

Tackling online disinformation: the European approach

IGF Italia

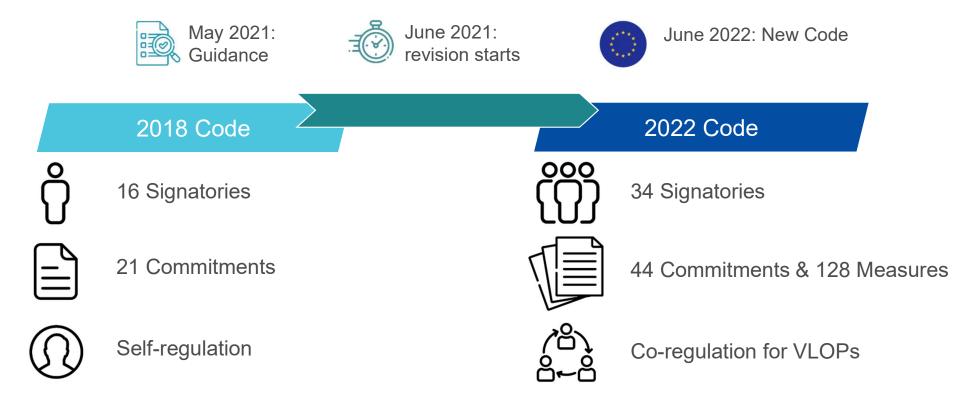
18-19 November 2022

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









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

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FACTS

- 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 factcheckers

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 factcheckers 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, Luxemburg, 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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