



How to Help Companies with Brand Safety and Prevent Unconscious Funding of Disinformation Websites Through Advertising

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POSTAV SE ZA PRAVDU
PROTI DEZINFORMACIŇM



OPEN
INFORMATION
PARTNERSHIP

About the project

A series of **WEBINARS** with embassies and chambers of commerce for private companies about disinformation and brand safety

AIM of the project is to prevent companies from helping fund disinformation websites through advertising revenues and support non-advertising on such websites as an ethical standard of business

A whole-of-society approach is pertinent in countering disinformation





3 Dimensions of a Successful Project

1. DATA AND RESEARCH

Complex knowledge of the local media scene and market, especially of the local disinformation scene

2. MAPPING FINANCIAL MODELS

Knowledge of local media's financial models is essential

3. OUTREACH ACTIVITIES

Outreach activities to the private sector needed to convey the findings to the target audience



Content of the seminars

CZECH DISINFORMATION SCENE (PSSI)

- Providing a general overview of the Czech disinformation scene
- Describing business models and the role of advertising revenue

EXAMPLES OF ADS ON DISINFORMATION WEBSITES (FAIR ADVERTISING)

- Using specific examples of brands unconsciously advertising on disinformation websites

PRACTICAL TIPS (NELEŽ)

- Educating participants on how to protect their brands and the tools they can use to block displaying their advertising on disinformation websites

Recommendations

- Team up with local initiatives which can provide support and guidance to private companies in protecting their brand, and include representatives of these initiatives in your educational activities
- Emphasize the potential reputational risks of unwittingly leading people to associate a brand with disinformation websites
- Provide sufficient space for questions and discussions, encourage experience sharing

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