



# Scaling News Profi: An Industry Collaboration to Fight Disinformation

A challenge by Deutsche Telekom

The proliferation of fake news, exacerbated by AI, threatens global stability by undermining elections, trust in institutions, and social cohesion. X-Creation 2024 responded to this crisis with “News Profi,” an innovative tool that empowers users to verify information before sharing by seamlessly integrating the work of fact-checking networks into the sharing process.

**How might we scale “News Profi” to combat misinformation in Germany and beyond while exploring new use cases and ensuring a sustainable business model?**

The 2025 objective is to expand “News Profi’s” reach, refine its non-profit business model, and establish a collaborative industry consortium to support its growth.

Potential solutions include embedding “News Profi” into messaging and newsroom platforms, developing APIs for seamless integration, and collaborating with brands committed to fighting fake news.

We invite socially responsible brands, fact-checking networks, and media outlets to join us in transforming “News Profi” into the cornerstone of a trustworthy digital ecosystem.



# 10,000 Social Days: Aligning Purpose and Impact

A challenge by Deutsche Telekom

Employees increasingly desire meaningful social engagement, while employers aim to enhance their social impact and reputation. Bridging these aspirations is critical to fostering alignment, combating societal polarization, and creating lasting value for communities and organizations.

**How Might We design scalable frameworks to align employee-driven social engagement with corporate responsibility to achieve measurable impact?**

The challenge aims to achieve "10,000 days" of employee volunteering by developing templates for HR integration, digital tools for activity matchmaking, and robust reporting and communication frameworks. Solutions could include creating a white list of social activities, building digital systems for tracking engagement, and designing marketing strategies to share impactful stories.

We invite companies, HR leaders, NGOs, marketing teams, and tech innovators to co-create scalable and transformative social engagement programs.





# Scaling Media Competence to Safeguard Democracy

A challenge by Funke Mediengruppe

Mis- and disinformation, highlighted as the top global risk in the WEC 2024 Global Risk Report, undermine democratic institutions and social cohesion. Elderly populations with a high affinity for fake news and younger generations immersed in social media are especially vulnerable, yet current media literacy efforts remain small-scale and fragmented.

**How might we create scalable, inclusive strategies to equip all generations with the skills to critically navigate the modern media landscape?**

Our goal is to foster a more informed and resilient society by expanding successful media literacy programs and creating tailored solutions for vulnerable demographics, strengthening democratic resilience against disinformation.

We welcome educational institutions, news & digital associations, NGOs, policymakers, researchers, and community organizations to become collaborators in our challenge.