

Code of Practice on  
Disinformation – Report of  
Newtral for the period July –  
December 2023

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## Executive summary

Newtral is a media startup founded in January 2018 by journalist Ana Pastor, who is its sole shareholder. The three business areas in which we work are: the production of programs (for television and platforms), new narratives in social networks, innovation in journalism through fact-checking, and, in addition, we have launched a line of research based on Artificial Intelligence protocols. Our television productions include *El Objetivo de Ana Pastor* and *Dónde Estabas Entonces*, broadcast by laSexta, *Nevenka* for Netflix, *Un Sueño Real* for HBO, and *Los Borbones: una familia real*, on Atresplayer.

On our website, you can also find all the fact-checking articles, explainers, and data visualizations. We have also expanded our efforts in media literacy education. We collaborate with Meta (Facebook) on its third-party verification program as members of the IFCN, with the aim of reducing misinformation and reviewing "content (text, photos, or videos) that users or the platform itself deem potentially false, manipulated, or containing misleading or out-of-context information." Meta has also partnered with us to provide a free verification service through WhatsApp, a pioneering project in Spain that we launched in 2018. We also have a partnership with TikTok, which began in 2020. We work alongside the platform to reduce the spread of false information, advising the company on engaging users in efforts to reduce misinformation and the spread of unverified content.

Newtral has been a signatory of the Code of Practice on Disinformation since 2023. Over the course of this year, we have actively contributed to EDMO reports, offering insights and information to enhance the understanding of disinformation challenges. Additionally, we are contributing to the Iberian chapter of EDMO, IBERIFIER, engaging in collaborative efforts with our peers. In June, we participated in the Fifth Plenary of the Code of Practice on Disinformation in Brussels, where we shared our concerns and fostered connections with fellow partners in the Code. Furthermore, we have integrated into various subgroups to participate in discussions. Our commitment to excellence extends to our participation in the European Fact-Checking Standards Network (EFCSN), dedicated to establishing a robust institutional framework that upholds the highest standards within the European fact-checking community.

## 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 17.1

**QRE 17.1.1** [insert wording if adapted]

At Newtral we have media literacy as one of our main objectives. We have a full division devoted to pursuing this goal, Newtral Educación, from which we participate in many activities with different types of civil society organizations, universities and companies in order to generate a critical spirit and promote good practices in the field of verification.

**SLI 17.1.1 - actions enforcing policies above** [change wording if adapted]

Newtral has given dozens of lectures and workshops on disinformation to raise awareness among the general public and various groups about the phenomenon of disinformation, artificial intelligence, and tools to detect false information. A series of courses, workshops, lectures, and conferences have been conducted by Newtral across various institutions and organizations, aimed at addressing the challenges posed by disinformation and the role of artificial intelligence (AI). These efforts encompass a wide range of topics, including fact-checking, misinformation detection, journalism, and the impact of AI on employment and training. Activities have been held at universities, non-profit organizations, and public libraries, among others, reflecting Newtral's commitment to promoting media literacy and combating disinformation through education and awareness-raising initiatives.

We also continue our compromise with media literacy with the projects DoCHECK! and HYBRIDS, both funded by the European Commission, in which Newtral is one of the partners.

## 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. [change wording if adapted]

Measure 38.1	Newtral has designated two individuals to serve as representatives of the organisation within both the Permanent Task-force and the Subgroups. They bear the responsibility of supervising and coordinating all internal initiatives aimed at guaranteeing the successful implementation of our commitments in accordance with the Code of Practice. Our overarching objective is to attain full compliance with the Code.
QRE 38.1.1 [insert wording if adapted]	Newtral has allocated sufficient resources and has established appropriate internal processes to ensure the effective implementation of our commitments under the Code. We have formed dedicated teams and instituted internal processes to achieve comprehensive coverage across all aspects of our commitment.

<b>X. Monitoring of Code</b>
<b>Commitment 39</b>
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. [change wording if adapted]
This marks Newtral's second report submission following our commitment to the Code.

<b>X. Monitoring of Code</b>	
<b>Commitment 40</b>	
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. [change wording if adapted]	
Measure 40.1	Newtral is delivering its second report.
Measure 40.2	Newtral is fully committed to cooperating with the European Commission, ensuring prompt responses to their requests for information and data. This cooperation is aimed at facilitating an efficient and thorough monitoring process for the implementation of the Code.
Measure 40.3	In the coming six months, our plan revolves around strengthening our commitment and maintaining open communication with the Transparency Center. This encompasses not only the ongoing report but also any supplementary measures or developments that may emerge during this period.
Measure 40.4	In the coming six months, our plan revolves around strengthening our commitment and maintaining open communication with the Transparency Center. This encompasses not only the ongoing report but also any supplementary measures or developments that may emerge during this period.

**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. [change wording if adapted]

Newtral is committed to taking swift action during critical situations, such as elections or crises. We are prepared to collaborate with the European Commission by promptly supplying any required information, data, or reports as requested within the Task-force's rapid response system. As part of our proactive approach, we are actively preparing to address potential disinformation concerns during the upcoming European elections.

**X. Monitoring of Code**

**Commitment 43**

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. [change wording if adapted]

Newtral is committed to generating reports and providing data in accordance with the harmonised reporting templates and refined methodology for reporting and data disclosure, which have been collectively agreed upon within the Task-force. We are actively preparing to enhance the maturity of the implementation of this commitment by gearing up to provide the necessary reports and data required for the upcoming European elections.

# Reporting on the service's response during an election

## Reporting on the service's response during an election

### European Elections

Threats observed or anticipated at time of reporting: In light of the upcoming European elections, it is imperative to address the proliferation of fake news campaigns fueled by misinformation, particularly among young individuals, regarding the functions and activities of the EU.

Mitigations in place – or planned – at time of reporting:

We produce content in the most direct manner possible, leveraging our experience and reach to disseminate messages to the young audience through the channels they currently use for information.

[Note: Signatories are requested to provide information relevant to their particular response to the threats and challenges they observed on their service(s). They ensure that the information below provides an accurate and complete report of their relevant actions. As operational responses to crisis/election situations can vary from service to service, an absence of information should not be considered a priori a shortfall in the way a particular service has responded. Impact metrics are accurate to the best of signatories' abilities to measure them].

### Empowering Users

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

**Specific Action applied** (with reference to the Code's relevant Commitment and Measure)

We have produced a media literacy video for our TikTok channel regarding the risks of disinformation related to the European elections. This explanation is supplemented with examples illustrating the EU's impact on citizens. We are also taking part in the EFCSN projects related to the European elections.

After seven days of publication, we have accumulated almost four hours of total viewing time and 10.9 seconds of media time for visualizations, with 1,300 views, 63 likes, and 5 comments.