



УКРАЇНА-2050
UKRAINE-2050

4 June 2021

**OFFICIAL LAUNCHING OF PERMANENT INTERNATIONAL
MEDIA MONITORING MISSION ON DISINFORMATION
ABOUT UKRAINE AND THE UKRAINIAN DIASPORA**

On 4 June 2021, during a press conference at the Ukraine Crisis Media Center, NGO “Ukraine-2050” President Eugene Czolij announced the official launching of the Permanent International Media Monitoring Mission on Disinformation about Ukraine and the Ukrainian diaspora, organized by NGO “Ukraine-2050”.

Today, the topic of disinformation is the subject of constant debate among government officials and civil society in many countries around the world. It is no longer a question if disinformation exists. Instead, the discussion centers on the extent to which disinformation affects our daily lives.

Therefore, the main challenge for the international community and, particularly, Ukraine and the Ukrainian diaspora, is to raise awareness on disinformation among the population and a better understanding of the dangers of relying on information without knowing its source and motives.

In Ukraine, this issue is even more relevant since Russia is, from 2014, openly conducting a hybrid aggression against Ukraine to regain control over it, and disinformation is a very important component of this hybrid aggression.

In this regard, Ukraine and its 20-million strong Ukrainian diaspora must make every effort to counter such disinformation and ensure that the international community forms its opinions and makes its decisions about Ukraine and the Ukrainian diaspora on the basis of accurate information.

To help achieve these goals, on 25 January 2021, NGO “Ukraine-2050” started the organizational work to deploy a Permanent International Media Monitoring Mission, which will:

- 1) monitor the media, social networks and other information resources in various countries in the world for disinformation about Ukraine and the Ukrainian diaspora;
- 2) analyze the findings of this monitoring; and
- 3) take effective measures to help counter such disinformation, including by sending requests to appropriate government authorities and administrators of media, social networks and other information resources to exclude disinformation about Ukraine and the Ukrainian diaspora, and to block the sources of such disinformation.

On 16 May 2021, the Board of Directors of NGO “Ukraine-2050” elected the following Leadership of this Mission:

- 1) Head of the Mission: Eugene Czolij;
- 2) Executive Director of the Mission: Myron Nayda;
- 3) Chief Analyst of the Mission: Roman Panchuk; and
- 4) Director of Strategic Communications of the Mission: Peter Sztyk.

As of this day, there are 164 members of the Mission – all volunteers – from 55 countries, who will be doing media monitoring in 41 languages.

The Mission has two teams, namely:

- 1) a team that monitors media, social networks and other information resources and generates reports on articles that disseminate disinformation about Ukraine and the Ukrainian diaspora; and
- 2) a team that analyzes the data of the reports, draws conclusions and takes effective measures to help counter such disinformation.

The media monitors of the Mission are from the following 55 countries (in alphabetical order):

Argentina, Australia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Brazil, Bulgaria, Canada, Croatia, Czech Republic, Cyprus, Denmark, Estonia, Finland, France, Georgia, Germany, Great Britain, Greece, Hungary, India, Ireland, Israel, Italy, Japan, Kazakhstan, Latvia, Lebanon, Lithuania, Luxembourg, Malta, Moldova, Mozambique, New Zealand, Northern Macedonia, Norway, Paraguay, Poland, Portugal, Romania, Russian Federation, Serbia, Singapore, Slovak Republic, Slovenia, South Africa, Spain, Sweden, Switzerland, The Netherlands, Turkey, United Arab Emirates, United States of America and Ukraine.

The 41 languages that are covered by the Mission's monitoring are (in alphabetical order):

Arabic, Austro-Bavarian, Belarusian, Bosnian, Bulgarian, Crimean-Tatar, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Georgian, German, Greek, Hebrew, Hindi, Hungarian, Italian, Japanese, Kazakh, Latvian, Lithuanian, Luxembourgish, Macedonian, Maltese, Montenegrin, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Turkish and Ukrainian.

“I am convinced that our Mission will concretely help counter disinformation about Ukraine and the Ukrainian diaspora, and that the members of our Mission will support those who bravely defend Ukraine against Russia's destructive hybrid aggression,” stated NGO “Ukraine-2050” President Eugene Czolij

The press conference in English can be viewed at the following link:

<https://youtu.be/8kuNrGcOhtY>

The press conference in Ukrainian can be viewed at the following link:

<https://youtu.be/kgwpui96rT0>

All relevant information on this Mission is available in the “*Media*” section of the web site of NGO “Ukraine 2050”: www.ukraine-2050.org .

NGO “Ukraine-2050”

ngo@ukraine-2050.org

www.ukraine-2050.org

The Non-Governmental Organization (NGO) “Ukraine-2050” is a non-profit organization established to help implement, within one generation – by 2050 – strategies for the sustainable development of Ukraine as a fully independent, territorially integral, democratic, reformed and economically competitive European state.