The Code of Practice on Disinformation

IGF 2022 Town Hall #91
The war in Ukraine and the disinformation war

29 November 2022
Key areas of the 2022 Code of Practice on Disinformation

Demonetisation
- Avoid advertising next to disinformation
- Better cooperation across the ad-industry

Fact-checking coverage throughout the EU
- Consistent use of fact-checkers' work
- Fair financial contributions

Transparent political advertising
- Efficient labelling
- Transparency obligations

User empowerment
- More and better tools to identify, flag and react
- Better access to reliable information
- Enhancing Media Literacy

Data access for research
- More and easier access to platforms’ data
- Support for research

Reducing manipulative behaviour
- Current and emerging forms
- Stronger cooperation among signatories

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The 2022 Code: fit for purpose & future proof

Permanent Task-force
- To evolve and adapt the Code
- All signatories, ERGA, EDMO, EEAS and chaired by the Commission

Robust monitoring framework
- Reporting on qualitative and quantitative information
- EU and MS level, across languages

Transparency Centre
- Overview of implementation
- Publicly accessible
The 2022 Code: the 35 Signatories

*as of 10/10/2022*

- **Major Online Platforms:** Google, Meta, Microsoft, TikTok, Twitter and trade organisation DOT Europe.

- **Smaller/specialised Online Platforms:** Twitch, Vimeo, Seznam, The Bright App, Clubhouse.

- **Advertising industry:** World Federation of Advertisers (WFA), The GARM Initiative, European Association of Communication Agencies (EACA), Interactive Advertising Bureau (IAB Europe), Kreativitet & Kommunikation, DoubleVerify, MediaMath.

- **Fact-checkers:** Demagog, Faktograf, Maldita, PagellaPolitica, ScienceFeedback

- **Civil Society/research organisations:** Avaaz, Globsec, Reporters without Borders (RSF), VOST Europe, WhoTargetsMe.

- **Players offering technological solutions:** Adobe, Crisp, Kinzen, Logically, Newsback, NewsGuard.