EUROPEAN PARTNERSHIP FOR DEMOCRACY

Workshop

Virtual Insanity? The need to guarantee transparency in digital political advertising

Date: Wednesday, 13 November 2019 (13h00 – 17h00)

Venue: L42 Conference Center, Rue de la Loi 42, Brussels

Before the European Parliament elections of 2019, the European Partnership for Democracy (EPD) commissioned research to be conducted in three EU member states in order to monitor the level of compliance of tech platforms with the Code of Practice on disinformation – specifically on matters related to the transparency of digital political advertising. EPD kindly invites you to join a workshop with the researchers (from the Czech Republic, Italy and the Netherlands), civil society, policy makers and representatives of tech platforms. The objectives of the workshop are a) to present and discuss research findings; b) identify the main achievements and shortcomings of the Code of Practice; and c) discuss concrete policy proposals for the announced European Union level legislation on digital political advertising.

Please register here. For questions, please contact ruthhenckes@epd.eu.

ALDA
European Association
for Local Democracy

NETHERLANDS
HELSINKI
COMMITTEE

WORLD LEADERSHIP ALLIANCE
CLUB DE MADRID

civitates
a philanthropic initiative for democracy and solidarity in europe

Programme

13h00   **Registration and coffee**

13:15   **Introductory remarks by President Danilo Türk**

President of Slovenia (2007-2012) and member of the *World Leadership Alliance – Club de Madrid*

13h30   **Session 1: Where do we stand after the European Parliament elections?**

This session aims to provide an overview of the effectiveness of measures taken by tech platforms to increase transparency of digital political advertising ahead of the European Parliament elections. Based on research findings and additional input from participants, the session aims to identify a range of achievements and shortcomings.

   Dr. Tom Louwerse, Associate Professor
   Leiden University, Netherlands

Moderated by
   Ľuboš Kukliš, Chair of the European Regulators Group for Audiovisual Media Services (ERGA), Executive Director of the Council for Broadcasting and Retransmission (CBR) of Slovakia

15h00   **Coffee break**

15h15   **Lightening talks**

Four lightening talks will emphasise issues that need to be on the radar of policy makers at the European Union eyeing for regulatory solutions to address the transparency of digital political advertising. These include: disinformation, data privacy, freedom of expression and defining 'political'.

Speakers include: **Diego Naranjo** (European Digital Rights), **Clara Hanot** (EU DisinfoLab), **Paige Morrow** (Article 19), and **Layla Wade and Liz Carolan** (Digital Action).

15h30   **Session 2: What type of policy do we need?**

Participants will be invited to reflect on the evidence presented by researchers in order to outline ideas for the main components of European Union level policy on digital political advertising.

How can we define digital political advertising for purposes of regulation? To what extent should issue-based advertising be regulated? How should the regulation of digital political advertising relate to the regulation of digital platforms more widely? What role is there for the EU, EUMS' national institutions, political parties, civil society and digital platforms in different regulatory approaches to digital political advertising?

Moderated by
   Sam Jeffers, Co-Founder
   Who Targets Me

17h00   **Wrap up and drinks**