

EU CODE OF PRACTICE ON DISINFORMATION 2022

# Subscription Document for Avaaz

## **Name of the Signatory**

*Avaaz Foundation*

## **About the Signatory**

Avaaz is a global movement with more than 70 million members worldwide, including 22 million members in Europe. We are funded entirely by small donations from individual members. The Avaaz community campaigns in 17 languages, served by a core team on 6 continents. Our members take action -- signing petitions, funding media campaigns and direct actions, emailing, calling and doing advocacy with governments, and organising "offline" protests and events -- to ensure that the views and values of the world's people inform the decisions that affect us all.

Advocating for a Free and Open Internet for All has been an organisational priority for many years, with a focus on the Anti-Disinformation project since 2018. As part of that effort, Avaaz investigations have shed light on how Facebook helped lead [America down the dark path from election to insurrection](#); revealed how [Facebook's AI](#) failed American voters ahead of Election Day in October 2020; exposed [Facebook's algorithms](#) as a major threat to public health in August 2020; investigated the US-based [anti-racism protests](#) where divisive disinformation narratives went viral on Facebook in June 2020; revealed a disinformation network with half a billion views ahead of the 2019 [European Union elections](#); prompted Facebook to take down a network reaching 1.7M people in Spain days before the 2019 [national election](#); released a report on the fake news reaching millions that fuelled the [Yellow Vests crisis](#) in France; exposed a massive disinformation network during the Brazil presidential elections in 2018; revealed the role [anti-vaccination misinformation is having on reducing the vaccine rate in Brazil](#); and released a report on how YouTube was driving millions of people to watch [climate misinformation videos](#).

Avaaz's work on disinformation is rooted in the firm belief that fake news proliferating on social media poses a grave threat to democracy, the health and well-being of communities, and the security of vulnerable people. Avaaz reports openly on its disinformation research so it can alert and educate social media platforms, regulators and the public, and help society advance smart solutions to defend the integrity of our elections and our democracies. You can find our reports and learn more about our work by visiting: [https://secure.avaaz.org/campaign/en/disinfo\\_hub/](https://secure.avaaz.org/campaign/en/disinfo_hub/).

<b>V. Empowering Users</b>		
<b>List of adopted commitments and measures <sup>1</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>2</sup></b>
<u>Commitment 17</u> YES	<u>Measure 17.1</u>	
	<u>Measure 17.2</u> YES	QRE 17.2.1 SLI 17.2.1
	<u>Measure 17.3</u>	
<u>Commitment 18</u>	<u>Measure 18.1</u>	
	<u>Measure 18.2</u>	
	<u>Measure 18.3</u>	
<u>Commitment 19</u>	<u>Measure 19.1</u>	
	<u>Measure 19.2</u>	
<u>Commitment 20</u>	<u>Measure 20.1</u>	
	<u>Measure 20.2</u>	
<u>Commitment 21</u>	<u>Measure 21.1</u>	

<sup>1</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>2</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

	<u>Measure 21.2</u>	
	<u>Measure 21.3</u>	
<u>Commitment 22</u>	<u>Measure 22.1</u>	
	<u>Measure 22.2</u>	
	<u>Measure 22.3</u>	
	<u>Measure 22.4</u>	
	<u>Measure 22.5</u>	
	<u>Measure 22.6</u>	
	<u>Measure 22.7</u>	
<u>Commitment 23</u>	<u>Measure 23.1</u>	
	<u>Measure 23.2</u>	
<u>Commitment 24</u>	<u>Measure 24.1</u>	
<u>Commitment 25</u>	<u>Measure 25.1</u>	
	<u>Measure 25.2</u>	
<b>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</b>		

Avaaz is the world's largest online civic movement with 70 million members worldwide and 22 million members in Europe. Through commitment 17 on media literacy, we intend to keep our members and the general public informed about the risks of online disinformation, mainly through direct emails and media coverage.

<b>VI. Empowering the Research Community</b>		
<b>List of adopted commitments and measures <sup>3</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>4</sup></b>
<u>Commitment 26</u>	<u>Measure 26.1</u>	
	<u>Measure 26.2</u>	
	<u>Measure 26.3</u>	
<u>Commitment 27</u>	<u>Measure 27.1</u>	
	<u>Measure 27.2</u>	
	<u>Measure 27.3</u>	
	<u>Measure 27.4</u>	

<sup>3</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>4</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

<u>Commitment 28</u>	<u>Measure 28.1</u>	
	<u>Measure 28.2</u>	
	<u>Measure 28.3</u>	
	<u>Measure 28.4</u>	
<u>Commitment 29</u> YES	<u>Measure 29.1</u> YES	QRE 29.1.1 QRE 29.1.2 QRE 29.1.3 SLI 29.1.1
	<u>Measure 29.2</u>	
	<u>Measure 29.3</u>	
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</b></p> <p>Avaaz’s work on disinformation is rooted in the firm belief that its proliferation on social media poses a grave threat to democracy, the health and well-being of communities, and the security of vulnerable people. For this reason, Avaaz commits to report openly on its disinformation research sharing methodologies, findings, ethical standards and, where possible, datasets, with relevant actors including the members of the Taskforce including EDMO, ERGA, other signatories and the broader public. By conducting research based on transparent methodology and ethical standards and sharing its findings, Avaaz reaches its goal to alert and educate social media platforms, regulators and the public, and to help society advance smart solutions to defend the integrity of our democracies.</p> <p>Avaaz specifically commits to Measure 29.1 because, within the section dedicated to research organisations, it best describes the type of research it has been conducting. Avaaz is not signing up to the other commitments established by this chapter because they apply to the Signatories in the industry sector.</p>		

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<b>VIII. Transparency Centre</b>		
<b>List of adopted commitments and measures <sup>5</sup></b>		<b>Qualitative reporting elements and service level indicators<sup>6</sup></b>
<u>Commitment 34</u> YES	<u>Measure 34.1</u> YES	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1
	<u>Measure 34.2</u> YES	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1
	<u>Measure 34.3</u> YES	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1

<sup>5</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>6</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

	<u>Measure 34.4</u> YES	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1
	<u>Measure 34.5</u> YES	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1
<u>Commitment 35</u> YES	<u>Measure 35.1</u>	
	<u>Measure 35.2</u>	
	<u>Measure 35.3</u> YES	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1
	<u>Measure 35.4</u>	
	<u>Measure 35.5</u>	
	<u>Measure 35.6</u> YES	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1
<u>Commitment 36</u> YES	<u>Measure 36.1</u>	
	<u>Measure 36.2</u> YES	QRE 36.1.1



		QRE 36.1.2 SLI 36.1.1
	<u>Measure 36.3</u> YES	QRE 36.1.1 QRE 36.1.2 SLI 36.1.1
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</b></p> <p><i>Avaaz is intending to contribute to the establishment of the Transparency Centre in a way that is proportional to our capacity and to keep it updated with our own reporting, SLIs and QREs.</i></p> <p><i>Avaaz is not signing up to the other commitments established by this chapter because they are addressed to the Signatories in the industry sector.</i></p>		

<b>IX. Permanent Task-force</b>
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List of adopted commitments and measures <sup>7</sup>		Qualitative reporting elements and service level indicators <sup>8</sup>
<u>Commitment 37</u> YES	<u>Measure 37.1</u> YES	
	<u>Measure 37.2</u> YES	
	<u>Measure 37.3</u> YES	
	<u>Measure 37.4</u> YES	
	<u>Measure 37.5</u> YES	
	<u>Measure 37.6</u> YES	<u>QRE 37.6.1</u>
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</b></p> <p><i>Avaaz is intending to contribute to the Permanent Taskforce, participating to its activities in a way that is proportional to its capacity.</i></p>		

**X. Monitoring of the Code**

<sup>7</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>8</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

List of adopted commitments and measures <sup>9</sup>		Qualitative reporting elements and service level indicators <sup>10</sup>
<u>Commitment 38</u>	<u>Measure 38.1</u>	
<u>Commitment 39</u> YES		
<u>Commitment 40</u> YES	<u>Measure 40.1</u>	
	<u>Measure 40.2</u> YES	
	<u>Measure 40.3</u> YES	
	<u>Measure 40.4</u> YES	
	<u>Measure 40.5</u> YES	
	<u>Measure 40.6</u> YES	
<u>Commitment 41</u> YES	<u>Measure 41.1</u> YES	
	<u>Measure 41.2</u> YES	
	<u>Measure 41.3</u> YES	
<u>Commitment 42</u>		

<sup>9</sup> Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

<sup>10</sup> Each commitment / measure to be accompanied by either a Qualitative Reporting Element and/or quantitative Service Level Indicator as per Code of Practice or adapted to be more relevant or proportionate

<u>Commitment 43</u> YES		
<u>Commitment 44</u>		
<p><b>Provide reasoning for the choice of commitments and measures, as well as future plans</b> (if applicable)</p> <p><i>Avaaz is intending to contribute to the monitoring of the Code in a way that is proportional to our capacity. In particular, we are intending to support the efforts to develop Structural Level Indicators to measure the spread of online disinformation for each of the relevant Signatories, and for the entire online ecosystem.</i></p>		

**Signature**



Bert Wander, Acting CEO, Avaaz

**Date and place**

14 June 2022, Devon, United Kingdom