

FREEDOM EXPLORERS:

The Truth Troopers

CONCEPT NOTE

Disinformation has a long history. It has been around since humans discovered the power of the lie, according to Philippine Daily Inquirer columnist John Nery. It uses false information deliberately to mislead or to cause harm which becomes a dangerous problem for the society.

In this digital age, the rise of social media created a new playing field for the spreading of disinformation where governments are the major perpetrators. We now have trolls and bots commonly used by authoritarian government for their opponents.

One thing dangerous about disinformation is that it can be seen everywhere and it is usually free. With just a few clicks on the internet, people can get the news and most often than not, believe it to be the truth and without fact-checking, share it to others too. The people who cannot afford quality journalism or lack access to independent media sources are the most vulnerable to disinformation.

To achieve authentic freedom, we need the truth. Argued by liberals throughout the modern period, truth and freedom go hand in hand where it is reliant to one another.

The Friedrich Naumann Foundation for Freedom (FNF) and the Council of Asian Liberals and Democrats (CALD) recognize this issue and together, conceptualize a way where people can share the issues of disinformation in this digital age. Followed by the successful photography contest, **#FreedomExplorer: Travel to Freedom**, CALD and FNF are re-launching the 2nd installment, **Freedom Explorers: The Truth Troopers**.

Inspired by Taiwan's digital minister Audrey Tang's tactic called "humor over rumor," which has effectively quashed misinformation about Covid-19 in Taiwan, CALD and FNF would like to promote creative and appealing ways to debunk false information, and to spread fact-checked materials. We are looking for the most outrageous false information where we can use as a joke then include the facts on the matter. Since people like to share funny memes on social media, we can use this as a way to control the narrative. We are also opening this contest to one of the CALD Youth webinars this November. Registered participants are encouraged to submit an outrageous news, and then they can win a prize right after.

FNF and CALD believe that this contest is a great way to engage the youth and attract international attention since funny posts have the "spreading power" and can easily be viral. Through this contest, we can use humor to catch attention and to shed light on a serious issue of our society. We could impart knowledge about disinformation, and at the same time, the

contest will also help recognize how the youth will integrate the liberal and democratic values in this digital age. It will produce fresher and newer ideas on the concept of freedom and truth.

CONTEST PROPOSAL

NAME: Freedom Explorers

PARTNER ORGANIZATION: Friedrich Naumann Foundation and Council of Asian Liberals and Democrats

THEME: The Truth Troopers

OBJECTIVES:

- To raise awareness on the issues related to disinformation
- To promote media literacy and responsible digital citizenship in the younger generation
- To encourage creativity and freedom of expression of the youth
- To involve the youth in debunking false information

DURATION: The duration of the contest will be from November - December 2020.

TARGET PARTICIPANTS: The contest is open to all amateurs aged 18 years old to 35 years old living in Southeast and East Asia.

ENTRY REQUIREMENTS:

- Participants will submit a meme, cartoon, or a graphic that contains disinformation;
- Maximum of 2 entries per participant only;

- The meme, cartoon or graphic should:
 - Contain Disinformation
 - Be an original creation of the participant;
 - Be in the English language;
 - Not contain foul words;

- The following entries are disqualified if:
 - Entries have been submitted to or won in any other contests or have been published in print or online;
 - Entries violated another person's rights, including but not limited to copyright and privacy;

- Participants should like and follow FNF Southeast and East Asia and the Council of Asian Liberals and Democrats' social media accounts.

SUBMISSION :

- The entries are submitted to freedomexplorer@cald.org
- It should be in digital form
- Participants can start submitting by November 15, 2020, 12 midnight (GMT+8)
- Participants should also post the entries on their social media accounts with the hashtag #freedomexplorer and tag FNFSEEAsia and Asianliberals on their post
- The deadline of the submission of entries will be on December 15, 2020, 12 noon (GMT+8). The submission will automatically close and reject any entries that will be submitted after the deadline.

COPYRIGHT:

- The participants guarantee that the submitted graphics are original, have not been published, are not burdened by claims of third parties, and that copyrights have not be transferred partly or in whole to third parties.
- The copyright for all winning entries will be assigned to the contest organizers. Participants agree to allow the contest organizers, Friedrich Naumann Foundation and Council Asian Liberals and Democrats, to use their names and graphics for promotional and publicity purposes.

CRITERIA FOR JUDGING

Theme ----- 50%

Artistry(Visual impact, Quality)- 25%

Originality ----- 25%

PRIZE:

The organizers will pick three lucky winners who will each win different prizes, either cash prize, online voucher, hotel accommodation, or a gadget.

The organizers will also post the winning entries and extensively promote it on FNF and CALD's social media accounts.