
Environmental disinformation

What is it?

According to the EC, it is:

- **verifiable false or misleading** information,
- created, presented and disseminated for the **purpose of** obtaining economic advantage or misleading the public,
- which is likely to cause **public harm**

Lolek, the whale

- spotted in Baltic sea,
- named after the pope
- lived mostly in news

Nobody ever admitted it was a fake



If we all know this was stupid, then where is the problem?

Disinformation:

- inducts divisions, leads to confusion and undermines trust in institutions and established political processes
- build mistrust in digital and traditional media and damage democracies by making it difficult for citizens to make informed decisions
- often underpin radical and extremist ideas and actions

Why does it work?

- algorithms - narrow down recommendations to previous search results
- information bubbles - an individual, digital ecosystem tailored to the user and allowing personalised content and advertising to arrive
- echo chamber- the result of closing an information bubble, in which the user is only exposed to opinions with which he or she agrees
- clickbaits- content with negative emotions engages more
- CIB- coordinated inauthentic behaviour: the key role of fake accounts that look like spontaneous behaviour
- phishing: multiplication of narratives, development of some

Scenarios

- operation Denver
- Doppelganger
- matryoshka



Nature Restoration Law

- emotional language
- questionable source or no source
- images that spark the imagination
- conspiracy theory-building
- cherry picking



Financial Times

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EU defence

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How to keep Putin out of Europe: refill the swamp

The ‘peatland pope’ hopes investing in bogs will block the Russian army and stave off climate change



Germany’s defence ministry told the Financial Times that refilling with water solely for military purposes could have both pros and cons for Nato, and was “not a priority” of the current government.

Meanwhile, Polish biologist Michał Żmihorski said he saw “a big gap” between talk and action when presenting their strategy to his country’s defence ministry in July on using the environment as a military barrier.

“They say they are very interested, but we’ve not seen activities in the field” that show they are adjusting the country’s defence planning, he said.

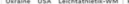


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Europe's new defensive plan will literally bog down Russia's tanks

 Menü

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Polens Ostgrenze

Wildnis als Verteidigung

19. September 2025, 14:10 Uhr | Lesezeit: 4 Min.



Besser als Beton: Ein Wald an der Grenze zwischen Polen und Belarus bei Narewka
(Von: JACQUES BESARD) (DEUTSCH)

National interest vs. solidarity

Public support for transboundary cooperation is prone to diminish

particularly in upstream countries,

if perceptions are nourished that transboundary cooperation means giving up 'our' water resources to 'others'

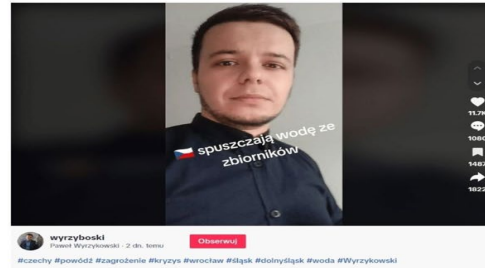
when stakeholders have asymmetrical access to data

decisions are made based on relationships, political interests and other factors outside of realm of science

policy vs. politics

factor	action	interest
increasing water scarcity	attribution to climate change	make problems like unsustainable water use or water mismanagement invisible
drought	awareness raising campaign	public support for harder negotiations against upstream countries, neighbour countries, other regions

Flood, a perfect storm



🔴 Kochani, tragiczne chwile przed nami... ❤️ Cała Polska zmaga się z ogromną powodzią 🌊🌊🌊
Właśnie dowiedzieliśmy się, że mała dziewczynka wpadła do rwącej rzeki i została porwana przez prąd. 🔴 Trwa desperacka akcja ratunkowa! 🚁🚑🚑
Nie możemy tracić nadziei 🙏 Prosimy Was wszystkich z całego serca o udostępnienie tego posta dalej 🙏🙏 Pomóżcie nam dotrzeć do jak największej liczby osób. Być może ktoś zauważy coś ważnego, co pomoże w poszukiwaniach! 🙏🙏
Razem możemy ... Wyświetl więcej



Everyone does that



⁷⁰
81 countries

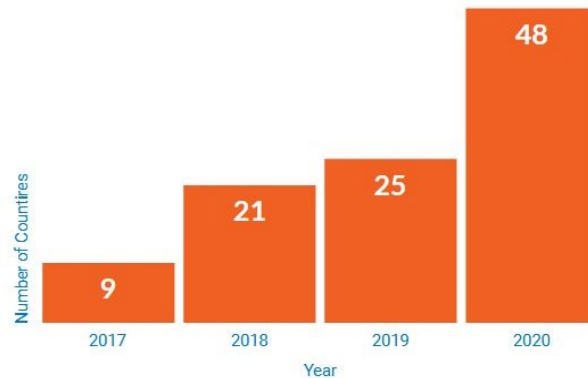
use social media to
spread computational
propaganda and
disinformation



almost
US\$10M

spent on political
adverts by cyber
troops operating
world wide

*countries with evidence of
private firms managing
manipulation campaigns*



Note: Growth of private firms operating in countries around the world overtime. Based on data presented in the annual cyber troops inventory between 2017-2020.