

EUPRERA joins ICCO's Media Information and Education Pledge

London 17 January 2024 - European Public Relations Education and Research Association (EUPRERA) is the latest organization to sign ICCO's [Media Information and Education Pledge](#). They join founding supporters: the Council of Europe, EACD (European Association of Communication Directors), GWPR (Global Women in PR), and The Trust Project, the international consortium of news organizations promoting standards of transparency in journalism.

[The Pledge](#), launched in Strasbourg in June 2023, emphasizes the need for representing bodies spanning PR & communications, media, journalism, institutions, tech platforms, and fact-checking to acknowledge a shared responsibility in tackling misinformation, commit to shared solutions and prevention methods, as well as share the task of educating our own companies and employees, in addition to the wider public.

Stefania Romenti, EUPRERA Past President and Board member, said:

"EUPRERA fully acknowledges the core relevance of principles such as continuous media education and media literacy in maintaining pace with new and changing challenges that impact communication and public relations. Academic study and research of misinformation will be a vital part of tackling this threat to ethical and professional communication, and I am proud that EUPRERA has joined ICCO's call to join forces and share responsibility in combatting the issue."

Massimo Moriconi, European President, and Misinformation Lead, ICCO said:

"Wars, inflation, and polarization of opinions prepare the way for 2024, an election year in many countries including the United States, UK, and Europe during which an unprecedented level of misinformation is expected also due to the irresponsible use of Artificial Intelligence. In this scenario, our Pledge takes on a relevant significance and serves as a foundation on which ICCO will continue to build the partnerships necessary to create shared solutions and education tools. I am delighted that more alliances have formed over recent months and, today, the whole coalition welcomes EUPRERA. We aim to build on this group of esteemed organizations in 2024 and beyond".

The next stage is to align further organizations and companies with the pledge and keep strengthening the support network by sharing education resources, and practices and holding each other to account.

EUPRERA is an autonomous organization with over 550 members from 50 countries interested in advancing academic research and knowledge in public relations and strategic communication. Several cross-national and comparative research and education projects are organized by affiliated universities.

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About ICCO

Established in 1986, the International Communications Consultancy Organisation (ICCO) is the voice of public relations consultancies around the world. ICCO membership comprises 40 associations representing 82 countries across the globe. Collectively, these associations represent over 3,000 PR firms. ICCO provides a forum for the senior management of the world's top PR firms to meet and address issues of mutual interest and concern. Members share insights and knowledge, working together to raise professional and ethical standards, champion the value of PR in business, and prepare the industry for future technologies, skill requirements and business models. ICCO connects businesses seeking partnerships in different parts of the world, utilising the extensive network of consultancies to support international business growth.

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About EUPRERA

Founded in 1959 as "CERP Education & Research", in 2000 it turned to "EUPRERA" (European Public Relations Education and Research Association). EUPRERA is an autonomous organisation with over 550 members from 50 countries interested in advancing academic research and knowledge in public relations and strategic communication. Several cross-national and comparative research and education projects are organised by affiliated universities. In order to spread new methodologies and research results, EUPRERA organises a highly regarded annual congress each autumn in collaboration with a selected university or college in Europe.

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