

Name of the Signatory

European Association of Communications Agencies (EACA)¹

About the Signatory

EACA is a trade association representing the voice of Europe's communications agencies and associations, promoting the economic and social contribution of commercial communications to society.

Our members comprise advertising, media, digital, branding and PR agencies as well as their national associations – together they represent more than 2,500 organisations from nearly 30 European countries that directly employ over 120,000 people.

Service name	Description of the service
Trade association	Industry representation

¹ The Signatories recognise that trade associations which have signed this Code are not entering into obligations due to their nature on behalf of their members. However, these associations commit to make their members fully aware of this Code and encourage them to join it or respect its principles, as appropriate.

EU CODE OF PRACTICE ON DISINFORMATION 2022

Subscription Document for European Association of Communications Agencies (EACA)

VIII. Transparency Centre	
List of adopted commitments and measures ²	Qualitative reporting elements and service level indicators ³
<u>Commitment 34</u>	<u>Measure 34.1</u> As relevant to the organisation and taking into account proportionality.
	<u>Measure 34.3</u>
	<u>Measure 34.4</u>
	<u>Measure 34.5</u>

² Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

³ 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 35</u>	<u>Measure 35.1</u>	
	<u>Measure 35.2</u> As relevant for the organisation and taking into account proportionality.	
	<u>Measure 35.3</u>	
	<u>Measure 35.4</u>	
	<u>Measure 35.5</u> As relevant for the organisation and taking into account proportionality.	
	<u>Measure 35.6</u>	

<p><u>Commitment 36</u></p>	<p><u>Measure 36.1</u></p>	<p><u>QRE 36.1.1</u> <u>QRE 36.1.2</u> <u>QRE 36.1.3</u> As relevant to the organisation and taking into account proportionality.</p>
	<p><u>Measure 36.2</u></p>	
	<p><u>Measure 36.3</u></p>	
<p>Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable)</p> <p>In view of the proportionality principle, EACA does not commit to measure 34.2 due to its size and the nature of its services.</p>		

IX. Permanent Task-force	
List of adopted commitments and measures ⁴	Qualitative reporting elements and service level indicators⁵
<u>Commitment 37</u>	<u>Measure 37.1</u> As relevant for the organisation and taking into account proportionality.
	<u>Measure 37.2</u> EACA will make particular efforts in relations to the development of a methodology to report on demonetisation
	<u>Measure 37.3</u>
	<u>Measure 37.4</u>
	<u>Measure 37.5</u>

⁴ Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

⁵ 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 37.6</u>	<u>QRE 37.6.1</u>
Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable) /		

X. Monitoring Framework		
List of adopted commitments and measures ⁶	Qualitative reporting elements and service level indicators⁷	
<u>Commitment 38</u>	<u>QRE 38.1</u> As relevant for the organisation and taking into account proportionality.	
<u>Commitment 39</u>		
<u>Commitment 40</u>	<u>Measure 40.2</u> As relevant for the organisation and taking into account proportionality.	

⁶ Text of the commitments/measures as per Code of Practice or adapted to be more relevant or proportionate

⁷ 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 40.3</u> As relevant for the organisation and taking into account proportionality.	
	<u>Measure 40.4</u>	
	<u>Measure 40.5</u>	
	<u>Measure 40.6</u>	
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<u>Commitment 42</u>		
<u>Commitment 43</u>		
Provide reasoning for the choice of commitments and measures, as well as future plans (if applicable) Measure 40.1 not applicable to EACA.		

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14/6/22 Brussels

Date and place

