



CODE OF PRACTICE 2.0: THE WAY AHEAD TO RESTORE TRUST

L'UBOŠ KUKLIŠ





THE CODE 1.0

UNIQUE AND INNOVATIVE TOOL

INTRODUCED UNPRECEDENTED COOPERATION



THE CODE 1.0
SHORTCOMINGS

LOW QUALITY OF REPORTING

LACK OF MEANINGFUL KPIs

LACK OF TRANSPARENCY



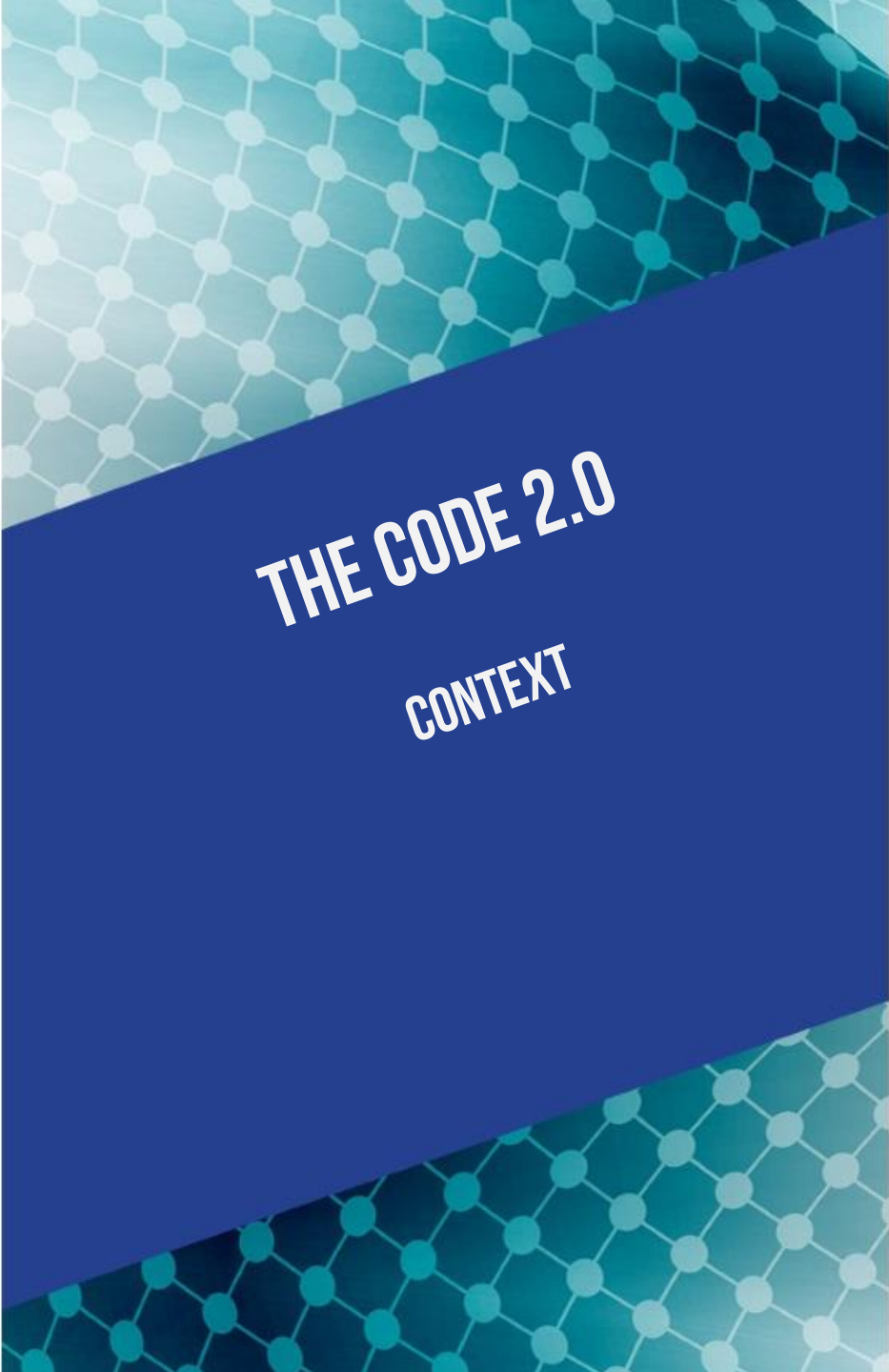
THE CODE 2.0
EXPECTATIONS

MORE SIGNATORIES

MORE TARGETED COMMITMENTS AND KPIS

MORE TRANSPARENCY

CO-REGULATION



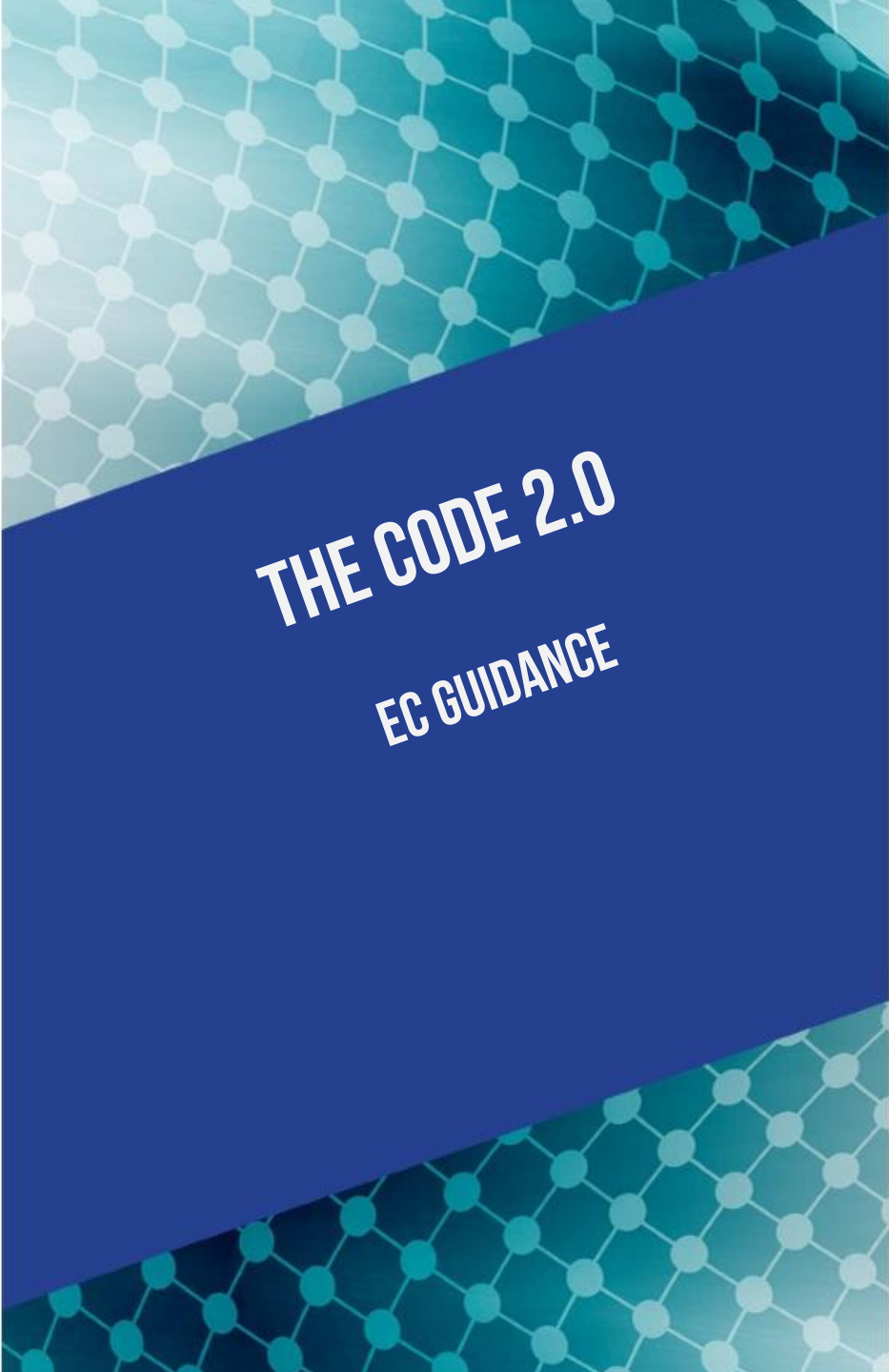
THE CODE 2.0
CONTEXT

DIGITAL SERVICES ACT

- **RISK MITIGATION MEASURES**
- **INDEPENDENT AUDIT**
- **CODES OF CONDUCT**

REGULATION ON POLITICAL ADVERTISING

EUROPEAN MEDIA FREEDOM ACT



THE CODE 2.0
EC GUIDANCE

PERMANENT TASKFORCE (ERGA, EDMO, EEAS)

CROSS-PLATFORM COOPERATION

FOCUS ON MEASURABLE OUTCOMES

FOCUS ON TRANSPARENCY

FOCUS ON MEDIA LITERACY



ERGA RECOMMENDATIONS

STANDARDIZATION

- **AGREE ON UNIFIED/STANDARDIZED STRUCTURE OF REPORTS**
- **MONITORING FRAMEWORK NEEDS TO INCLUDE STANDARDIZED PROCEDURES**
- **CODE SHOULD DEFINE FORMS OF CONTENT ACTED UPON**

DATA ACCESS

- **MORE GRANULAR DATA, INCLUDING SAMPLES**
- **DATA ON AUTOMATED SYSTEMS EMPLOYED**
- **ACCESS FOR INDEPENDENT RESEARCH SHOULD BE BINDING**



ERGA RECOMMENDATIONS

TRANSPARENCY

- **CENTRAL REPOSITORY FOR RELEVANT POLICIES**
- **PUBLICLY AVAILABLE COUNTRY-LEVEL DATABASE OF TRUSTWORTHY AND AUTHORITATIVE SOURCES**

MONITORING FRAMEWORK

- **SHOULD INCLUDE PROVISION FOR COOPERATION BETWEEN PLATFORM SIGNATORIES**
- **APPOINT AND FUND INDEPENDENT AUDITOR**



THE CODE 2.0

**NEXT STEPS
FOR ERGA**

ESTABLISHING TASKFORCE

CONSULTING SIGNATORIES

PREPARING PILOT MONITORING

THANK YOU

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