For more than 60 years, UNESCO has campaigned for press freedom and access to quality information for all.

The spread of disinformation across the globe is impacting how we think, vote in public elections and make government policy. Although the COVID-19 pandemic has shown how lies cost lives, the challenges posed by false and hateful forms of expression are even greater: they affect our identities, our knowledge, and our democratic systems.

So, how can we prevent readers who no longer always trust leading media outlets from falling into the fake-news trap?

As part of its Media and Information Literacy programme, UNESCO, in partnership with DDB Paris is launching this week a global awareness campaign called ‘read the sources’.

It all started with a single idea: information is like food. Its quality depends largely on the quality of its ingredients. When you don’t know what your information is made from, you can’t tell if it’s good or bad.

This is why UNESCO welcomes the invitation by two leading international media outlets - The Globe and Mail* and Society** - to look behind the scenes of investigative journalism by revealing, for the very first time, the sources used to underpin key stories they have covered. The two publications have made available more than 300 documents, including images, audio recordings, interviews and hundreds of PDF files, through a digital experience available on readthesources.com

Understanding what makes good information and recognising the rigorous work of journalists and the importance of verified sources are the goals of the #ReadTheSources initiative.

This global communication campaign is visible from this week until the end of the month:
- in press (see pages 2 and 3) and social media
- on YouTube: link

all driving to the experiential website: readthesources.com

Coinciding with the tenth anniversary of the Media and Information Literacy Week, this initiative will now continue, and new partnerships will be formed with international newspapers in 2022.

*The Globe and Mail is Canada’s foremost news media company, leading the national discussion and causing policy change through brave and independent journalism since 1844.
**Society is a French bimonthly magazine founded 2015 by So Press, whose recent issue containing a report on the Xavier Dupont de Ligonnès affair was a major success.
Extreme, deadly heat in Canada is going to come back, worse than ever. Will we be ready?

KATHRYN BLAZE BAUM, ENVIRONMENT REPORTER
MATTHEW NIECEJAN, DATA JOURNALIST

Canada facing extreme heatwave

Heat effects on human body

READ THE SOURCES

UNESCO in partnership with The Globe and Mail gives you for the first time, access to all the sources behind this article. Scan the QR code to navigate through the sources.

Extreme heat & inequalities

What can we expect next?

THE GLOBE AND MAIL
Ivan Noel, itinéraire d'un pédocriminel.

ÉMANUELA ANDREANI, LÉO RUIZ
GUILLAUME VÉNÉTICA

Première condamnation

- Affaire Alagostina
- Affaire des rendez-vous romains

Condamnation pédocriminel

- Destruction de images
- Intégration sexuelle

Réalisation de film
sur des enfants

- Délits dans le cinéma
- Travaux de film
- Intégration sexuelle

- Intégration pédocriminel

LISEZ LES SOURCES

SOCIETÉ EN PARTENARIAT AVEC L'UNESCO VOUS PERMET POUR LA TOUTE PREMIÈRE FOIS D'AVOIR ACCÈS À TOUS LES SOURCES À L'ORIGINE DE CET ARTICLE EN SCANNANT CE QR CODE.

Dans un monde où l'information se diffuse de plus en plus vite, nous avons un besoin crucial d'un journalisme de qualité et d'une analyse critique de la part de ceux qui apprennent l'information. Dans le cadre d'une initiative mondiale soutenue par d'autres grands journaux, Society invite les lecteurs français à découvrir au-delà des lignes de l'article à quel point des sources longtemps et implicitement unprécisées pour fournir une information fiable.

Suicide

Society
Extreme, deadly heat in Canada is going to come back, worse than ever. Will we be ready?

KATHRYN BLAZE BAUM, ENVIRONMENT REPORTER
MATTHEW MCCLEARN
Ivan Noel, itinéraire d'un pédocriminel.

EMMANUELLE ANDREANI, LÉO RUIZ
ET GUILLAUME VENÉTTAY

#READTHESOURCES – CREDITS:

Client: UNESCO
Client Supervisors: Guy Berger, Marielza Oliveira, Tim Francis, Julien Ravalais Casanova, Matthieu Guevel

Agency: DDB Paris
Agency Supervisors: Vincent Léorat, Mathieu Bliguet, Lauren Riera, Justine Roux.
Chief Creative Officer: Alexander Kalchev
Art Director: Idriss Dabre
Copywriter: Léa Laurenza
Copywriter assistant: Louis Maschino
Strategic Planner: Cédric Ledoux
Print Producer: Jocya Mallet
PR Director: Anne-Marie Gibert
Post-producer: Sylvie Dumas
Sound production: Marine Cremer, Cédric Boit, Alexandre Vicart, Clément Reynaud
Motion Designer: Samuel Ben-Simon

Digital Production: Cher Ami
Artistic Director: Yannice Berthault
Project Director: Guillaume Brehart
Developer: Julien Barret