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Press Release

CARD Introduces iVerify to Combat Disinformation During Ethiopia's 7th General Election

The Center for the Advancement of Rights and Democracy (CARD) has introduced the iVerify, an integrated fact-checking, monitoring, analysis and response system aimed at combating misinformation, disinformation and hate speech during Ethiopia's 7th General Election.

Speaking at the launch event held on 14 May 2026, CARD Director Moges Demssie (PhD) stated that the iVerify initiative is being implemented with the support of the United Nations Development Programme (UNDP). The platform is designed to identify, verify, and publicly counter false or misleading information circulating throughout the electoral process.

Dr. Moges explained that the initiative combines standardized fact-checking methodologies with a coordinated response mechanism involving multiple stakeholders to ensure accurate and timely verification of information.

As part of the project, CARD has trained and deployed 25 fact-checkers across the country. A core team of 10 experts is based in Addis Ababa. At the same time, 15 additional fact-checkers have been assigned to various regions to monitor and respond to misinformation, disinformation and hate speech in real time.

According to Dr. Moges, CARD's previous experience in election media monitoring, together with the integration of the iVerify platform and trained human resources, positions the organization to operate an effective nationwide information verification and rapid-response system.

Verified and fact-checked information will be disseminated promptly through mainstream media and social media platforms to strengthen public access to credible information and enhance information integrity during the election period.

In addition to launching iVerify, CARD is conducting capacity-building training sessions for more than 100 journalists in Addis Ababa, Hawassa, Asosa, Bahir Dar, and Dire Dawa. The training focused on election reporting, fact-checking, and conflict-sensitive journalism to support responsible and professional media coverage during the electoral process.

The Center for the Advancement of Rights and Democracy (CARD) is a board-led, non-profit organization registered in Ethiopia under the Civil Societies Proclamation No. 1113/2019 with registry number 4307. CARD works to promote human rights, democratic culture, and an enabling civic and media environment in Ethiopia.

Users can access fact-checked information through CARD's social media platforms listed below:

Facebook: <https://web.facebook.com/CARDEthiopia>

X :- <https://x.com/CARDEthiopia>

Telegram: <https://t.me/CARDEthiopia>

LinkedIn: @CARDEthiopia

Tiktok: <https://www.tiktok.com/@cardethiopia? r=1& t=ZP-95S1onTrfva>

Website: <https://www.cardeth.org/>

