

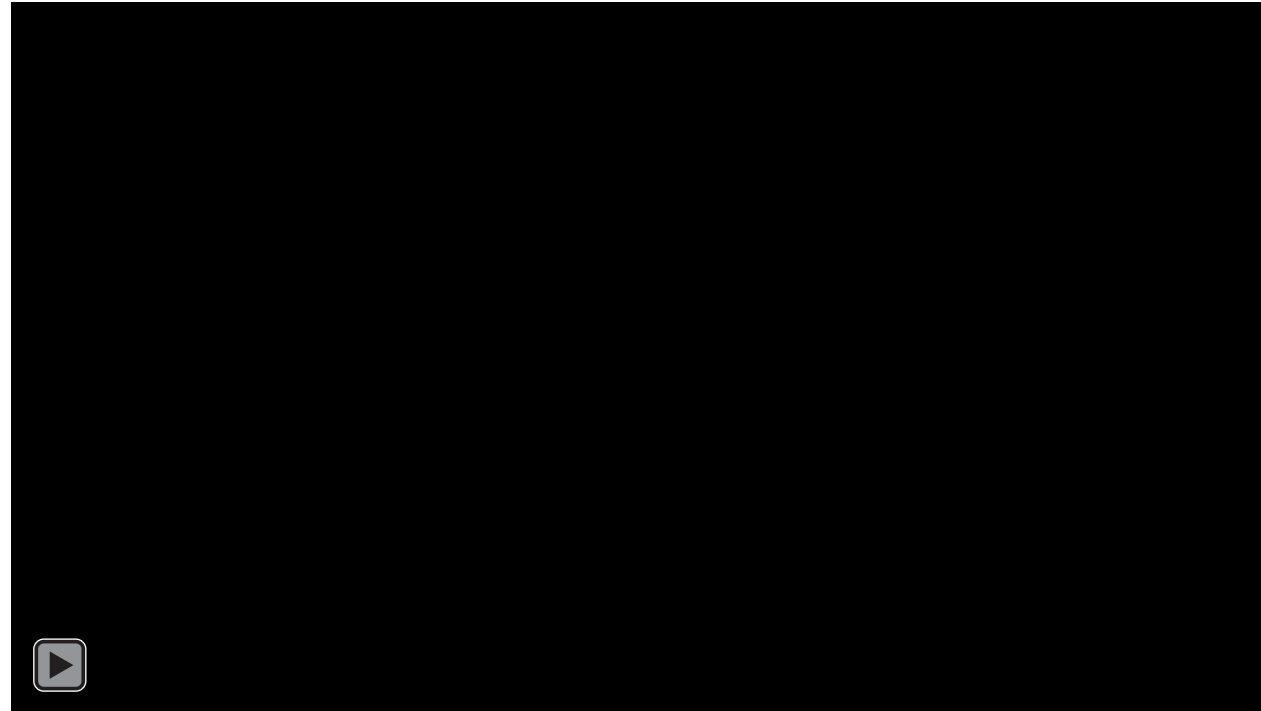
Media Information and Education Pledge

Highlights

Strasbourg, May 2024

In collaboration with





Saadia Zahidi - [Risks of Synthetic Content & Disinformation](#)

According to 2024 Global Risks Report by World Economic Forum, misinformation and disinformation are the biggest short-term threats to humankind in the next 2 years.

Background 1/2

The [International Communications Consultancy Organisation \(ICCO\)](#) is the voice of public relations consultancies around the world.

The ICCO membership comprises 41 associations representing 81 countries across the globe: from Europe, Africa, Asia, the Middle East, the Americas, and Australasia. Collectively, these associations represent over 3,000 PR firms.

[Our recent actions to fight mis-disinformation:](#)



2021
Support reliable Covid19
Vaccination Communication

2022
The First Global PR Industry
Policy Position Paper

2023
Media information and Education
Pledge

Background 2/2

Media Information and Education Pledge has been designed by representing bodies spanning PR & communications, broadcast media, journalism, institutions, and online media to acknowledge a shared responsibility in tackling misinformation, commit to shared solutions and prevention methods, as well as share the task of educating our own companies and employees, in addition to the wider public.

Launched in Strasbourg in June 2023 by ICCO, Council of Europe and The Trust Project the Pledge today can count on the support of the following organisations:



The coalition supports the 10 principles guiding the Pledge by undertaking different interconnected actions.

1. What can a national communications trade association do to help prevent/fight misinformation?

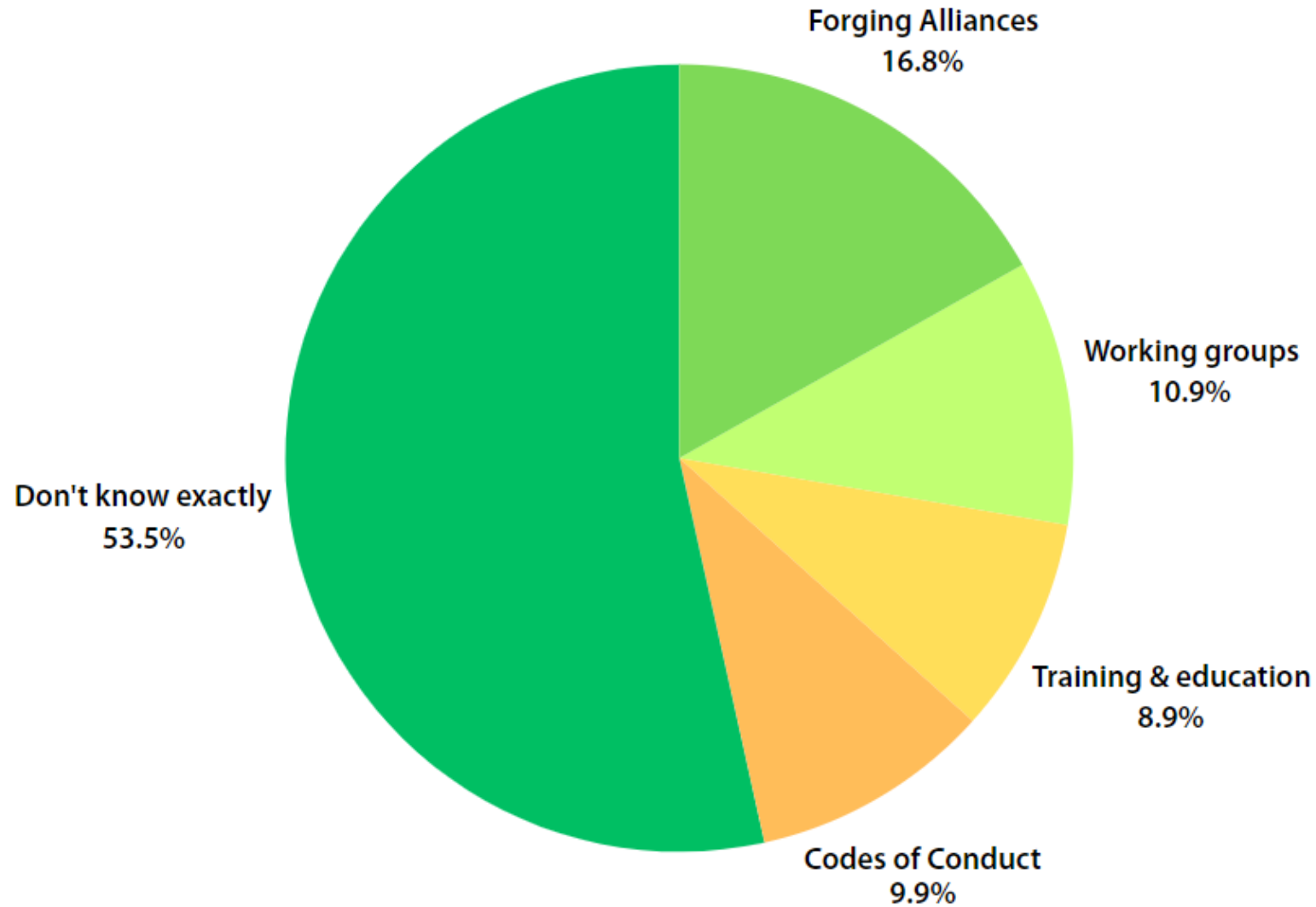
Please rate from 1 to 5, where 1 is low priority and 5 is high priority.

Form alliances with institutions, associations, editors, fact-checking organizations, technology platforms to identify shared solutions.	4.36 (Average)
Train & certify professionals on how to verify contents and sources in collaboration with key partners (e.g. technology providers, fact-checkers).	4.24 (Average)
Update and integrate professional local codes of ethics and practice.	4.00 (Average)
Help local Governments to amplify Media Literacy Campaigns for the wider public.	3.78 (Average)
Other	2.57 (Average)

2. Is your national association planning or already undergoing any of the actions above?

50% YES
50% NO

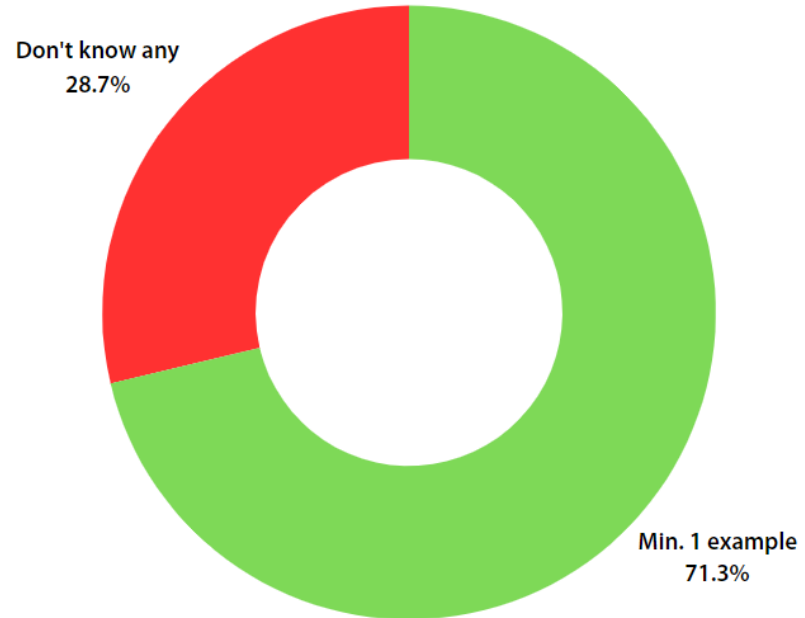
3. What is your national association planning or doing regarding dis/mis-information?



4. Could you share 1-2 Media Literacy Campaigns that worked well in your market?



5. Can you share the top 3 fact-checking entities you know in your market?



6. To what extent do you think AI can help identify and mitigate dis/mis-information?



7. Could you share any AI/technology product you use to detect dis/mis-information?

82% of respondents said they *DON'T* use/know any

8. Call for interest

The desire is to **align further organisations & companies** with the pledge and build a support network of sharing education resources, practices and holding each other to account. If you would like to be part of this or discover more, please contact:

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