

2.4.5 Summary of the presentation (max 200 words):

Science has a pivotal role in meeting Sustainable Development Goals (SDGs). However, the scepticism surrounding the COVID-19 vaccine rollout and hostility to climate science pose questions about societal trust in science. Trust in science is challenged by various factors including changing research environments and politicisation and monetization of science. The ecosystem of trust in science is changing, and in this new state of affairs, trust is co-governed by 'new' stakeholders, such as companies, public-private partnerships, collaborative multi-actor research consortia (quadruple-helix), social media platforms, influencers, knowledge platforms (e.g. Wikipedia, Coursera), and citizen science initiatives. As stewards of trust, they have a critical role and responsibility in nurturing trust in science through science production, education, communication, policy, funding and advocacy, implementation, oversight and protection as well as science-society facilitation and citizen science. The drastic transformation of science and research environments requires governance and institutional changes to support the new forms of research collaboration. This presentation was built on the outcomes of the OPERAS TrustOn2024 event (June 2024) and findings of the EU-funded VERITY project in collaboration with sister projects IANUS, POIESIS and COALESCE. It provided recommendations to enhance public trust in science from the ecosystemic perspective.

## 2.5 Speaker 5

2.5.1 **Name:** Amir Banifatemi

2.5.2 Organisation name: AI commons

2.5.3 Type of organisation: non-profit organisation

2.5.4 Title of the presentation: **Cultivating trust in the digital information ecosystem**

2.5.5 Summary of the presentation (max 200 words):

Fostering trust in the digital information ecosystem is crucial amidst the rapid advancements of generative AI. Innovative policy approaches and technical solutions play a vital role in cultivating a resilient online environment where individuals can confidently navigate and rely on the information they consume. Multi-stakeholder collaboration, adaptive policy frameworks, technical innovations for trust, digital literacy empowerment, and harmonised global standards are key elements in addressing the challenges posed by generative AI while harnessing its potential benefits. The interplay between policy and technology in mitigating risks can help shape a trustworthy digital future that empowers individuals in the age of generative AI.

## 2.6 Speaker 6

2.6.1 Name: Pierre Mounier

2.6.2 Organisation name: OPERAS

2.6.3 Type of organisation: European research infrastructure (non-profit AISBL)

2.6.4 Title of the presentation: **Can the Scholarly Community Help Rebuild Trust in Online Information?**

2.6.5 Summary of the presentation (max 200 words):

Although the Internet originated within the protected environment of academia, its subsequent evolution has freed it from the rules established at its inception. For centuries, the scholarly community has adhered to practices designed to foster trustworthy research and combat information malpractice. This goes beyond peer review, which primarily focuses on content, and includes a growing movement to regain control over the systems that produce and disseminate knowledge. OPERAS has been working for years to enhance the quality of information related to peer review practices and to help the scholarly community establish standards that extend beyond content, focusing on governance, infrastructures, and social practices. One of these initiatives is PRISM, a service that captures and presents peer review practices for open access books in a clear and standardised format. Another is DOAS (Diamond Open Access Standard), which defines best practices in scholarly communication. The presentation explored how both initiatives can serve as models for improving trust in information on the Internet in a broader context.

## 2.7 Speaker 7

2.7.1 Name: Anastasia Kalinina

2.7.2 Organisation name: ReState foundation

2.7.3 Type of organisation: Foundation

2.7.4 Title of the presentation: **How can participatory governance help mediate disinformation and reinvigorate collaborative plurality?**

2.7.5 Summary of the presentation (max 200 words):

The quality of democracy can be assessed by its resilience against technology-driven mis- and disinformation. Citizens and larger civil societies are vital for maintaining information integrity. Participatory governance arrangements allow aligned groups of people to operate as an engine for coordinating efforts to mitigate disinformation. What are some of the best practices in this area? How do we ensure that technology feeds plurality and prevents the proliferation of monoculture?

## 2.8 Speaker 8

2.8.1 Name: Gaël van Weyenbergh

2.8.2 Organisation name: **MEOH**

2.8.3 Type of organisation: Association

2.8.4 Title of the presentation: **Data cooperatives as a novel way to tackle the disinformation society**

2.8.5 Summary of the presentation (max 200 words):

In the digital age, the proliferation of disinformation poses a significant threat to societal trust and democratic processes. This talk explored the innovative concept of data cooperatives as a potential tool to mitigate the disinformation society. By leveraging collective data ownership and transparent data governance, this collaborative approach not only enhances data security

and privacy but also fosters a more accurate and trustworthy information ecosystem. Given the complexity and magnitude of these challenges, no single organisation can address them alone, making collaboration essential. The talk provided insights into the various informational challenges, the fundamental principles of data cooperatives, and their potential to tackle disinformation and rebuild trust with information intermediaries.

## 2.9 Speaker 9

2.9.1 Name: Matei Mancas

2.9.2 Organisation name: University of Mons

2.9.3 Type of organisation: Academic institutions

2.9.4 Title of the presentation: **Fake news: need for a mix of technology, human sciences and international trust bodies to face borderless rapidly developing AI**

2.9.5 Summary of the presentation (max 200 words):

Based on the AI4Debunk EU project (https://ai4debunk.eu/), the talk explained the holistic human-centred approach of the project which focuses on citizens as final users. While the project has an important technical part based on AI to debunk fake news, it also includes knowledge/context and gives an important role to human moderation and decision based on human-understandable AI recommendations.

## 2.10 Speaker 10

2.10.1 Name: Frederik Temmermans.

2.10.2 Organisation name: Vrije Universiteit Brussel - imec

2.10.3 Type of organisation: academic institutions

2.10.4 Title of the presentation: **JPEG Trust: an international standard for establishing trust in digital media**

2.10.5 Summary of the presentation:

This presentation introduces JPEG Trust, a new international standard developed to ensure the authenticity and integrity of digital media. JPEG Trust provides a comprehensive framework for individuals, organisations, and governing institutions interested in establishing an environment of trust for the media that they use and supporting trust in the media they share online. This framework addresses aspects of provenance, authenticity, integrity, copyright, and identification of assets and stakeholders.

# 3 Content

## 3.1 Session abstract

This session is in line with the United Nations' vision for a digital future founded on trustworthiness. It emphasises a people-centred approach that goes beyond mere technological fixes.

The session aims to delve into the multifaceted concept of trust within the digital sphere. It recognizes that trust is not a singular entity but rather a complex interplay of factors including technological reliability, effective governance, fair regulation, unbiased mediation, and the advancements of science. By engaging a diverse array of stakeholders, the workshop seeks to gain insights from various perspectives, ensuring a comprehensive understanding of trust dynamics.

Furthermore, the session seeks to pioneer a collaborative approach to digital infrastructure development. Inspired by the ethos of community living labs, this approach emphasises the active involvement of stakeholders from different sectors. By fostering collaboration among civil society, academia, technology experts, youth advocates, policymakers, and others, the workshop aims to co-create digital public infrastructures (DPIs) that are not only technologically robust but also socially responsible and ethically sound.

Moreover, the session acknowledges the critical importance of maintaining the quality and integrity of online content in an era dominated by AI technologies. With the proliferation of AI-driven disinformation campaigns, ensuring the credibility of online information has become paramount. Drawing from academic expertise in editorial practices, the session will explore strategies to combat disinformation and uphold the standards of truthfulness and accuracy in digital spaces.

In summary, the session that is based on the results of an international workshop that happened in Brussels in June 2024 (https://operas-eu.org/news-and-events/calendar-2/truston-2024/) represents a concerted effort to advance the United Nations' vision of a trusted digital future. By prioritising a human-centric approach, fostering multi-stakeholder collaboration, and promoting editorial integrity, it aims to lay the groundwork for responsible and inclusive digital transformation. Through its practical recommendations, it seeks to pave the way for a more resilient and equitable digital landscape.

## 3.2 Project objectives

*List the key objectives your session or project aimed to achieve.*

The session addresses disinformation and the building of trust in a digital environment. One of the key propositions is the setting up of the Information Quality Protocol (IQP) as a concrete solution against the different issues.

### 3.2.1 Objective 1:

Assessment of trust dimensions: By engaging diverse stakeholders from civil society, academia, the tech community, youth organisations, policymakers, and others, the session seeks a comprehensive understanding of the complex interplay of factors that shape trust dynamics in the digital realm, considering various dimensions such as infrastructure reliability, governance and regulation, mediation mechanisms, and scientific advancements

### 3.2.2 Objective 2:

Establishment of collaboration models: By fostering collaboration among stakeholders from different sectors, the session seeks to co-create interconnected community living labs that are not only technologically robust but also socially responsible and ethically sound.

### 3.2.3 Objective 3:

Sharing of best practices: in light of the proliferation of AI-driven disinformation campaigns, the session aims to share academic editorial best practices for safeguarding the quality and integrity of online content. By drawing from academic expertise, strategies for combating disinformation and promoting truthfulness in digital spaces will be explored.

### 3.2.4 Objective 4:

Increasing content quality: the session also covers the quality aspect of online content with the creation of an Information Quality Protocol (IQP), based on scholarly publishing practices. The IQP project takes place in a global ecosystem with several initiatives focused on the quality issue, but none of them address it before the writing process.

## 3.3 Key themes

*Main themes and topics that were covered during the session. The same ones you selected when you submitted your original session proposal. Select from the following. Maximum three*

- Digital
- AI
- Policy, democracy & new governance

# 4 Planned impacts of the science and innovation presented in your session

## 4.1 Contribution to the SDGs

*The SDGs provide a comprehensive framework for addressing the world's most pressing challenges and promoting sustainable development globally. Select the goal/s that your project contributes to (max 3 SDGs)*

9. **Industry, innovation, and infrastructure**: build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.

16. **Peace, justice, and strong institutions**: promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels.

17. **Partnerships for the goals**: strengthen the means of implementation and revitalise the global partnership for sustainable development.

# 5 Contribution to the UN summit of the future

## 5.1 Main challenges

*Main challenges and difficulties experienced in implementing the science to contribute to the sustainable development goals and provide recommendations to address the same whole.*

1. **Disinformation**: the proliferation of disinformation can undermine efforts to achieve the SDGs by spreading false narratives and creating distrust in scientific evidence, especially in areas like public health, climate change, and social justice. **Recommendation**: Develop and promote best practices for information verification and dissemination, especially the Information Quality Protocol.
2. **Regulatory and governance challenges**: the rapid pace of scientific and technological advancement often outstrips the development of regulatory frameworks, which might lead to gaps in governance or ethical concerns. **Recommendation**: Establish agile regulatory frameworks that can adapt to the fast-changing landscape of science and technology and set up governance based on community living labs that would be connected to set up a transnational, transcommunity and worldwide governance on the information quality protocol.
3. **Limited stakeholder engagement and collaboration**: the successful implementation of scientific contributions to the SDGs depends on the active engagement of a diverse range of stakeholders, which might be challenging due to differing priorities, resource constraints, and communication barriers. **Recommendation**: adopt a multi-stakeholder approach that actively involves all relevant parties in the decision-making process: creating platforms for regular dialogue, co-creation initiatives like community living labs, and ensuring that all voices, especially those from marginalised communities, are heard and valued.

## 5.2 Additional goals

*Additional goals, beyond the goals, which are considered priorities:*

1. Enhanced digital literacy and skills development: the session focused on academic best practices for safeguarding online content and promoting digital literacy. Collaborative efforts between academia, civil society, and the private sector can further enhance digital literacy initiatives and empower individuals to navigate the digital landscape safely and responsibly.
2. Promotion of ethical AI and data practices : Collaborative initiatives can help to develop ethical guidelines and regulatory frameworks that ensure the responsible development and deployment of AI technologies. Emphasising equitable data-sharing practices, grounded in values of equity, diversity, and inclusion (EDI).
3. Empowerment of civil society and youth advocates: with an emphasis on multi-stakeholder collaboration these groups will be empowered to actively participate in shaping the digital future.
4. Global dialogue and knowledge exchange: the session serves as a platform for global dialogue and knowledge exchange on key issues related to trust in the digital sphere.
5. Upholding information integrity: prioritising trustworthy online content to combat disinformation by building collectively the information quality protocol (IQP).

## 5.3 Integration: economic, social and environmental

*The steps being taken to integrate the three dimensions of sustainable development (economic, social, and environmental) and share best practices where available and how activities are being designed and implemented to reflect such integration.*

As the global community grapples with the challenge of disinformation, the need to build trust through sustainable practices is becoming more critical. The United Nations, in its efforts to foster trust, has emphasised the integration of the three dimensions of sustainable development: economic, social, and environmental. They are essential to ensuring a holistic and long-lasting approach to tackling the issue of disinformation.

Economic dimension: strengthening business models and certification systems

Economically, fostering trust requires strengthening the business models and infrastructures that support media, technology platforms, and information-sharing systems. A significant step toward this is the promotion of *labellisation* and *certification* processes. Such frameworks allow businesses to be transparent about their operations, ensuring that information shared—particularly by AI systems—is accurate, ethical, and verifiable. By adopting certification standards, our Information Quality Protocol aims at enhancing its reliability in order to improve trust among users and stakeholders. Another aspect would be to certify AI tools. It can help filter disinformation more effectively and ensure that the content being disseminated is of high quality. As these tools become more reliable, businesses using them may find greater consumer trust, which in turn enhances the economy by reducing the costs associated with the spread of false information—such as lost productivity, reputational damage, and misallocation of resources.

Social dimension: Promoting inclusivity and accessibility

On the social front, the integration of SDGs in addressing disinformation demands inclusivity. Social inclusiveness involves creating solutions that reflect the diverse needs and experiences of various communities, ensuring that no one is left behind in the battle against disinformation. One key aspect is designing tools that are easy to use and accessible to all, regardless of socio-economic status, education level, or geographic location. Digital literacy and education play a pivotal role in this regard. Ensuring that individuals have the skills to identify bad quality content is a critical component of social sustainability. Initiatives that teach critical thinking and media literacy can empower communities to navigate the complexities of the modern information ecosystem.

Environmental dimension: Leveraging green and sustainable technology

The environmental dimension of sustainable development also plays a crucial role in the fight against disinformation. As technological tools increasingly rely on vast amounts of data and energy, ensuring that these processes are environmentally sustainable is paramount. The Information Quality Protocol needs to be developed with energy-efficient technologies, minimising their carbon footprints. Environmental sustainability can also be promoted through content that highlights eco-friendly practices and combats disinformation surrounding climate change and other environmental issues. Digital platforms have a responsibility to curb the spread of environmentally harmful disinformation, such as climate denial or false narratives about environmental degradation.

In summary, the integration of these three dimensions of sustainable development is vital to fostering trust and addressing disinformation. Through certification and transparency, inclusive and accessible systems, and environmentally sustainable practices, the international community can build a more trustworthy, informed, and resilient global society.

## 5.4 Impact on the 2030 agenda

*A success metric for your project is primarily in how it delivers for all persons in our societies. Describe how other principles of the 2030 agenda, for example, respect for all human rights,*

*gender equality, the principle of leaving no one behind, non-discrimination, etc, have been mainstreamed in your science project.*

*More info on: 2030 agenda:* https://SDGs.un.org/2030agenda

*Please select also the transition relevant to your science project:*

**(3) digital connectivity**; **(4) education;**

*More info on six transitions:* https://unSDG.un.org/sites/default/files/2023-09/six%20transitions%20english.pdf

In alignment with the United Nations 2030 Agenda for Sustainable Development, our science project integrates the core principles of respect for all human rights, gender equality, the principle of leaving no one behind, and non-discrimination into its every aspect. By ensuring that these values guide our research, technological solutions, and interactions with communities, we aim to foster a more equitable and just society through science and innovation. Indeed, the community living labs are thought to:
1. Address concepts of quality and trust by exploring the intersection of scientific rigour and societal needs.
2. Translate these concepts into technical and human criteria that underpin the development of the International Quality Protocol (IQP).
Findings from each lab will be consolidated to determine whether a global IQP can be implemented or if adaptations are necessary based on regional and cultural contexts. In a second phase, the IQP will be tested within these labs before being scaled for broader implementation.
Based on the above, the Information Quality Protocol relies on the following Agenda 2030 principles:

1. Respect for All Human Rights
Respect for human rights is foundational to our project. We are committed to ensuring that our research methodologies and technological solutions do not infringe upon the rights of individuals or communities. This includes safeguarding data privacy, securing informed consent, and engaging in ethical practices throughout our work. By adhering to these standards, we prioritise the protection of civil liberties and empower individuals to maintain control over their personal data. In practice, this means implementing robust data protection protocols, respecting intellectual property rights, and ensuring that any new technologies developed are designed with privacy at their core.

2. The Principle of Leaving No One Behind + gender equality + non-discrimination
The principle of "leaving no one behind" is central to our science project. To ensure global relevance and practical implementation of our standards, we have adopted a community-centred approach through community living labs. Six living labs, located in the U.S., France, Bangladesh, Brazil, Ethiopia, and Japan, will gather stakeholders from diverse backgrounds—including companies, journalists, policymakers, and citizens. Each lab will be supported by an information expert and a community lab manager to facilitate the process.
By adopting a localised approach, these living labs will consider global challenges while being sensitive to cultural differences.
In this perspective, it is obvious to also consider gender equality and how to address gender perspectives in the building of technological solutions. We actively work to include diverse voices, particularly women and gender minorities, in our research teams and decision-making processes – as such in the different community living labs to be set up. This is also highly important to better address the concept of quality and trust from different perspectives – and to make sure that females contribute to set up technological standards and to reduce usual bias in the algorithms.
Our project's design is focused on being equitable and fair, particularly in the development of digital technologies. We address potential biases in AI models, work to eliminate algorithmic

discrimination, and ensure that our solutions are accessible to all, including people with disabilities. By actively embedding non-discrimination into our work, we contribute to more just and inclusive scientific outcomes.
---
Aligning with the UN's "Wired for Good" Transition Theme

Our project seamlessly aligns with the UN's transition theme "Wired for Good: Digital Connectivity for a Sustainable Future." By leveraging digital technologies to drive sustainable development, we ensure that our work prioritises ethical considerations, inclusivity, and connectivity. This alignment with the "Wired for Good" vision strengthens our commitment to using science and technology as forces for positive change.

Ethical and Inclusive Digital Practices
In line with the "Wired for Good" vision, our project emphasises ethical digital practices. This is exactly at the core of the Information Quality Protocol to support the increase of high-quality content on the web. By embedding ethical considerations into the core of our technological development, we aim to build trust in digital solutions, making them more widely accepted and impactful. We will also conduct regular audits of our digital tools to ensure they are free from biases that could disadvantage any group. This approach helps to promote inclusivity, and by safeguarding human rights, we create a strong foundation for the responsible use of digital technologies.

Central to our project is the principle of inclusivity. This is particularly important in today's interconnected world, where access to digital content can drive economic growth, social inclusion, and political participation. Our commitment to inclusivity extends to the design of accessible technologies and targeted digital literacy programs, empowering communities to take advantage of the opportunities afforded by the digital age.

Through these efforts, we ensure that our project not only integrates the principles of the 2030 Agenda but also serves as a model for global collaboration and inclusion in the pursuit of sustainable development.

# 6 Forward-looking statement

## 6.1 Financial aspects

*Why giving $ 1 million to your project will turbo boost the achievement of the SDGs.*

*Three bullets (50 words/bullet).*

1. Combating disinformation: Achieving the SDGs requires reliable information. Disinformation undermines trust, polarised societies, and obstructs progress. By addressing disinformation head-on, our project ensures that accurate, trustworthy information guides policy-making and empowers citizens to engage meaningfully with sustainable development initiatives.

2. Enhancing AI effectiveness: Improving the quality of online content strengthens AI tools like large language models (LLMs), making them more accurate, trustworthy, and efficient. This reduces the risk of misinformation, enhances decision-making processes, and drives more effective solutions across all sectors related to the SDGs.

3. Empowering youth through quality-content information: Investing in qualitative content information for young people enables them to develop critical thinking skills. It participates in digital literacy with direct examples from their usage. This equips the next generation to be informed leaders and innovators, driving sustainable development and social cohesion.

## 6.2 To further advance your science project, you will need:

*Please select an option and develop it further (50 words). Multiple selection is possible.*

1. Access to funding: A budget of €10 million is crucial to establish a global coalition and implement the Information Quality Protocol (IQP). This will support the creation of multiple community living labs and lay the groundwork for piloting the protocol across different regions.

2. Skilled personnel: Expertise is essential for developing the IQP and facilitating the community living labs. We need experienced researchers, engineers, and facilitators who can guide the collaborative process, ensuring the protocol reflects the needs and values of users everywhere in the world.

3. Establishing partnerships and collaborations: To address disinformation at a global level, partnerships with governments, research institutions, and relevant initiatives are essential. We will initiate six community living labs, gathering diverse stakeholders to collaboratively define criteria for the IQP, ensuring its inclusivity and global applicability.

4. Dissemination and communication: A comprehensive communication strategy is necessary to raise awareness and share our findings with policymakers, researchers, and the public. Disseminating knowledge globally will help influence policy frameworks and build momentum for the adoption of the IQP.

5. Enhance the regulatory environment: The success of the IQP relies on a supportive regulatory environment. We will work with international bodies to establish policies that promote the widespread adoption of quality standards for online content, ensuring a conducive landscape for the project's implementation.

6. Advanced technology: Once the IQP criteria are developed, access to cutting-edge technology will be required to build and implement the protocol. This will include AI tools, secure digital infrastructure, and systems capable of ensuring content quality across different online platforms.

# 7 Conclusions

*Provide a concluding summary on how science contributes to achieving the SDGs, incorporating policy recommendations.*

*Highlight any new or emerging issues identified during the session, suggest possible next steps or areas for further research and discussion, and outline the support needed to advance science and innovation in your field.*

Science plays a pivotal role in advancing the SDGs, contributing not only through research and technological innovations but also by enhancing the quality of online content and fostering informed public discourse. In an age of overload of information, the scientific community's expertise in producing high-quality, peer-reviewed content stands as a benchmark for truth and accuracy. By integrating this expertise with the Information Quality Protocol, digital humanists can lead the change in addressing one of the most pressing challenges to achieving the SDGs: disinformation.

A key issue identified during this session is the need for renewed organisational models for managing digital content. Disinformation, fake news, and low-quality information undermine democratic processes and social trust, which are critical to the success of the SDGs. Science, with its long-standing principles of transparency, peer review, and collective verification, provides a blueprint for how societies can combat disinformation. Through an organisational model that emphasises public participation, based on the citizen science approach, the

proposition is to set up interconnected community living labs that bring common societal, educational and technological solutions.

Emerging issues include the proliferation of AI-generated content and algorithm-driven information ecosystems, which can accelerate the spread of false narratives. Addressing these requires development of digital literacy programs and policy frameworks that support quality control in online environments. It also requires understanding how emerging technologies can be harnessed to ensure that reliable and validated information is prioritised and disseminated effectively.

To do so, it is essential to strengthen support for science and innovation, particularly in the humanities and digital domains. This requires investment in digital infrastructures, capacity-building programs and the promotion of open science practices that encourage transparency and collaboration across sectors.

By addressing these efforts, significant strides in combating disinformation, enhancing digital content quality, and building the trust necessary to support democratic societies will be made.