

SAFIMI Georgia: Georgian Society Against FIMI, Disinformation and Coordinated Inauthentic Behaviour

Period of implementation: 01.01.2025 - 30.06.2027

EaP countries:
Georgia

EU contribution: € 1 250 000

Total budget: € 1 187 500

Implementing organisation(s):

Fundación Maldita.es Contra la Desinformación, Media Development Foundation (MDF), Transparency International Georgia (TIG), Transatlantic Foundation



**Funded by the
European Union**

Social media account links:

Project description:

The SAFIMI Georgia project aims to strengthen Georgia's resilience against false and manipulated information (FIMI), disinformation, and coordinated inauthentic behavior (CIB) by enhancing cross-sectoral collaboration and awareness among media, civil society, government, and the public. Funded under the EU's NDICI program, SAFIMI is a multi-stakeholder effort led by partners including the Media Development Foundation, Transparency International Georgia, and Maldita.es. The project is structured around four core objectives: enhancing research and understanding of disinformation challenges, fostering collaborative networks, improving stakeholder capacities, and engaging the public in awareness campaigns. Key initiatives include producing research reports, chatbot and toolkits, creating the SAFIMI community—a platform for cooperation among media, NGOs, and public authorities—and delivering region-specific training programs for media professionals, CSOs, and government officials. A major focus is raising public awareness through evidence-based content in Georgian and minority languages, supported by public forums, campaigns, and social media engagement. The project's impact is monitored through detailed indicators, such as the number of stakeholders engaged, media hits, and training outcomes. By fostering collaboration and promoting fact-based dialogue, SAFIMI aims to mitigate the societal impacts of disinformation and create long-term resilience within Georgia's information ecosystem.

Expected results:

OUTPUT 1.1: Baseline study on FIMI

Baseline study on FIMI, disinformation, and CIB challenges in Georgia. Includes publication and launch.

OUTPUT 1.2.1: Periodic FIMI report #1

First of six periodic FIMI and CIB reports. Dissemination to media, CSOs, and stakeholders.

OUTPUT 1.2.2: Periodic FIMI report #2

Second of six periodic FIMI and CIB reports. Dissemination to media, CSOs, and stakeholders.

OUTPUT 1.2.3: Periodic FIMI report #3

Third of six periodic FIMI and CIB reports. Dissemination to media, CSOs, and stakeholders.

OUTPUT 1.2.4: Periodic FIMI report #4

Fourth of six periodic FIMI and CIB reports. Dissemination to media, CSOs, and stakeholders.