

Practical workshop "Information and disinformation"

The advent of the internet, social networks and streaming media have completely changed the portrait of information. Never has the world suffered from such bulimia. In this jungle where judicious, dubious, or even dangerous information rubs shoulders, it is now difficult to navigate.

In this era of social and ecological awareness, companies, organizations, and individuals have a weapon of mass destruction: disinformation-propaganda. This workshop takes stock of the pernicious technique of "greenwashing". Concrete cases of this strategy demonstrate that organizations never hesitate to "misinform", by falsely associating a product with a social or environmental vision.

As a recognized agent of social change, Canadian facilitator Jean Provencher will bring his decades-long expertise and social commitment to participants.

Target audience

Activity accessible to all audiences: individuals, schools, companies, organizations

Registration required.

Reference	Category	Duration
Trainevo-062022-CS-07	Societal change	2 hours
Language(s)	Training organization	Nb of participants (min/max)
French		Minimum: 10

Objective(s)

Understand how disinformation and propaganda techniques work and apply, including so-called "greenwashing".

To become aware of the harmful and even dangerous consequences of disinformation techniques which, by becoming embedded in the process of gathering information, analysing and decision-making, directly influence everyday life.

Provide leads to detect the presence of an intentional form of disinformation in messages and communications.

Program

This workshop is part of an educational path for social change, which offers activities (e.g. conference and seminar) to go deeper into certain themes.

Three formulas proposed for a total day of 8 hours

- One theme of 8 hours to choose from ► Full day
- Two themes of 4 hours to choose from ► 1 in AM + 1 in PM
- Four themes of 2 hours of your choice ► 2 in AM + 2 in PM

Themes offered (according to the applicable time blocks)

Thematic	8 h	4 h	2 h	
Global warming	X	X	X	<ul style="list-style-type: none"> • Measuring the magnitude and impacts of warming • Learning to fight global warming every day
Power of the citizen	X	X	X	<ul style="list-style-type: none"> • Becoming aware of the powerful power in our hands • Concretely exercise this power in our lives
Responsible consumption	X	X	X	<ul style="list-style-type: none"> • Realizing how consumption governs everything • Adopting healthy and sustainable consumption patterns
Technological dependence		X	X	<ul style="list-style-type: none"> • Questioning the place of technology in our lives • Reduce the techno footprint in order to limit its impacts
Information and disinformation			X	<ul style="list-style-type: none"> • Understanding the influence of information warfare • Guarding against disinformation and propaganda
Responsible Investment			X	<ul style="list-style-type: none"> • Discover the benefits of investing responsibly • Identify truly responsible investments

General approach of the workshop

(* the sequence and duration of the elements below will vary according to the chosen formula)

1. Context of the theme
- 2.Scenarios
- 3.Individual exercise(s)
- 4.Exchange(s) in group or subgroup(s)
- 5.Information Shared
- 6.Conclusion

Method

Prerequisite: Participants are invite to attend previously the conference "Being, Thinking and Acting Differently".

The workshop includes various forms of learning and practice depending on the chosen formula: visual presentation, multimedia tools, pedagogical content delivered by the facilitator, individual practical exercises, exchanges in small groups, plenary.

Evaluation

Certificate of participation in the workshop.