
The IMS information integrity solutions papers

*Seven scalable solutions to preserve and
promote information integrity*

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THE PROBLEM

According to the United Nations Global Principles for Information Integrity, “New and escalating risks stemming from leaps in AI technologies have made strengthening information integrity one of the urgent tasks of our time.” AI-powered disinformation, weak laws and regulations and struggling news organisations are just a few of the factors making it ever harder for people to rely on the information they access.

Since the threats to information integrity are varied and complex, there isn’t a single fix that will solve everything. Instead, what is needed is a comprehensive, multi-faceted approach that reflects the complex and highly diverse nature of those threats: an approach based on collective and strategic action by local, regional and global actors with a shared interest in ensuring that everyone can make informed decisions based on access to trustworthy and timely information.

BACKGROUND: NURTURING THE SEEDS

Over the past years, information integrity has become an increasingly important concept for policy makers concerned with the health of global and local information ecosystems.

This begs the question: what is information integrity? The UN has proposed one definition, which describes information integrity as “the accuracy, consistency, and reliability of the information content, processes and systems to maintain a healthy information ecosystem.” The UN has also released the Global Principles for Information Integrity, in which the authors state, “Information integrity entails a pluralistic information space that champions human rights, peaceful societies and a sustainable future. It holds within it the promise of a digital age that fosters trust, knowledge and individual choice for all.”

The Freedom Online Coalition’s Blueprint on Information Integrity doesn’t directly define information integrity but puts forth “a positive vision” in which agency, trust and inclusion form the basis of “a healthy online information ecosystem that supports the production and sharing of accurate, trustworthy and reliable information, and that protects and promotes human rights and democracy.”

Where debates and solutions framed around disinformation often become reactive in nature, the information integrity definitions and explanations above foreground what individuals and institutions should be working *for* (e.g. reliable information) rather than what they should be working *against*. Fighting disinformation is no less important than producing trustworthy information, but the concept of information integrity helps ensure a crucially important dual focus on **reactive** solutions that reduce the circulation of mis- and disinformation as well as **proactive** solutions that strengthen the production of reliable information, independent media and digital infrastructures that serve the public interest.

To use an agricultural analogy: no farmer would stop when they have removed the weeds from their field; they would plant good, healthy seeds and nurture strong resilient crops. The same goes for information integrity: to ensure a healthy information ecosystem, weeding and sowing must go hand in hand.

A COMPREHENSIVE AND STRATEGIC APPROACH

Adopted in December 2024, the Organisation for Economic Co-operation and Development (OECD) Recommendation on Information Integrity is the first international soft law on information integrity. It highlights the role of journalism in development and democracy while addressing challenges facing public interest media. It is an important step forward on the path to mobilise international support for media and information integrity.

In the context of information integrity, the health of the information ecosystem is not shaped by media alone. Political leaders, influencers as well as state actors and institutions play a decisive role in shaping public narratives and trust, according to the Team Europe Democracy (TED) Network. In September 2025, the TED Network’s Annual Meeting reaffirmed that information integrity remains a key priority for the EU.

The M20 is an independent initiative to ensure issues relating to media integrity and healthy information ecosystems are reflected in the G20 policy agenda. The 2025 M20 Summit, which took place in Johannesburg, South Africa, culminated in the Johannesburg Declaration. The declaration points to a wide range of approaches that G20 leaders can take to prioritise information integrity for the public good. The approaches include mitigating AI risks, enhancing efforts to ensure the safety and protection of journalists and establishing a Media Integrity Monitoring Framework to track annual G20 commitments on information integrity, journalist safety and media viability.

At the 2025 Paris Peace Forum, representatives of 29 countries adopted the Paris Declaration on Multilateral Action for Information Integrity and Independent Media, acknowledging the need to fund access to reliable information as a global public good. Countries endorsed the International Fund for Public Interest Media, a multilateral organisation dedicated to defending access to reliable information at scale by providing grants to independent media in low- and middle-income countries.

In addition, the Forum on Information and Democracy announced the creation of the International Coordination Group on Information Integrity, an informal group which will bring together representatives of international organisations and initiatives.

Leveraging and learning from these comprehensive approaches, the IMS Information Integrity Solution Papers address a range of key threats to information integrity. The starting point for the papers is IMS' 25 years of experience working with and supporting partners across Asia, Africa, Europe and MENA. These partners continue to push for quality journalism, challenge repressive laws and work to keep media workers of all genders safe.

The papers neither purport to be silver bullets, individually or together, nor do they claim to be exhaustive. Instead, they propose a variety of experience-based, workable solutions to mitigate some of the most prominent threats to information integrity and to the ability of people everywhere to access the kind of trustworthy and timely information they need in order to shape their own lives.

The papers highlight the following scalable solutions:

1. Advancing **good journalism**.
2. Building and scaling **alternative platforms** that serve the public interest.
3. **Prebunking** disinformation through community-based coalitions.
4. Building and sustaining multi-stakeholder **coalitions and alliances**.
5. Developing local and global tools to advance **media viability**.
6. Strengthening information integrity through **policies and regulation**.
7. Promoting media freedom and the **safety of journalist**.

Every solution can be improved. Every solution can be scaled more efficiently and impactfully. And additional solutions can be added to the collective, comprehensive and strategic approach needed to strengthen information integrity locally and globally.

In that spirit, we at IMS are grateful for any ideas, feedback or further scalable solutions the papers may help spark.

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SOURCES:

[United Nations Global Principles for Information Integrity](#)

[M20 Policy Brief 1: Information Integrity is a vital public good – and it's at risk](#)

[Freedom Online Coalition's Blueprint on Information Integrity – developed by task force co-led by Denmark, the Netherlands, and the Wikimedia Foundation.](#)

[OECD Recommendation on Information Integrity](#)

[Ensuring Information Integrity in a Time of Crises with the Team Europe Approach.](#)

[M20 Johannesburg Declaration](#)

[Twenty-nine Governments Join Forces in Defense of Access to Free and Reliable Information Worldwide: Historic Paris Declaration on Multilateral Action Lays Out Commitments by Leading Democracies](#)