



BIRMINGHAM CITY
University

Challenge Event: Information Integrity – Path to G20

12th May, STEAMhouse, B4 7RQ
10:00 – 16:00



On Tuesday 12th May, we will host a Challenge Event at STEAMhouse, to explore:

“How can we understand and effectively communicate how healthy information ecosystems are essential to UK economic growth and security, and ensure that information integrity is prioritised and embedded in the 2027 G20 agenda?”

The world is facing a crisis of information integrity, where misinformation is outpacing society’s ability to maintain trust, truth, and effective decision-making. Global governance and regulatory responses remain fragmented as digital platforms consolidate power and algorithmic systems shape what information is seen and trusted. At the same time, the economic and technological pressures facing trusted journalism are weakening its capacity to provide transparency and accountability, increasing exposure to fraud, reputational damage, and policy misalignment.

Without urgent investment in Information Integrity as a public good, the UK economy faces a threat to democratic norms, divided societies, slower growth, reduced investment, and diminished resilience in an increasingly complex global marketplace.

At this Challenge Event, you’ll work collectively to establish a framework and recommendation to the UK Government for how Information Integrity is understood and addressed in the context of Economic Policy during the G20 Summit 2027 held in the UK. You will also work together to define how the M20 may present its perspective during the event.

Who Should Attend?

- Policy Makers and Regulators.
- Active participants of the Media Industry, including platforms.
- Rights and Advocacy specialist.
- Academics and Think Tanks.
- Strategic Influencers.

To strengthen our recommendation, we will frame our approach through the UK Economy Policy Context, exploring 6 themes:

1. Mis/disinformation
2. AI
3. Resilience and Security
4. Women journalists and safety
5. Media viability/economic impact on local media
6. Platform accountability

What will happen on the day?

On the day, the STEAM team will lead participants through a series of activities designed for collaboration, which will uncover challenges and define opportunity spaces, resulting in a recommendation of how Information Integrity should be represented at the G20.

1. Scene Setting, Context & Urgency

We'll frame the day by hearing from leading voices, Dr Yemisi Akinbobola (BCU), Antonia Kerle (BBC) and Dr Phathiswa Magopeni (Press Council of South Africa), who'll outline why Information Integrity is essential to Economic Growth and why it should be included in the G20 agenda. Participants will have a chance to highlight their 'Elephants in the room', which will be discussed later in the day.

2. State of Play: Threats & Opportunities

Participants will work in mixed groups to critically explore the 6 themes to uncover:

- What's changing around us and to us?
- What happens if we don't act?
- What are the benefits to economic growth / society / media industry?
- What don't we know that we need to find out?

3. Prioritisation and scoring

After sharing back with the group, every participant will get the opportunity to prioritise the themes, benefits and risks using a scoring mechanism:

- **Red** - Essential to the G20 agenda.
- **Amber** - Highly important to the G20 agenda.
- **Green** - Nice to have on the G20 agenda.
- **Gold** - Each participant will get one gold star for the one point they think must feature.

4. Elephant Bucket

Following lunch, we'll review the elephant bucket and have a group discussion of the points raised.

5. Agenda Recommendation

Working in groups, participants will use the priority themes, opportunities and threats to shape their recommendations for the G20 agenda.

- **The Why** - Creating a comprehensive and compelling why statement.
- **Proposal** - Developing a proposal for how the priority themes should be represented, what evidence supports this and what evidence may be required.

6. What can we do?

Participants will work in groups to outline what the M20 should do during the UK's G20 Presidency in 2027:

- What do we want to do?
- Where do we start?
- What support (Financial and non-financial) do we need?
- What roles can we play?
- Who's missing?
- What evidence do we need?
- What don't we know that we need to find out?

7. Close

To close the day, Dr Yemisi Akinbobola will outline the next steps and timeline.