



# Tackling online disinformation: the European approach

IGF Italia

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# Milestones

- April 2018 – **Communication “Tackling online disinformation: a European Approach”**
- Oct 2018 - **Code of Practice on Disinformation**
- June 2020 – **launch of the European Digital Media Observatory (EDMO)**
- June 2020 - **Communication “Tackling COVID-19 disinformation - Getting the facts right”**
- Sep 2020 - **Assessment of the Code of Practice**
- Dec 2020 - **European Democracy Action Plan**
- May 2021 – **Guidance on Strengthening the Code of Practice on Disinformation**
- June 2022 – **Strengthened Code of Practice on Disinformation**

# The 2022 Code of Practice at a glance



May 2021:  
Guidance



June 2021:  
revision starts



June 2022: New Code

2018 Code



16 Signatories



21 Commitments



Self-regulation

2022 Code



34 Signatories



44 Commitments & 128 Measures



Co-regulation for VLOPs

# Key areas

## Demonetisation

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



## Transparent political advertising

- Efficient labelling
- Transparency obligations
- Ad libraries



## Reducing manipulative behaviour

- Current and emerging forms
- Stronger cooperation among signatories



## User empowerment

- More and better tools to identify, flag and react to disinformation
- Better access to reliable information



## Fact-checking coverage throughout the EU

- Consistent use of fact-checkers' work
- Fair financial contributions to fact-checkers



## Data access for research

- More and easier access to platforms' data
- Support for research

# The 2022 Code: implementation & next steps



## Implementation starts



- Task-force meets regularly from June 2022
- 6 months for signatories to implement
- First reporting: early 2023

## Open for all



- Additional new signatories, big or small
- Call for interest to join the Code

## Hand in hand with DSA



- Aims to become a Code of Conduct under the DSA

# European Digital Media Observatory (EDMO)

- operational since 1 June 2020, led by the European University Institute (EUI):
  - cross-border and **multidisciplinary community** of independent fact-checkers and academic researchers
  - **detect, analyse and expose** potential disinformation threats.
  - **repository** of fact-checks
- 8 EDMO **regional hubs** in Ireland, Belgium, Czechia, Denmark, Finland, France, Italy, Luxembourg, the Netherlands, Poland, Slovakia, Spain, Sweden, Norway
- 8 new hubs in the process of being established, covering 100% of the EU population

# Thank you



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