

Code of Practice on  
Disinformation – Report of  
Avaaz for the period  
between 1st January 2024  
and 31st December 2024

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## Executive summary

Between January 1, 2024, and December 31, 2024, Avaaz continued its efforts to strengthen the enforcement of the Digital Services Act (DSA) and improve the EU Code of Practice on Disinformation, expanding its focus to include broader digital rights protection and the impact of artificial intelligence on the online information ecosystem.

Our commitment to empowering users has been evident through targeted media literacy initiatives and public advocacy campaigns, designed to inform and engage European citizens on platform accountability, AI regulation, and social media addiction. Avaaz has been a key advocate for the protection of fundamental rights online, engaging with policymakers and the public to ensure the responsible enforcement of digital regulations.

Avaaz's public campaigns have played a critical role in fostering awareness and public engagement:

- **Artificial Intelligence Act Advocacy:** Through direct engagement with EU institutions and public mobilisation, Avaaz helped win the inclusion of Fundamental Rights Impact Assessments in the final AI Act and is contributing to its implementation to advance human rights protections.
- **Social Media Addiction Campaign:** Recognizing the role of platform design and algorithms in fueling disinformation and online polarization, Avaaz mobilised EU citizens to demand transparency and accountability from tech companies, and robust action from EU decision-makers.
- **Public Outreach & Media Literacy:** Avaaz leveraged its social media presence to highlight the risks of AI-driven polarization and the need for stronger platform regulations, reaching thousands.

Our active participation in the Permanent Task Force further underscores our commitment to collective action against disinformation, both on the joint analyses of subscription forms from Very Large Online Platforms (VLOPs) and on updating the Code of Practice's preamble ahead of the conversion under the DSA.

Looking ahead, Avaaz remains committed to bridging the gap between platforms, policymakers, and civil society, ensuring greater transparency, accountability, and oversight in the digital sphere.

## V. Empowering Users

### Commitment 17

In light of the European Commission's initiatives in the area of media literacy, including the new Digital Education Action Plan, Relevant Signatories commit to continue and strengthen their efforts in the area of media literacy and critical thinking, also with the aim to include vulnerable groups.

Measure 17.2

QRE 17.2.1

Avaaz's recent advocacy highlights the enforcement challenges of the Digital Services Act (DSA) and its interplay with other legislation, such as the Artificial Intelligence Act and the forthcoming Digital Fairness Act. Avaaz's focus has broadened to encompass the protection of all fundamental rights online—not just those impacted by disinformation. Avaaz urges EU leaders to take decisive action in enforcing the DSA, ensuring platforms are held accountable for safeguarding digital rights. This initiative aligns with Commitment 17 by promoting informed public dialogue and advocating for systemic reforms to strengthen media literacy and critical thinking, particularly in assessing companies' practices.

Avaaz's efforts include:

- A [public campaign on the Artificial Intelligence Act](#): Launched in 2023, this campaign led to better human rights protections, including the requirement of Fundamental Rights Impact Assessment obligations for high-risk providers in the final text of the Act. In 2024, Avaaz updated more than 250,000 campaign signers, detailing the legislative negotiations and highlighting the Act's significance for a safer online environment. As part of the ongoing initiative, Avaaz has submitted advice on human rights protections for the draft of the General-Purpose AI Code of Practice, including a [paper on risk classification taxonomy](#) to the EU AI Office. The paper highlights how GPAI fuels the large-scale distribution of extreme content, shaping online experiences through highly personalised algorithms. While personalisation

	<p>enhances navigation in the digital world, it also creates echo chambers that limit exposure to diverse perspectives, fostering polarisation.</p> <ul style="list-style-type: none"> <li>● <b>Public campaign on social media addiction:</b> The campaign aims to engage EU citizens in asking for changes in the platforms’ design and algorithms to reduce the addictive potential they represent to users. The addictive features also play an important role in how disinformation spreads.</li> <li>● <b>Social Media Campaigns:</b> We highlighted the <a href="#">risks of polarisation increased by AI</a>, clarified the need for a <a href="#">Code of Practice on General Purpose AI</a>, and amplified content from partners on <a href="#">social media algorithms, platforms’ responsibility</a> to protect online civic spaces, and supported <a href="#">a push for a fair digital agenda</a>.</li> </ul>		
SLI 17.2.1 – actions enforcing policies above	<ol style="list-style-type: none"> <li>1) Reach of campaigns: the number of views on Avaaz’s social media posts</li> <li>2) Nr of interactions with online assets: number of interactions on Avaaz’s social media channels with disinformation-related posts, plus the number of signatures in Avaaz’s campaigns</li> </ol>		
	Nr of media literacy/ awareness raising activities organised/ participated in	Reach of campaigns	Nr of interactions with online assets
Data	7	14,671 views	490,380 interactions

<b>VI. Empowering the research community</b>	
<b>Commitment 29</b>	
Relevant Signatories commit to conduct research based on transparent methodology and ethical standards, as well as to share datasets, research findings and methodologies with relevant audiences.	
Measure 29.1	
QRE 29.1.1	Avaaz has not conducted research on disinformation during the period reported.
QRE 29.1.2	N/A
QRE 29.1.3	N/A
SLI 29.1.1 – reach stakeholders or citizens informed about the outcome of research projects	

	N/A
Data	

<b>VIII. Transparency Centre</b>	
<b>Commitment 36</b>	
Signatories commit to updating the relevant information contained in the Transparency Centre in a timely and complete manner. [change wording if adapted]	
Measure 36.2	
Measure 36.3	
QRE 36.1.1 (for the Commitments 34-36)	N/A
QRE 36.1.2 (for the Commitments 34-36)	N/A
SLI 36.1.1 - (for Measures 34 and 36) meaningful quantitative information on the usage of the Transparency Centre, such as the average monthly visits to the webpage	The common Transparency Center has, for the reporting period in question, received 20255 page views. The average engagement time on the website is 4 minutes and 5 seconds (4m5s) and reports have been downloaded 5626 times.
Data	

<b>IX. Permanent Task-Force</b>	
<b>Commitment 37</b>	
Signatories commit to participate in the permanent Task-force. The Task-force includes the Signatories of the Code and representatives from EDMO and ERGA. It is chaired by the European Commission, and includes representatives of the European External Action Service (EEAS). The Task-force can also invite relevant experts as observers to support its work. Decisions of the Task-force are made by consensus.	
Measure 37.1	
Measure 37.2	
Measure 37.3	
Measure 37.4	
Measure 37.5	

Measure 37.6	
QRE 37.6.1	<p>Avaaz has been a consistent member of 3 subgroups (Monitoring and Reporting, Crisis Response and Outreach, and Integration of New Signatories), and has recently joined the subgroup on Generative AI.</p> <p>Together with other non-platform signatories, Avaaz coordinated the joint analysis of the renewed subscription forms from VLOPs and was part of the negotiations around updating the Code's preamble ahead of the conversion into a Code of Conduct under the DSA.</p>