

Minutes

Second meeting of the Multistakeholders Forum on Disinformation

20 June 2018

Robert Schuman Room, Berlaymont,

Brussels, Belgium

The Commission announced that Forum members Gianni Riotta, Oreste Pollicino, Angela Mills Wade, Alexios Mantzarlis and Monique Goyens were unable to attend the meeting. In addition, Catherine Garcia-Van Hoogstraten would be unable to continue working with the Forum due to other commitments.

The Commission presented a proposed agenda for the meeting as well as the draft minutes of the Forum's first meeting. Taking on board an amendment proposed by the Working Group, the minutes were adopted.

The Working Group presented their initial draft of the Code of Practice and Key Performance Indicators, circulated to the Forum on 15 June. Siada El Ramly, spokesperson for the Working Group, emphasised that, although the Working Group had made substantial efforts since the Forum's last meeting, the draft should not be considered as final but rather as a reflection of areas where Working Group members were able to achieve consensus so far. The proposed KPIs, in particular, required further elaboration and detail, and the draft as a whole could benefit from guidance from the Commission and the Sounding Board on particular issues, including, for example, commitments regarding political advertising.

Summarizing, the Commission commented that the draft was too aspirational; the proposed commitments should be made more concrete and actionable and the KPIs more meaningful and measureable. The Forum discussed the Working Group's draft point-by-point. The Commission and the Sounding Board offered comments as well as practical examples of how particular Code commitments might be sharpened and made more actionable.

The Forum adjourned for lunch.

The Working Group and the Sounding Board each held break-out sessions to continue review of the draft Code and KPIs.

The Forum reconvened.

Ms. El Ramly reported that the Working Group had discussed mapping the Code's commitments against the Communication's objectives as well as measures platforms would take to fulfil commitments; by necessity, such measures would be platform-specific. The Working Group considered that it would be possible to deliver by 17 July an improved draft of the Code, which would include a road map identifying how and when signatories would implement relevant Code commitments.

Ravi Kiran Vatrpu, selected by the Sounding Board to replace Ms. Garcia-Van Hoogstraten as its spokesperson, reported that the Sounding Board considered that the draft Code needed to be further developed against the Communication's objectives for the Code and that more concrete KPIs, with technical specifications, were required. KPIs could be platform-specific, if necessary, and might also identify organisational resources committed by signatories towards meeting the Code's commitments.

The Forum discussed the latest draft of the vade mecum, circulated on 13 June, and agreed on, among other things, the following time-table for development of the Code:

- The Working Group would work to produce a draft Code for publication by 17 July.
- The Code would set forth commitments in the form of high-level but actionable commitments, supplemented by a road-map identifying how and when each signatory would implement relevant Code commitments over time, as well as a draft of KPIs for measuring progress in implementing commitments.
- The Sounding Board would provide a draft opinion on the Code by September, and would do its utmost to deliver the draft by Monday, 3 September.
- The Working Group would have upwards of one week (e.g., by 10 September) to make adjustments to the Code, taking into account the Sounding Board's draft opinion.
- The Sounding Board would then deliver a final opinion on the Code by 20 September, for publication.

Commissioner Mariya Gabriel spoke to the Forum. She thanked the members for their hard work and reiterated the importance of the Code in the fight against disinformation as well as her confidence in the Forum's ability to produce an ambitious Code consistent with the timeline foreseen in the Communication.

The Working Group and the Sounding Board reported to the Commissioner. Ms. El Ramly stated that although the Working Group had substantial concerns about the compressed timeline, the members were committed to the initiative. They did not take the task lightly, and would work to produce a Code of Practice with commitments in the form of industry-wide principles, along with a road map of service-specific measures to be taken by signatories to fulfil Code commitments as well as KPIs. Mr. Vatrpu reported that the Sounding Board agreed that the timeline foreseen was ambitious. He noted that the Sounding Board had provided some feedback on the Working Group's initial draft of the Code. Key points included the need to align Code commitments with the Communication's objectives, to make the commitments more concrete and to make the KPIs more measurable, including perhaps organisational resources committed by signatories to fulfil Code commitments.

The Forum discussed next steps. The Commission offered to facilitate further, informal meetings of the Working Group and Sounding Board, if necessary, in advance of the Forum's third meeting on 17th July.

A list of Forum members attending the meeting is attached.

Annex

Attendance List

Multistakeholder Forum on Disinformation – 20/06/2018

Name	First Name	Organisation
Armitage	Catherine	World Federation of Advertisers
Boudet	Lucas	European Advertising Standards Alliance
De Cordier	Marie	European Newspaper Publishers Association European Magazine Media Association
El Ramly	Siada	EDIMA –Online Platforms Association
Elzer	Nina	European Association of Communications Agencies
Frank	Nicola	European Broadcasting Union
Macdonald	Raegan	Mozilla
Mroczkowski	Gregoire	Interactive Advertising Bureau Europe
Olivier	Jeremy	Facebook
Pancini	Marco	Google
Polad	Gregoire	Association of Commercial Television
Schroeder	Renate	European Federation of Journalists
Sneed	Vincent	Association Européenne des Radios
Townsend	Feehan	Interactive Advertising Bureau Europe
Turner	Stephen	Twitter
Valdelin	Emil	Facebook
Van Wijk	Wout	News Media Europe
Vatrapu	Ravi Kiran	Copenhagen Business School
Wagner	Christian	Google