



EU-LAC Foundation
Fundación EU-LAC



III EU-LAC Forum of Journalists

Opportunities and challenges for journalism in the context of the digital transformation

Organiser: EU-LAC Foundation

Co-organiser: School of Communication, Media, and Information at Fundação Getulio Vargas (FGV ECMI)

Venue: School of Communication, Media, and Information at Fundação Getulio Vargas (FGV ECMI) Campus FGV Botafogo, Praia de Botafogo, 190 Rio de Janeiro - RJ. CEP: 22250-900

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In 2024, the EU-LAC Foundation, in partnership with the School of Communication, Media and Information at Fundação Getulio Vargas (FGV ECMI), will organise **the III EU-LAC Forum of Journalists with media professionals from the European Union, Latin America and the Caribbean**. This initiative invites participants to exchange on the opportunities and challenges that the digital transformation presents to the field of journalism, with a specific focus on the utilisation and regulation of Artificial Intelligence (AI) and the battle against misinformation. Additionally, the forum will serve as a platform for sharing good practices and actionable strategies to harness digital advancements for the betterment of journalism that highlights issues of mutual interest to the EU and LAC. The forum will also invite to identify opportunities for media organizations in the context of the EU-LAC Digital Alliance and gather the journalist's insights to nurture the Alliance.

1. Background

a. The relevance of journalism in the mandate of the EU-LAC Foundation

The EU-LAC Foundation's mission is to foster bi-regional partnerships and dialogue between the European Union (EU) and Latin America and the Caribbean (LAC), engaging closely with its 61 members, and especially by promoting the participation of civil society in the discussion of bi-regional agendas. Journalists in both regions play a key role in generating information that benefits civil society and decision-makers alike, thereby facilitating mutual understanding and pioneering democratic approaches to complex issues. Through their investigations and narratives, journalists not only inform, but also shape, to a certain extent, political decisions and the agenda for policy making. Their insights and reports can spark meaningful discussions about the relevance of EU-LAC relations and position bi-regional connections at the forefront of international discourse and multilateral decision-making processes.

Thus, the creation of platforms for exchanging journalistic expertise between the EU and LAC becomes crucial to the Foundation's objectives and the bi-regional relationship itself. By organising the Forum of Journalists, the EU-LAC Foundation and its partners provide opportunities for the development of collaborative practices among journalists from both regions and encourage the



formation of lasting partnerships among journalists. These collaborations result in insightful, evidence-based storytelling that enhances the strategic partnership between the EU, Latin America, and the Caribbean. By pooling their resources, journalists from both regions can produce innovative content that elevates public awareness of the EU-LAC partnership and its significance in addressing contemporary global challenges.

b. The EU and LAC, partners in digital transformation

The obstacles and potential benefits of digital transformation transcend national boundaries, necessitating global cooperation through international alliances to discover shared solutions. Both the European Union and Latin America and the Caribbean share a mutual goal in advancing digital strategies that enable individuals and enterprises to create a digital future that is focused on human needs, sustainability, and more prosperous digital future.

In the Final Declaration of the III EU-CELAC Summit, that took place in Brussels in July 2023, the Heads of State and Government agreed to cooperate in promoting "a responsible human-centric, values-based and inclusive model of digital transformation that protects privacy as a fundamental right, increases digital connectivity and cybersecurity, aims at closing digital gaps, fosters the trustworthy development and use of Artificial Intelligence, and contributes to trust in the digital economy".

The Summit endorsed the EU-LAC Digital Alliance that had been launched in Bogota in March 2023 by the EU and its 27 Members States and 20 Latin American and Caribbean countries¹. This Alliance aims to enhance cooperation across various digital domains promoting an inclusive and people-centred approach to digital transformation in both regions. It seeks to expand bi-regional dialogue and collaboration, supporting both existing and future cooperation initiatives in aspects like connectivity, regulatory dialogue, internet governance, free and secure data exchange, space initiatives, digital trade, artificial intelligence and other new emerging digital technologies, skills development, entrepreneurship, and innovation.

The Digital Alliance operates as an informal platform based on shared values, welcoming participation from all countries in Latin America, the Caribbean, and EU member states through their digital agenda agencies and governments. Nevertheless, its implementation also involves the private sector, international finance institutions, NGOs, civil society, and academia. The Alliance requires fostering through transparent dialogue among stakeholders from both regions to understand their expectations and needs.

c. The impact of digital transformation in journalism

For several decades, the media industry has experienced a significant digital transformation, profoundly impacting all aspects of their operations. The emergence of social media, blogs, mobile

¹ Argentina, The Bahamas, Barbados, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, Suriname, Trinidad and Tobago, and Uruguay.



apps and other new platforms and technologies revolutionised how news is produced, distributed, and consumed. More recently, generative artificial intelligence (AI) has surfaced as a pivotal force in this digital shift, offering both innovative solutions and ethical quandaries. AI-driven tools are now used to automate news reporting, analyse vast data sets for investigative journalism, and personalize content delivery to individual users, enhancing engagement and relevance.

These advancements have the potential to streamline operations and uncover stories hidden within complex data, presenting opportunities for deeper and more impactful journalism. Yet, the reliance on AI also raises concerns about job displacement, the opacity of algorithms, and the potential for bias in automated content, underscoring the need for journalistic oversight and ethical AI practices. Misinformation and disinformation represent some of the most significant challenges in the digital age, undermining public trust and complicating the information landscape. This environment necessitates a critical role for journalists and news organizations in fact-checking and providing context, requiring them to adapt investigative techniques and leverage digital tools to combat falsehoods and maintain the integrity of public discourse.

Despite these challenges, the digital transformation offers immense opportunities for journalism. It enables more personalized news consumption, innovative storytelling methods, and greater reach and engagement with global audiences. Tools like data journalism, multimedia storytelling, and virtual reality have enriched journalistic narratives, making them more compelling and informative. With access to digital databases, social media, and open-source intelligence, journalists can conduct in-depth investigations with a scope and speed previously unimaginable. Crowdsourcing and collaborative journalism projects harness the collective power of the global internet community, breaking down geographical and institutional barriers. Embracing these changes while navigating the challenges will be crucial for the future of journalism in serving the public interest.

In this context, the III EU-LAC Forum of Journalists will serve as a critical platform for journalists from various backgrounds to discuss on the impacts, challenges, and opportunities of the digital transformation and to share effective practices across the Atlantic.

2. Objectives

The III EU-LAC Forum of Journalists will explore how AI is used in journalism within the EU and LAC regions. The goal is **to identify ways to use AI positively in journalism while addressing its challenges**, focusing on, amid other aspects the quality and credibility of automated information content; the new professional profiles, tasks and working conditions; new formats; the impact in the transparency of media content; and the interaction between platforms and media within a progressively tech-centric landscape. **The forum will also look into the ethical and regulatory frameworks guiding the use of digital technologies like AI in journalism across the EU and LAC.** By comparing these frameworks, the event aims to identify differences and similarities that can help develop a common approach to digital journalism ethics and regulation.



Another key objective centres on empowering journalists and media professionals **to harness digital tools and collaborative networks in their fight against misinformation**. The forum intends to share strategies and resources for effectively debunking false information, emphasizing the importance of maintaining the integrity of information.

Furthermore, the event will highlight how digital transformation, including AI, digital databases, and open-source intelligence, is enabling innovative storytelling and investigative journalism. **The aim is to showcase successful digital journalism projects and impactful stories from the EU and LAC to share lessons learned and best practices.**

Lastly, the event will discuss **how journalists and media organizations can benefit from the opportunities provided by the EU-LAC Digital Alliance**. In parallel, it will explore **how journalistic insights can influence the alliance's digital transformation strategies**, aiming to strengthen bi-regional cooperation and digital inclusion.

3. Participants

The Forum will be attended by journalists from LAC and the EU with varied backgrounds, working for specialised magazines, journals, television, newspapers and digital media. The focus of the Forum on journalistic networks and collaborative journalism is reflected in the selection of the participants who stand out through their commitment to different already existing networks. In this edition, the Forum also opens the debate on the question of how the digital transformation is affecting journalism, and therefore, includes professionals working with innovative formats and platforms, AI and technology. Throughout the event, an equal regional, generational, gender, and media diversity balance will be maintained, and simultaneous translation will be guaranteed. Furthermore, experts from academic fields and relevant programmes will be invited to contribute to the discussion, as well as representatives of the two regional co-chairs of the EU-LAC Foundation, and of the host country, Brazil.

4. Format

The III EU-LAC Forum of Journalists will take place on 7 June in a hybrid format in Rio de Janeiro. Simultaneous translation Spanish – English – Portuguese will be available.

a. Guiding Questions

- How is AI currently being utilised in journalism within the EU and LAC regions, and what are the potential benefits and risks associated with this technology? (Some aspects to consider are the quality and credibility of automated information content; the new professional profiles, tasks and working conditions; new formats; the impact in the transparency of media content; the interaction between platforms and media within a progressively tech-centric landscape.)
- What are the key ethical considerations and regulatory frameworks guiding the use of digital technologies such as AI in journalism, and how do they differ across the EU and LAC?



- How can journalists and media professionals leverage digital tools and collaborative networks to combat misinformation?
- In what ways digital transformation (AI, access to digital databases and open-source intelligence etc.) is fostering innovative storytelling and investigative journalism that highlights issues of mutual interest to the EU and LAC?
- What are the exemplary works or projects that demonstrate the effective use of digital technologies in journalism in the EU and LAC, and what lessons can be learned from these examples?
- How can journalists and media organizations utilise the opportunities presented by the EU-LAC Digital Alliance to enhance their reporting and storytelling, and in what ways can their insights contribute to shaping the alliance's approach to digital transformation in the context of bi-regional cooperation?

5. Expected outcomes and follow up processes

Following the III EU-LAC Forum of Journalists, the EU-LAC Foundation and FGV ECMI will compile a comprehensive report detailing the event's outcomes, including:

- Insightful exchanges on the application of Artificial Intelligence in journalism across the European Union, Latin America, and the Caribbean, alongside discussions on respective regulatory frameworks.
- A suite of actionable tools and strategies unveiled for journalists to effectively tackle misinformation.
- Strengthened partnerships for bi-regional journalistic initiatives, focusing on the strategic use of digital tools for improved reporting on the EU-LAC strategic partnership's priority topics.
- The identification of opportunities stemming from the EU-LAC Digital Alliance and setting of priorities within the media sector.

Additionally, the EU-LAC Foundation will conduct a survey to evaluate the Forum internally, whose results will also be an indication for further cooperation in the field of journalism at a bi-regional level, with the possibility to jointly carry out one of the proposals discussed in the Forum during the upcoming year. Furthermore, video recordings of the event and video interviews with the participants will be available.

6. Supporting documents

- [Recap-Video of the I EU-LAC Forum of Journalists](#)
- [Report of the I EU-LAC Forum of Journalists](#)
- [Report of the II EU-LAC Forum of Journalists](#)
- [Interviews with participants of the II EU-LAC Forum of Journalists](#)