

## **The assembly of the signatories to strengthen the Code of Practice on disinformation**

The Assembly of the signatories of the Code of Practice has officially kicked off the process of drafting the strengthened Code of Practice on Disinformation.

The Assembly of the signatories of the Code has met yesterday to start the process that will strengthen the Code of Practice on Disinformation.

The Assembly groups the signatories of the Code and new signatories that are willing to subscribe to and take on commitments under the 2021 Code. The purpose of the Assembly is to revise the 2018 Code in line with the Guidance to strengthen the Code of Practice on Disinformation, published by the Commission on 26 May 2021. This in view of transforming the Code into a stronger instrument for addressing disinformation in the EU. The Assembly will ensure that the 2021 Code sets out tailored commitments that correspond to the diversity of services offered by signatories, adapted to their respective roles in the online ecosystem, as well as a robust framework for the regular monitoring and oversight of the Code, defining Key Performance Indicators capable of measuring the implementation and effectiveness of the Code.

Members of the Assembly have approved a Vademecum on the organization and functioning of the process that will shape and draft the strengthened Code on Disinformation by the end of 2021.

### **Joint call for interest**

The Commission and current signatories of the Code of Practice on Disinformation also launched a Joint Call for interest to join the Code of Practice on Disinformation, inviting interested parties to manifest their interest to become signatories of the strengthened Code and get involved its preparation.

The Call is addressed to a wide range of stakeholders, including providers of online services that participate in the dissemination of content to the public such as social media or search services, private messaging applications, stakeholders from the advertising sector and other players providing services that may be used to monetise disinformation. Stakeholders who help address the spread of disinformation through their tools, technical efforts, philanthropic work or specific expertise could also become signatories.

### **Next steps**

The Assembly has defined the timing and working practicalities of the drafting process, which will take place in Issue Groups:

- integrity of services and empowering users, including relevant KPIs;
- empowering the research and fact-checking community, including relevant KPIs;

- scrutiny of ad placements, political advertising and issue-based advertising , including relevant KPIs;
- monitoring of the Code.

## **Related topics**

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