

EACA's note on its responsibilities and activities in relation to the Code of Practice on Disinformation

EACA is the voice of Europe's communication agencies and associations, promoting the economic and social contribution of commercial communications to society. EACA monitors and engages in relevant policy debates supporting evidence-based and proportionate regulation, forms industry coalitions, and promotes and participates in the development of industry standards. EACA's members comprise advertising, media, digital, branding and PR agencies as well as their national associations – together they represent more than 2,500 organisations from nearly 30 European countries that directly employ over 120,000 people.

As [signatory](#) of the [Code of Practice on Disinformation](#) (Code), the European Association of Communications Agencies (EACA, EU Transparency Register 397482431021-09) recognises the importance to address the challenges associated with the dissemination of disinformation. EACA was part of the Working Group convened in the context of the Multistakeholder Forum on Disinformation in May 2018. EACA also contributed to the [Annex of Best Practices](#), which, among other things, lays out examples of brand safety-related tools and measures that the advertising industry deploys across different channels in order to minimise the risk that ads are placed next to content which advertisers do not wish the ads to appear alongside.

As per the Code, trade association signatories “commit to make their members fully aware of this Code and encourage them to join it or respect its principles, as appropriate”. However, they do not enter into obligations on behalf of their members. To this end, EACA has engaged into the following activities:

Following the publication of the final Code, EACA publicly endorsed it and started communication activities around the Code. This was preceded by numerous e-mail exchanges and phone calls with members during the drafting of the Code to gather members' input and raise awareness.

In addition, EACA has presented and explained the Code in various meetings with members, including the General Assembly but also individual meetings with members.

Members receive regular updates on the Code and activities in the field of disinformation via EACA's internal advocacy communications (calls, newsletters, reports, ad hoc updates). The Code and disinformation are also regularly part of EACA's public information (public newsletter, press releases, social media).

To date, the following EACA members have [signed](#) the Code and started activities on their end (including the presentation to their members, internal and external communication and awareness-raising):

- [AKA](#) Asociace Komunikacnich Agentur (national association of the Czech Republic)
- [AACCC](#) Association des agences conseils en communication (national association of France)
- [SAR](#) Marketing Communication Association (national association of Poland)

Committed to providing aggregated reporting to be delivered to the European Commission in September 2019, EACA will work on a reporting template for members. EACA continues reaching out to members and encouraging the uptake of the Code.