

Guidelines for regulating digital platforms:

A multistakeholder approach

Together, we will shape an internet for trust

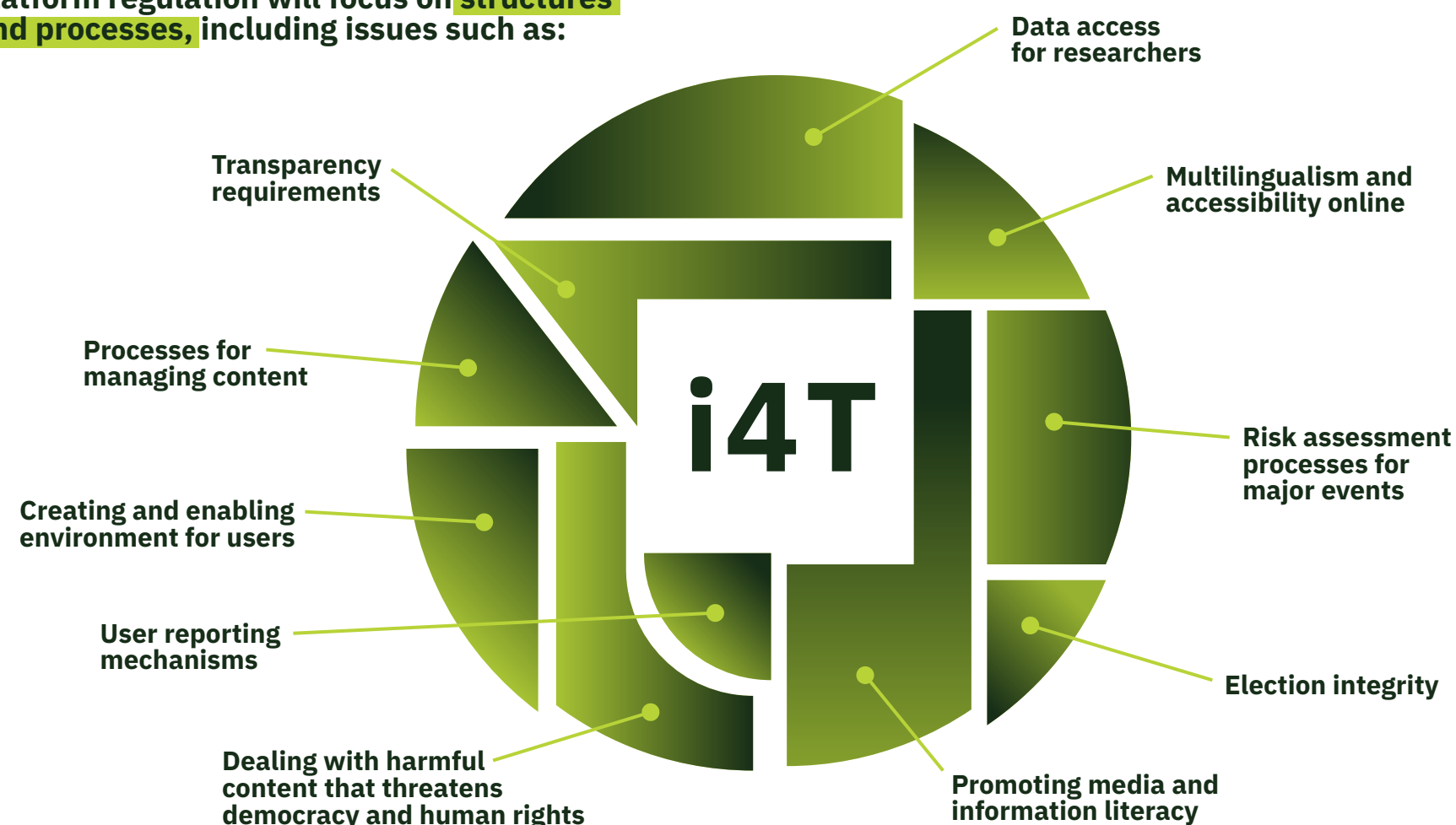
The internet and social media have empowered people to communicate, create and transform the world. However, disinformation, hate speech and conspiracy theories are affecting the fabric of our societies, sowing distrust, creating confusion, and sometimes undermining the institutions that are necessary for a peaceful coexistence.

The prevalence of such harmful content should not negate the incredible power of platforms to provide access to information. Attempts to regulate content should also not limit people's right to freedom of expression as well as other human rights.

We therefore need to come together to address one of the defining questions of our age, which has implications for democracy and human rights worldwide: the challenge of how regulation can enable freedom of expression and inclusion and at the same time promote the availability of accurate and reliable information.

What is it about?

The first version of the guidelines for digital platform regulation will focus on **structures and processes**, including issues such as:



Who are the guided entities?

- **Governments.** To promote and protect freedom of expression and human rights online.
- **Regulatory systems.** To ensure independence and adequate oversight.
- **Companies.** To base their actions in 5 principles and report on 10 different issues.

What are the principles?

- 1) Platforms have content governance policies and practices consistent with human rights standards.
- 2) Platforms are transparent.
- 3) Platforms empower users.
- 4) Platforms are accountable.
- 5) There is independent oversight.

Who is creating the guidelines for digital platform regulation? UNESCO together with:

State representatives

- Regulators and Ministers focusing on Media, Information, ICT, Communications, Digital Transformation, Education, Data; Parliamentarians, Judicial Operators, and other legal actors.

Private sector

- Technology companies, namely digital platforms

Technical community

- Engineers and other technical professionals responsible for building the architecture of the Internet

Intergovernmental organizations

- UN family
- Regional intergovernmental organizations

Civil society organizations, academia, and other experts



AUDREY AZOULAY

UNESCO Director-General

“We cannot leave it to private companies to resolve this existential issue themselves. Our aim is to collectively define the principles and processes of content moderation and curation, while respecting human rights, and in particular freedom of expression.”



ANTÓNIO GUTERRES

UN Secretary-General

“A safe, secure digital space begins with the protection of free speech. But it doesn’t end there. Governments, companies & social media platforms have a responsibility to prevent hate speech, bullying & disinformation, which undermine human rights, democracy & science.”



Internet for Trust

TOWARDS GUIDELINES FOR
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INFORMATION AS A PUBLIC GOOD
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