

Code of Practice on
Disinformation – Report
of Demagog Association
for the period January
2023 - December 2023

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Executive summary

Executive summary (max. 2 pages)

Demagog Association is the first Polish fact-checking organization. Since 2014 we work on verifying politicians' statements, verifying their promises and debunking false information. Our main goal is to improve the quality of public debate by providing citizens with unbiased and reliable information. Since 2019 we are certified member of the International Fact-Checking Network and partner to the Meta's Third-Party Fact-Checking Program. We are also part of the European Digital Media Observatory (EDMO) fact-checking community, and the signatory to the 2022 European Code of Practice on Disinformation. Since 2023 we are certified member of the European Fact-Checking Standards Network and partner to the TikTok's Global Fact-Checking Program.

Guidelines for filling out the report

Reports are detailing how signatories have implemented their Commitments under the Code and signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each signatory.

Reporting period

The reporting period to be covered in the reports is 12 months for signatories who are not offering very large online platform services. Signatories shall submit reports outlining policy updates and actions taken to implement the Commitments and Measures they signed up to under the Code. All data and policy updates should be reported for 12 months period from the submission of last reports.

Adjusting the reporting template

Signatories who are not offering very large online platform services can adapt the template to specific commitments and measures they subscribed to. This may include adapted wording for commitments, measures, QREs and SLIs. Relevant signatories will report only on commitments and measures they subscribed to and provide Member State-level data only if feasible.

Reporting per Service

When filling in a report for several services, use colour codes to clearly distinguish between services. At the beginning of the report, clarify what colour is used for which service.

Reporting in text form

Reporting in the form of written text is required for several parts of the report. Most of them are accompanied by a target character limit. Please stick to the target character limit as much as possible. We encourage you to use bullet points and short sentences. When providing information to the QRE, please make sure that your answer covers all the elements of the associated commitment and measure. Links should only be used to provide examples or to illustrate the point. They should not be used to replace explanations or to provide data in the forms. All relevant explanations and data must be included in the report directly, in written form.

Reporting SLIs and data

Reporting on SLIs requires quantitative information to be reported on in this harmonised reporting template.

- Where relevant and feasible, SLIs should be reported on per Member State.
- If no data is available on Member State level, SLIs might, instead, be exceptionally reported on per language. (NB that signatories agreed to revisit this issue after the first reporting, to ensure harmonised and meaningful reporting.)
- Please report data in the format provided by the harmonised reporting template, not through external links. Please use the Member State/language template provided in the harmonised reporting template. Where the table asks for "Other relevant metrics", please name the metric that you would like to report on in addition to the ones already provided. You may include more than the number of additional fields provided where necessary; in that case, please adjust the table as needed.
- Please contextualize all data as much as possible, i.e. include baseline quantitative information that will help contextualize the SLIs (e.g. number of pieces of content labelled out of what volume of content).
- If there are no relevant metrics to report on, please leave the respective columns blank.

Reporting on TTPs

If subscribed to Commitment 14, Integrity of Services, we ask you to report on each identified TTP individually. The number of identified TTPs may vary per service. Where more than one TTP are reported under the same action, clarify the reasoning in the methodology. Where input is not provided, keep the placeholder for the relevant TTP and explain reasons and planned remedial

action. Additionally, as with all other SLIs, data can be provided per Member State for each individual TTP.

Missing Data

In case that at the time of reporting there is no data available yet, the data is insufficient, or the methodology is lacking, please outline in the dedicated field (i.e. in the field about further implementation measures planned) how this will be addressed over the upcoming six months, being as specific as possible.

Signatories are encouraged to provide insights about the data/numbers they provide by inserting possible explanations in the boxes of the template "*Methodology of data measurement & insights on data provided*". This should aim to explain the why of what is being reported, for instance - *Are there trends or curiosities that could require or use contextual explanation? What may be driving the change or the difference in the number?* Please also indicate inconsistencies or gaps regarding methodology in the dedicated box.

Attachments

We ask you not to enclose any additional attachments to the harmonised reporting template.

Crisis and elections reporting template

Relevant signatories are asked to provide proportionate and appropriate information and data during a period of crisis and during an election. Reporting is a part of a special chapter at the end of the harmonised reporting template and should follow the guidelines:

- The reporting of signatories' actions should be as specific to the particular crisis or election reported on as possible. To this extent, the rows on "Specific Action[s]" should be filled in with actions that are either put in place specifically for a particular event (for example a media literacy campaign on disinformation related to the Ukraine war, an information panel for the European elections), or to explain in more detail how an action that forms part of the service's general approach to implementing the Code is implemented in the specific context of the crisis or election reported on (for example, what types of narratives in a particular election/crisis would fall into scope of a particular policy of the service, what forms of advertising are ineligible).
- Signatories who are not offering very large online platform services and who follow the invitation to report on their specific actions for a particular election or crisis may adapt the reporting template as follows:
 - They may remove the "Policies and Terms and Conditions" section of the template, or use it to report on any important changes in their internal rules applicable to a particular election or crisis (for example, a change in editorial guidelines for fact-checkers specific to the particular election or crisis)
 - They may remove any Chapter Section of the Reporting Template (Scrutiny of Ads Placement, Political Advertising, Integrity of Services etc.) that is not relevant to their activities
- The harmonised reporting template should be filled in by adding additional rows for each item reported on. This means that rather than combined/bulk reporting such as "Depending on severity of violation, we demote or remove content based on policies X, Y, Z", there should be individual rows stating for example "Under Policy X, content is demoted or removed based on severity", "Under Policy Y, content [...]" etc.
- The rows should be colour-coded to indicate which service is being reported on, using the same colour code as for the overall harmonised reporting template.

Reporting should be brief and to the point, with a suggested character limit entry of 2000 characters.

Uploading data to the Transparency Centre

The reports should be submitted to the Commission in the form of the pdf via e-mail to the address CNECT COP TASK FORCE CNECT-COP-TASK-FORCE@ec.europa.eu within the agreed deadline. Signatories will upload all data from the harmonised reporting template to the Transparency Centre, allowing easy data access and filtering within the agreed deadline. It is the responsibility of the signatories to ensure that the uploading takes place and is executed on time. Signatories are also responsible to ensure that the Transparency Centre is operational and functional by the time of the reports' submission that the data from the reports are uploaded and made accessible in the Transparency Centre within the above deadline, and that users are able to read, search, filter and download data as needed in a user-friendly way and format.

VII. Empowering the fact-checking community

Commitment 33

Relevant Signatories (i.e. fact-checking organisations) commit to operate on the basis of strict ethical and transparency rules, and to protect their independence.

Measure 33.1	Demagog Association commits to operate under strict ethical and transparency rules and to comply with relevant codes setting the qualitative standards for the fact-checking community based on principles of transparency, non-partisanship and fairness.			
QRE 33.1.1	<p>Demagog Association maintains its commitment to adhere to highest qualitative standards for the fact-checking community. Since 2019 we are verified member of the International Fact-Checking Network (IFCN). As of March 2024, in the IFCN there are 50 verified active signatories and 27 organizations under renewal process which come from EU member states, Council of Europe states and Kosovo.</p> <p>Since 2023 we are certified members of the European Fact-Checking Standards Network. We have been verified as compliant with its Code. As of March 2024, there are 38 verified members of the EFCSN and 14 organization under assessment procedure.</p> <p>The European Code of Standards for Independent Fact-Checking Organisations is a set of criteria designed to ensure that organisations fact-checking mis and disinformation adhere to the highest standards of methodology, ethics and transparency in order to best serve the public interest.</p> <p>Membership in the EFCSN signifies an organisation’s rigorous commitment to provide accurate information ethically and transparently, without bias or prejudice. Members focus on matters in the public interest and have a proven track record of excellence, integrity and accountability.</p>			
SLI 33.1.1 - number of European fact-checkers that are IFCN-certified and EFCSN-certified	<p>Number of organizations verified in the IFCN and the EFCSN is based on territorial principle. Organizations taken into account are located in the EU member states, Council of Europe member states, Kosovo and Belarus.</p> <table border="1" data-bbox="632 1568 1394 1854"> <tr> <td data-bbox="632 1568 1011 1854"> <p>Nr of fact-checkers IFCN-certified:</p> <p>50 signatories 27 organizations under renewal 8 organizations with certification expired</p> </td> <td data-bbox="1011 1568 1394 1854"> <p>Nr of fact-checkers EFCSN-certified:</p> <p>38 verified members 14 under assessment after applying</p> </td> </tr> </table>		<p>Nr of fact-checkers IFCN-certified:</p> <p>50 signatories 27 organizations under renewal 8 organizations with certification expired</p>	<p>Nr of fact-checkers EFCSN-certified:</p> <p>38 verified members 14 under assessment after applying</p>
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Data	March 2024	March 2024		

VIII. Transparency Centre

Commitment 34

To ensure transparency and accountability around the implementation of this Code, Relevant Signatories commit to set up and maintain a publicly available common Transparency Centre website.

Measure 34.3	Demagog Association reaffirms its commitment to actively contribute, within the scope of its operations and activities to the Transparency Centre.
Measure 34.4	Demagog Association reaffirms its commitment to actively contribute, within the scope of its operations and activities to the Transparency Centre.

VIII. Transparency Centre

Commitment 35

Signatories commit to ensure that the Transparency Centre contains all the relevant information related to the implementation of the Code's Commitments and Measures and that this information is presented in an easy-to-understand manner, per service, and is easily searchable. [change wording if adapted]

Measure 35.2	Demagog Association reaffirms its commitment to include in an accessible and understandable manner all the relevant information within the scope of its operations and activities in the Transparency Centre.
Measure 35.3	Demagog Association reaffirms its commitment to include in an accessible and understandable manner all the relevant information within the scope of its operations and activities in the Transparency Centre.
Measure 35.4	Demagog Association reaffirms its commitment to include in an accessible and understandable manner all the relevant information within the scope of its operations and activities in the Transparency Centre.

VIII. Transparency Centre

Commitment 36

Signatories commit to updating the relevant information contained in the Transparency Centre in a timely and complete manner.

Measure 36.1	Demagog Association reaffirms its commitment to update the relevant information contained in the Transparency Centre in a timely and complete manner.
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Measure 36.2	Demagog Association reaffirms its commitment to update the relevant information contained in the Transparency Centre in a timely and complete manner.
Measure 36.3	Demagog Association reaffirms its commitment to update the relevant information contained in the Transparency Centre in a timely and complete manner.
QRE 36.1.1 (for the Commitments 34-36) [insert wording if adapted]	Demagog Association reaffirms its commitment to update the relevant information contained in the Transparency Centre in a timely and complete manner.
QRE 36.1.2 (for the Commitments 34-36) [insert wording if adapted]	The administration of the Transparency Centre website has been transferred fully to the community of the Code's signatories, with VOST Europe taking the role of developer.
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 of the webpage [change wording if adapted]	The common Transparency Center has received around 35.000 views between July 1st 2023 and December 31st 2023. The average engagement time on the website is 1m11s and reports have been downloaded more than 9.000 times.
Data	March 2024

IX. Permanent Task-Force

Commitment 37

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	Demagog Association actively participates in the work of the Permanent Task-force. We are in the following subgroups: Crisis Response Subgroup, Outreach and Integration Subgroup, Empowering Fact-checkers Subgroup and the Working Group on Elections.
Measure 37.2	Demagog Association actively participates in the work of the Permanent Task-force. We are in the following subgroups: Crisis Response Subgroup, Outreach and Integration Subgroup, Empowering Fact-checkers Subgroup and the Working Group on Elections.
Measure 37.3	Demagog Association actively participates in the work of the Permanent Task-force. We are in the following subgroups: Crisis Response Subgroup, Outreach and Integration Subgroup, Empowering Fact-checkers Subgroup and the Working Group on Elections.
Measure 37.4	Demagog Association actively participates in the work of the Permanent Task-force. We are in the following subgroups: Crisis Response Subgroup, Outreach and Integration Subgroup, Empowering Fact-checkers Subgroup and the Working Group on Elections.

Measure 37.5	Demagog Association actively participates in the work of the Permanent Task-force. We are in the following subgroups: Crisis Response Subgroup, Outreach and Integration Subgroup, Empowering Fact-checkers Subgroup and the Working Group on Elections.
Measure 37.6	Demagog Association actively participates in the work of the Permanent Task-force. We are in the following subgroups: Crisis Response Subgroup, Outreach and Integration Subgroup, Empowering Fact-checkers Subgroup and the Working Group on Elections.
QRE 37.6.1 [insert wording if adapted]	Demagog Association actively participates in the work of the Permanent Task-force. We are in the following subgroups: Crisis Response Subgroup, Outreach and Integration Subgroup, Empowering Fact-checkers Subgroup and the Working Group on Elections.

X. Monitoring of Code

Commitment 38

The Signatories commit to dedicate adequate financial and human resources and put in place appropriate internal processes to ensure the implementation of their commitments under the Code.

Measure 38.1	Demagog Association reaffirms its commitment to ensure the proper implementation of the Code.
QRE 38.1.1 [insert wording if adapted]	Demagog Association delegated its Vice President Pawel Terpilowski to be representative of the organization in the work of the Permanent Task-force. He is also coordinating all of the activities that the Demagog Association is undertaking to ensure the proper implementation of our commitments in the Code of Practice. Those actions and measures are supervised by the Board of the Demagog Association. Demagog Association allocates necessary financial resources to ensure compliance with the Code.

X. Monitoring of Code

Commitment 39

Signatories commit to provide to the European Commission, within 1 month after the end of the implementation period (6 months after this Code's signature) the baseline reports as set out in the Preamble.

Demagog Association has provided its baseline report.

X. Monitoring of Code

Commitment 40

Signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each Signatory, service and at Member State level.

Measure 40.2	Demagog Association reaffirms its commitment to provide relevant yearly reporting on the implementation of its commitments and measures in the Code of Practice as well as adequate feedback on improving the monitoring and reporting framework of the Code.
Measure 40.3	Demagog Association reaffirms its commitment to provide relevant yearly reporting on the implementation of its commitments and measures in the Code of Practice as well as adequate feedback on improving the monitoring and reporting framework of the Code.
Measure 40.4	Demagog Association reaffirms its commitment to provide relevant yearly reporting on the implementation of its commitments and measures in the Code of Practice as well as adequate feedback on improving the monitoring and reporting framework of the Code.
Measure 40.5	Demagog Association reaffirms its commitment to provide relevant yearly reporting on the implementation of its commitments and measures in the Code of Practice as well as adequate feedback on improving the monitoring and reporting framework of the Code.
Measure 40.6	Demagog Association reaffirms its commitment to provide relevant yearly reporting on the implementation of its commitments and measures in the Code of Practice as well as adequate feedback on improving the monitoring and reporting framework of the Code.

X. Monitoring of Code

Commitment 42

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce.

Demagog Association reaffirms its commitment to provide relevant reporting, information and data upon request of the European Commission, in accordance with the rapid response system established by the Task-force. In relation to this commitment, Demagog Association also participates in the Crisis Response Subgroup in which we are monitoring current development of crisis situations of international concern like COVID-19 pandemic, war in Ukraine. We are also engaged in efforts related to the upcoming European elections.

X. Monitoring of Code

Commitment 43

Signatories commit to produce reports and provide data following the harmonised reporting templates and refined methodology for reporting and data disclosure, as agreed in the Task-force.

Demagog Association reaffirms its commitment to provide reports and data following the harmonized reporting templates and refined methodology for reporting and data disclosure.

Reporting on the service's response during a period of crisis

Reporting on the service's response during a crisis

War of aggression by Russia on Ukraine

Threats observed or anticipated at time of reporting: For the reporting period we have observed constant presence of disinformation narratives related to the Russian full-scale invasion of Ukraine.

Those narratives were focusing primarily on geopolitical context of the war (justification of the invasion, redirection of the responsibility for the war towards Ukraine, West, NATO or the United States), refugees-related narratives (claims regarding alleged privileged policies and social benefits).

Due to the 2023 being an electoral year in Poland, we have also observed narratives undermining elections integrity in the war-related context — specifically, that Ukrainians will be eligible to vote in the elections and thus will manipulate the results of the elections in their favor.

As a spillover of those tendencies we have observed significant increase of disinformation narratives related to the Polish membership in NATO, Poland's Western integration and strategic relations with the United States.

Mitigations in place at time of reporting: As fact-checking organization we are constantly monitoring very large online platforms in order to timely detect and debunk harmful war-related disinformation which we recognise as one of key disinformation narratives circulating in the Polish infosphere. As a part of providing fact-checking services for Meta and TikTok we try to limit the dissemination of such harmful content. Measures taken by very large online platforms in relation to the Russian fullscale invasion of Ukraine we assess as generally insufficient. Measures taken by the following platforms specifically: X, YouTube, Telegram we assess as particularly inadequate.