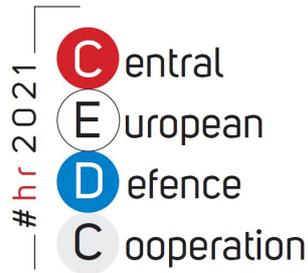


CEDC STRATCOM EXPERT WORKSHOP
“COMBATING FAKE NEWS AND DISINFORMATION
CAMPAIGNS“

Zagreb, VTC, 8 June 2021



CEDC STRATCOM EXPERT WORKSHOP

“COMBATING FAKE NEWS AND DISINFORMATION CAMPAIGNS“

Virtual expert workshop organized by the Croatian Presidency of the CEDC

Tuesday, 08 June 2021, 9:00 AM – 2:30 PM (UTC+1)

Format/Participants:

High-level representatives of CEDC member countries

Representatives of EEAS & NATO-accredited international military organizations

International & national experts

Beside its apparent advantages and opportunities, the digital communication era also opens a window of opportunities for different, not so benevolent actors to conduct malicious activities, resulting in an erosion of democratic values, polarization of politics, widespread confusion on important matters and general distrust in our institutions. Both state and non-state actors have exploited the COVID-19 pandemic to spread disinformation and propaganda, seeking to destabilise national and regional security. What is new about this phenomenon is that false and misleading information can now be disseminated over the Internet with much greater reach and at relatively low cost. Disinformation is a significant problem throughout our region and an increasingly important part of the way in which both domestic and foreign actors pursue their political objectives.

Faced with the COVID-19 health crisis and uncertainty about the future trajectory of the pandemic and its impact on society as whole, states, regional organisations and other stakeholders are under enormous pressure to counter disinformation and introduce new policy initiatives to strengthen national and regional capacity to detect and respond to fake news.

By comparing policy actions, communication strategies and country-specific communication activities taken, as well as by exploring the CEDC specific toolbox, the aim of this Workshop is to identify best practices and actions taken during different crisis situations (COVID-19 pandemic, earthquake, etc) and to consolidate the CEDC states defence systems' efforts in building wider regional resilience to challenges posed by the current “infodemic”.

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Tuesday, 08 June 2021, 9:00 AM – 2:30 PM (UTC+1)

Welcome addresses (9:00 AM – 9:15 AM)

Dunja BUJAN

Defence policy Director of the Ministry of Defence of Croatia

Keynote speakers (9:15 AM – 10:45 AM)

“NATIONAL SECURITY AND STRATEGIC COMMUNICATION IN THE ERA OF FAKE NEWS”

Gordan AKRAP, president of the Hybrid Warfare Research Institute, Croatia

“FAKE NEWS AND DISINFORMATION CAMPAIGNS OCCURANCE IN CENTRAL AND SE EUROPE”

Nikola BRZICA, Head of Expert Council at Business Security Academy, Strategic Risk Advisor

TACKLING DISINFORMATION CAMPAIGNS - Lessons from the Czech Republic

Jan HAVRÁNEK, Deputy Minister of Defence for Defence Policy and Strategy,

Ministry of Defence of the Czech Republic

PANEL DISCUSSION: „GOVERNMENT RESPONSES AND INTERVENTIONS TO FAKE NEWS“ (11:30 – 01:00 PM)

- **Helmut LEOPOLD**, Head of Center for Digital Safety & Security of the Austrian Institute of Technology, Austria
- **Ľuboš KUKLIŠ, Ľuboš KUKLIŠ**, Chief Executive, Council for Broadcasting and Retransmission of Slovakia, and Chair, European Regulators Platform of Regulatory Authorities (EPRA)
- **Martina BILDZIUKIEWICZ**, Head of the EEAS StratCom Task force East
- **András RÁCZ**, senior research fellow, Center for Strategic and Defense Studies, National University of Public Service in Budapest, Hungary
- **Anna PACHOLSKA**, Minister Counselor, Operational Center to the Minister of National Defence of Poland, Expert at the Academic Centre for Strategic Communication War Studies Academy, Poland

Moderated by Linda CURIKA,

Communications Officer,

NATO Strategic Communications Centre of Excellence

PANEL DISCUSSION: „ROLE OF THE ACADEMY IN STRENGTHENING THE DEVELOPMENT OF MEDIA LITERACY“ (1:15 – 2:30 PM)

- **Marius DRAGOMIR**, Director of the Center for Media, Data and Society at the Central European University, Hungary
- **Vladimira HLADÍKOVÁ**, Faculty of Mass Media Communication, University of SS.Cyril and Methodius in Trnava, Slovakia
- **Beata GÓRKA-WINTER**, Associate Professor at Center for Europe, University of Warsaw, Poland
- **Tomislav LEVAK**, Lecturer at Academy of Arts and Culture in Osijek, Department of Culture, Media and Management, Croatia
- **Marko MILOSAVLJEVIĆ**, Associate Professor, Faculty of Social Sciences, Ljubljana University, Slovenia

Moderated by Iva NENADIĆ,

Instructor at the Faculty of Political Science, Zagreb, Croatia;

postdoctoral research fellow European University Institute

Dunja Bujan, Defence Policy Director, Ministry of Defence of the Republic of Croatia



Ms Dunja Bujan holds the position of the Defence Policy Director of the Ministry of Defence of Croatia.

Professional career of Ms Bujan in the Ministry of Defence of the Republic of Croatia started in 2005 at the Croatian Military Academy at the position of an English language teacher and language training coordinator. In 2007 she began to work at the Military Security Intelligence Agency where she held several positions until 2016 when she took over the position of the Head of Bilateral Defence Cooperation Department at the Defence Policy Directorate of the Ministry of Defence. In November 2019 she was appointed Acting Defence Policy Director of the Ministry of Defence, and on 14 April 2021 she was appointed Defence Policy Director.

Ms Bujan holds the Bachelor's Degree in English and Spanish Language and Literature from the Faculty of Humanities and Social Sciences of the University of Zagreb. She also holds the degree of Additional Study of Portuguese Language and Literature from the same Faculty of Humanities and Social Sciences.

Apart from her formal education, during her career in the Ministry of Defence she participated in various types of specialized training, domestic and international courses and conferences in the field of security and defence, mostly related to NATO and EU security and defence policy, strategic and defence planning, intelligence, counterterrorism, regional and international relations.

Jan Havránek, Deputy Minister of Defence for Defence Policy and Strategy, Ministry of Defence of the Czech Republic



Jan Havránek is the Deputy Minister of Defence of the Czech Republic responsible for defence policy and strategy. Prior to his appointment, he was the Policy Adviser at the Policy Planning Unit of the Office of the NATO Secretary General in Brussels.

He previously served as the Head of Defense Section at the Czech Republic's Permanent Representation to NATO in Brussels (2014-2017); Assistant First Deputy Minister of Defense (2013-2014); and foreign policy advisor to Minister of Defence (2010-2012). In 2013, he was named to the Diplomatic Courier's annual list of the "Top 99 Under 33 Foreign Policy Leaders."

His other engagements have included cooperation with GLOBSEC's Defence Austerity V4 projects (2011-2013), fellowship at Center for European Policy Analysis (CEPA, 2013-2014); and work for the Prague Security Studies Institute (PSSI, 2003-2006) and the Association for International Affairs in Prague (AMO, 2002-2007).

Mr Havránek holds a Master's degree in international security studies from the Fletcher School of Law and Diplomacy, Tufts University (2009).

Gordan Akrap, president of the Hybrid Warfare Research Institute, Croatia



Born 1966, graduated at Zagreb Faculty of Electronics and Computing in 1994. In 2011 he received a PhD at the University of Zagreb, in the field of Information and Communication sciences. The title of his PhD was “Informational strategies and operations in public knowledge shaping”.

He had an active role in Homeland war. During his career in diplomatic and security structures of Croatia he completed a number of professional courses, including Diplomatic Academy. He is active in research of national and regional security, intelligence and history of Homeland War.

He published a number of books, and papers in journals and proceedings.

Nikola Brzica, Head of Expert Council at Business Security Academy, Strategic Risk Advisor



Nikola Brzica was a Ministry of Defense of the Republic of Croatia scholarship holder at the prestigious military academy "West Point" in the USA, where he graduated in 2002. He completed the postgraduate study of "International Relations" at the Faculty of Political Science in Zagreb, with a master's thesis "Asymmetric threats and resistance strategies: Northern Ireland and Afghanistan", where he also received his doctorate on "Hybrid warfare and contemporary conflicts”.

He held several command positions in the Armed Forces of the Republic of Croatia and participated twice in the peace support operation in Afghanistan. Over the course of his military career he received several awards and decorations. He also held the position of the Defence Policy Director of the Ministry of Defence of Croatia.

He distinguished himself in the private sector as a project manager in the field of information security and strategic risk analysis.

He actively participates in international conferences and courses and has published several scientific articles on national security.

Ľuboš Kukliš, Chief Executive, Council for Broadcasting and Retransmission of Slovakia, and Chair, European Regulators Platform of Regulatory Authorities (EPRA)



Ľuboš Kukliš is a chief executive at the Slovak Media Authority.

In 2018 and 2019, he was Chair of the European Regulators Group for Audiovisual Media Services (ERGA) and currently leads its work on disinformation.

He frequently speaks at public events and cooperates with various international institutions on possible solutions to problems such as the spread of disinformation and regulatory solutions in the digital environment.

He holds a PhD in administrative law.

In the field of media and administrative law he is also active in writing - most recently Electronic Media Regulation (Wolters Kluwer, 2015), Slovak Broadcasting Act – A Commentary (Wolters Kluwer, 2016).

Helmut Leopold, Head of Center for Digital Safety & Security, AIT Austrian Institute of Technology



Helmut Leopold has 30 years of experience in the IT and communication technology market. Currently he is with the AIT Austrian Institute of Technology where he heads the Digital Safety and Security Center. In this function he is responsible for next generation digital technologies such as digital biometric systems, cyber security, encryption, quantum technologies, artificial intelligence, blockchain and sensor systems among others.

Before AIT he was with Alcatel and with Telekom Austria, the largest network operator in Austria. As acting CTO, he was responsible for the digitalization program and was the driving force for the broadband and interactive TV service roll-out. He was chairman of the Broadband Services Forum (BSF), San Francisco, USA, was founder and vice president of the Austrian telecommunication research center FTW and president of the Austrian IPv6 taskforce. Currently he is among others president of the Austrian Organization for Information and Communication Technology (GIT) and Board Member of the Austrian Electrotechnical Association (OVE), is leading national task forces on cyber security for the Austrian Federal Chancellery, as well as for the Austrian Industry 4.0 platform, and is also board member of the Austrian society for Electronic Components and Systems for European Leadership (ECSEL).

Helmut Leopold holds a Masters' degree Dipl.-Ing. in Computer Science from the Vienna University of Technology and made his PhD at the University of Lancaster, UK.

András Rácz, senior research fellow, Center for Strategic and Defense Studies, National University of Public Service in Budapest, Hungary



András Rácz is a senior fellow in DGAP's Security and Defense Program. From September 2019 to December 2020, he was a senior fellow of the Robert Bosch Center for Central and Eastern Europe, Russia, and Central Asia.

Previously, Rácz was associate professor at the Pázmány Péter Catholic University in Budapest and non-resident research fellow of the Estonian Foreign Policy Institute in Tallinn. Between 2014 and 2016, he was senior research fellow of the Finnish Institute of International Affairs in Helsinki. Prior to that, Rácz worked as a senior research fellow at the former Hungarian Institute of International Affairs and a visiting researcher at the Transatlantic Academy of the German Marshall Fund in Washington, DC. He was also a fellow of the Volkswagen Foundation's program in European Foreign and Security Policy Studies (EFSPS).

Rácz earned his PhD in modern history from Budapest's Eötvös Loránd University in 2008.

Anna PACHOLSKA, Minister Councilor, Operational Center to the Minister of National Defence of Poland, Expert at the Academic Centre for Strategic Communication War Studies Academy, Poland



Anna Pacholska is a practitioner in strategic communications, media planning, law regulations and analysis. She is nominated civil servant appointed at the Ministry of National Defence in Poland and expert at the newly established Academic Centre for Strategic Communication at the War Studies University.

She was organizing a system of strategic communication in the Ministry of National Defence of Poland in 2014 and she is an author of regulations in this area. Former head of StratCom Branch in Polish MoD and former member of the steering committee of the NATO Expert Centre for Strategic Communication in Riga (2016-2020). She is the NATO Counter Hybrid Support Team expert.

She graduated from International Relations, National Security Management and Legislation.

Linda CURIKA, Communications Officer at NATO StratCom CoE



Linda Curika currently works as Communications Officer at the NATO Strategic Communications Centre of Excellence, reporting directly to the Director. Her daily tasks include media relations, scientific communication and overseeing Centre's digital communication. She is also the managing editor of Centre's academic journal "Defence Strategic Communications". She is a frequent speaker and moderator at events focused on strategic communications challenges, media literacy and role of technology in the field of communications.

She is a Member of Latvian PR Association's Board of Ethics and currently is studying for a PhD in Education Science with a focus on Media Literacy.

In her free time she writes about current communications challenges and supports several civic activism causes related to human rights.

Martyna Bildziukiewicz, Head of the EEAS East StratCom Task force



Martyna Bildziukiewicz is strategic communications and disinformation expert, with PhD in political science.

Since May 2021 she is Head of the EU's East Stratcom Task Force. Founded in 2015, the East Stratcom Task Force is part of the EU's European External Action Service (EEAS).

The Task force runs the EUvsDisinfo project – the European Union's flagship initiative that monitors, responds to and raises public awareness about pro-Kremlin disinformation. She also deals with EU strategic communications in the Eastern Neighbourhood.

Prior to her appointment, before she started to explore the dark side of words and messages, Bildziukiewicz worked as a spokesperson at the Permanent Representation of Poland to the EU, career diplomat, reporter, editor, communication and PR expert. Since 2018 she was one of the East Stratcom Task Force's members.

Marius DRAGOMIR, Director of the Center for Media, Data and Society, Central European University, Hungary



Marius Dragomir is the Director of the Center for Media, Data and Society. He previously worked for the Open Society Foundations (OSF) for over a decade.

Since 2007, he has managed the research and policy portfolio of the Program on Independent Journalism (PIJ), formerly the Network Media Program (NMP), in London. He has also been one of the main editors for PIJ's flagship research and advocacy project, Mapping Digital Media, which covered 56 countries worldwide, and he was the main writer and editor of OSF's Television Across Europe, a comparative study of broadcast policies in 20 European countries.

Mr Dragomir has spent the past decade in the media research field, specializing in media and communication regulation, digital media, governing structures of public service media and broadcasting, spectrum management, and ownership regulation. He has authored expert studies and articles on journalism and media policies that have been published and translated in more than 60 countries.

He started his career as a journalist some 25 years ago in his native Romania where he worked for several local dailies, radio, and TV stations. Since 1999, he has been working for English-language media. Last year, with a group of journalists and researchers, he co-founded Mediapowermonitor.com, a community of experts in media policy covering trends in regulation, business, and politics that influence journalism.

Vladímira HLADÍKOVÁ, Faculty of Mass Media Communication, University of SS.Cyril and Methodius in Trnava, Slovakia



Dr. Vladimíra Hladíková is an Assistant Professor at Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava. Within her scientific activities she focuses her interest on the issue of new and digital media, especially the Internet and its impact on various areas of life, education and human thinking, as well as cognitive changes and other processes brought about by the medium of the Internet. She also devotes herself to reflecting on the impact and use of information and communication technologies in education or the information and education society.

Dr. Hladíková also examines the various aspects of the Internet, its benefits and, in particular, the threats it poses and the opportunities for active protection against them. She reflects her scientific and personal interest in several scientific disciplines, such as culturology, philosophy, anthropology, sociology, psychology, law, ethics and aesthetics. She has also participated in several foreign conferences focused on human rights, humanism and demilitarization in developing countries.

Mrs. Hladíková is a member of the editorial board of domestic scientific journals *European Journal of Media, Art and Photography* and *Media Literacy and Academic Research* and also the solver of several scientific projects in the field of digital communication and media.

Beata GÓRKA-WINTER, Associate Professor, University of Warsaw, Poland



Beata Górká-Winter is a political scientist, expert on international security and defence issues. She is a lecturer at the University of Warsaw, European Security and Defence College, AFiB Vistula, KSAP and the Diplomatic Academy.

Since 2000 she is also a research fellow and program coordinator on international security in the Polish Institute of International Affairs, a leading Polish think tank. Mrs Górká-Winter is author or co-author of numerous publications with a special focus on security sector reform (SSR), the EU and NATO policies, peace-building, international military operations, conflict resolution, missile defence, defence technologies, security policies of different countries. She is also an advisor on security and defence policy in cooperation with the civilian and military agencies from different countries. Member of the expert group on SSR at the „Security Sector Reform – Centre of Excellence in Southern Caucasus” led by the International Visegrad Fund. Member of the group advising the Polish MoD in drafting security strategy of Poland (2013). OSCE election observer: Kosovo (2001), Ukraine (2006).

Beata Górká-Winter graduated from the University of Warsaw, Faculty of Journalism and Political Science and National Security Faculty. She holds a Ph.D. from the Jagiellonian University. She also completed a Program on Security, Stability, Transition and Reconstruction (SSTAR) in George C. Marshall European Center for Security Studies and participated in the Senior Course on Security Policy in Northern Europe led by the Swedish National Defence College.

Tomislav Levak, Lecturer at Academy of Arts and Culture in Osijek, Department of Culture, Media and Management, Croatia



Tomislav Levak received a double Master of Arts degree from the Department of Culture at the Josip Juraj Strossmayer University of Osijek in two study fields - Media Culture and Cultural Management in 2014.

He worked as a successful journalist from 1996 to 2015 in a number of national and regional print media and has practical experience in television, radio and internet journalism. He enrolled in the Postgraduate Interdisciplinary University Doctoral Program in Communication Studies at the Doctoral School of Josip Juraj Strossmayer University of Osijek in 2015, and is just finishing his doctoral dissertation on the topic of spreading disinformation and fake news via social networks and communication platforms.

He was a teaching assistant at the Department of Cultural Studies at the University of Osijek, at the Sub-department of Media Culture and a teaching assistant at the Academy of Arts and Culture in Osijek, at the Department of Culture, Media and Management from June 2018. He now works at that Department as a lecturer.

Mr Levak fields of interest include new media, communication studies, media literacy, media and public relations, disinformation and fake news, public speaking etc. He is the co-author of curricula and methodological materials in the international project of media literacy development, The Implementation of Media Education in Schools (iMES), which was implemented from September 2018 to February 2021 in Lithuania, Greece and Croatia. He is the leader or participant of several international, national or local projects and programs related to media or media literacy. He has participated in over 20 national and international scientific and professional symposiums and conferences, and has published over 15 scientific papers.

Marko MILOSAVLJEVIĆ, Associate Professor, Faculty of Social Sciences, Ljubljana University, Slovenia



Marko Milosavljevič is a Full Professor, Ph.D., at the Department of Journalism at the Faculty of Social Sciences, University of Ljubljana, Slovenia. He was a Head of the Department from 2008 until 2012.

He is a Vice-Chair of the Committee of Experts on Media Environment and Reform (MSI-REF) at the Council of Europe and a member of the Core Experts Group for Media and Culture (EENCA), advising European Commission on culture and media policy. He is the chair of Communications Law and Policy section of European Communication Research and Education Association (ECREA). He is a member of Horizon2020 project EMBEDDIA, researching artificial intelligence in the media and newsrooms, where he takes the position of manager for Ethics & Policy, Dissemination and journalism.

Lately his research is focused on the issues of media policy, digital regulation, political economy of digital media, and technological changes and innovation in media systems.

Since 2016, he is head of the Media Pluralism Monitor project with European University Institute Florence for Slovenia. The project is the key project regarding media by the European Commission and is the basis for The Rule of Law reports by the Commission, published in 2020. He conducted research for European Public Regulatory Authorities (EPRA), Hans Bredow Institute Hamburg, European Journalism Centre Maastricht, Donau-Universität am Krems, Media Centre Sarajevo, Open Society Institute London, Serbian Ministry for Higher Education, and others. He was an evaluator of South-Eastern European Network for Professionalisation of Media (SEENPM) for Slovenia, Croatia and Bosnia and Herzegovina.

He has worked on national, regional and comparative research on a number of issues, including public broadcasting, digital transition, digital business models, OTT economic potential in Central Europe, development of television services, ownership and transparency of media, including pluralism indicators. His research of media, journalism, media policy and digital issues in Slovenia and EU has been published in books and scientific journals in United States, Germany, France, United Kingdom, Norway, Austria, Bulgaria, Croatia and Netherlands.

He was a member of the experts group at the Slovenian Ministry of Culture, adopting the new Mass Media Act in 2019. He was a chairman of the Expert commission for Pluralisation of Media at Slovenian Ministry of Culture (2009-2010), a member of Experts' group for new Mass Media Act

(2009 and 2018) and Public Broadcasting Act (2009) at Slovenian Ministry of Culture. He was a member of National Committee for Information Society since 2010. He is a member of the Ethics Committee of Slovenian Advertising Chamber.

Iva NENADIĆ, Instructor at the Faculty of Political Science, Zagreb, Croatia; postdoctoral research fellow European University Institute



Iva Nenadić is an instructor at the Faculty of Political Science in Zagreb and a postdoctoral research fellow at the European University Institute (EUI) in Florence. She studies media pluralism in the context of content curation policies by large online platforms. Her research interest particularly focuses on self-, co-, and regulatory interventions that seek to address problems of disinformation and to ensure pluralistic and diverse (social) media environments.

Since 2016, she has been affiliated with the EUI's Centre for Media Pluralism and Media Freedom, where she is one of the central coordinators in the EU-wide Media Pluralism Monitor - a scientific tool designed to identify potential risks to media pluralism, which serves also as a key source of information for the media freedom angle of the European Commission's annual rule of law reports.

She is also a member of recently established European Digital Media Observatory (EDMO) that aims to serve as a hub for academics, fact-checkers, and other relevant stakeholders to collaborate with each other. The activities of EDMO include designing a framework to ensure secure and privacy-protected access to platforms' data for academic researchers working to better understand disinformation; and support to public authorities in the monitoring of the policies put in place by online platforms to limit the spread and the impact of disinformation.

Her experience includes providing research, evaluation, and policy support to the European Commission and the Council of Europe, as well as to civil society organizations. Currently, she contributes to the Committee of Experts on Media Environment and Reform at the Council of Europe and has reviewed a publication on media regulation in Western Balkans, prepared under the Council of Europe's freedom of expression project in South-East Europe.

Prior to her academic work, she was a journalist and editor in various media outlets.