

For Immediate Release
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EURACTIV joins The Trust Project® to advance trustworthy news

8 Trust Indicators™ help public identify honest journalism; encourage accountability and integrity

Mar. 15, 2023 BRUSSELS, BELGIUM – In a strong stance against the flood of disinformation causing division and doubt, EURACTIV has implemented the Trust Project’s 8 Trust Indicators® to help readers and viewers easily recognise trustworthy news. They join more than 265 news outlets committed to socially responsible, transparent journalism.

“Transparency has for a long time been one of EURACTIV’s core values. By aligning with The Trust Project® we are proud to be joining with other values-driven media worldwide in making ourselves accountable to our readers, crucial in an era of unprecedented concern over information warfare and ‘fake news’ across Europe”, said David Mekkaoui, CEO of EURACTIV.

EURACTIV underwent an extensive, six-month process to implement the [8 Trust Indicators](#) – strengthening policies, training staff, and restructuring their site for transparency.

The 8 Trust Indicators® are a widely accepted integrity and accountability standard developed by The Trust Project® in collaboration with the public and news organisations worldwide. The Indicators help people know who and what is behind a given news story through disclosures about:

- Best Practices (standards and policies)
- Journalist Expertise
- Type of Work Labels
- References behind claims
- Methods of reporting
- Local expertise and sourcing
- Diverse Voices and perspectives
- Actionable Feedback (public engagement)

“We proudly welcome EURACTIV into the global Trust Project®. Their commitment to accuracy, inclusion, impartiality and accountability underscores journalism’s vital role in every community - and throughout democracy,” said Sally Lehrman, founder and chief executive of the Trust Project®. “Together, the Trust Project Network amplifies integrity-based journalism and slows the spread of false and misleading claims around the world.”

To learn more about The Trust Project® and the 8 Trust Indicators, visit thetrustproject.org.

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About the Trust Project:

The Trust Project is a 501 (c) 3 non-profit working with a global network of news organisations to affirm and amplify journalism's commitment to transparency, accuracy and inclusion. The Trust Indicators® are a collaborative, journalism-generated standard for news that helps both people and algorithms easily assess the authority and integrity of news. For more, visit <https://thetrustproject.org/faq/>.

About EURACTIV:

EURACTIV is an independent pan-European media network specialised in EU affairs, established in 1999. We spark and nourish policy debates among stakeholders, including government, business and civil society.

We cover policy processes upstream of decisions, summarising the issues without taking sides. We are pro-European, independent, transparent, multilingual and efficient. By combining expert EU policy analysis across 8 thematic hubs, and impactful reach amongst an influential audience, we hold a unique position in the European media landscape.