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## **European elections: parties to sign Code of Conduct tomorrow. Jourová (Commission), “it will help to build trust” with voters**

The Code of Conduct for the 2024 European Parliament Elections will be formally and officially signed by European political parties tomorrow. It will reiterate their commitment to “ethical and fair campaign practices”, a statement from the European Commission explains, which is extremely important “against the backdrop of growing concerns about protecting the integrity of elections in Europe from internal and external threats”. The Vice President of the European Commission for Values and Transparency Vera Jourová, who promoted the initiative, believes that the Code “will help to build trust with voters and increase their confidence in the electoral process”. She added that “elections should set the stage for the competition of ideas, not dirty manipulative methods such as AI deepfakes”. Commissioner Jourová also congratulated the parties on their decision “to go an extra-mile in their commitment to fair campaigning”. The signing will take place in Brussels tomorrow morning, after which this “checklist” will be available for political parties, candidates, media, and citizens to monitor behaviour throughout the electoral campaign.

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