



INTERNATIONAL IDEA
Supporting democracy worldwide

Democracy, digital platforms, and freedom of expression – the European perspective

ACEEEO

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Sam van der Staak, Head of Europe, International IDEA

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This presentation:

1. **State of play** on digital platforms and democracy in Europe
2. **What's ahead** on digital developments and regulation in democracy?
3. How should **Europe collaborate** internally and outside to shape digital democracy globally?

1. State of play on digital platforms and democracy in Europe

- ✓ **Much progress** since 2016 on disinformation and cybersecurity in elections.
- ✓ Steep increase in **EMB preparedness**; Most countries have dedicated institutions and procedures in place.
- ✓ EU and national **legislation** reasonable progress. Some invest in soft-law (Codes of Conduct)
- ✓ No major disrupting events have taken place.
- ✓ Some countries are ahead. In coming years, others will professionalise, while all will **mainstream digital preparedness** across electoral management.
- ✓ Increase in **EMB coordination** (national/inter-agency, EU, global).

Transparency and targeting of political advertising

<p>2:06</p>	<p>0:36</p>	<p>1:19</p>	<p>0:30</p>
<p>Paid for by FIDESZ 2/5/22 - 2/12/22 (8 days)</p>	<p>Paid for by FIDESZ 3/1/22 - 3/11/22 (11 days)</p>	<p>Paid for by Megafon Digitális Inkubátor Közp... 1/22/22 - 1/28/22 (7 days)</p>	<p>Paid for by FIDESZ 3/13/22 - 3/24/22 (11 days)</p>

> 10M Over Ft7,500,000

Janez Janša
Sponsored • Paid for by SDS - Slovenska demokratska stranka

Z orli in sokoli si delimo nebo. Ko je treba, gremo si še višje. Poklon; Žiga Jelar, Peter Prevec, Anže Lanišek in Timi Zajc!

👍👏👏🇸🇮

See ad details

SD Slovenske Konjice
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[NAPOVED] V ponedeljek začenjamo s serijo predvolilnih ponedeljkovih pogovorov.

Dobimo se v ponedeljek, 28. 3., ob 19:00 v Pubu Beli konj.

Naš prvi gost bo Blaž Zgaga, svobodni preiskovalni novinar in član Mednarodnega konzorcija preiskovalnih novinarjev (ICIJ...

ALI JE JANŠA SLOVENSKI PUTIN?
Pogovor z novinarjem Blažem Zgago.
Ponedeljek, 28. 3., ob 19:00 v Pubu Beli konj.

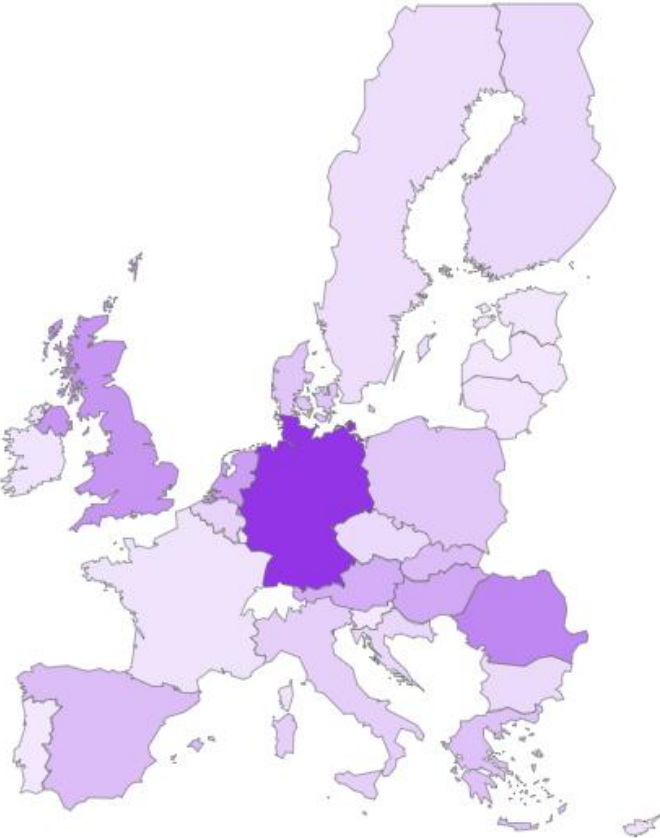
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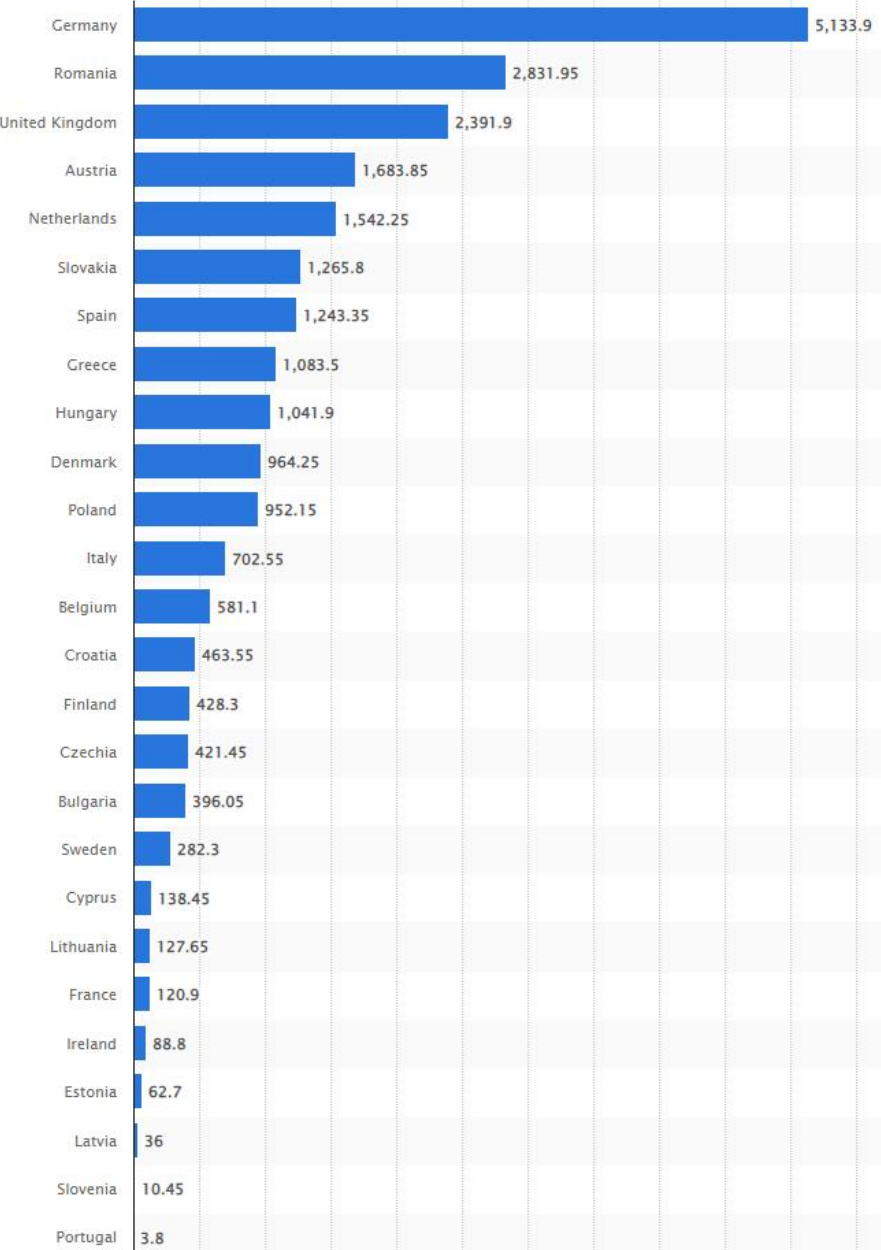
Pogovor z voditelji us Joe Biden, FR Emmanuel Macron, ca Justin P.J. Trudeau, ro Klaus Iohannis, gb Boris Johnson, ki so se na današnjem srečanju zveze NATO zavezali, da bodo še naprej nudili podporo ua Ukrajini.

#StandWithUkraine #DefendUkraine #SlavaUkraini

Google political ads expenditure



0 5263000



1. Transparent online political advertising

Challenges to address

- Traditional electoral campaigning rules difficult to enforce online
- Accountability gap for online campaigns, opaque origin, intent, financing
- Grey areas between paid/organic content, parties and intermediaries
- Cross-border online campaigning

EU regulation on political advertising

Legislation Actions

- Legislation to ensure greater **transparency** in the area of sponsored content in a political context
- Supporting measures and **guidelines** for political parties and Member States

Legislation Goals

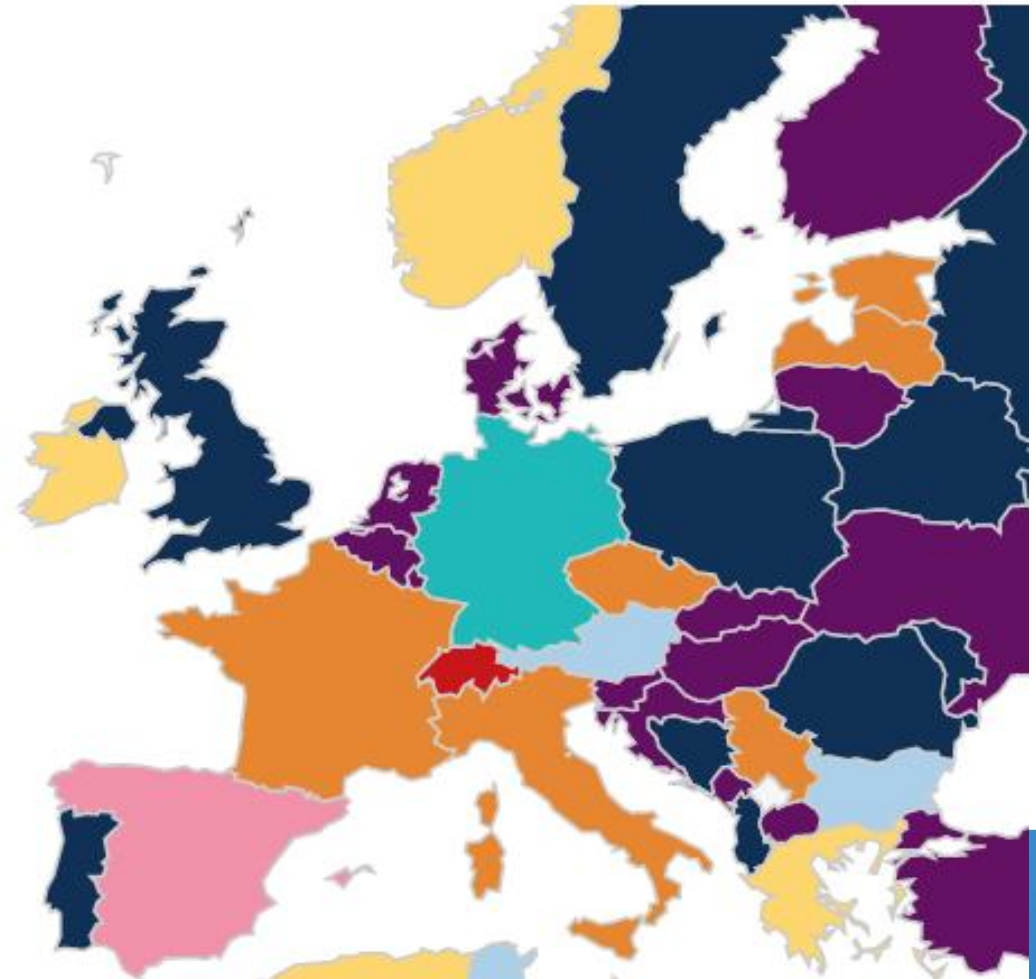
- **Legislative proposal in Nov 2021** sufficiently ahead of 2024 EP election
- Establish **legal certainty**, uphold fundamental rights and citizen trust
- Stronger enforcement, compliance (**GDPR**); Complementing Digital Services Act (**DSA**) and EU Code of Practice on Disinformation
- Both for **sponsors of paid content and production/distribution channels**
- Interdisciplinary exchanges between MS: **European Cooperation Network on Elections (ECNE)**

Implementable and enforceable?

- Ø Complement with **enforcement coordination**
- Ø Complement with **self-regulation** for parties & platforms
- Ø Complement with **citizen & media-monitoring.**

Enforcement: political finance oversight in Europe

- EMB
- Special agency for political finance
- Auditing agency
- Ministry
- Court
- Parliamentary unit
- No Institution specified
- Other
- No data
- Multiple answers



Self-regulation for parties & platforms

Netherlands Code of Conduct on Online Political Advertising

1. Voluntary and legally non-binding
2. 25 commitments on:
 - funding transparency,
 - foreign interference
 - Microtargeting
 - disinformation.
3. Signed by 11 political parties, 4 online platforms



2. What's ahead on digital developments and regulation in democracy?

✓ Emerging themes:

1. **Online political campaigning:** national enforcement of EU regulations, complement with national regulations for political parties.

2. Impact of **Artificial Intelligence** on elections

✓ **Role of EU:** EU will be a leading regulatory and norm setting actor (Political advertising, Digital Services Act, AI act etc).

✓ Both within the EU and beyond ('Brussels effect').

3. How should Europe collaborate internally and externally to shape digital democracy globally?

Internally:

- ✓ European Cooperation Network on Elections (ECNE) to deepen and expand. Other **networks** like ACEEEO increasingly important.
- ✓ But, more difficult given **multitude of oversight agencies** (data privacy agencies, cyberagencies, interior ministries, tech companies etc)

Externally:

- ✓ **Trans-Atlantic coordination** increasingly important.
- ✓ Possibly complemented by other democracies, to create a global **democratic digital sphere**.
- ✓ Be careful that democracy does not become the **dividing line** for the digital world.

Recommendations

1. Be involved in development of **EU legislation**, and be ready for implementation.
2. Invest more in **regional learning**, given fast pace and complexity of digital innovations.
3. Beware of emerging **democratic digital divide**.



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Thank you!

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s.vanderstaak@idea.int

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