



THE RIGA  
STRATCOM DIALOGUE  
JUNE 12 - 13, 2018

# AGENDA

## June 11

15:00 - 17:00 

### Public Discussion “Russian Influence Activities in the Digital Space and Beyond” *! This event is fully booked. Only for previously registered participants.*

Hotel Bergs, Elizabetes street 83/85

Russian influence activities conducted via digital media are used not only to strengthen Kremlin, but also aid its foreign policy ventures. Not sharing the values of democracy and a free-market economic system, the Kremlin has developed dissemination tools (bots, trolls) to exploit freedoms protected by these systems.

Russia, over the past three years, has conducted intense influence campaigns by using the Internet and, more importantly, social media to access and manipulate foreign audiences. Kremlin-backed influence activities encompass a full range of actions to achieve objectives, demonstrating an unprecedented synchronization of Active Measures.

This event will bring together academics and practitioners who are analyzing Russia's activities to discuss what the public and private sector can do to counter influence operations.

**Moderator:** Dr Neville Bolt (Director King's Centre for Strategic Communications (KCSC), King's College London, Great Britain)

**Speakers:** Dr Ofer Fridman (Lecturer, Department of War Studies, King's College London, Israel), Dr Charles Kriel (Digital Theorist & Practitioner, Broadcaster & Journalist), Ms Claire Yorke (Non-resident senior fellow at the Atlantic Council), Dr Andriy Tyushka (Research Fellow, European Neighborhood Policy Chair, College of Europe).

## June 12

09:30 - 11:00 

### Registration & Morning Coffee

National Library of Latvia

11:00 - 11:30 

### Opening Remarks by H.E. Mr Raimonds Vējonis, President of Latvia and Jānis Sārts, Director of the NATO StratCom COE

Main Stage

11:30 - 12:00 

### The Mentalist – Unleash your Influence

Main Stage

**Speaker:** Mr Gilan Gork (Founder, Influence Institute)

12:00 - 13:00 

### Informed or Influenced? The Art of Decision-Making

Main Stage

This session will engage with the key issues surrounding human decision-making, from politics, to questions of identity, to capitalism. The panel will enable a conversation between many different disciplines: neuroscience, philosophy, psychology, anthropology, and sociology. We will consider how human decision-making has evolved. How do sense perceptions and experience form judgments that lead to a decision? What role do emotions play in all this? And finally, how have social and political shift and technological innovation impacted these cognitive processes?

**Moderator:** Mr Alex Aiken (Executive Director of Government Communication, Prime Minister's Office and Cabinet Office Communications)

**Speakers:** Mr Gilan Gork (Founder, Influence Institute), Dr Michael Platt (The Wharton School, University of Pennsylvania), Prof Jan Engelmann (Associate Professor of Neuroeconomics, University of Amsterdam)

13:00 - 13:30 

### Coffee Break

National Library of Latvia

13:00 - 15:00 

### 360/OS RIGA BREAKAWAY

Conference Room D

Digital Forensic Research Lab (@DFRLab), an Atlantic Council program, hosted at the NATO StratCom COE, is at the forefront of open source, social media, and digital forensic research in the digital engagement age. As part of @DFRLab's goal to build digital resilience worldwide, @DFRLab's experts will organise a pop-up training as part of the Riga StratCom Dialogue 2018. The pop-up event will focus on the power of open source and digital forensic research to expose disinformation online and track military developments in real time.

13:30 - 14:30



### The Idea that Sells. What Makes it Great?

Conference room A

There are ideas that easily gather supporters and there are those that never gain the desired traction. Sometimes saleable ideas are not the brightest ones and even bring harm. Some ideas are too great for their time. What is it that makes an idea saleable in political and government communications? How is that different from marketing techniques in the commercial world? Drawing from case studies, we will discuss the key criteria that make an idea likely to succeed in our complex contemporary information environment, where trust in institutions is low and contending voices abound.

**Moderator:** Ms Dagnija Lejina (Co-Founder and CEO, Digital Freedom Festival)

**Speakers:** Mr Thomas Eymond Laritaz (Managing Director, Mercury), Dr Briony Swire-Thompson (Postdoctoral Researcher, Northeastern University)



### Take it, or... Take it. Is Free Choice an Illusion?

Main Stage

Do you ever wonder why you buy things you don't need? Our speakers will discuss why some marketing campaigns work better than others, and what factors are especially important when attempting to guide customer decisions. This panel will challenge the notion of a clear divide between commercial and political marketing, consumer and citizen. Insights from the commercial sector may inspire policy makers to embrace new approaches in designing communication campaigns, as well as in countering efforts to manipulate audiences.

**Moderator:** Ms Alina Frolova (Director, Strategic Communications of Ukraine)

**Speakers:** Prof Gemma Calvert (Neuromarketing Psychologist), Dr Steve Harrison (Advertiser and Creative Director), Prof Benjamin Newell (Deputy Head of the School of Psychology, University of New South Wales)

14:30 - 16:00



### Lunch

National Library of Latvia

16:00 - 16:15



### Keynote by H.E. Mr Tacan Ildem, NATO Assistant Secretary General for Public Diplomacy, NATO HQ

Main Stage

16:15 - 17:45



### Twisting by the Poll – How to Influence Elections

Main Stage

Democracy is the fundamental characteristic of Western nations, as well as a soft-power asset. As such, free and fair elections are a core part of the practice of democracy. However, recent cases have shown democratic nations to be vulnerable to hostile objectives.

The principles of journalistic freedom and free speech can be exploited to undermine the very values they defend. Moreover well-established regulations do not deter creative actors in their attempts to break the rules. Audiences are now targeted with methods that have previously been used only within the military, which raises ethical questions when trying to address and counter such operations.

Through various case studies, this panel will look at the channels used by foreign actors to influence democratic electoral processes, how nations have dealt with these threats, as well as how they are trying to limit future risks.

Three subpanels will then provide more in-depth analysis of domains that our nations should consider when improving their electoral systems: ethics, law, and campaigning.

**Moderator:** Mr Bob Posner (Director of Political Finance and Regulation & Legal Counsel, UK Electoral Commission)

**Speakers:** Prof Arnaud Mercier (Université Panthéon-Assas), Mr Mikk Marran (Director General, Estonian Foreign Intelligence Service), Mr Carlos Malamud (Senior Analyst, Elcano Royal Institute)

17:45 - 18:15



### Coffee Break

National Library of Latvia

18:15 - 19:15



### Electoral Ethics: Between Transparency and Trust

Conference room A

This panel will consider what makes a candidate trustworthy to his electorate. We will discuss where the line between protecting private information and enhancing transparency should be drawn. Furthermore, we will explore how ethical considerations might impact campaign funding.

**Speakers:** Prof Arnaud Mercier (Université Panthéon-Assas), Mr Edward Lucas (Senior vice-president, Center for European Policy Analysis)



### Electoral Engineering: Legal Challenges Posed by Technological Developments

Conference room B

This panel will look at implications of legislation on the potential use of robotic networks in support of electoral process. The discussion will center on issues concerning the visibility of political activities of networks supported by proxies. Can political activities online be submitted to the same rules currently applied to traditional media?

**Speakers:** Mr Bob Posner (Director of Political Finance and Regulation & Legal Counsel, UK Electoral Commission), Ms Juliette Schmidt (Senior Conflict and Security, Elections and Political Processes Specialist, Independet Consulting)



### Electoral Engagement: The Role of Campaigning and Opinion Polls in the Election Outcome

Conference room C

Electoral Engagement: The Role of Campaigning and Opinion Polls in the Election Outcome.

This panel will discuss the responsibilities of specialised agencies and institutions in securing voting processes, as well as the trustworthiness and transparency of electoral institutes. Moreover, the question of whether Western nations have the understanding and resources required to counter mis- and disinformation will be considered.

**Speakers:** Mrs Ingrid Bicu (Head of the Communications and International Affairs Department, Permanent Electoral Authority of Romania), Mr Jonas Survila (Independent Expert on Political Communications, King's College of London)

19:45 - 21:45



### Opening Dinner

Small Guild

## June 13

09:00 - 10:00



### Registration & Morning Coffee

National Library of Latvia

10:00 - 11:30



### “Loss of Free Will”: Can Humans Stay in Charge?

Main Stage

Modern society was built on the idea that educated and empowered human beings are the source of progress and development. But what happens when computers are becoming increasingly intelligent and powerful? Power and knowledge seem to increasingly reside in networks beyond individual human understanding and control. Does this threaten the ability of individuals to shape society for the better? Does the answer lie in embracing ‘dataism’ to save the humans species? This panel will discuss the limits of Artificial Intelligence, big data, the future role of humans, and tomorrow’s governance of societies. These issues converge on the existential question “What is the role of free will in a changing world?”

**Moderator:** Mr Eric Applewhite (Director for Technology and Transformation, KPMG)

**Speakers:** Ms Marina Gorbis (Executive Director, Institute for the Future), Dr Katie Woodward (Principal Psychologist, Defence Science and Technology Laboratory), Mr Ramsay Brown (Chief Operations Officer, Boundless Mind, Inc.)

11:30 - 12:00 ☕

### Coffee Break

National Library of Latvia

12:00 - 13:00 🎤

### Artificial Intelligence Beyond Bytes – Implications to Security and Society

Conference room A

Artificial intelligence and new technologies are bringing revolution not evolution. Security implications of AI go beyond 24/7 surveillance and autonomous robots fighting each other. These developments will change the provision of security in times of peace, war, and everything in-between. Societies are calling on their governments to act, so there is an urgent need for policymakers to have a clearer understanding of the social, political and ethical issues involved.

The panel invites the audience to participate in a discussion on how artificial intelligence can remain a force for good.

**Moderator:** Dr Katie Woodward (Principal Psychologist, Defence Science and Technology Laboratory)

**Speakers:** Prof Jarno Limnéll (Aalto University), Mr Patrick Tucker (Technology editor, Defense One)

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### Tech for the Green Men: Affecting Human Behaviour in Hybrid Encounters

Conference room B

Today adversaries use the latest technological innovations to target populations' and decision makers' behavior, as shown by several case studies produced by the NATO StratCom COE. This interactive discussion starts by interrogating observed patterns and their implications. It will then go on to consider the role of human behavior in the face of hybrid threats. The moderators challenge the audience to consider whether we can even find patterns from the ever-changing hybrid threat phenomenon. Moreover, what role does technology play in assessing such threats in the current information environment?

**Speakers:** Mr Ben Heap (Senior Expert, NATO Strategic Communications Centre of Excellence), Ms Päivi Tampere (The European Centre of Excellence for Countering Hybrid Threats)

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### “Did this Order Really Come from the President?” – Cyber, Trust, Resilience

Conference room C

Trust is a key foundation of a well-functioning society. Without reliable communication, organizations cannot operate efficiently, be they corporations or government institutions. Malicious actors are aiming to exploit vulnerabilities in communication flows. With the advent of new technology, it is possible for adversaries to impersonate leaders and create false impressions among population. The Tallinn based NATO Cooperative Cyber Defence Centre of Excellence will organize a session focusing on questions including: What is at stake? What can nations do to enhance and protect trust in democratic institutions? Or is it already too late?

**Moderator:** Ms Kadri Kütt (Head of Communications, NATO Cooperative Cyber Defence Centre of Excellence)

**Speakers:** Mr Tarmo Randel (Technology Branch researcher, NATO Cooperative Cyber Defence Centre of Excellence), Mr Ilmar Raag (Head of Unit, Estonian Defence League), Mr Matthijs Veenendaal (Senior Scientist Integrator, TNO)

13:00 - 14:30 🍴

### Lunch

National Library of Latvia

14:00 - 14:30 🎤

### Book Presentation: Fake News – A Roadmap

Conference Room A

Fake news: a catch phrase pervading our political discourse. Fake news: a term that feels familiar, yet a phenomenon poorly understood. 'Fake News - A Roadmap' navigates the complexity of popular sentiment and political shifts in a turbulent media landscape. Earlier this year, the King's Centre for Strategic Communications (KCSC) and the NATO Strategic Communications Centre of Excellence published 'Fake News – A Roadmap', an in-depth exploration of the character, consequences, and challenges of fake news.

Join the editors Ms Jente Althuis and Ms Leonie Haiden for a discussion of their most important findings, followed by a Q&A session.

14:30 - 16:00 🎤

### World of Wordcraft – Why the Military Needs to care about Strategic Communications

Main Stage

The world is encountering new fundamental changes in the information environment. These recent developments can be attributed to shifts in information consumption habits in our societies – sophisticated communications technologies are rapidly changing the way people access, use, and exchange information. This, in turn, is changing our societies, our institutions, and the way our adversaries operate in our countries and beyond. As these changes have become one of the top challenges for the military leadership today, it is necessary to reconsider the military's modus operandi and contemplate the following key questions: Can existing military decision-making processes overcome the challenges and exploit the opportunities found in the omni-present information environment? How can the military improve understanding and use of communication effects, and integrate them with traditional capabilities during Allied operations (bridging the say-do gap)? Is mission command applicable in communication – empowering all our soldiers to communicate about our missions in a coherent way?

**Moderator:** Mr Erik Lagersten (Director Communication and Public Affairs of region Västra Götaland)

**Speakers:** Mr Mark Laity (Chief StratCom, Supreme Headquarters Allied Powers Europe), Gen Riho Terras (Commander, Estonian Defence Forces), Lt Gen Christine Whitecross (Commandant, NATO Defense College in Rome)

16:00 - 16:30 ☕

### Coffee Break

National Library of Latvia

16:30 - 18:00 🎤

### On the Right Track or Off the Road? – Government and International Organizations in the Information Environment

Main Stage

Rules and processes shaping the information environment keep on changing. These changes have a tremendous impact on policies and perceptions, so players wishing to stay relevant are required to maintain a dynamic ability to adjust. The task of governments is two-fold: ensuring the fundamental rights and liberties of citizens while encouraging the maximum level of innovation and progress. It is an issue that requires the immediate attention of policy makers and their societies. Governments and International Organizations are struggling to get to grips with a poorly regulated online media space. More often than not, policy discussions are driven by an urgent need to react rather than systematic research. How easy is it to get lost on a wrong track? What can be learned from the front-runners and what is the road for International Organizations?

**Moderator:** Mr Ali Aslan (TV Presenter & Journalist, Deutsche Welle TV)

**Speakers:** Ms Kaja Kallas (Chairwoman of Estonian Reform Party, Member of European Parliament), Dr Jean-Baptiste Jeangène Vilmer (Director of the Institute for Strategic Studies, French Ministry for Armed Forces), Dr Inese Libina-Egnere (Deputy Speaker, Chair of the National Security Committee, Parliament of the Republic of Latvia)

18:00 - 18:30 🎤

### Closing Remarks by Mr Jānis Sārts, Director of the NATO StratCom COE

Main Stage

19:30 - 22:00 🍷

### Closing Party

University of Latvia Botanical Garden