



What is Journalism Trust Initiative?

THE INITIATIVE

The Journalism Trust Initiative (JTI), initiated by RSF, is a market mechanism based on an international standard following the ISO principle.

This **standard for best practices in journalism** has been created under the aegis of the European Committee for Standardisation (CEN) by 130 media organisations, journalists' associations, editors associations, regulation and self-regulation bodies and other stakeholders of the news industry to promote independent, pluralistic and reliable information.

JTI brings together over 2,500 media outlets in 131 countries ; with a great diversity as it includes France Télévisions, Radio Taiwan International, El Espectador, EFE, Hong Kong Free Press as well as Financial Afrik.

After completing the Transparency report with the dedicated self-assessment tool, the Certification is the best way to ensure compliance with the standard. **19 certifiers are accredited to process JTI audits across the world.** A grants program has been set up to support most fragile organisations to cover the costs of the audit.

A STANDARD RECOGNIZED IN THE EU LEGISLATION

The **European Media Freedom Act (EMFA)** encourages the use of JTI as a landmark to identify reliable news media. ([link](#))

The **Code of practice on disinformation** - recommended in the EU's **Digital Services Act** (DSA) - integrates the Journalism Trust Initiative (JTI) and calls on the platforms to offer a function that promotes reliable news and information sources ([link](#)).

USE CASES

News media outlets which are compliant with the standard **can use the JTI public label** to inform news consumers about their editorial workflows and policies.

Certified media outlets can benefit from JTI partnerships with search engines, news syndication and aggregators services, debunking apps and media development agencies to increase their audience and sustainability.



Where to start?

FIRST STEP

Self-assessment

1. Create a "media" account on www.jti-app.com (1min)
2. Answer a maximum of questions of the JTI form (130 criteria)
3. Discover your compliance level with the international standard CWA17493

SECOND STEP

Transparency Report publication

1. Publish in one click your Transparency Report which attests your compliance to the standard
2. Consult the [list](#) of the Transparency Reports already disclosed publicly

THIRD STEP

Certification

1. Verification of the statements made during the self-assessment through an external audit (1-3 months). Audit Bureau of Circulations is available for this audit phase.
2. After the Transparency Report publication, the certifier can be contacted directly from your media account on the platform www.jti-app.com

Useful documentation

- **Self-Assessment tool:** www.jti-app.com
- **FAQ:** www.journalismtrustinitiative.org
- **Editorial Guideline Model**
- **Certified media [list](#)**