EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.

⚠ *Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
Participant:	3 - SINEGLOSSA
PIC number:	926377355
Project name and acronym:	fAIr media - debunking AI-generated mis/disinformation in media — fAIr media

EVENT DESCRIPTION			
Event number:	[T.9.2]		
Event name:	[Debunking & GenAI for the future]		
Type:	conference		
In situ/online:	*[*in-situ*]*		
Location:	Italy, Ancona		
Date(s):	7/05/2026		
Website(s) (if any):	https://sineglossa.it/en/news-en/debunking-genai-for-the-future/		
Participants			
Female:	12		
Male:	15		
Non-binary:	3 (prefer not to answer)		
From country 1 [Italy]:	30		
From country 2 [name]:			
From country 3 [name]:			
…			
Total number of participants:	30	From total number of countries:	1

Description

Provide a short description of the event and its activities.

As part of the activities carried out within the framework of the Fair Media European project, our team organised and facilitated a public event focused on the intersection of Generative Artificial Intelligence, digital disinformation, and strategic

envisioning. The event, titled Debunking & GenAI for the Future was taken in Italian and brought together policy makers, educators, researchers, and civil society stakeholders to explore how AI tools can both amplify and counter the spread of fake news in contemporary digital ecosystems.

The speakers – Martino Bellincampi (CEO of IZILab), Lucia Migliorelli (Assistant Professor of AI at the University of Teramo) and Daniele Bregoli (Researcher at the Polytechnic University of Marche) – were moderated by Tommaso Sorichetti.

The session was structured to combine a plenary presentation phase with an interactive, laboratory-based group activity, offering participants both a conceptual framework and hands-on engagement with the topic.

The plenary presentation addressed the following key themes, included in the Glossary created as part of the fAIr media project:

- The "polluted information ecosystem": how fake news, synthetic media, and AI-generated disinformation create a labyrinth of false narratives, generating anxiety and strategic paralysis among citizens.
- GenAI as an antidote: the role of art, gamification and Sensemaking tools and AI-assisted debunking pipelines in structuring, filtering, and verifying information at scale.
- The paradigm shift from reactive crisis management to anticipatory strategic agency, drawing on Futures Studies methodologies such as Scenario Planning, Visioning, Backcasting, and Causal Layered Analysis (CLA).
- The imperative of participatory imagination: democratising foresight practices so that plural futures can be co-designed by diverse social actors rather than left to technical or political elites.

Following the plenary session, participants were divided into four small working groups of five to seven people each. Each group was given a facilitation card with one or more specific words from the **Glossary** and a scenario related to AI and disinformation, and was asked to analyse it using the conceptual tools presented earlier. Each group was supported by a facilitator.

- Group A: The Labyrinth of Information: participants mapped real-world examples of AI-generated misinformation (**deepfakes**, synthetic text, coordinated inauthentic behaviour) and discussed their psychological and societal impact.

- Group B: Sensemaking and Verification (**fact checking**): participants explored how AI-powered debunking tools can be integrated into newsroom workflows, identifying both opportunities and critical risks such as over-reliance and automation **bias**.

- Group C: Futures Scenarios: using the Scenario Planning methodology, participants constructed two plausible future trajectories for the media landscape in 2035, one in which AI exacerbates disinformation at scale, and one in which **AI and media literacy** and democratic governance contain its worst effects.

- Group D: Backcasting from a Preferred Future: starting from a vision of a healthy, **plural information** ecosystem, participants worked backwards to identify the policy, educational, and technological milestones required to achieve it.

After approximately 45 minutes of group work, each team presented a short summary to the plenary, sparking a rich cross-group discussion on shared challenges and diverging perspectives.

At the close of the workshop, all groups converged to draft a collective statement capturing the shared commitments and insights that emerged from the day. The final statement reads as follows:

"We recognise that the proliferation of AI-generated disinformation is not merely a technical problem, but a systemic challenge rooted in political economy, algorithmic design, and failures of democratic governance. We commit to approaching media literacy not as a defensive skill, but as an act of collective imagination, one that equips citizens to identify falsehoods, and to actively co-design the information futures they wish to inhabit. Generative AI, used critically and transparently, can become a powerful ally in this process: a tool for sensemaking, anticipation, and the democratisation of foresight. We call on media institutions, educators, policymakers, and technology developers to invest in participatory, human-centred approaches to AI governance that place truth, dignity, and plurality at their centre."

The event successfully demonstrated the value of combining structured knowledge transfer with participatory methodologies in the context of media literacy and AI governance. Participants expressed a strong interest in continuing the collaboration and in testing the debunking and foresight tools presented in real-world professional settings.