Disinformation is an evolving challenge, with high potential to negatively influence democratic processes and societal debates. Its increasingly adverse effects on society across the European Union call for a coordinated, joint and sustainable approach to comprehensively counter it.

**THE ACTION PLAN AGAINST DISINFORMATION**

A set of actions aiming to build up capabilities and strengthen cooperation between Member States and EU institutions to proactively address disinformation.

**IMPROVE DETECTION, ANALYSIS AND EXPOSURE OF DISINFORMATION**

- Invest in digital tools, data analysis skills and specialised staff within the EU institutions and in Member States
- Assess reach and impact of disinformation

**MOBILISE PRIVATE SECTOR TO TACKLE DISINFORMATION**

- Implementation of EU-wide Code of practice on disinformation
- Major internet companies such as Google, Facebook, Twitter and Mozilla have signed up
- Regular reporting since January 2019 and possible regulatory action in case of unsatisfactory results

**STRONGER COOPERATION AND JOINT RESPONSES TO DISINFORMATION**

- Rapid Alert System consisting of EU institutions and EU Member States set up
- Rapid Alert System to provide alerts on disinformation campaigns, share insights and facilitate coordinated response

**RAISE AWARENESS AND IMPROVE SOCIETAL RESILIENCE**

- Targeted campaigns in Europe and beyond
- Active participation of civil society in identifying and exposing disinformation
- Supporting independent media and fact-checkers

*Source: Flash Eurobarometer 464 (Fake news and disinformation online) and Special Eurobarometer 477 (Democracy and elections)