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19th meeting – Agenda
12 September 2025 - 10.00-12.00 CET
Summary

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1.   Welcome & EMIL/EPRA Internal News

EMIL Chair **Stephanie Comey** welcomed participants to the 19th EMIL meeting held in a thematic discussion format on the topic of Media Literacy and Influencers/Content Creators. The terminology (Influencers/content creators/Vloggers) may vary, but there is no denying that they have a significant impact on society, public opinion and the personal views of their audience.

EMIL's 18th meeting on 6 June was a roundtable providing updates on evidence-based approaches and on strategy-setting - key topics featuring in the EPRA Work Programme for 2025.

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2.   Spotlight on new EMIL participants

Emmanuelle Machet welcomed new EMIL participants:

- ❖ **Janine Lange**, Landesanstalt für Medien NRW (DE)
- ❖ **Florine Pinckaers**, Commissariaat voor de Media (NL)
- ❖ **Elena Brodeala,** Legal Advisor, Freedom of Expression and CDMSI division of the Council of Europe – The Council of Europe is preparing Guidelines for National MIL Strategies to be adopted in December 2025
- ❖ **Monika Theron,** Director at the Media & Learning Association

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3.   Media Literacy & Influencers/Content Creators

3.1.   *Setting the scene*

Emmanuelle Machet recalled that discussions around influencers have gained increasing prominence within networks of media NRAs, especially within ERGA (now Media Board), but that much of the regulatory debate has centred on the legal definition of influencers.[1] Today's discussion focuses on media literacy aspects, complementing regulatory debates with a focus on skills, responsibility, and resilience reflecting the conclusions of the Belgian Presidency Conference "Content with Conscience" and the subsequent Council conclusions on support for influencers as online content creators (2024). The conclusions i.a. underline that:

- ❖ Influencers have a growing impact on citizens' daily media consumption, affecting not only commercial decisions but also democratic attitudes and values.
- ❖ Strengthening influencers' own MIL skills (analytical thinking, critical reflection, ethical responsibility) is equally important as audiences MIL education.
- ❖ Member States should support a coherent approach through training programmes, awareness campaigns, and initiatives to build skills and foster responsible behaviour among content creators.

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[1] See for instance ERGA Subgroup 1 Report on vloggers (2023); other ERGA documents on vloggers since 2021; see European Audiovisual Observatory report National rules applicable to influencers (2024)

3.2.   The Role of Self-Regulatory Organisations (SROs)

Alexandre Dérobert, Public Affairs and Policy Manager at the [European Advertising Standards Alliance](#) (EASA) presented the [AdEthics](#) initiative, which aims to promote ethical standards in influencer marketing. AdEthics, is grounded on two pillars:

- ❖ **Training** - targeted education for influencers on commercial communication.
- ❖ **Certification** - a structured process that includes assessment (20 questions with a 70% pass mark) and 2-year validity.

Certification is monitored and enforced through a rectification mechanism in which influencers receive a warning in case of breaches, with failure to comply leading to withdrawal of certification. Moreover, a public online register of certified influencers aims at providing transparency and fostering trust among brands, influencers, and audiences.

To date, over 5,000 influencers have received training and compliance results are encouraging. In the Netherlands, compliance rose from 25% to 60% within one year of training while in France, compliance among certified influencers improved from 32% in 2020 to 85% in 2023. 7 SROs are currently delivering training and several more are preparing to join (GR, IT, BE, RO, CY, IE, PT).

Q&A:

- ❖ *AdEthics is open to influencers of all sizes as smaller influencers may be the ones most at risk of failing to disclose commercial communications accurately.*
- ❖ *While there is no EU-wide legal definition of influencers, some national markets have adopted their own. They often draw on the [International Chamber of Commerce codes](#) (ICC) which has recently been revised to include influencers as part of the advertising value chain and must disclose the commercial nature of their content.*
- ❖ *While not mandatory, training is increasingly recognised as advantageous as it reassures brands and agencies, helps influencers protect themselves against misuse and enhances their credibility.*
- ❖ *SROs do not monitor whether certified influencers gain or lose followers after training. Establishing a clear link between certification and follower growth would be difficult due to external factors.*

[Alexandre Dérobert's slides](#) – alexandre.derobert@easa-alliance.org

Mentimeter results collected showed that no organisation present at the meeting had engaged with advertising SROs on initiatives involving influencers so far but that some (5) were planning to.

3.3.   The Role of International Organisations

Juliette Freysson Dugo, consultant for UNESCO's Media & Information Literacy and Digital Competencies Unit, presented the organisation's work with digital content creators.

With platforms becoming primary news sources for young people and influencers increasingly shaping public discourse, there is a concern that influencers might lack training in fact-checking and/or ethical standards. These concerns were confirmed by a recent [UNESCO survey](#) which revealed that:

- ❖ 62% do not systematically check the accuracy of information before sharing it;
- ❖ 42% use the number of likes and views of online content as primary factor to evaluate credibility;
- ❖ 21% have a journalistic background;
- ❖ 73% expressed a desire for training in media literacy.

In response to this study, UNESCO developed the "How to Be a Trusted Voice Online" training programme. Consisting of 4 modules, the course aims at training influencers in producing content that is trustworthy, ethical and engaging: Digital Content Creators and Journalists: How to be a Trusted Voice Online - Journalism Courses by Knight Center

One key aspect focuses on fostering collaboration between journalists and content creators to advance dialogue and explore what each group can contribute to the other. UNESCO is also exploring how "news influencers" can be integrated into existing journalistic protection mechanisms and took part in cross-disciplinary events such as the 2025 Perugia Journalism Festival. Other initiatives include the #PostWithCare campaign on misinformation

Studies such as the TikTok Commission in France and ongoing research at UGent (BE) and SafeFluencers (BG) on kidfluencers and parent influencers are also driving UNESCO to consider future projects on the topic. *Educate or Ban: Breaking the Impasse* on digital parenting takes place on 25 September with CLEMI.

Q&A:

❖ *Gender and geographic comparison data are not included in the survey, but phase 2 will have an appendix and more granular data.*
❖ *There are quizzes after each module and at the end of the course. A certificate was initially provided upon completion, but the course is now available as open access owing to lack of resources. Certification is particularly complex on such a topic as there are no universal standards. Standards should be developed with content creators and content creators' associations.*
❖ *The exchange with journalists and content creators revealed misconceptions and fears both ways, platforms for conversation are very important.*
❖ *Involving star influencers in events can be difficult. UNESCO does not pay influencers to participate but may cover accommodation or travel costs. The key is to communicate the value of the initiative,*
❖ *UNESCO is keen to engage on a bilateral basis with countries/NRAs on campaign or training modules.*

Juliette Freysson Dugo's slides – j.freysson@unesco.org

3.4.   *The Role of Media Regulators*

Emilija Petreska Kamenjarova, Assistant Head of Department at the Agency for Audio and Audiovisual Media in North Macedonia, presented AVMU's approach to engaging with influencers and content creators.

AVMU sought a soft approach to regulation, aiming to integrate influencers into the process rather than impose top-down rules. The agency initially attempted to identify influencers through public channels such as the Revenue Office, but this proved unproductive. It then collaborated with marketing agencies, compiling a list of approximately 150 influencers. AVMU invited 7 key influencers for one-on-one meetings, explaining the purpose of regulation and seeking their input to ensure a smooth transition. This led to coordination with 7 reluctant "allies" who later helped engage the broader group of 150 influencers in larger meetings.

To facilitate communication, AVMU created a dedicated email address for influencers and encouraged them to share contacts for a mailing list. Draft regulatory guidelines were circulated for feedback, with follower thresholds initially set at 100,000 and later adjusted to 30,000. Through this process, AVMU planted the seed for self-regulation, demonstrating models similar to SROs and associations in other countries. The agency also addressed gaps in financial literacy, connecting influencers with institutions to support responsible practices.

Overcoming reluctance and suspicion requires patience, quick response and repeated explanation. Through pedagogy, dialogue, and trust-building, AVMU successfully fostered cooperation, illustrating a practical pathway for engaging influencers in regulatory processes.

Mentimeter results collected showed that organisations present at the meeting that engage with influencers either do so on a regulatory basis (1) or a MIL basis (4) but most engage on both (7).

4. Updates & upcoming events

Nicoleta Lupu presented the joint Council of Europe and Audiovisual Council of Moldova study entitled "Media Literacy Assessment in the Republic of Moldova" which underscores the need for initiatives to enhance MIL and address the challenges posed by disinformation.

The study indicates that:
- ❖ 64% of Moldovans rely on social media for daily news
- ❖ 80% of parents with children aged 7–18 use social platforms daily for news
- ❖ 70% of respondents also identify social networks as the primary source of disinformation
- ❖ 96% of citizens acknowledge the importance of distinguishing between false and genuine news but only 59% feel personally capable of doing so

How citizens recognise false news and what is the perception of the press: a Study by the Council of Europe reveals the level of media literacy among citizens of the Republic of Moldova

Dolors López, Vice Chair of the Consell de l'Audiovisual de la Comunitat Valenciana (CACV), highlighted the recent commemoration of the International Day for the Prevention of Suicide, stressed the responsibility of NRAs and those working in the media sector to ensure responsible communication and underlined the urgent need for proper training of professionals, which has long been lacking due to the ongoing taboo around suicide (*update shared in writing*).

Guide on the treatment of suicide in the news (ES only)

24/09/2025: COMMIT's hybrid roundtable Citizen Parliaments – Learnings for Democratic Innovation presented findings on media and democracy in AT, IE, SI, CZ, and a panel on the impact of participatory democracy with Austrian experts.

17/10/2025: MLA4MedLit, Media & Learning's annual online conference *"Building Societal Resilience through Digital and Media Literacy for Everyone*. *Focus:* managing media environments and navigating challenges in a world increasingly influenced by AI.

27-28/11/2025: 7th Congress on Literacy, Media, and Citizenship (CLMC) in Coimbra, **"Behaviours, Narratives, and Human Rights"** bringing together professionals and the public to discuss media literacy, media, and citizenship.

4. Any other business

Next EMIL Meeting: **Friday 5 December 10-12 CET**

EMIL Reference Documents: Updated List of EMIL Members (with contact details)
EMIL's Member Profiles