

Project Partner Search Form

I offer my expertise to participate as a Partner in a Horizon Europe Project

TOPICS OF INTEREST

HORIZON-CL2-2026-01-DEMOCRACY-10: Digital and media literacy as drivers for democratic and civic resilience
(2026)

PARTNER INFORMATION

Description of the Legal Entity

OpenEcho is a CivicTech and AdTech startup organisation, developing evidence-based digital communication that strengthens democratic and civic resilience. It provides a practical experimentation environment in a communication platform, where research findings can be translated into measurable real-world interventions, tested with target audiences, iteratively refined and evaluated for societal impact.

The organisation combines behavioural science, digital communication, storytelling, data-driven targeting and marketing analytics to design, deploy and evaluate communication aimed at strengthening resistance to manipulation and disinformation, civic participation, digital and media literacy and trust in democratic values and institutions. It operates a digital communication framework combining content infrastructure, audience targeting, experimentation and integrated measurement – enabling continuous learning and evidence generation. A core element of the approach is the systematic integration of academic research into the communication interventions.

The organisation contributes expertise in marketing communication and digital PR, audience engagement, experimentation and analytics, and the measurement of resilience-related outcomes including attitudes and opinion formation, trust and resistance to manipulation – within realtime digital control/test settings.

OpenEcho is particularly interested in collaborating with researchers working on behavioural science, communication science, social psychology, digital communication, and the societal implications that platform dynamics and algorithms, AI and disinformation have on digital and media literacy, trust and democratic resilience.

Industry /SME

Description of the Research Team

OpenEcho is an interdisciplinary CivicTech/AdTech team combining expertise in digital communication, audience engagement, digital marketing technologies, content strategy, impact measurement and project implementation.

OpenEcho functions as an applied implementation and experimentation partner, enabling research teams to translate findings into real-world digital interventions, test hypotheses with target audiences and generate implementation evidence through iterative deployment and impact measurement.

PROJECT IDEA / CONTRIBUTION TO THE CALL TOPIC

Your potential role

Technology Development

Dissemination

OpenEcho seeks to contribute to projects under HORIZON-CL2-2026-01-DEMOCRACY-10: Digital and media literacy as drivers for democratic and civic resilience.

The organisation offers research consortia a mechanism to transform research findings into measurable interventions and to generate implementation evidence in real-world digital environments, to test whether these actually improve resilience-related outcomes. OpenEcho provides an iterative framework through which findings of research projects can be operationalised, tested, evaluated for effectiveness and refined with target audiences in real-time.

For research consortia, OpenEcho provides a unique opportunity for direct implementation and testing of communication with real-world audiences. This creates shorter feedback loops between research and application, enabling researchers to validate hypotheses and generate actionable evidence on what works, for whom and under which conditions. The organisation can support the development and deployment of digital communication, designed to strengthen democratic and civic resilience, improve resistance to manipulation and disinformation, and strengthen trust in democratic processes and institutions.

Potential collaboration areas include: Translating findings from research projects into measurable public-facing interventions and communication programs; Testing and evaluating communication approaches for their effectiveness in digital environments; Exploring how digital tools, platform mechanisms, AI-supported methods and advertising technologies can be repurposed to support democratic objectives; Measuring changes in attitudes, trust, participation, resilience, and related behavioural outcomes through experimental approaches in live campaigns.

Already experience as a	Coordinator	NO
	Partner	NO
	Expert Evaluator	NO

CONTACT DETAILS

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Date: 12 June 2026