



Coimisiún
na Meán

Media Literacy Countering Disinformation Innovation Fund 2026 (Strand B)

Guidelines and Application Criteria

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1. Introduction

Coimisiún na Meán (An Coimisiún) is seeking applications for grant funding for media literacy initiatives under its Media Literacy Countering Disinformation Innovation Fund.

A total of €100,000 is available to fund organisations that can deliver media literacy activities in line with the [National Counter Disinformation Strategy](#) (NCDS) published on 17 April 2025. This is the second of two calls that will issue in 2026. This call for submissions consists of Strand A and Strand B.

Strand A will seek to provide micro-grants for community-based media literacy activities, with grants ranging from €500 up to a maximum of €3,000 per application. If you want to apply for a Micro Fund project, please make sure to refer to the Strand A Application Form and Guidelines.

Strand B will seek to provide grants to collaborative innovation projects up to a maximum of €25,000 per application.

Strand B is intended for applications from any consortium of 2 or more bodies. Funding received should be used to counter disinformation through media literacy activities at regional or national level. (See the 'Funding available' section below.)

Background information, details of An Coimisiún and its statutory functions, an outline of eligibility requirements and submission procedures are detailed below.

The deadline for receipt of application is at 12pm noon on **9 October 2026**. Late or incomplete submissions will not be accepted.

2. About Coimisiún na Meán

Coimisiún na Meán is Ireland's agency for developing and regulating a thriving, diverse, creative, safe and trusted media landscape. It was established under the provisions of the Online Safety and Media Regulation Act 2022 on 15 March 2023. Its responsibilities include:

- implementing the regulatory regime for online safety
- regulating broadcasters and video-on-demand providers
- supporting the wider media sector

3. What is media literacy?

Media literacy describes a critical set of skills and knowledge that people need to navigate a complex information environment. At the heart of media literacy is the ability to understand and critically evaluate media content – whatever the source – in order to make an informed decision about the use of media. These critical thinking skills are also at the heart of maintaining information integrity and media literacy is increasingly being recognised as a tool for helping to counter disinformation. For more information about media literacy visit [Media Literacy Ireland](#), [Be Media Smart](#), the [Media Literacy Policy](#) and [Coimisiún na Meán](#).



4. Context of the Media Literacy Countering Disinformation Innovation Fund

The [National Counter Disinformation Strategy \(NCDS\)](#), published by the Department of Culture, Communications and Sport on 17 April 2025, highlights the promotion of media literacy and core critical skills as an important mechanism for countering disinformation. As part of Budget 2026, €1.1 million was allocated to support the implementation of the strategy through initiatives including research, media literacy and fact-checking. The launch of the Media Literacy Countering Disinformation Innovation Fund is part of the implementation of the strategy. The aim of the Media Literacy Countering Disinformation Innovation Fund is to support a consortium of 2 or more bodies with a proposal for an innovative approach to countering disinformation in Ireland through media literacy.

5. Objectives

Coimisiún na Meán will distribute funding to support media literacy activities in line with the NCDS, under Commitment 4 'adopt a lifelong approach to empowering all citizens with media literacy'. The activities should contribute to countering disinformation in at least one of these ways:

- By building resilience and trust at individual and societal levels **and/or**
- Through increased cooperation, collaboration and coordination **and/or**
- Through evidence-based countermeasures and interventions.

6. Eligibility

Eligible proposals must:

- demonstrate a collaboration with a minimum of two partners established in Ireland or the EU **and**
- demonstrate a proven track record of managing the delivery of similar projects or initiatives **and**
- have an innovative element. (Innovation should be interpreted in the broadest sense and can include technical innovation and innovation in delivery, methodology or partnerships).

Individuals **are not eligible** to make a submission.

7. Funding available and examples of activities

This fund aims to provide support to organisations to deliver collaborative media literacy activities aimed at countering disinformation with grants up to a maximum of €25,000 per application.

Some potential activities are identified below. This list is not exhaustive:

- Pilot programmes, events, activities and workshop series on media literacy and verifying information to promote critical thinking skills.
- Research studies that focus on the use of media literacy activities to counter disinformation and related areas.



Examples of activities that cannot be supported under this call include activities that do not have a media literacy focus or do not have an innovative element or a new component (e.g. reaching a new audience or launching a new publication, resource or study).

Eligible costs may include personnel costs (e.g. for trainers, researchers, speakers and facilitators), printing, catering, tea/coffee for participants, travel expenses, accounting fees, and, in specific and limited circumstances, capital costs.

8. What are the application requirements?

- Submission of one application that demonstrates a collaboration with a minimum of 2 partners.
- Completed application form, each section needs to be filled in.
- Signed Declaration showing that all applicants have read and understood the relevant Media Literacy Countering Disinformation Innovation Fund Guidelines for Applicants (part of the application form).
- Signed Freedom of Information and Sensitive Information (part of the application form).
- Signed Disclosure of Conflicts of Interest (part of the application form).
- A signed letter of commitment by partner organisation/s.
- Applications must be submitted via email to usereducation@cnam.ie with attachments in pdf format.
- Applications must be received by the deadline of noon 12pm on **9 October 2026**. **Late or incomplete submissions will not be accepted.**
- The application should demonstrate how the initiative will support the development of media literacy skills to help counter mis- and disinformation (See chapter 4 of NCDS).
- Completion dates for activities will be considered and agreed on a case-by-case basis but activities must be completed within a maximum of 12 months of contracting.

9. Application process / What happens after I submit my application?

- You submit a completed application within the deadline.
- To ensure that the application is eligible for funding under the programme, it will be checked to confirm that minimum criteria have been met and all required documentation/ information has been submitted. Please see above for more details.
- Coimisiún na Meán will assess the applications. A panel of experts will assess submissions received by the stated deadline that satisfy the eligibility criteria as outlined. Please see below for more details.
- Coimisiún na Meán will offer funding to the highest-scoring projects that meet the criteria.
- Coimisiún na Meán will contract with you. Please see below for details. You will need to send a tax certificate at this stage.
- You will deliver the initiative as set out in the contract.
- You submit by email a final report of 10 pages max. Please see below for details.



10. Qualitative assessment

Each application will be assessed on its own merits in the context of the assessment criteria below.

Assessment Criteria	Points to consider	Marks available %	Minimum score required %
Proposed activity with the target group: The potential for the project to support the development of media literacy skills with a view to countering disinformation as set out in the NCDS.	- Is the proposal well developed and persuasive? Is it described clearly and is it realistic and achievable? - Is the target group clearly defined? Is it clear why this target group was selected? Is evidence of need supplied? - Does the project support the development of media literacy skills with a view to countering disinformation as set out in the NCDS? - Is the activity made accessible and inclusive with support for people facing barriers to participate?	20	12
Innovation and collaboration: What makes the project innovative? What is the added value of the collaboration?	- What makes the project innovative? Is the innovative element persuasively described? - Who is involved and what role do they play? Are the consortium members the right partners to deliver the project? - What is the added value of the collaboration?	25	15
Timeframe and project management:	- Is the timeframe for the proposed activity realistic? - Is the project management process realistic?	15	9



	- Has the proposed project manager sufficient skill and/or experience? - Have sufficient staffing and resources been allocated? - Are adequate quality control and risk assessment processes in place?		
Budget breakdown:	- Has the applicant submitted a clear and detailed budget that is realistic and achievable? - Does the application make a convincing case for value for money?	15	9
Personnel: The relevant experience and track record of the applicant having regard to the proposed activity.	Are the qualifications and experience of the personnel appropriate to the proposed project?	15	9
Project review and evaluation: Commitment to delivering a comprehensive review of the project including evaluation/feedback.	- Does the project include an approach to delivering a comprehensive review of the project by gathering feedback/conducting an evaluation/providing a Final Report /sharing practice and lessons learned. - Have the evaluation methods that will be used to measure outcomes been clearly outlined?	10	6
Total		100	60



11. Strategic assessment

In instances where there are more qualifying applications than funds available, there will be a second evaluation phase.

Criteria for strategic assessment may include target audience, reach of the initiative, collaboration with other organisation/s, innovation, sustainability and scalability.

12. Requirements for successful applications

Contract: All offers of Media Literacy Countering Disinformation Innovation Funding are subject to applicants formally accepting the offer and executing an agreement/contract with Coimisiún na Meán within timeframes specified by An Coimisiún and no later than the date the sponsored event or activity is due to be held.

Upon execution of a contract, an initial tranche of the media literacy funding allocated will be made. In order to drawdown remaining funds, applicants are required to comply fully with the terms of the contract. Requirements include submission of all the required deliverables set out in the contract to a satisfactory standard.

Funding offers may be withdrawn should a successful applicant not engage with An Coimisiún to finalise a contract in advance of the proposed event/activity and in accordance with agreed timelines.

In addition, please note the following:

Funding drawdown: Generally, Media Literacy Countering Disinformation Innovation Funding will be paid in two tranches and the percentage of funding in each tranche is agreed during contract/agreement negotiations between the successful applicant and Coimisiún na Meán. By way of guidance, indicatively the first tranche of funding will range from 60% to 80%.

Bank account: Funding may only be issued to a separate bank account for the initiative. The name on the bank account must match the successful applicant, and a No Set Off letter from the relevant bank is required.

Accounting: Successful applicants are required by Coimisiún na Meán's sponsorship contract to use the MTS 45 accounting standard when preparing final cost statements for the sponsored event/activity. The final tranche of sponsorship cannot be issued without this.

Tax clearance: Successful applicants must submit tax access and tax reference numbers to Coimisiún na Meán to demonstrate tax compliance before any Media Literacy Countering Disinformation Innovation Funding may be issued.

VAT: Successful applicants who are VAT-registered must issue valid VAT invoices to Coimisiún na Meán in order to receive Media Literacy Countering Disinformation Innovation Funding.



Freedom of Information: Coimisiún na Meán is subject to the Freedom of Information Act, 2014. Under this Act, Coimisiún na Meán may make information you supply in your submission or during the course of your contract available upon request. However, Coimisiún na Meán undertakes to hold confidential any information provided by you once you identify it as commercially sensitive, subject to Coimisiún na Meán's obligations under the law, including the Freedom of Information Act.

Data Protection: Coimisiún na Meán shall comply with their obligations under the Data Protection Bill 2018 and any other applicable data privacy laws and regulations.

Minors: If the activity involves minors, Coimisiún na Meán will seek assurances and evidence that appropriate safeguarding measures will be in place should the initiative be awarded some funding.

13. The Final Report

The Final Report is a key element of the Media Literacy Countering Disinformation Innovation Fund. The purpose of the Final Report is to give an account of what activity and evaluation took place. It should relate back to the An Coimisiún-approved proposals set out in the Application Form and should give an overall picture of the activity and its impact on the target group. The report should be 10 pages max. though may include appendices (e.g. survey templates, tables, photos).

At a minimum, it should provide the following information:

- Who was the target audience?
- What did initiative set out to achieve? Who was involved in the activity? Who did you collaborate with? What partner organisations were involved?
- What activities took place? Provide details on the activities, including number of participants and number of events, and links to study or research if applicable.
- How did the activity support the development of media literacy skills and competencies?
- What is your evaluation of the innovative element of the initiative?
- What were the key challenges, key learnings and what you might do differently next time?

The Final Report must also contain accurate details of all the costs incurred and how the funding was used. This is submitted in the audit/cost statement together with a copy of the invoice and any receipts. This should be signed off by an independent accountant.

Please remember that:

- A Final Report Form must be submitted to Coimisiún na Meán by the stated deadline.
- Submitting final documentation on the project is a condition of funding,
- If you do not submit your Final Report by the deadline, you risk forfeiting your final payment.



14. Tips and hints

- Be familiar with the [Media Literacy Policy](#) and page 27 of the [National Counter Disinformation Strategy](#) (NCDS).
- Be clear and precise, bullet points are welcome, less is more.
- Clearly outline all tasks and associated costs.
- Be clear about what you want to achieve and your target group.
- Check that all sections of the Application Form are completed before submission.
- Consider making contact with [Media Literacy Ireland](#) (MLI) in advance of making an application. MLI may help in terms of identifying reputable resources or signposting to other organisations doing similar or complementary work.
- Consider visiting the [Media Literacy Ireland](#) and [Be Media Smart](#) websites for resources that support the development of media literacy skills and examples of activities that might be helpful for your project.
- Comprehensive evaluation of the project and the innovative nature of the project is expected.
- Consider visiting the [Coimisiún na Meán](#) website.
- Ask for assistance if required. Coimisiún na Meán's Media Literacy and User Education staff are available to answer any questions on this Fund. To get in touch, please email usereducation@cnam.ie.
- A webinar will be held on **16 September 2026** to discuss the application process and answer any general queries.

