# TACKLING MIS/DISINFORMATION

May 2025

## A Global Digital Handbook for Communicators

# Partner Organisations

The **Council of Europe** is the continent's leading human rights organisation. It includes 46 member states, 27 of which are members of the European Union.

The **International Communications Consultancy Organisation (ICCO)** is the global voice of the public relations and communications industry. Through our network of 41 associations, representing PR and communications agencies in 80 countries, ICCO members strive to shape the future of communications by improving professional standards and tackling collective issues collaboratively.

**The Trust Project** is an international consortium of news organizations promoting standards of transparency and working with technology platforms to affirm and amplify journalism's commitment to transparency, accuracy, inclusion, and fairness so that the public can make informed news choices. Their partners include The Economist, Il Sole 24 Ore, El Pais, El Mundo, the Washington Post and BBC, along with a broad range of other **international and local news outlets.**

The **European Association of Communication Directors (EACD)** represents the interests of top-tier communication directors and professionals across European industry, business, not-for-profit and political organisations and institutions. Sharing knowledge, expertise and best practice, the EACD espouses all that is best in transnational communications and engagement.

**Global Women in PR** exists to champion, connect and support women in senior PR and communications roles. We are a membership organisation of national networking groups whose members come from agencies, in-house and independents.

**EUPRERA** is an autonomous organization with over 550 members from 50 countries interested in advancing academic research and knowledge in public relations and strategic communication. Several cross-national and comparative research and education projects are organized by affiliated universities.

**AMEC** is the International Association for Measurement and Evaluation of Communication. It is the world's largest media intelligence and insights professional body, representing organisations and practitioners who provide media evaluation and communication research, analysis, evaluation and insights. AMEC thinks and operates internationally thanks to its vibrant Chapters in Asia Pacific, Europe, Latin America, Middle East and Africa and North America.

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# Foreword

Information disorder poses profound challenges to democratic societies, threatening the core values of public trust, pluralism, and social cohesion. Often orchestrated by malicious foreign actors and amplified through opaque algorithmic processes, disinformation erodes the quality of democratic discourse and that of democratic processes, by undermining citizens' ability to make informed decisions. This has far-reaching consequences for public health, electoral integrity, social cohesion, and trust in democratic institutions.

**Building resilience to disinformation is the heart of the Council of Europe's** work on strengthening our democracies and upholding freedom of expression and information as hallmarks of a democratic society. It is a core element of the ongoing process of dialogue and reflection towards a New Democratic Pact for Europe launched by the Council of Europe Secretary General Alain Berset.

Rebuilding a trustworthy, healthy and pluralist information and communication environment is a long journey that the Council of Europe and its Member States need to embark on together with all like-minded forces in our European democratic societies. Both civil society and the business sector are vital stakeholders and necessary companions to it.

The International Communications Consultancy Organisation (ICCO) is a long-standing partner of the Council of Europe. Since 2020, this cooperation strategically takes place in the framework of the Council of Europe Digital Partnership. In 2023, the Council of Europe supported the **Media Information and Education Pledge**, promoted by ICCO, with The Trust Project and industry organisations in the field of PR and communication, to uphold the shared responsibility in tackling misinformation.

The following digital Handbook is the first fruit of that Pledge. It is a timely and topical tool to support PR and communication professionals in understanding and tackling misinformation and disinformation challenges in their daily work, with a strong focus on fact-checking, media and literacy and ethical use of AI tools. These themes closely resonate and align with the Council of Europe recent and current work in the field of media and communication in the digital age. In doing so, the Handbook provides a considerable contribution to the common effort to build a communication environment that fosters human rights and democracy.

We look forward to continuing our work with the public relation industry, global institutions, and other relevant stakeholders, to tackle these critical issues at a time of great change for the global media landscape.

**Irena Guidikova**

Head of Democratic Institutions
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**Council of Europe**

# About this document

According to both, 2024 and **2025 Global Risk Report** by World Economic Forum, misinformation and disinformation lead the short-term risks for the planet and may fuel instability and undermine trust in governance, complicating the urgent need for cooperation to address shared crises.

The purpose of this document is to provide PR & Communications professionals with an actionable guide about how to prevent and fight mis/disinformation in their daily job. This handbook contains insights, resources and tools we can use to do our part in this uphill challenge.

Since 2021 the International Communications Consultancy Organisation (ICCO) has been working with intensity on programmes aimed at preventing and fighting mis/disinformation. Deliverables include **pro-bono support** to European Medicines Agency during Covid-19 infodemic, first industry **White Paper on Communication Challenges for PR & Comms professionals** (2022), **Media Information and Education Pledge** (2023) in partnership with Council of Europe, The Trust Project, EACD, Global Women in PR and EUPRERA, **Future PR Student Competition** in collaboration with EUPRERA (2024).

The "2025 Digital Mis/disinformation Handbook" calls on PR & Communications professionals along with key stakeholders of the information society to:

- Focus on what matters to us and our ability to do our jobs.
- Engage with misinformation and disinformation directly and understand our collective role in this battle.
- Use this paper to engage with national PR / Comms associations and projects locally.
- Use this paper to open dialogues that span PR, Journalism, Fact-Checking, Social Platforms, Advertising, Tech, AI providers, and Institutions.
- Bring forth ideas and solutions as we create further initiatives, tools, standards and agreements to confront challenges together.

The document is the result of a collective work by ICCO, The Trust Project, EUPRERA, EACD, Global Women in PR - with the support of Council of Europe - and it serves as a preliminary framework that requires further review and contributions from key stakeholders to ensure its comprehensiveness. Key contents include societal understanding for campaign planning, mitigation of risks via media literacy, AI use, search optimisation, contents labelling, actionable tools, training opportunities and policy frameworks.

The paper represents one of the deliverables stemming from the **Media Information and Education Pledge** and it has been created by gathering original contents from partners and findings from traditional and generative search. Sources have been verified. Your feedback and suggestions are essential to update this document effectively. For any additional information please contact.

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# 1. Why misinformation and disinformation matter to all of us

The dissemination of false information, either knowing it to be false (Disinformation), or unknowingly (Misinformation) matters to everyone because it can have significant impacts on individuals, communities, businesses and society as a whole. According to both 2024 and 2025 Global Risk Report by the World Economic Forum, misinformation and disinformation lead the short-term risks for the planet and may fuel instability and undermine trust in governance, complicating the urgent need for cooperation to address shared crises.

Here's why:

- **Erodes Trust:** Mis/disinformation can erode trust in personal relationships, brands, institutions and media. This loss of trust can fracture societies, lead to disrespect of Human Rights and make it harder to work together toward common goals.

- **Influences Decisions and Jeopardises Safety:** False information can lead people to make harmful choices for themselves and others. In emergencies, spreading incorrect information can endanger lives. For example, during natural disasters, false reports can lead people away from safe areas. Mis/disinformation can be incredibly damaging, especially when it comes to health matters. False claims can lead people to adopt dangerous behaviors, avoid proper medical treatments, or disbelieve credible scientific advice.

- **Polarises Society:** Mis/disinformation can create division by reinforcing stereotypes, spreading hate or fueling political and social conflicts.

- **Manipulates Perceptions:** Disinformation campaigns are often used to manipulate public opinion, sway elections or tarnish reputations, posing serious threats to democracy and free expression.

- **Reputational and Economic Loss:** Mis/disinformation can harm businesses through false claims or fake reviews, leading to reputational damages, financial instability and job losses.

Ultimately, mis/disinformation matters because they weaken the fabric of truth on which informed decision-making and cohesive societies rely.

Addressing this issue is crucial for promoting critical thinking, safeguarding democracy, and ensuring an efficiently informed society which sees PR and Communications advisors at the core of relationships among its various stakeholders (including journalists, citizens, social platforms, influencers, opinion leaders, fact-checking, editors, brands, AI and technology organizations, institutions).

To unite various media stakeholders around information threats is an important step. All sides must share a collective responsibility to educate. Without trust in the media, PR cannot function. For PR agencies the various stakeholders may include our staff, our clients, brands, influencers and the government. For all experience levels, all regions, and all age groups, this is an ongoing challenge.

**To learn more please visit:**

- **World Economic Forum**
  *Global Risks Report 2025: Conflict, Environment and Disinformation Top Threats*
- **European Parliament**
  *Online information manipulation and information integrity: An overview of key challenges, actors and the EU's evolving response*
- **European Parliament**
  *Online information manipulation and information integrity: An overview of key challenges, actors and the EU's evolving response*
- **Council of Europe**
  *Europe Press Freedom Report: Confronting Political Pressure, Disinformation, and the Erosion of Media Independence*
- **OECD**
- **European Union External Action**
  *Information Integrity and Countering Foreign Information Manipulation & Interference*

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# 2. Understanding society to mitigate mis/disinformation

Sharing misinformation is not the same as believing misinformation. We must learn to better identify the 'signals from the noise' within information environments, interpreting information threats accurately to assess how these might lead to real-world harm.

What beliefs are being created and what harm might this cause - now, or in the future? The latest research indicates the importance of understanding the prevalence and embeddedness of beliefs as a result of misinformation.

That said, evaluating how groups or individuals tend to create mis/disinformation involves knowledge of several psychological and social factors.

## What can we do?

While working on campaigns, risk preparedness or issue management, PR & Communication professionals have the chance to partner with trusted third parties (e.g. anthropologists, sociologists, institutions, journalists, fact-checkers and NGOs) to consider key strategic components for setting their activities:

✔ **Motivation:** Assess why someone creates disinformation. Common reasons include commercial gain, political influence, manipulation of public opinion about a specific topic.

✔ **Cognitive and Confirmation Biases:** People are more likely to create and spread disinformation if they are influenced by cognitive biases such as confirmation bias (favoring information that aligns with their beliefs) and the illusory truth effect (believing repeated information). Understanding biases can unlock communication opportunities and assets.

✔ **Emotional Triggers:** Disinformation often plays on emotions like fear, anger or excitement. Individuals who are emotionally charged about a topic may be more inclined to create or share misleading information. Understanding emotions of target audiences is key to making a deep, meaningful connection with them. Strategic tools include Active Listening & Social Listening, Empathy Mapping, and Identification of patterns that show emotional trends over time.

✔ **Psychological Inoculation:** Studies show that educating people about common mis/disinformation techniques can help them recognize and resist disinformation.

✔ **Poor Education and lack of Media Literacy:** Individuals who struggle to critically check sources and verify information are more disposed to creating and spreading mis/disinformation. Educating audiences about facts vs opinions and how to verify contents is key. Many fact-checking organizations can be contacted directly to flag content that is suspected to be false, manipulated, misleading. Therefore, when facing suspicious content, it's a good practice to send a notification to professional, independent fact-checking organizations, to understand if the content has already been debunked or if it's under investigation, or to prompt the anysis of a new content that is potentially false and part of larger disinformation campaigns.

**To learn more please visit:**

- **BBC**
  *Why we believe fake news*
- **Princeton Library**
  *Misinformation, Disinformation & Malinformation*
- **Scientific Origin**
  *The Science of Misinformation: Why People Believe Fake News*
- **American Psychological Association**
  *8 recommendations for countering misinformation*
- **United Nations**
  *Countering Disinformation*

Aside from emails and contact modules, fact-checking organizations can be often contacted via Whatsapp. Here is the full list of organizations' numbers on Whatsapp: **https://faq.whatsapp.com/5059120540855664**

# 3. Relevance of Media Literacy and the Role of PR agencies

Media literacy is crucial in the fight against mis/disinformation because it empowers individuals to critically evaluate the information they consume. Media literacy teaches people to question the credibility of sources, check facts, and identify biases, helping them discern trustworthy content from falsehoods. But how can PR agencies leverage media literacy to prevent mis/disinformation?

First, agencies can work on different typologies of media such as **Paid, Earned, Shared** and **Owned**. Their difference and the way mis/disinformation works in any of them should be explained to clients, prospects and broader audiences.

## PAID MEDIA

**Programmatic** advertising can unintendedly fuel disinformation. This happens because the automated nature of programmatic advertising often prioritises efficiency and reach over content quality. Ads are placed on websites or platforms based on algorithms, which may not always distinguish between credible sources and those spreading disinformation. As a result, disinformation sites can generate revenue through ad impressions and clicks, indirectly funded by advertisers.

### What can we do?
PR & Communications professionals should warn clients about this possibility and work with them directly, or through their media agencies, to:

✔ Implement Blocklists and Allowlists; advertisers can maintain blocklists to avoid placing ads on websites known for spreading disinformation and create allowlists of trusted, credible sites to ensure their ads appear in reliable contexts.

✔ Strengthen collaboration with Trusted Ad Networks and Insist on greater transparency in programmatic advertising platforms to know exactly where ads are being displayed and how budgets are allocated.

✔ Consider using paid seo/social media for public information campaigns, sending communities to trusted sources for verified information.

✔ Support Independent Media by allocating a portion of ad budgets to support reputable, independent journalism. This can strengthen quality information sources and balance the ecosystem.

✔ Monitor and Update media policies.

## EARNED MEDIA

PR agencies can play a crucial role in combating mis/disinformation and promoting truthful communication. In recent years the traditional earned media landscape has been stressed by few factors including new commercial models, reduction of local publications and competition from social platforms. The rise of paywalls divided news readers and created different information ecosystems while clickbait opened the way to misinformation and disinformation especially when news titles are amplified and commented on social platforms. Still, earned media can represent a powerful good force in fighting mis/disinformation and PR agencies are their natural allies.

## What can we do?

PR & Communications professionals have multiple options to support earned media in the mis/disinformation battle including:

✔ Ethics at the core: Agencies work with professional standards and follow codes of conduct

✔ Media Literacy Advocacy: Agencies can educate their professionals, partners and clients on how earned media work, risks related to mis/disinformation (including paywalls and clickbait dynamics), identification of credible sources, and tools to detect misinformation.

✔ Fact-Checking Before Dissemination: PR agencies should verify the accuracy of the information they share, either created by clients or the agency. In case contents are generated with AI support, PR professionals always need to double-check sources and correctness of the information. Ensuring data and sources are credible is fundamental to maintaining trust.

✔ Rapid Response: If misinformation occurs, PR agencies must act swiftly by informing news publications to clarify or debunk false claims. Speed is key to preventing the spread of inaccuracies.

✔ Partnerships with Media Outlets: Collaborating with reputable and expert journalists and publications ensures that the truth has a wide-reaching platform, reducing the impact of false narratives. This collaboration can be facilitated by organizations like "The Trust Project", an international consortium of news organizations promoting standards of transparency and working with technology platforms to affirm and amplify journalism's commitment to transparency, accuracy, inclusion, and fairness so that the public can make informed news choices.

## SHARED MEDIA

Refers to content that is created and distributed for collective use, engagement, and interaction. Its peculiarity lies in its ability to foster connection and collaboration. Because of its interactive nature, shared media allows people to collaborate, remix, or build upon content. Shared media can spread rapidly across networks, reaching a broad audience and gaining traction far beyond the original creator's intent. In some cases, shared media are used to spread disinformation and confusion on a specific topic.

## What can we do?

PR & Communications professionals can work in the following areas to educate clients and the general public about mis/disinformation risks related to shared media.

✔ Moderation policies: Agencies can educate their professionals, partners and clients on moderation policies of Social Platforms to identify risks and mitigation actions. In case of doubts, agencies should ask for additional information to Social Platforms.

✔ Cooperation with third parties (including fact-checking): Agencies should assess and educate professionals and clients about how Social Platforms cooperate with third parties in order to prevent and fight mis/disinformation. In case of doubts, agencies should ask for additional information to Social Platforms.

✔ Open-Source: For open-source social platforms Agencies should encourage assessment of algorithms to very potential bias and their consequences (e.g. Conversations bubbles, isolation and polarization by interests and topics due to mis/disinformation).

✔ Rapid Response: If misinformation occurs or disinformation is created by third parties around a specific topic where PR agencies are directly involved, they must act swiftly to clarify or debunk false claims.

✔ AI: where possible agencies should learn how Social Platforms are using AI to prevent/detect mis/disinformation. This can also happen via joint sessions with Social Platforms.

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# OWNED MEDIA

Refers to the communication channels and platforms that an organisation or individual has full control over. These are assets that can be created and maintained by the organisation itself and might include Websites, Blogs, Social media pages or profiles, Newsletters, Apps, Physical assets like store signage or branded packaging, events. The main advantage of owned media is that it initially allows for complete control over messages, tone of voice, and branding. However owned media can be deceptive and lead to misinformation and disinformation.

## What can we do?

PR & Communications professionals can mitigate mis/disinformation risks related to owned media by leveraging:

✔ Ethics at the core: Agencies and professionals should work with integrity and ethics starting from the brief session with clients. If specific contents lack proof points, are unclear or might bring to misleading conclusions, they should be always challenged by PR professionals.

✔ Labelling: to reduce mis/disinformation risks, when needed Agencies could label specific contents, for example making a distinction between facts and opinions.

✔ Responsible Use of Technology: If content is created by leveraging AI, agencies should always state that upfront and should double-check sources and quality of final work, as AI can be wrong and misleading.

✔ Fact-checking: When needed, Agencies should collaborate with fact-checking entities and trusted third parties to assess consistency of contents.

✔ Rapid Response: If misinformation occurs or disinformation is created by third parties around a specific content where PR agencies are directly involved, they must act swiftly to clarify or debunk false claims. To mitigate risks and optimise rapid response, agencies should work with clients and independent bodies to ensure content is optimised for search. Data shows that the most popular destination when misinformation starts to spread are Search Engines. Commonly asked questions should be answered where the client or sector is being involved and can provide verifiable answers.

### To learn more please visit:

- **EEAS** *page 25 onwards: List of Archiving Tools; List of Coordination Assessment Tools; list of Authenticity Assessment Tools; List of Source assessment Tools; List of Impact Assessment Tools.*

- **European Union**
  *Codes of conduct under the Digital Services Act*

- **European Union**
  *Media literacy*

- **The Trust Project**
  *About*

- **The Trust Project**
  *The 8 Trust Indicators*

- **UNESCO**
  *Guidelines for the governance of digital platforms*

- **HBR**
  *Are your Ads Funding Disinformation?*

- **WAN-IFRA**

Fact-checking

- **IFCN**
  *International Fact-Checking Network*

- **EFCSN**
  *European Fact-Checking Network*

- **EU DisinfoLab**

- **Credibility coalition**

Social platforms: Moderation Policies

- **X**

- **Meta**

- **Tik Tok**

- **Linkedin**

Social platforms: cooperation with third parties

- **Meta**

- **Tik Tok**
  *Safety Center*

- **TikTok**
  *Transparency Center*

- **X**

- **LinkedIn**

Training

- **Edmo**

- **AFP**

- **EU DisinfoLab**

- **Adobe Education Exchange**
  *Content Authenticity Initiative*

- **IFCN**

- **The Trust Project**

# 4. AI and mis/disinformation: Risks and Opportunities

Artificial intelligence can be a powerful tool in the spread of disinformation. Generative AI can create realistic fake content, such as text, images and videos, which are increasingly difficult to distinguish from authentic material. AI is being used to manipulate public opinion, spread propaganda and amplify censorship. On the other side, AI is also being developed to detect and counter disinformation. More and more AI systems are being created and deployed to:

- Identify Misinformation Patterns: By analysing large volumes of data from news articles, social media posts, and other sources, AI can spot patterns that suggest false or manipulated content.

- Fact-Checking: AI tools can cross-reference claims with reliable sources in real time to verify their accuracy. For example, some algorithms assess statements in articles or speeches against verified databases.

- Deepfake Detection: AI can identify deepfake videos or images by analysing inconsistencies in audio, visuals, or metadata that might not be noticeable to the human eye.

- Sentiment and Bot Analysis: AI can detect disinformation campaigns by analysing the behavior of social media accounts (e.g., identifying bots spreading false narratives) and their coordinated efforts.

- Shape Moderation practices: but this comes with its own ethical challenges, such as balancing freedom of expression and the need for moderation.

On top of this AI can boost Education and Media Literacy via AI-powered educational tools and Virtual Reality experiences simulating real-world scenarios to educate users about the dangers of disinformation. However, challenges remain. Disinformation creators adapt quickly, making detection an ongoing race. Additionally, biases in AI systems or errors in their training data can lead to false positives or negatives.

## What can we do?

PR & Communications professionals should educate staff and clients about risks and opportunities related to AI and mis/disinformation . Do's include:

✔ Understand how AI works, the legal framework, the way it is being created and potential bias. To do so, agencies should strengthen collaboration with trusted technology providers, law firms, universities and institutions.

✔ Train staff and clients about how mis/disinformation spreads in modern era and how to manage it via different technologies including AI and Blockchain-based solutions. PR and communications professionals should regularly monitor the dynamics of specific narratives relevant to their sector or brand, in order to identify and respond to potential misinformation crises before they escalate.

✔ Ensure responsible use of technology. If contents are created by leveraging AI, agencies should always double-check sources and quality of final work as AI can be wrong and misleading and state if content is created by using AI.

✔ Fact-check consistency of contents by leveraging also AI tools.

✔ If AI misinformation occurs or AI disinformation is created by third parties around a specific content where PR agencies are directly involved, they must act swiftly to clarify or debunk false claims.

### To learn more please visit:

- **EEAS** *page 25 onwards: List of Archiving Tools; List of Coordination Assessment Tools; list of Authenticity Assessment Tools; List of Source assessment Tools; List of Impact Assessmen*
- **European Union** *Codes of conduct under the Digital Services Act*
- **European Union** *AI Act*
- **European Parliament** *EU AI Act: first regulation on artificial intelligence*
- **OECD** *Policies, data and analysis for trustworthy artificial intelligence*
- **Center for AI and Digital Policy**
- **Council of Europe** *Council of Europe adopts first international treaty on artificial intelligence*
- **Content Authenticity Initiative**
- **ICCO** *Principles for Ethical Use of AI in Public Relations*
- **Harvard Business Review** *AI's Trust Problem*
- **AI4TRUST**
- **Cyabra**
- **Graphika**
- **Blackbird.AI**
- **Logically**
- **Newsguard**
- **Epresspack**
- **Identrics**

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# 5. Importance of Traditional and Generative Search in fact-checking

When it comes to managing the spread of mis- and disinformation, search is arguably the number one tool in the communicator's armoury, but also, increasingly, the greatest threat. According to the Nature, the majority of internet users state that they check facts online that they come across at least once a day. The results are more reliable than traditional news, such as radio, newspapers or television.

Managing search engine optimisation for our clients is therefore vital to reducing the spread of misinformation. But further research from Nature shows that if not managed correctly, because of its perceived trustworthiness, misleading search results are likely to accelerate the spread of disinformation.

In traditional search, users had more visibility into source credibility through ranked links (Search Engine Results Pages - SERPs). That means that as communicators, we can put verifiable answers about brands, products and sectors into that optimised search ecosystem (SEO keywords). Users click through to owned or earned answers in the SERPs, and these owned or earned sites can be substantiated through third party research and external links.

Generative search collapses that visibility by offering direct, authoritative-sounding answers— making it even more essential that those answers are accurate, trustworthy, and rooted in verified expertise. Where **Google processes roughly 14bn traditional searches** a day, platforms such as OpenAI, Perplexity, Anthropic and Google's own AI Overview are now processing hundreds of millions of searches a day.

This shift creates two core vulnerabilities for mis/disinformation management. First, because GenAI prioritises content that is expert-driven, timely, and widely shared, high-volume low-quality content—if left unchecked—can begin to shape how the model understands a topic. Second, the authoritative tone of GenAI responses can give false information a veneer of credibility if the model has ingested flawed inputs.

## What can we do?
For communicators, the implications are significant:

✔ Generative search is growing as an information checking mechanism and professionals should be educated about how it works, risks/opportunities along with differences with traditional search (e.g. Search Engine Optimisation vs Generative Engine Optimisation). Collaboration with trusted AI providers, Search Engines, Universities and institutions is key.

✔ Communicators must actively seed and sustain accurate, expert-led content across all relevant touchpoints—media, social, blogs—to "train" AI models over time. Disinformation in this context is not just something to counteract—it's something to pre-empt. If authoritative voices don't own the narrative, GenAI will assemble it from whatever content is most available, regardless of accuracy. In this environment, managing mis/disinformation becomes less about damage control and more about shaping the data/content that GenAI learns from (Generative Engine Optimization). Human oversight is crucial.

✔ Instead of relying on a single AI model it might be appropriate to use multiple AI models at the same time or even better, to adopt an approach that allows the system to search reliable sources and provide answers based on verified information (Retrieval-Augmented Generation model) rather than relying on a simple GPT model's assumptions.

✔ For communicators, that makes all forms of search not just a channel for information, but a frontline in the effort to ensure truth can surface before falsehoods take hold. For this reason, PR agencies and businesses should develop internal policies outlining their approach to AI, traditional and generative search to prevent and fight mis/disinformation. Collaboration with multiple AI providers and Search Engines is crucial.

✔ Agencies and communications professionals can maintain transparency about the above-mentioned policies and make this information available to stakeholders.

To learn more please visit:

Nature | Google | Forbes | OpenAI | Copilot | Gemini | Perplexity

# Final note:
# the international collaboration within the information society ecosystem

Thanks for reading 2025 Digital Mis/disinformation Handbook. This document represents one of the deliverables stemming from the **Media Education and Information Pledge**, a collective work by ICCO, The Trust Project, EUPRERA, EACD, Global Women in PR - with the support of Council of Europe.

Findings show the urgent need for cross-collaboration amid various stakeholders of the information society to prevent and fight mis/disinformation. All sides must share a collective responsibility to educate each other and share best practices. As we move forward, it is essential to consider what we can do in our daily job and how we can create meaningful partnerships.

ICCO's initiatives are part of a broader ecosystem of international cooperation where International Organizations, Governments, Brands, Journalists, Social and Tech platforms, Traditional and digital Media, Fact-checking entities, Consumers Associations converse to help prevent/fight mis/disinformation.

Please find below some key references

- **United Nations**
  *United Nations Global Principles For Information Integrity*
- **European Union**
  *Codes of conduct under the Digital Services Act*
- **European Union**
  *The 2022 Code of Practice on Disinformation*
- **Council of Europe**
  *Freedom of Expression: useful links*
- **Council of Europe**
  *Steering Committee on Media and Information Society (CDMSI) and expert committees*

- **European Parliament**
  *Regulation (EU) 2024/900 of the European Parliament and of the Council of 13 March 2024 on the transparency and targeting of political advertising*
- **European Parliament**
  *Multimedia Centre*
- **European Parliament**
  *Online information manipulation and information integrity*
- **NATO**
  *NATO's approach to counter information threats*

- **UNDP**
- **ICCO**
  *Media Information and Education Pledge*
- **Content Authenticity Initiative**

We hope this document contributes to ongoing multi-stakeholder conversations and unlocks new international and national initiatives to prevent and fight mis/disinformation. Your feedback and suggestions are essential to update this paper effectively.

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