U n i t e d N a t i o n s

Reinforcement Training Package

for Military and Police Units on

Addressing Misinformation, Disinformation, Malinformation, and Hate Speech Threats

in United Nations Peace Operations

United Nations Department of Peace Operations

The Specialized Training Materials (STM) and Reinforcement Training Packages (RTP) for United Nations (UN) peacekeeping operations have been developed by the Integrated Training Service (ITS) of the UN Department of Peace Operations and Department of Operational Support.

This version has been released for use by Member States in their pre-deployment training for UN peacekeeping operations. The suite of STM / RTP products will be regularly updated so that it is fully responsive to the needs on the ground. Therefore, we strongly suggest that you check for updated versions before a training programme is conducted.

The latest RTP versions can be found online at the Peacekeeping Resource Hub: http://research.un.org/en/peacekeeping-community. A link to receive your comments and suggestions for improvement can be found in the resource hub at the same location.

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Integrated Training Service

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Background

The increasing prevalence of misinformation, disinformation, malinformation and hate speech (MDMH) presents a significant challenge to UN peacekeeping operations. False allegations directed at UN peacekeepers encompass a range of accusations, from trafficking weapons to supporting armed groups and exploiting natural resources. MDMH, often amplified through digital and social media, not only obstructs the implementation of peacekeeping mandates but also places the safety and security of peacekeepers at risk. Acknowledging the severity of this threat, the UN Security Council has integrated language addressing MDMH into the mandates of peacekeeping operations.

Aim

The main aim of this reinforcement training package (RTP) is to strengthen participants' understanding of MDMH and the associated threats within UN peacekeeping operations.

This RTP offers troop and police-contributing countries a comprehensive training package that integrates conceptual, legal and operational elements to bolster the tactical readiness of units deploying to peacekeeping missions. It combines aspects of the DPO Policies on Information Integrity in Peacekeeping Settings, Strategic Communications and Peacekeeping-Intelligence. It applies them to existing analytical and planning tools used by uniformed personnel in peacekeeping missions.

The RTP includes learning activities and a scenario-based exercise to enhance participants' understanding of MDMH and ways to address threats against military and police units arising from such activity. This training package is intended for use in both pre-deployment and in-mission training. It is divided into three modules:

- Module 1: Conceptual Framework
- Module 2: Legal Framework
- Module 3: Operational Framework

Target audience

The primary audience for this training package includes military and police unit commanders and their respective staff. Additionally, the RTP has utility for military and police decision-makers and staff officers who are deploying or already deployed to a field HQ in a UN peacekeeping mission.

Annexes

- **Annex A:** PowerPoint slide lesson presentations.
- **Annex B:** Scenario-based exercise (SBE).
- **Annex C:** Core reference materials.

Acknowledgements

ITS would like to thank the subject matter experts from across the UN organisation, Member States and other regional and international organisations who provided input and feedback during the drafting process, and the numerous training personnel from national peacekeeping training institutions and field missions who participated in the development workshop. We thank the following Member States and their Permanent Missions to the UN for their contribution to the RTP development:

Bangladesh
Brazil
France
Ghana
Italy
Kingdom of Morocco
Canada
United States
United Kingdom
Uruguay

Contact Person

For any proposal for an update or improvement of this package or any questions about these training materials, please contact the project leader, Mr. Rafael Barbieri (barbieri@un.org), or write to peacekeeping-training@un.org.

Any relevant update will be posted and explained on the Peacekeeping Resource Hub website (http://research.un.org/en/peacekeeping-community). Instructors are encouraged to check the site regularly.

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Instructor

Guidance

General Considerations for Instructors

This package offers a comprehensive set of training resources designed specifically for military and police unit commanders and their staff who are either preparing for or currently deployed in UN peacekeeping operations. These materials can be used either independently or incorporated into other pre-deployment or refresher training courses, such as an HQ planning course or exercise. Trainers are encouraged to customize these materials to align with the specific needs and skill levels of their audience.

The RTP aims to equip participants with the essential knowledge and skills to recognise and mitigate the potential risks posed by MDMH to uniformed peacekeepers. It provides insights into effectively integrating tactical planning considerations to address these risks in alignment with policies and directives outlined by the Department of Peace Operations (DPO).

It is recommended that personnel attending the RTP meet the following minimum criteria:

- Completed the UN CPTM, UN Infantry Battalion or Formed Police Unit STM.
- Completed national or international staff officer training.
- Attended a national or international planning course.
- Proficient in the English language.

Instructors should develop and implement an initial written test and final test (post-instruction) to reinforce learning outcomes and evaluate participants' training levels and knowledge.

The STMs and RTPs can be downloaded from http://research.un.org

Instructor Profile

Instructors with a credible background in planning, intelligence and information operations/strategic communications ideally deliver this training package. Instructors should have previous experience working in a UN peacekeeping mission to provide relevant insights and context. Additionally, instructors should be proficient in facilitator-based instruction and feel confident in guiding discussions and activities throughout the training sessions.

Staff Exercise Considerations

The RTP includes a final scenario-based exercise (SBE) designed to reinforce the course's learning outcomes. This exercise uses the same scenario as the UN Infantry Battalion STM and CPOC RTP, making it compatible with larger national staff planning exercises or suitable as a standalone activity. The SBE creates a learning environment where participants can consolidate and apply the knowledge acquired during the course.

The effectiveness of the exercise depends, in part, on the instructor's preparation and engagement throughout the activity. Detailed notes are provided to guide the instructor through the exercise, ensuring maximum benefit for all participants. It is recommended that instructors review the exercise notes before the course begins to ensure confidence in delivering the activity.

Training Characteristics

The training approach may differ among various troop and police-contributing countries based on their priorities and available resources. Nonetheless, there are fundamental characteristics that should be maintained when delivering the course:

- Training sessions should be interactive, engaging participants to contribute to discussions actively.
- Trainers should incorporate examples and anecdotes from actual UN peacekeeping operations to illustrate key points.
- Training should be evaluated to assess its effectiveness and identify areas for improvement.
- Emphasis should be placed on the political nature of a UN mission and address how best to leverage and interact with all mission components.

Symbols Legend

	Interactive presentations or small exercises to engage the participants
	Suggested film segment to illustrate the content
	Note to the instructor to highlight aspects of the materials or point towards additional materials.

General Preparations

Equipment:

1. Computer/internet access.
2. Projector and screen.
3. Flip charts and whiteboards.

Materials:

1. Copies of reference materials in support of lessons.
2. PowerPoint presentations.
3. Any other material required for conducting learning activities.

Module
1

Conceptual Framework

Module 1 at a Glance

Overview

Module 1 provides participants with a comprehensive understanding of MDMH and its potential threats to UN peacekeeping operations. The module begins with an introduction to each concept: misinformation, disinformation, malinformation and hate speech. Participants will explore the techniques used to disseminate MDMH and understand its potential impact on military and police operations and force protection.

Furthermore, the module will introduce the UN principles for addressing MDMH and underscore the importance of various measures, including strategic communications, in mitigating the impact of harmful narratives. Finally, participants will be informed of the necessity of a whole-of-mission integrated approach in addressing MDMH.

 **Note to Instructor:** You should be familiar with the following UN DPO policies before the training begins:

- Information Integrity in Peacekeeping Settings
- Strategic Communications, and
- The Roles and Responsibilities of Military Strategic Communications Officers

Lesson
1.1

Introduction to MDMH

The Lesson



Starting the Lesson

It is crucial to recognise the threat posed by hostile actors employing MDMH tactics. These tactics are not just about deception but can be a powerful tool used to achieve diverse objectives, some of which directly threaten the safety and effectiveness of UN peacekeeping personnel and operations.

By instigating confusion, fostering mistrust and fuelling animosity among the local population, these groups seek to undermine the very essence of UN missions, casting doubt on their effectiveness and eroding their credibility. Their aim is to perpetuate conflict and instability, maintaining the status quo that serves their interests.

This lesson will introduce the definitions and drivers behind MDMH tactics. By understanding these fundamentals, we lay the groundwork for devising strategies to counter such threats and fortify the mission's objectives.

Slide 1



In an era dominated by information and communication technologies, the dissemination of false, inaccurate or misleading information and hate speech has become an ever-present challenge in UN peacekeeping efforts. This dissemination of information has the potential to negatively impact the ability of a peacekeeping mission to execute its mandate and the safety and security of mission personnel.

Over the past few years, UN peacekeeping operations, particularly missions in the Central African Republic (MINUSCA), Mali (MINUSMA) and the Democratic Republic of the Congo (MONUSCO) have faced a growing barrage of MDMH. Among these are false allegations that UN peacekeepers are trafficking weapons to armed groups, supporting terrorists and exploiting natural resources. These false claims make it harder for peacekeeping missions to implement their mandates and have put the safety of peacekeepers at risk.

These training materials aim to help military and police commanders address MDMH that threatens a unit's ability to undertake operations and its personnel and highlight their role in mitigating such threats.

That said, everyone must understand that while MDMH has far-reaching implications for the whole mission, it also directly impacts the local civilian population. These forms of false and harmful information can exacerbate existing tensions and ignite new conflicts, potentially leading to violence and human rights abuses and violations. Furthermore,

they can foster hatred and division among communities, perpetuating a cycle of conflict and impeding reconciliation.

Understanding the devastating impact of MDMH on civilian populations is paramount for UN peacekeepers, as addressing these threats and mitigating their consequences is essential to achieving sustainable peace and stability in peacekeeping missions. Consequently, much of what you learn during this training package can be applied to addressing MDMH threats impacting the civilian communities we serve.

Note to the instructor. These training materials are solely focused on MDMH and have the potential to threaten UN military and police personnel and their ability to conduct operations.

Slide 2

Module 1 Content

- Introduction to MDMH
- Impact of MDMH on operations and force protection
- MDMH techniques
- Principles for addressing MDMH
- Overview to strategic communications and public information
- An integrated approach to addressing MDMH

By the end of this module, participants will gain a comprehensive understanding of MDMH, including the definition for each concept and the range of techniques used to disseminate them. You will appreciate the impact MDMH can have on military and police operations and force protection, recognising how it can compromise the effectiveness of UN operations. Moreover, the module will emphasise the role of strategic communications in countering MDMH and the importance of an a-whole-of-mission approach that is integrated with other stakeholders in the fight against these types of threats.

Slide 3

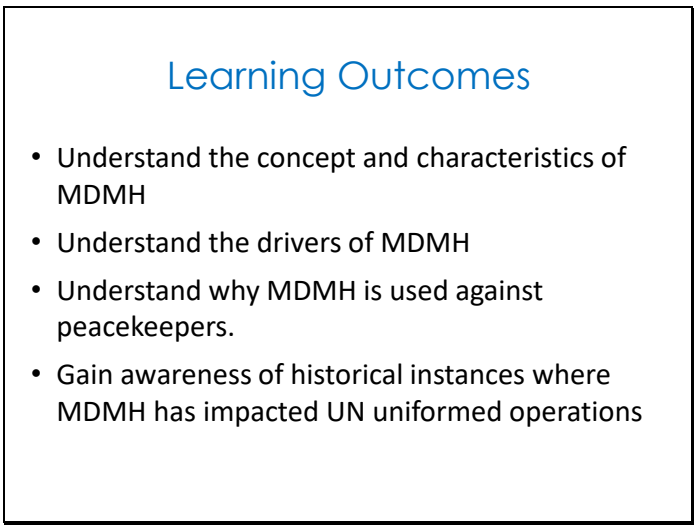


Lesson 1.1
Introduction to MDMH

In this lesson, we consider four information harms: misinformation, disinformation, malinformation and hate speech – collectively referred to as MDMH. In today's peacekeeping missions, understanding the distinctions between these different concepts is essential to being able to identify and, where appropriate, counter such activity, especially when it threatens UN military and police peacekeepers and their ability to conduct operations.

This lesson provides a basic understanding of each concept, shedding light on their unique characteristics, potential consequences, and broader implications online and in the physical world. By the end of this lesson, you will be equipped with the knowledge needed to understand and be able to describe the various forms of MDMH that permeate peacekeeping missions.

Slide 4



By the end of this lesson, participants will have a comprehensive understanding of MDMH, including its core characteristics, the underlying drivers behind its use, and the motivations of groups that employ such tactics to threaten UN uniformed personnel and disrupt operations. Moreover, participants will acquire an awareness of historical instances where MDMH has had a significant impact on UN peacekeeping operations.

Slide 5

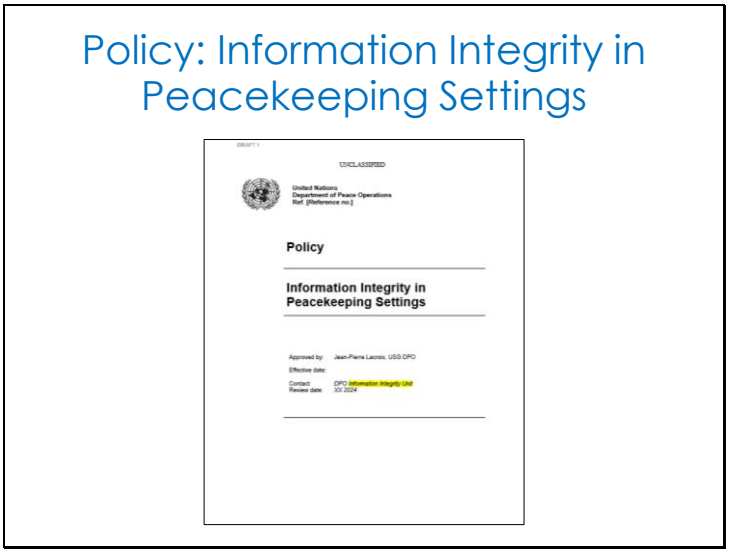
Lesson Contents

- What is MDMH
- Understanding MDMH
- Reasons why MDMH is used against peacekeepers



Here are the topics that will be covered in this lesson.

Slide 6

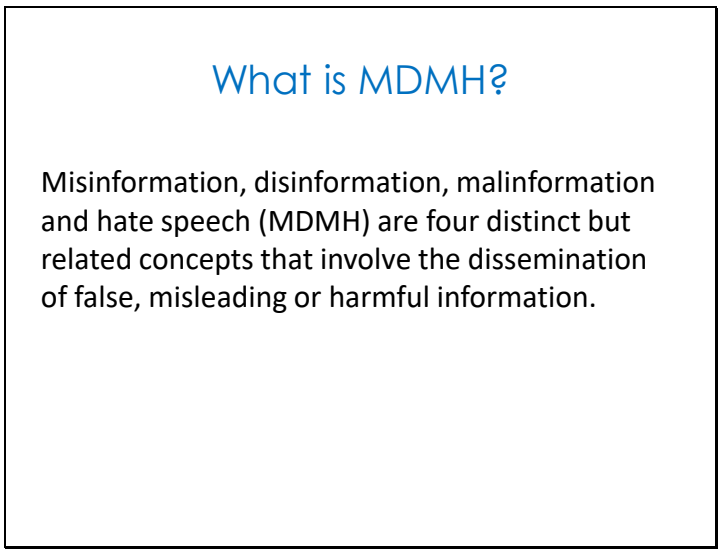


Key message. The UN Department of Peace Operations has recently published its policy on information integrity. The policy defines Information integrity as "the accuracy and reliability of information."

This policy sets out the approach, parameters, methods and processes by which UN HQ and peacekeeping missions will strengthen information integrity and tackle MDMH. The policy has been developed in response to the grave and growing challenge to information integrity posed by MDMH in UN peacekeeping settings. False and/or manipulated information weakens consent for peacekeeping, hinders mandate implementation, threatens the safety and security of peacekeepers and fuels divisions in host countries.

These training materials have used the policy and integrated it into current military and police working practices such as the peacekeeping-intelligence and planning processes.

Slide 7



Key message. MDMH represents four interconnected yet distinct concepts: misinformation, disinformation, malinformation and hate speech.

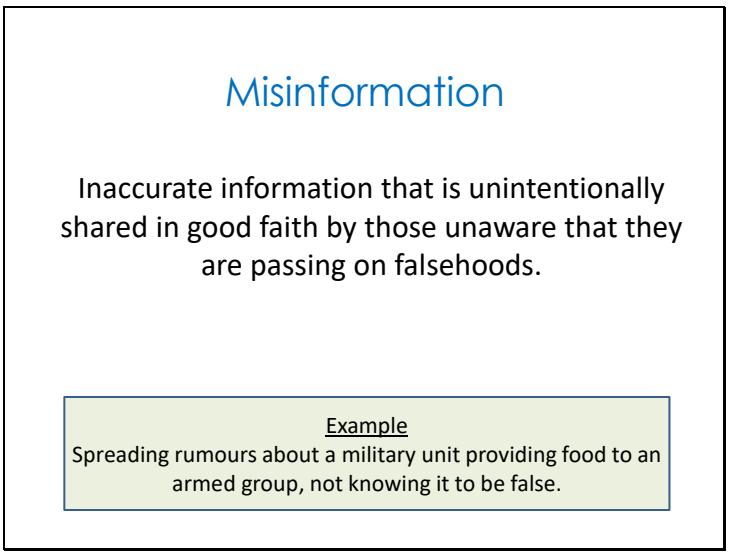
The spreading of false information, rumours and hate speech has long been a factor in contexts in which peacekeeping missions operate; however, the transformative shift lies in the speed and reach with which this information can now spread, negatively impacting the effectiveness of such operations. Traditionally, this type of information has been disseminated primarily through traditional media and word-of-mouth, often taking longer to reach a wider audience. However, the advancement of digital communication enables instant transmission across a wide audience, enabling MDMH to swiftly exacerbate tensions, manipulate perceptions and undermine the credibility and impartiality of peacekeeping efforts, making their mitigation and management all the more crucial in maintaining peace and stability.

MDMH occurs in various contexts, often intensifying during crises, conflicts or significant political and social events.

Understanding MDMH and the implications of each concept is paramount for you to be able to consider such activities when working with other mission components, planning your operations and considering force protection. Each concept carries its unique characteristics, but they all share the potential to impact UN peacekeeping efforts.

Let us begin by defining each of these concepts to understand what they mean.

Slide 8



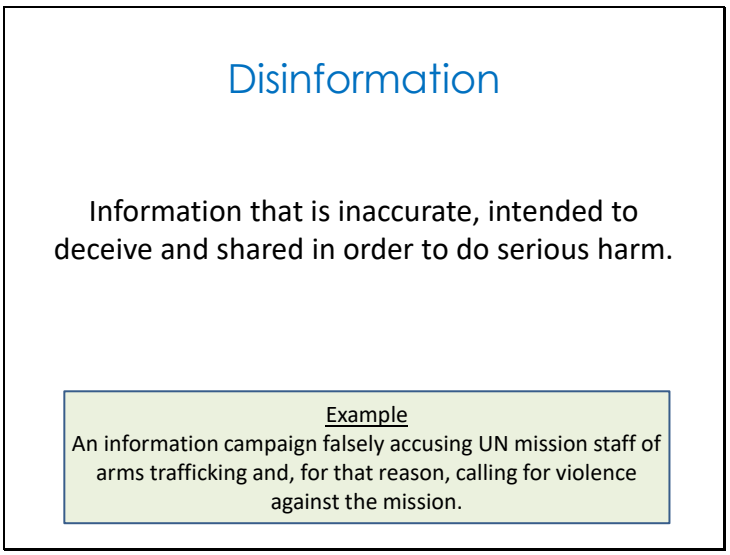
Misinformation is defined as inaccurate information that is shared without the intent to deceive, often circulated with good intentions by individuals who genuinely believe it to be true and are unaware that they are passing on falsehoods.

Misinformation typically involves the spread of unverified or unconfirmed information or stories, often through word-of-mouth, social media or other communication channels. While such messaging may not always be intentionally false, it can contain inaccurate or misleading information, leading to the dissemination of incorrect or unverified facts.

Here, you see an example of rumours about a UN military unit providing food to a particular armed group, which could easily cause anger among certain communities.

Interactive. Ask participants to share examples of misinformation that has been shared either in their own country or while deployed to a peacekeeping operation.

Slide 9

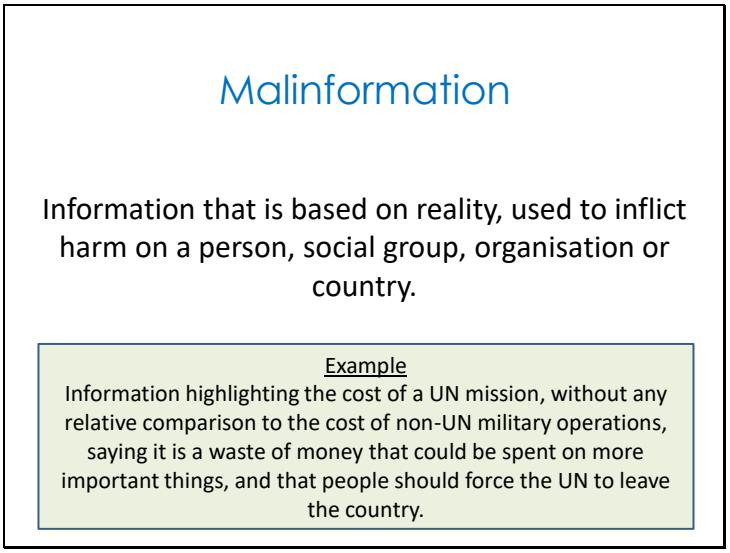


Disinformation is defined as the deliberate dissemination of inaccurate information with the intent to deceive, often shared with the aim of causing serious harm.

Disinformation campaigns or messages are commonplace in peacekeeping missions. Here you can see an example of disinformation where the UN is falsely accused of arms trafficking and calling for violence against the organisation – this type of messaging has been seen against the UN in Mali, the Central African Republic, and other missions.

Interactive. Ask participants to share examples that they have witnessed where disinformation has been shared either in their own country or while deployed on peacekeeping operations.

Slide 10



Malinformation is information grounded in truth but manipulated or shared deliberately with the intention of inflicting harm on individuals, social groups, organisations or even entire countries.

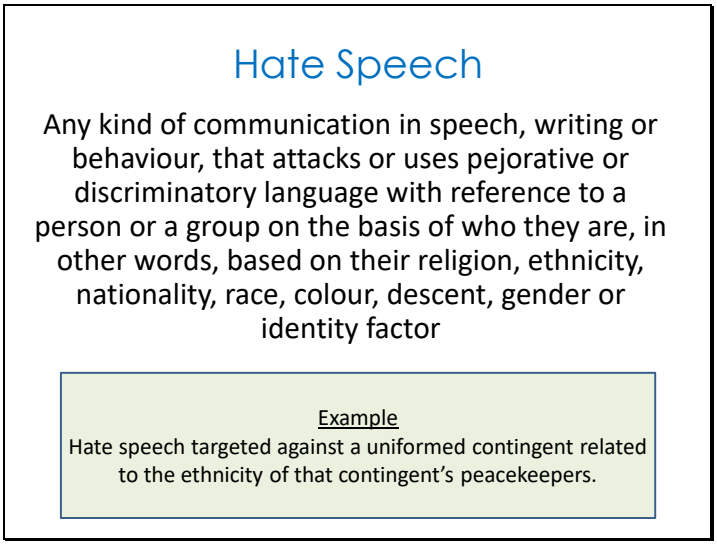
Disinformation or malinformation may employ various methods, including selectively presenting facts, framing information to influence perceptions, quoting out of context, strategic timing of releases and the amplification of content through social media and influencers.

Malinformation can also involve the promotion of conspiracy theories, false attributions, casting doubt on established facts, fearmongering and using inflammatory content to provoke emotions and division. Recognising and combatting malinformation requires fact-checking, cross-referencing sources and media literacy to protect against its impact and influence. It is important to note that all negative or critical information about a mission is not malinformation. Rather, it is when this information is used with the intent to harm, manipulate or deceive that it becomes malinformation.

One example is that UN peacekeeping is expensive and costs billions of dollars a year. This is true; however, by comparison, this is less than half of one percent of world military expenditure (as of 2020), therefore making peacekeeping relatively cost effective. Additionally, this messaging could be interpreted to mean that if the UN were to be forced out, then the money would go on the population instead, which is misleading.

Interactive. Ask participants to share examples that they have witnessed where malinformation has been shared either in their own country or while deployed on peacekeeping operations..

Slide 11



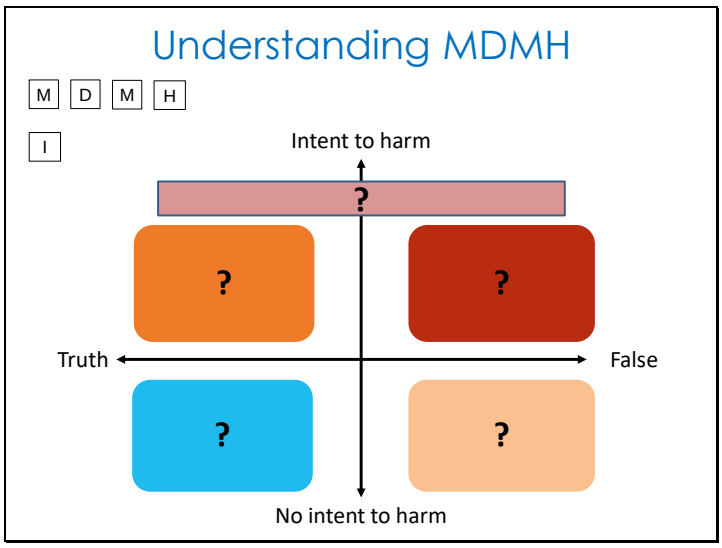
Hate speech encompasses any form of communication, whether in speech, writing or behaviour that utilises pejorative or discriminatory language to target individuals or groups based on fundamental aspects of their identity, including religion, ethnicity, nationality, race, colour, descent, gender or other identity factors. Certain types of hate speech are prohibited by international human rights law whereas there is no such corresponding obligation for mis, dis or malinformation as they are not defined explicitly in international law. This is a critical distinction when considering the different types of speech – you will hear more on this in Module 2.

Hate speech can and has been used in mission areas between different groups, leading to violence, including the targeting of UN troop and police units. On the slide you can see an example highlighting the risk of hate speech against UN staff, based on ethnicity.

The spread of hateful rhetoric, including in the form of disinformation, can be an early warning of violence – including atrocity crimes. Recognising and addressing hate speech is vital in promoting tolerance, diversity and inclusivity while preventing the harm and division it can cause in society.

Interactive. Ask participants to share any historical examples where hate speech has been used against an individual or group and describe the impact this had.

Slide 12



Interactive. Explain the graphic to the participants – one axis considers whether a message has been spread with the intent to cause harm, whereas the other axis signifies whether the information is based on truth or lies.

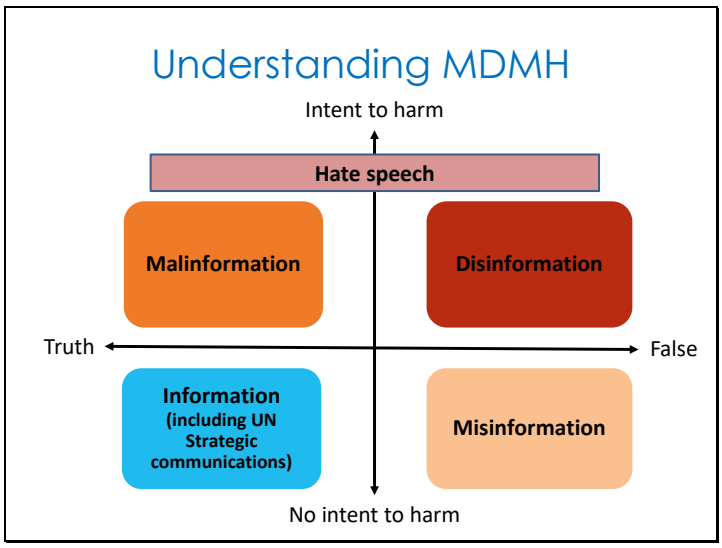
Split participants into pairs and ask them to state where on the graph they think the different elements of MDMH sit in terms of the veracity of the information content and its intent to cause harm. Ask them also to state where they think authentic information, including UN strategic communications, would sit on this graph.

Give participants 5 minutes to consider the task and then get them to share their thoughts with the whole group.

Following the discussion, use the next slide to show where the different elements of MDMH should sit, along with authentic information, such as UN strategic communications.

Note to the instructor. You should expect participants to place the components parts of MDMH onto the graph as individual concepts, as well as authentic information, including UN strategic communications. Try to generate a discussion among the group before sharing the next slide to confirm understanding among the group.

Slide 13



Key message. MDMH represents a spectrum of communication with varying degrees of truthfulness and intent to harm.

In summary, misinformation is typically unintentional and lacks malicious intent; disinformation is intentionally shared to deceive and cause harm; malinformation employs truthful content to cause harm; and hate speech encompasses harmful communication with specific targeting based on identity. Each contributes to a complex information landscape with varying degrees of truthfulness and harm.

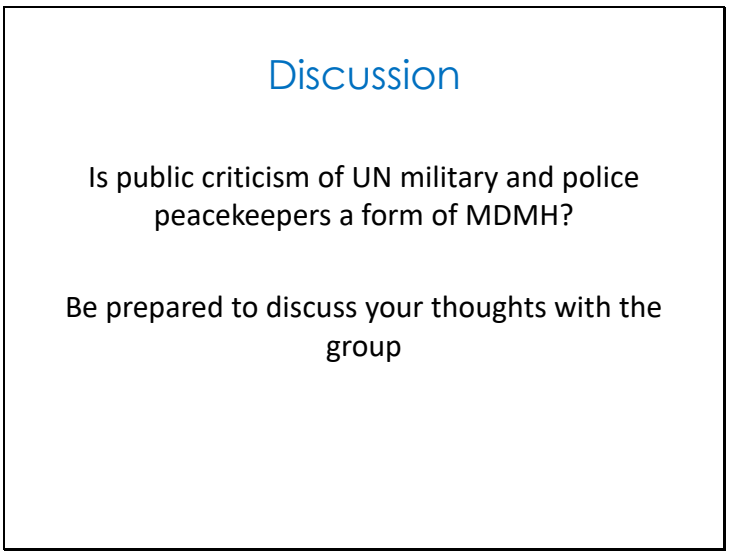
Authentic information, including UN strategic communications, on the other hand, uses truthful information and does not intend to cause harm (remind participants that they will have a lesson on strategic communications later in the module).

While the diagram highlights distinct concepts, it is important to note that the lines separating them are not fixed. For example, some forms of disinformation and propaganda can amount to incitement to violence, hostility, discrimination and war crimes, which are the most severe forms of hate speech prohibited under international law. Intent to harm and veracity is commonly understood as the defining variables of misinformation, disinformation and malinformation. These concepts are imperfect and likely to evolve as new information harms and responses emerge. Despite their limitations, they provide parameters to understand the information terrain and to guide responses.

Interactive. Present the following scenario to the participants and ask them to indicate whether it relates to disinformation, misinformation or hate speech.

Scenario: '*A fake letter from a UN Head of Mission / SRSG was produced, stating he wanted to resign due to a false incident involving a military battalion. The letter was shared on many digital accounts at the same time. The false information was created to seed doubt about the mission's role in supporting the peace process. The messaging originated from outside and within the mission.*' Where on the graphic would this type of harmful information sit?

Slide 14



Key message. Not all negative information aimed at UN peacekeepers is MDMH.

Interactive. Split the group into pairs. Give everyone 10 minutes to consider the question shown on the slide. Get participants to share their thoughts with the group. Let a conversation take place to ensure everyone understands the difference between legitimate criticism and MDMH.

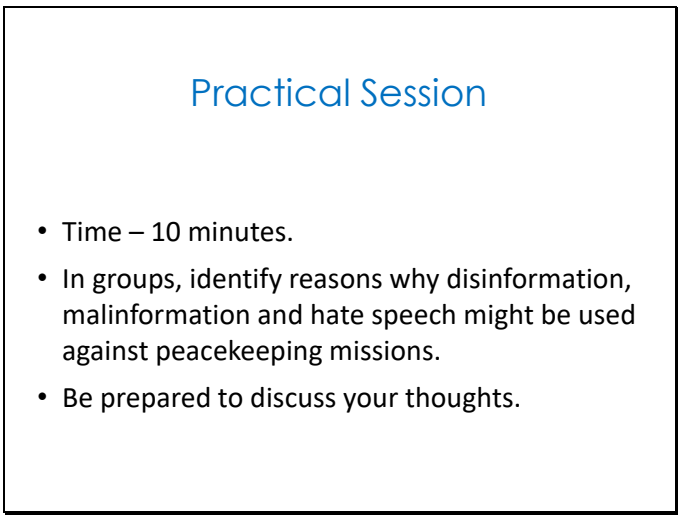
Legitimate criticism of the UN is not a form of MDMH, even though frustrations among the population might result in protests and violence against UN military and police bases and personnel. It is important to understand this distinction. Legitimate criticism is not a falsehood, although a person's perspective of events might be different from yours.

Legitimate grievances should be recognised, and peacekeeping missteps and errors should be acknowledged with humility. Freedom of opinion and expression should be promoted and upheld in actions taken by missions with respect to information integrity.

Examples of legitimate criticism might include accusations that the mission is not doing enough to protect civilians from attacks by armed groups or do not patrol at night when people are at their most vulnerable.

That said, legitimate criticism might be exploited by groups, inciting violence against UN personnel, especially if behaviours continue to stay the same.

Slide 15



Interactive. Split the class into three groups. Give each group 10 minutes to consider reasons why disinformation, malinformation and hate speech might be used against peacekeeping missions. Participants should be prepared to discuss their results with the wider group once the time has lapsed.

Note to the instructor. Generate a discussion among participants to ensure they all understand why disinformation, malinformation and hate speech might be used against UN peacekeepers. Note: there is no reason to consider misinformation in this exercise.

Use this session to gauge the knowledge of the participants and, if necessary, use the next two slides to provide some answers.

Slide 16



Key message. It is important to note that hostile actors will use MDMH for a variety of reasons, often with the intention of achieving their objectives in the context of the ongoing conflict or political situation.

MDMH in UN peacekeeping missions is a complex phenomenon driven by a combination of political, social and psychological factors. While the specific motivations can vary depending on the context and the groups involved, some common driving factors include:

Undermining peacekeeping missions. Hostile actors may see UN peacekeeping missions as obstacles to their objectives. Therefore, they seek to undermine the credibility and effectiveness of these missions. MDMH can be used to tarnish the reputation of peacekeepers and missions, portraying them as biased or ineffective and thereby reducing local support for their presence. For example, a 2023 survey of UN peacekeeping personnel showed that "anti-MONUSCO sentiment is still spread by some groups who are overtly calling for the end of the mission in Congo".

Destabilising the peace process. MDMH can be used to disrupt peace negotiations or agreements. By creating confusion and mistrust, hostile actors can undermine efforts to encourage warring parties to engage in dialogue and make concessions. Moreover, it can undermine international diplomatic efforts aimed at promoting these processes.

Generating fear and insecurity. Threats, hate speech and the dissemination of false information about UN personnel intentions or actions can create an environment of fear and insecurity. This may deter local populations from cooperating with peacekeepers and supporting mission activities.

Slide 17

Why MDMH might be used against Peacekeepers (2)

- Dividing local populations
  - Sow divisions and mistrust among communities
- Recruitment and mobilisation
  - Recruit advocates local population
  - Galvanise support for a group's cause
- Resource control
  - Control resource areas for financial gain

Dividing local populations. MDMH can be employed to sow divisions and mistrust among local populations, making it more challenging for peacekeepers to gain the trust and cooperation of the communities they are there to protect. This can hinder peacekeeping efforts.

Recruitment and mobilisation. Hostile actors use MDMH to recruit new members or gain support among local populations. They may spread narratives that paint the UN as aggressors or enemies, galvanizing support for their cause. This has the potential to escalate violence and increase the complexity of the operating environment.

Resource control. In some cases, hostile actors may seek to control valuable resources in the region where UN peacekeepers are deployed. MDMH can be used to intimidate or drive people away from these resource-rich areas.

Slide 18

Take Away

- MDMH are four distinct but related concepts that involve the dissemination of false, misleading or harmful information.
- MDMH tactics threaten UN personnel and disrupt peacekeeping operations.
- Understanding the definitions and why MDMH is used helps to explore ways to address such threats.

In conclusion, hostile actors employ MDMH tactics to achieve a wide range of objectives or goals that threaten all UN peacekeeping personnel and disrupt peacekeeping operations. By sowing confusion, mistrust and animosity, these groups aim to undermine the effectiveness and credibility of UN missions and maintain the status quo of conflict or instability.

By understanding the definitions and drivers of MDMH, we can begin to explore ways to address such threats and support the mission's objectives.

In subsequent lessons, we will delve deeper into the impact of MDMH on peacekeeping operations and the techniques used to employ them.

Slide 19



Lesson
1.2

The Impact of MDMH

The Lesson

Starting the Lesson

In today's peacekeeping landscape, the manipulation of information poses significant challenges, particularly for peacekeeping missions. This lesson helps to unraveling the complexities of MDMH and their consequential impacts on these missions.

Throughout the lesson, we will delve into how false narratives and harmful rhetoric can undermine the credibility of UN missions, potentially inciting violence against peacekeepers. Moreover, we will examine the profound psychological toll inflicted by such information, exacerbating tensions and complicating the mission's objectives.

By the conclusion of this session, participants will possess a nuanced understanding of the intricate relationship between information manipulation and peacekeeping operations, enabling them to navigate these challenges effectively.

Note to Instructor: Prepare for the interactive activity before the lesson begins to ensure you get the most from the session.

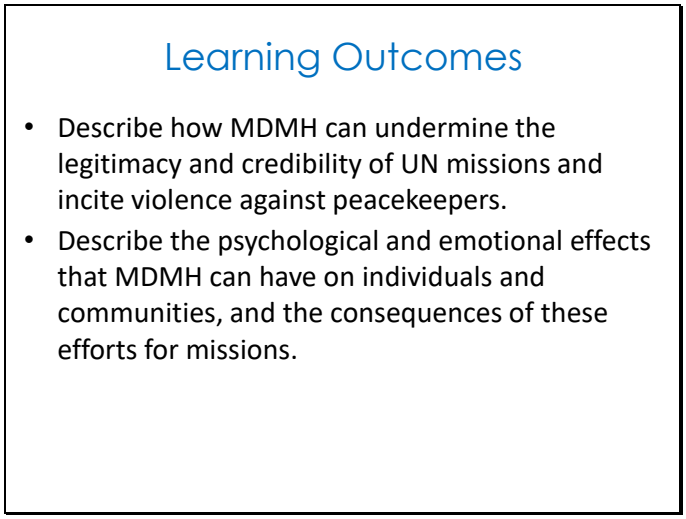
Slide 1



Lesson 1.2
The Impact of MDMH on Uniformed Operations and Force Protection

In a time where information can serve as a formidable weapon, understanding the implications of MDMH on peacekeeping missions, including both military and police units, is paramount. This lesson aims to shed light on the dynamics of the information landscape, the operational and security challenges faced by peacekeeping missions, and the impact on UN military and police units. We will see how MDMH can affect the ways military and police conduct operations and force protection.

Slide 2



Here are the learning outcomes for this lesson.

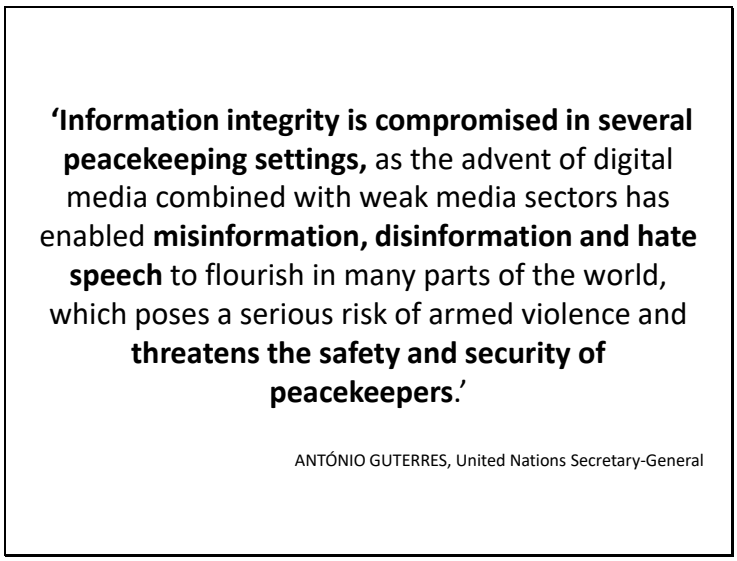
Slide 3

Lesson Contents

- The rise of MDMH against UN peacekeepers.
- MDMH psychological and emotional effects on individuals and communities.
- The impact of MDMH on tactical activity.
- The challenges of differentiating fact from fiction.

The lesson will be broken down into the following contents.

Slide 4



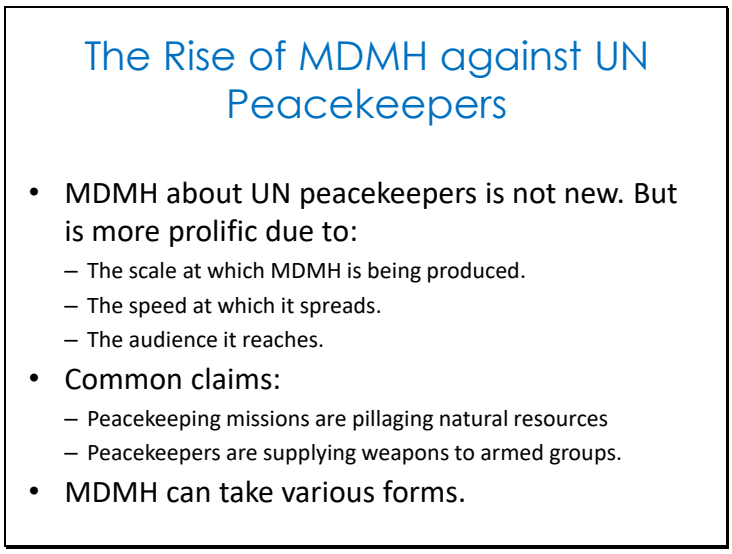
Key message. The threats posed by MDMH are real and have the potential to threaten the operational effectiveness, safety and security of peacekeepers.

The United Nations Secretary-General (SG) highlighted that the accuracy, consistency and reliability of the information in peacekeeping missions (information integrity) is being threatened by the proliferation of MDMH. He went on to say it can be attributed to the intersection of digital media and weak media sectors, posing a significant threat of armed violence and jeopardizing the safety of peacekeepers worldwide.

To address this challenge, DPO established a workstream to address MDMH in January 2022, co-led by the Division of Policy, Evaluation and Training and Strategic Communications Section. A dedicated team is geared at establishing a system for monitoring, analysis and response to this challenge, including through preventive and proactive actions. Missions are being equipped with guidance, training and tools as part of a multi-year initiative to deepen policy and practice in this emerging area.

Note to the instructor. Ask the participants to read the extract on the slide. This text has been taken from the SG's report to the UN Security Council in September 2023. Here, the SG emphasises the impact that MDMH has on peacekeeping missions and its personnel. The Department of Peace Operations (DPO) and the UN are more broadly actively looking at ways to address such threats, including through training activities such as this course.

Slide 5



Key message. The rise in MDMH in peacekeeping missions undermines the legitimacy and credibility of the UN. It exacerbates conflicts by spreading false narratives quickly, discrediting uniformed peacekeepers and challenging the mission's mandate.

Such activity is not new; however, its accelerated generation and dissemination in the current climate can be attributed to the rapid evolution of digital technologies and the widespread accessibility of online platforms. With the advent of social media and the internet, information can now traverse the globe at unprecedented speeds, reaching vast audiences almost instantaneously. The ease of creating and sharing content online, coupled with the speed at which information spreads, amplifies the impact of MDMH campaigns even among communities that do not necessarily have direct access to such technologies, as they fuel narratives spread by word of mouth and traditional forms of media, specifically radio.

Some of the most common false claims include UN missions pillaging natural resources and colluding with armed groups. For example, UN staff members in MINUSCA were accused of providing weapons to armed groups, resulting in them being called "genocidal mercenaries", with groups calling for violence against the mission.

MDMH has taken various forms, including falsified letters claiming to be written by mission leaders and photos or videos mislabeled to support a particular narrative. Participants will hear more about MDMH techniques during the next lesson (Lesson 1.3).

Slide 6



Key message. The intentional creation of psychological and emotional effects through MDMH can leave communities vulnerable to manipulation, especially in peacekeeping mission areas with limited access to reliable information.

The policy on Information Integrity states that MDMH can be linked to six typologies of harm. They are physical, economic/financial, societal/political, motional/psychological, social/cultural, and operational. Here, we will explore four types of emotional and psychological effects on individuals and communities that can have consequences for peacekeeping missions:

Fear. The dissemination of false narratives regarding imminent threats or dangers induces heightened anxiety and stress levels among individuals and communities. This heightened state of alertness can lead to individuals being on edge all the time, fostering an atmosphere of fear within the community.

Anger. MDMH can promote anger and resentment among communities. False narratives can capitalise on legitimate grievances and demonise the UN for its failure to bring peace and security to a region, fuelling animosity and contributing to social unrest. This anger can be directed towards the UN in the form of violent attacks, protests or even hate speech. For example, in the Democratic Republic of Congo in July 2022, at least 12 civilians and three UN peacekeepers were killed during anti-UN protests. The protests were spurred by anti-MONUSCO sentiment stoked online based on false and misleading

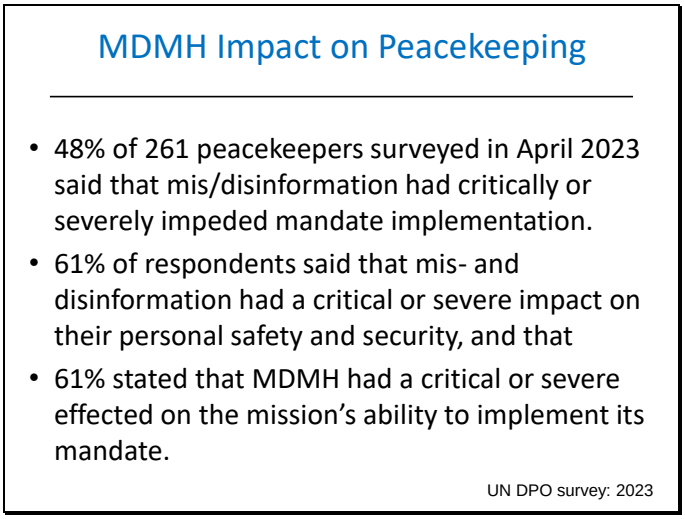
stories. The mission's operations were severely impacted, with as many as 400 UN vehicles unable to move due to the security risk.

Mistrust. MDMH can undermine trust between communities and UN peacekeeping missions, including military and police components, by eroding the reliability of sources. This mistrust hinders collaboration, creating barriers to effective strategic communications and cooperation, and builds support for hostile narratives.

Confusion. MDMH serves the interests of hostile actors by deliberately sowing confusion and uncertainty among the population. The propagation of contradictory narratives and conflicting information leaves individuals in a state of uncertainty about what to believe. This resultant confusion has the potential to render communities vulnerable to manipulation as the clarity needed for informed choices is compromised. This effect is made worse if there is an information vacuum, especially during times of crisis or uncertainty, for example, elections or coups. This is especially true in conflict-affected areas, where many people have limited access to news media.

In summary, MDMH can exploit people's emotions, particularly fear, anger, mistrust and confusion. The intentional creation of confusion and uncertainty through contradictory narratives leaves communities vulnerable to manipulation, especially in peacekeeping mission areas with limited access to reliable information.

Slide 7

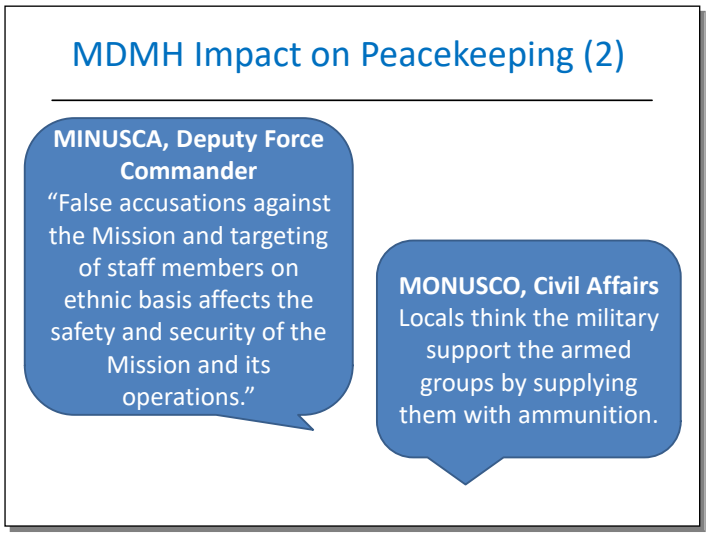


Key message. 48% of 261 peacekeepers surveyed in April 2023 said that mis/disinformation had critically or severely impeded mandate implementation. Although this is just a snapshot of the peacekeeping community, it highlights the problems faced by mission personnel.

From the slide, you can see that 61% of respondents said that mis- and disinformation had a critical or severe impact on their safety and security, and that 61% stated that MDMH had a critical or severe effected on the mission's ability to implement its mandate. Both statistics highlight the problem facing peacekeeping missions.

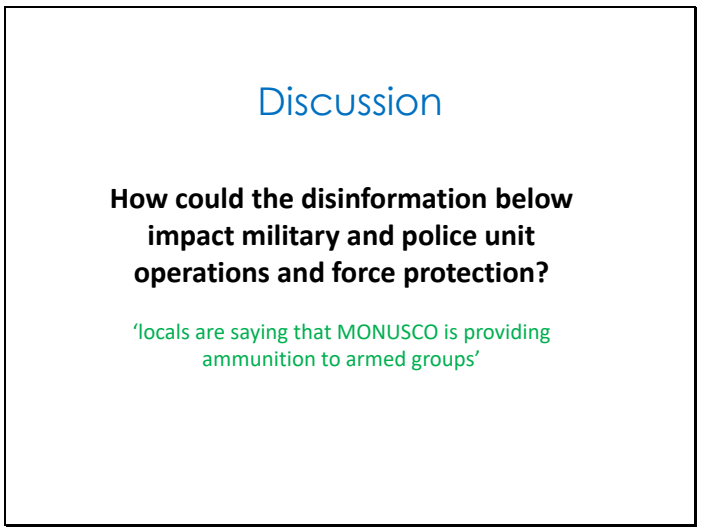
Note to the instructor. Explain that DPO conducted the survey in May-June 2023 (a similar survey was also conducted in 2022). The purpose of the survey was to gauge the views on UN personnel in mission areas on the challenges they face from mis- and disinformation. A final sample of 261 respondents, representing the military, police and civilian components in the mission, provided insight into perceptions of mis- and disinformation's growth and its impact on missions.

Slide 8



You can see two examples on the slide provided by UN personnel as part of the DPO survey. These examples demonstrate the types of false narratives being spread in mission areas and the effect of such information, all of which have the potential to threaten UN operations and personnel.

Slide 9



Interactive. Start the lesson by splitting the participants into groups of 2-3. Give each group 10 minutes to consider the question on the slide. Ask participants to consider the impact of this false message against specific military and police functions, for example, personnel safety, ability to conduct operations, unit freedom of movement, logistic resupply, troop/police rotations, force protection and interaction with the local population. Encourage participants to reflect on their own experiences of how MDMH has impacted their ability to implement operations/activities in the past. Participants should be prepared to present their thoughts to the whole group.

Hopefully, participants will be able to suggest several examples of how such disinformation could impact unit operations and force protection, even if they have not experienced MDMH themselves.

Note to the instructor. Use the discussion period to ensure participants understand that MDMH can and does impact UN military and police operations. If useful, allow more time for the discussion. Use the next two slides to go through ways MDMH can impact operations. This should help consolidate what has already been discussed and identify any points that were not considered.

Slide 10

The Potential Impact of MDMH on the Mission

- Undermines mission credibility and legitimacy.
- Weakens trust and confidence in the mission.
- Makes harmful narratives stronger.
- Destabilises the operating environment.



Key message. MDMH has the potential to impact military and police operations in various ways, from undermining mission credibility to physical attacks against uniformed personnel.

Some examples are provided on the slide:

Undermines mission credibility and legitimacy. MDMH can have far-reaching consequences that weaken the mission's credibility and legitimacy. This can undermine the effectiveness of the UN's peacekeeping mission, as the host country's government and population may become less willing to cooperate with or accept the presence of UN peacekeepers. This lack of cooperation can hinder the mission's ability to fulfil its mandate, including the planning and execution of tasks such as protecting civilians. As a result, MDMH has the potential to endanger both the safety of peacekeepers and the well-being of the local population.

Weakens trust and confidence in UN peacekeepers. MDMH campaigns, which spread false or misleading information, weaken trust and confidence in UN peacekeepers while emboldening the narrative of a hostile actor or group. Exposure to false information may lead people to become sceptical of the peacekeeping mission's true intentions and objectives, resulting in a breakdown in trust and interaction between them and UN uniformed personnel. This can have serious implications on a unit's ability to maintain situational awareness through its interaction with the local population.

Makes harmful narratives stronger. MDMH can bolster the narratives of hostile actors, amplifying their rhetoric and fuelling mistrust among populations. It provides fertile ground for these actors to exploit existing grievances and sow discord, ultimately strengthening their influence and undermining societal cohesion.

Destabilises the operating environment. MDMH can significantly destabilize the operating environment in several ways. MDMH often exploits existing social, cultural or political fault lines. By spreading divisive narratives, MDMH can contribute to social polarization and deepen existing divides within communities. This can escalate existing conflicts by inflaming tensions, misrepresenting events or inciting violence, including against the UN.

Note to the instructor. This lesson is fundamental to Module 3, where participants will consider how to address threats that originate from MDMH. These slides provide some examples of how MDMH can impact operations. Use these slides to highlight the potential impact of MDMH on tactical activity, especially if the participants have found it difficult to identify it themselves. Complement the content with your own experiences.

Slide 11

The Potential Impact of MDMH on Tactical Activity

- Bases and personnel at risk of protest and attack.
- Affects information acquisition and decision making.
- Disrupts freedom of movement.



Continuation of potential impacts

Bases and personnel at risk of protest and attack. Misinformation or hate speech against the mission can stir up emotions and spark violence against the UN, resulting in violent protests outside UN bases and physical attacks against military and police personnel. But it is not only MDMH against the mission that can result in such violence. MDMH can exacerbate existing tensions between different ethnic or religious groups. These tensions can also be directed towards UN forces, particularly if the local population expects the UN to be protecting them from such threats. False and harmful information in the mission can expose peacekeepers to increased risks.

Affects information acquisition and decision-making. MDMH can affect how the local population interacts with UN units and personnel, as well as the credibility of the information they share with them. False or exaggerated information from the local population can impact the planning of operations, negatively influencing military and police commanders to make decisions based on misleading information. False or exaggerated information about the intentions and capabilities of armed groups or other actors can lead to an overestimation of threats, causing peacekeepers to take overly defensive or aggressive measures that can escalate tensions.

Disrupts freedom of movement. MDMH can have significant implications on a unit's ability to move around its areas of operations. MDMH may lead to inaccurate threat assessments, causing units to become overly cautious, move slowly and avoid contact with local communities. This caution can hinder their ability to build relationships with the

local population and gather valuable information. Mobility is a key factor in the effectiveness of peacekeeping missions. Suppose MDMH causes the military to operate in a constrained and cautious manner. In that case, it can impede their ability to respond quickly to emerging situations and carry out their mandated tasks effectively. In some mission areas, activities have been halted for months due to deteriorating security, largely fuelled by mis and disinformation.

Slide 12

Case study Nov 2023: MDMH Destabilising the Operating Environment

- Social media channels called for a mobilisation to demand MINUSMA's departure, describing the Mission as an 'imminent threat" to Mali.
- Online discussions accused the Mission of leaving its camps and military equipment in the hands of the "terrorists".
- The UN was accused of collaborating with armed factions and labeled MINUSMA as a mission aimed at destabilising Mali.





Key message. MDMH can destabilise an environment by instilling fear among the local population, thereby fostering a sense of distrust towards the UN and cultivating resentment directed at its personnel.

MINUSMA experienced targeted disinformation campaigns for several years before it withdrew from Mali following the UN Security Council's notice to withdraw the mission in June 2023. New narratives and thematic topics emerged, including accusations that the mission was partial and was collaborating with terrorists.

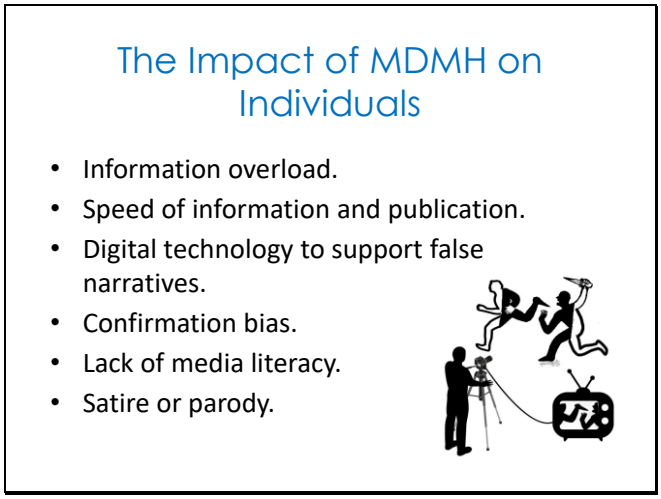
In November 2023, a notable surge in social media activity urged immediate action for the departure of MINUSMA from Mali within a tight 72-hour timeframe. Characterising the Mission as an "imminent threat" to the nation, online discussions disseminated claims that MINUSMA was hastily retreating, leaving its camps and military equipment vulnerable to falling into the hands of supposed "terrorists." Accusations proliferated, asserting that MINUSMA had collaborated with armed factions and was, in fact, contributing to the destabilisation of Mali. This orchestrated narrative portrayed the UN mission in a negative light, alleging complicity in activities contrary to its peacekeeping mandate.

The social media mobilisation not only sought to challenge the legitimacy of the Mission but also painted a dire picture of its impact, fuelling concerns about the safety and security of those involved in the UN's efforts in Mali. The accusations and the urgency expressed online contributed to an atmosphere of tension and uncertainty regarding the role and effectiveness of international peacekeeping efforts in the region.

An extremely tense and degraded security context endangered the lives of UN personnel. During the withdrawal, shots were fired at UN cargo aircraft and bases. Large convoys travelled overland under constant threat from armed groups. A number of the withdrawing convoys were attacked by explosive devices, resulting in injuries.

Interactive. Ask the participants to discuss the potential impact of MDMH threats on military and police units using this case study. Allow participants time to share their thoughts on this issue.

Slide 13



Key message. Distinguishing fact from fiction is challenging due to information overload, rapid dissemination through social media and the production of convincing false content. This is especially true in peacekeeping missions.

The overwhelming volume of information in mission areas, coupled with the rapid dissemination of news through the internet and social media, presents a significant challenge for individuals seeking to verify the accuracy of information. Real-time reporting, driven by the desire to be the first to break a story, can lead to inaccuracies, with rumours spreading swiftly before accurate information emerges.

Various factors contribute to the complexity, including the deliberate manipulation of information through MDMH campaigns. Actors intentionally spread false information to manipulate public opinion or achieve specific goals, utilising tactics such as creating convincing false news stories, spreading rumours and employing social media bots to amplify narratives. Technological advances, such as sophisticated photo and video editing tools, further blur the line between fact and fiction, allowing for the creation of realistic-looking content that supports false narratives, as seen in the rise of deepfake technology.

The cartoon on the slide illustrates this – it depicts a perpetrator initially chasing a victim with a knife but later portrays the victim as the perpetrator of violence. This manipulation aims to promote a specific narrative, which can reinforce biases in certain communities in the mission area. In this phenomenon, people interpret new evidence to confirm their existing beliefs or theories. This, along with the lack of media literacy skills among the local population, only adds to the challenges.

While it has become easier to produce false content, individuals must be vigilant about the information they receive. Fact-checking, critical thinking and media literacy are essential tools in combating the spread of MDMH. As such, it falls to UN peacekeeping missions to actively address MDMH threats and promote accurate, consistent and reliable information (information integrity) by working with the local population to empower them to evaluate information sources critically.

Slide 14

Take Aways

- MDMH can undermine the legitimacy and credibility of the mission.
- MDMH can pose a threat to military and police operations.
- MDMH can incite violence against UN military and police personnel and premises.
- MDMH makes it hard to differentiate between fact and fiction.

MDMH can have an extensive impact on military and police operations, threatening the safety of personnel and compromising mission effectiveness. By undermining the credibility and legitimacy of the UN, MDMH not only erodes the organisation's standing among the local population but also weakens the trust and confidence in UN peacekeepers. This erosion of trust, in turn, can destabilise the operating environment, placing UN bases and personnel at heightened risk of protests and attacks.

In Module 3, we will consider how you, as commanders and staff, can address such threats.

Slide 15



Lesson
1.3

MDMH Techniques

The Lesson



Starting the Lesson

UN military and police personnel currently face a significant challenge: they are increasingly targeted by sophisticated MDMH tactics. These tactics aim to distort perceptions and sow confusion among the local population, and ultimately undermining mission effectiveness.

Throughout this lesson, participants will examine how various groups employ strategies to disseminate MDMH, exploit social media platforms and propagate falsehoods.

Note to Instructor: There is a requirement to pre-prepare flashcards for the interactive session 'MDMH Quick-Map Challenge'. Take the time to prepare for the exercise before the lesson begins.

Slide 1

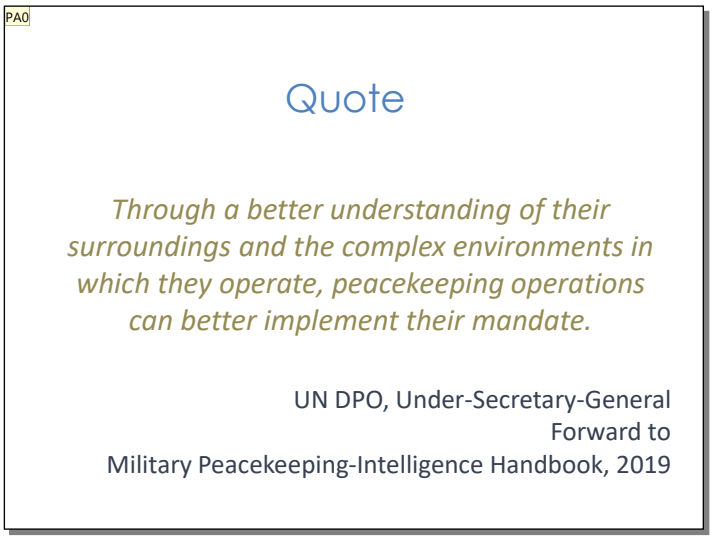


Lesson 1.3
MDMH Techniques

UN military and police personnel face an unprecedented challenge. They are increasingly targeted by sophisticated MDMH techniques aimed at manipulating perceptions, creating confusion and undermining mission effectiveness. In this lesson, we will explore the techniques used by groups to spread false narratives, exploit social media platforms and create a fog of misinformation. Understanding this is essential to maintaining situational awareness and protecting mission credibility and legitimacy while appreciating the challenges in mitigating their impact.

Note to the instructor. Note that there is a requirement to pre-prepare flashcards for the final interactive session, 'MDMH Quick-Map Challenge'. Further guidance is provided on the relevant slide notes.

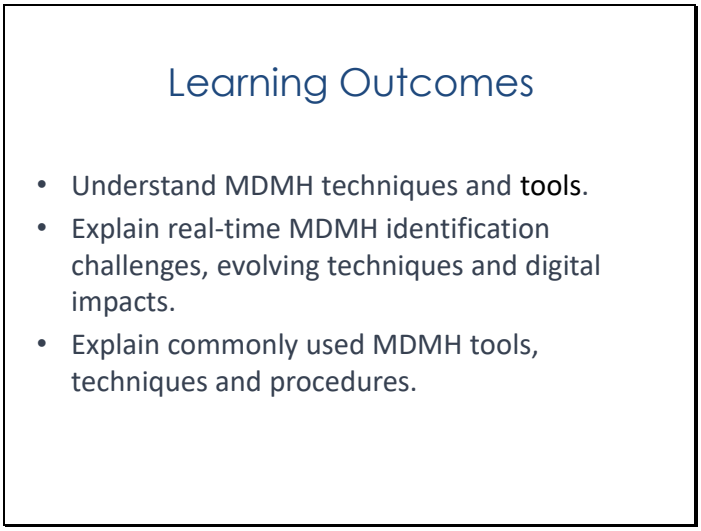
Slide 2



Key message. A comprehensive knowledge of the operating environment enables commanders to make informed decisions, anticipate a hostile actor's moves and adapt plans effectively.

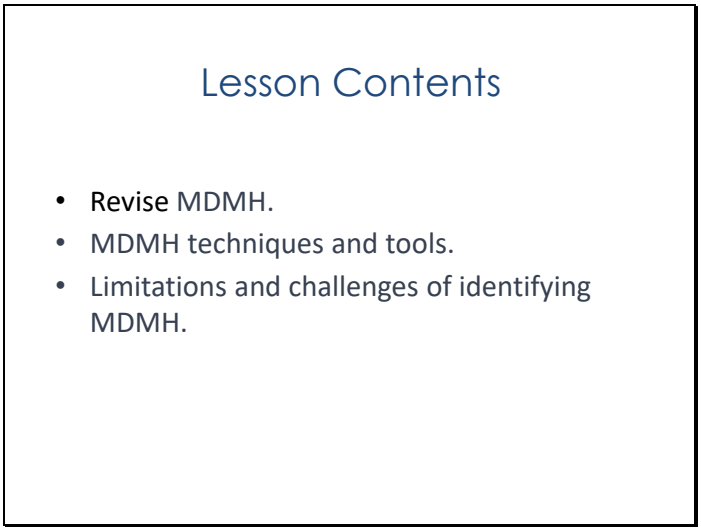
We must understand the tactics and techniques of hostile actors that might use MDMH as a tactic to cause harm to UN military and police units. This comprehensive knowledge enables commanders to make informed decisions, anticipate MDMH threats and adapt plans effectively.

Slide 3



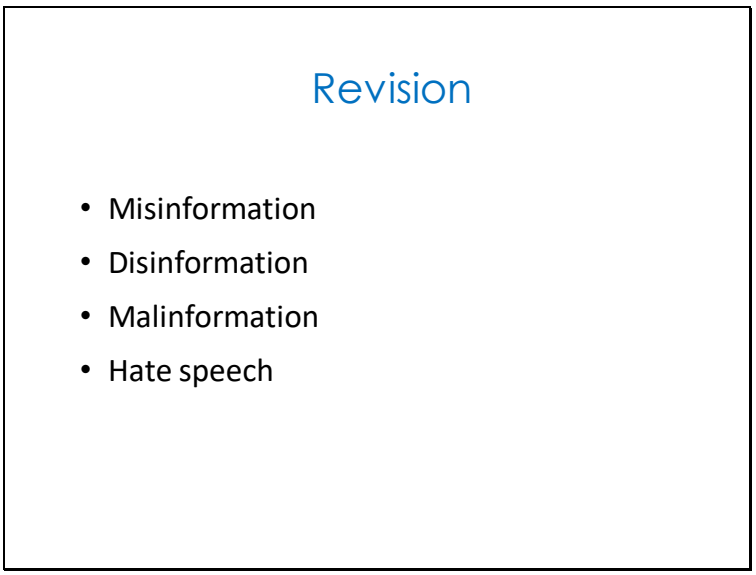
These are the learning outcomes. The trainees must understand the techniques to be able to identify, analyse and address MDMH.

Slide 4



The lesson will be broken down as shown on this slide. The lesson will also include several interactive activities to aid learning.

Slide 5



Key message. It is important that the participants can differentiate between the types of MDMH. Understanding these distinctions is important for effectively navigating and analysing information, especially in diverse and challenging environments.

Interactive. Start by asking the participants to describe the different concepts of MDMH, which were introduced at the beginning of the module. Use the notes below to confirm clarity.

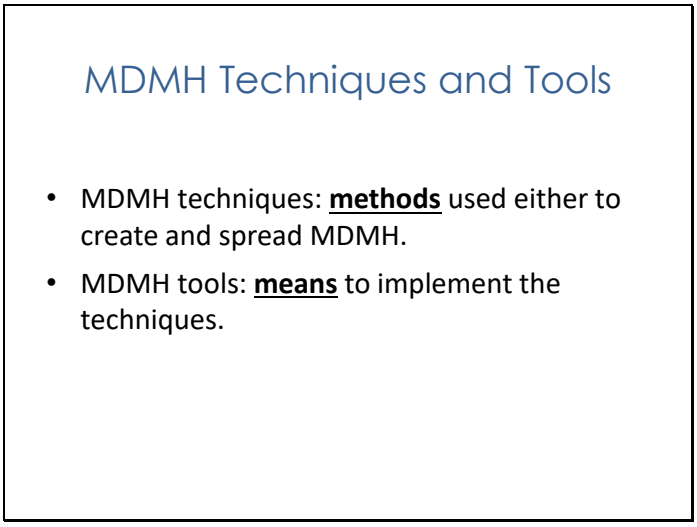
Misinformation is inaccurate information that is unintentionally shared in good faith by those unaware that they are passing on falsehoods.

Disinformation is inaccurate information intended to deceive and shared in order to do serious harm.

Malinformation is information that is based on reality and used to inflict harm on a person, social group, organisation or country.

Hate speech is any communication in speech, writing or behaviour that attacks or uses pejorative or discriminatory language with reference to a person or a group on the basis of who they are, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or other identity factor.

Slide 6



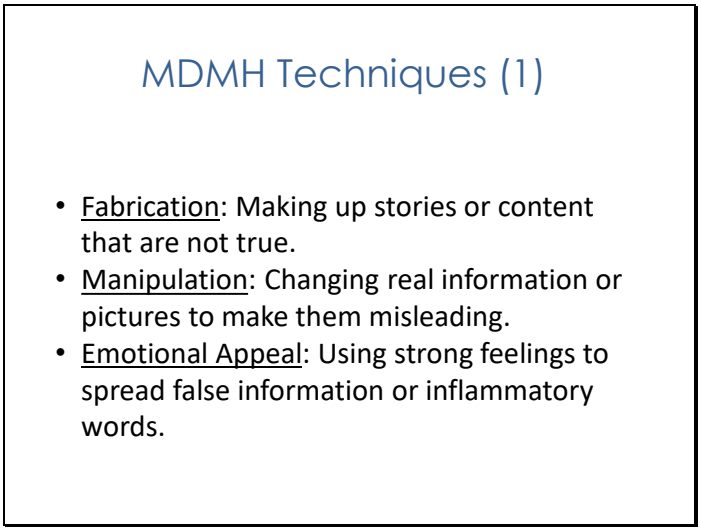
Key message. It is crucial to understand the techniques and tools used by actors to create and spread MDMH in order to address these activities effectively.

To set the stage for this lesson, let us first make sure we know what these terms mean:

Technique: A technique refers to specific methods used either to create and spread MDMH. For example, amplification can be achieved through the use of social media algorithms.

Tool: A tool in the context of MDMH refers to tangible instruments or software used to create or spread MDMH. Tools for spreading MDMH might include software for generating deepfakes or bots for disseminating false narratives.

Slide 7



Key message. Individuals alter narratives to influence perception and behaviour.

Note to the instructor. Encourage and give time for the participants to take notes on this slide. They will require the information in the first interaction activity.

MDMH fabrication is when false stories are made up, such as fake news reports falsely accusing peacekeepers of a crime they did not commit.

Manipulation changes real information or pictures to make them misleading, for example, editing a photo to show peacekeepers handing over guns to armed groups wrongly.

Emotional Appeal uses emotive language (anger, frustration, sadness) to engage the audience and spread false information, such as encouraging anger within the local population by falsely claiming peacekeepers disrespect local customs.

Slide 8

MDMH Techniques (2)

- Amplification: Increasing the spread of harmful content, often using automated programmes (bots) or groups working together.
- Contextual misrepresentation: Sharing true information in a way that is confusing or misleading.
- Impersonation: Acting like someone else to spread false information.

Continued from the previous slide.

Amplification increases the spread of harmful stories, often using automated programmes or groups, making a false story about peacekeepers seem more widely believed than it is.

Contextual misrepresentation means confusingly presenting true information, such as wrongly depicting a military peacekeeping drill as preparation for an attack.

Impersonation is when someone pretends to be someone else, like creating a fake profile of a peacekeeper to spread lies.

Slide 9



Key message. You have to be creative to tell a good story that people will believe. Those who effectively share MDMH are immensely creative.

Interactive. This is a 15-minute interactive activity.

Objective: To quickly understand and apply a single MDMH technique to create a narrative based on a given photo.

Context: The photo shows a group of people celebrating a football team's victory.

Activity Outline.

Introduction. Briefly present the photo and explain the true context.

Split the participants into small groups. Ask each group to quickly discuss and create a narrative that could mislead an audience about the photo's context. Encourage groups to be concise but creative.

Ask groups to apply the techniques listed on the photo and be prepared to discuss their thoughts. Below are some examples to use during the discussion, if needed.

- Fabrication – a UN soldier celebrates following defection to a militant group.
- Manipulation – a placard put into the hands of a UN soldier with inflammatory text.
- Contextual misrepresentation – UN soldiers watching football rather than protecting civilians.
- Impersonation – the soldier is "a UN soldier", even though there is no insignia on his uniform.

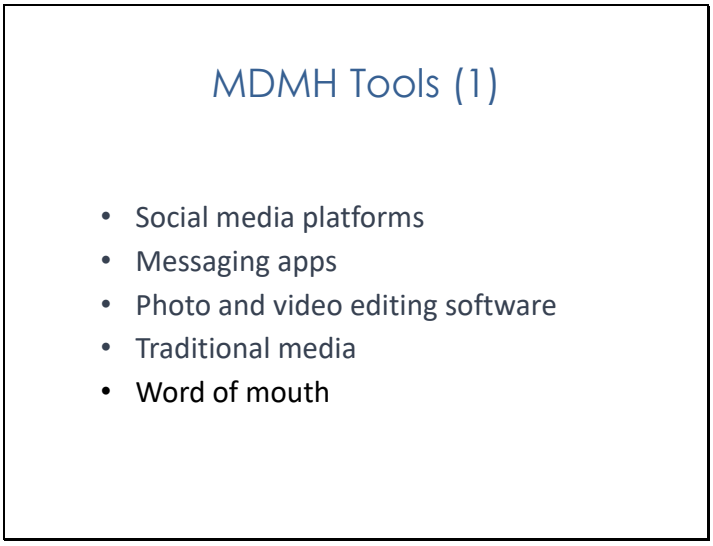
- Emotional appeal – a UN soldier is celebrating while at the same time people were dying in a nearby neighbourhood.
- Amplification – the manipulated image is shared on 100 social media accounts in a coordinated effort to spread disinformation.

Note to the instructor. This is a relatively short interaction session. Therefore, keep the pace brisk and the instructions clear to fit the activity within 10 minutes. Each group should focus on crafting just one or two sentences that encapsulate their misleading narrative. Encourage participants to reflect on the activity's purpose and what they learned about MDMH techniques.

Materials needed:

A photo will be displayed to all participants.
Quick reference notes from the previous slides for a description of each MDMH technique.

Slide 10



Key message. A tool in the context of MDMH refers to tangible instruments or software used to create or spread MDMH.

It is important to note that MDMH does not need to be created using the technical solutions used in this and the next slide. False and harmful content can be generated and disseminated by word-of-mouth and rumours.

Interactive. Have the class define each one of these tools and provide examples of any they are aware of. If time permits, write the examples on the right side of a whiteboard.

Social media platforms are websites or apps where people can create profiles, share updates about their lives and connect with others. Social media sites like Facebook and X, aka Twitter, are common places to share false information fast, even though these sites and others have processes in place to stop such activity while recognising freedom of speech.

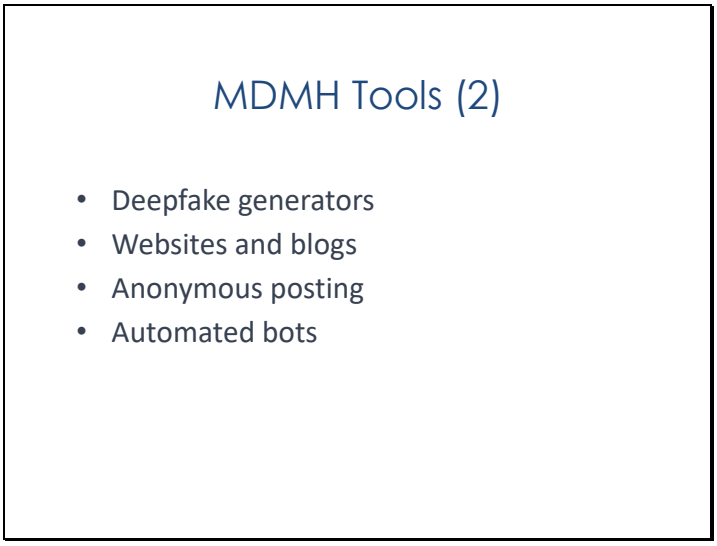
Messaging apps are apps designed for sending messages, often instantly, to other people, such as WhatsApp and Telegram, which keep such messages hidden from being tracked.

Photo and video editing software can change pictures to mislead people. Adobe Photoshop, Adobe Premiere Pro and Final Cut Pro are the industry standard for image manipulation.

Traditional media: Despite the emergence of digital media, radio, television and newspapers remain potential tools of MDMH, especially in certain regions of the world where radio and television are still the main sources of information.

Word-of-mouth: The spread of rumours and false information within communities.

Slide 11



Key message. While technology amplifies MDMH, human decisions, motivations, and actions initiate and guide its creation and dissemination.

Interactive (continued). Have the class define each one of these and provide examples of the tools they are aware of.

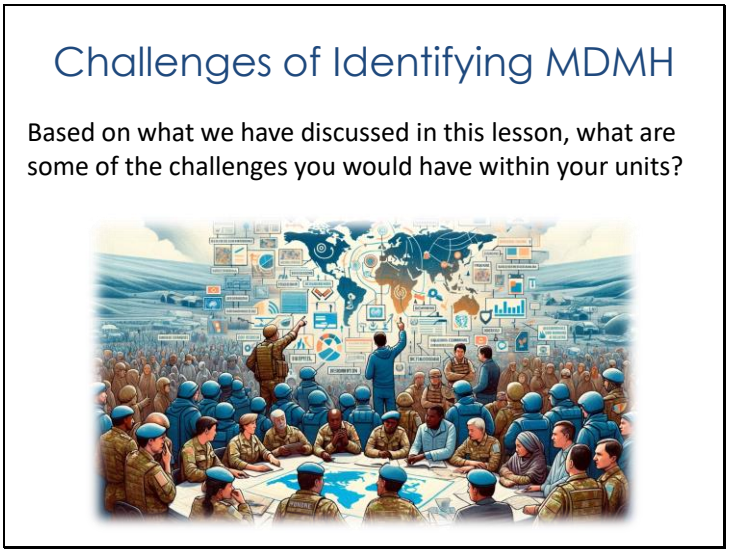
Deepfake generators. DeepFaceLab and Faceswap are artificial-intelligence (AI)--based software programmes that can create realistic fake videos and images, often used to misrepresent individuals.

Websites and blogs. Websites and blogs can serve as powerful tools to create seemingly credible platforms that mimic legitimate news sources or blogs, hosting fabricated content or selectively presenting distorted facts to manipulate public opinion. They are used in MDMH for amplifying biased news stories that exacerbate ethnic tensions in a conflict zone.

Anonymous posting. 4chan and certain Reddit communities are platforms where people often post harmful content without showing who they are to avoid responsibility. These tools make it hard to find and stop false information in peacekeeping environments.

Automated bots. Twitter (X) bots and Facebook bots are software programmes designed to automate tasks that a human user would usually perform on these social media platforms. These bots can be easily created on platforms like ChatGPT or using Python, JavaScript, and Ruby.

Slide 12



Key message: Effectively addressing MDMH in peacekeeping missions is complex due to evolving techniques, context sensitivity, cultural and linguistic differences, data and privacy challenges, human biases and varying norms and obligations enshrined in international Human Rights Law and International Humanitarian Law.

In peacekeeping efforts, countering false and harmful messages is a challenge. Creators of such messages constantly change their techniques, making detection hard. Recognizing harmful content depends on context; what is harmless in one place can be damaging in another. The vast amount of online information makes monitoring difficult and error-prone.

We face language and cultural differences in understanding what content may be harmful. Limited data to train our systems and the need to respect privacy add to the complexity. Human reviewers help but can be biased or overwhelmed. Different countries' laws also complicate the regulation of online speech. These factors all impact how we address MDMH in peacekeeping operations.

Note to the instructor. The list below is displayed on the next slide with expanded answers. *If the class is not interacting, move to the next slide.*

- The rapid evolution of techniques
- Context sensitivity
- Scale
- Encryption and anonymity

- Deepfakes and synthetic media
- Viral nature of information
- Bias and subjectivity
- Language and cultural barriers
- Lack of ground truth data
- Ethics and privacy concerns
- Human review and bias
- Legal and regulatory

Slide 13

Challenges of Identifying MDMH (2)

- Rapid evolution of techniques
- Context sensitivity
- Lack of contextual understanding
- Lack of local language skills amongst mission personnel
- Scale
- Encryption and anonymity

Key message: Military and police peacekeepers face significant challenges in identifying MDMH. Recognising these challenges will help commanders to plan against MDMH.

These are just some of the multifaceted challenges we face in our units, encompassing the rapid evolution of techniques, context sensitivity, the immense scale of operations, issues of encryption and anonymity, the rise of deepfakes and synthetic media, the viral nature of information, inherent biases and subjectivity, language and cultural barriers, the scarcity of reliable ground truth data, critical ethics and privacy concerns, the limitations and biases of human review, and complex legal and regulatory frameworks.

Please note that it is critical to remember that not all anti-UN sentiments will be false. Legitimate criticism and grievances should be recognised, and peacekeeping missteps and errors should be acknowledged with humility. Freedom of opinion and expression, association and peaceful assembly should be promoted and upheld in actions taken by the mission.

The rapid evolution of techniques: In peacekeeping, technological advancements like drones or cyber surveillance tools evolve quickly. For instance, children use drones for surveillance in various peacekeeping mission areas, but adapting to newer technologies requires continuous training and policy updates.

Context sensitivity: In all missions, understanding intercommunal tensions and political dynamics at the national and local levels is crucial for building trust with local populations and tailoring contextually relevant interventions.

Lack of contextual understanding: Without a comprehensive understanding of the social, cultural and political context in which information is shared, it becomes challenging to accurately assess its validity, leaving room for false information to spread unchecked.

Lack of local language skills amongst mission personnel: Insufficient language proficiency among those tasked with identifying MDMH hampers their ability to accurately interpret and analyse content, especially in regions where local languages are prevalent.

Scale: The sheer size of operations, like in South Sudan (UNMISS), presents logistical challenges. Managing vast amounts of data, personnel and resources across large geographical areas requires sophisticated coordination and management systems.

Slide 14

Challenges of Identifying MDMH (3)

- Deepfakes and synthetic media
- Viral nature of information
- Lack of ground truth data
- Ethics and privacy concerns
- Human bias and heuristics
- Legal and regulatory

Continued from the previous slide.

Key message. Military and police peacekeepers face significant challenges in identifying MDMH. Recognizing these challenges will help commanders to plan against MDMH.

Deepfakes and synthetic media: The use of AI-generated fake images or videos can spread MDMH, as seen in global political contexts. In peacekeeping, such technology could undermine trust in missions or spread false narratives about conflicts.

Viral nature of information: MDMH can spread rapidly online, impacting conflict dynamics. In regions like the Middle East, social media has played a significant role in shaping perceptions and narratives during conflicts.

Lack of ground truth data: In conflict zones, it is challenging to obtain reliable information. For example, in Lebanon, verifying on-the-ground reports is often difficult due to access restrictions and propaganda.

Ethics and privacy concerns: Data gathered for monitoring and analysis of the information terrain or used as part of response activities will be managed in accordance with UN confidentiality, classification and privacy standards and rules and shall be gathered solely to support the safety and security of personnel and mandate implementation.

Human bias and heuristics: Relying exclusively on analysis conducted by an individual, without considering diverse perspectives, can introduce bias and impair the decision-

making process. To minimise bias and heuristics, uniformed personnel should work closely with Community Liaison Assistants/Officers to improve their understanding of local dynamics and integrate these considerations into their planning. For example, what could be seen as hate speech to one group may be normalised within a different culture. Conversely, the primary method of communication in one group could be overlooked by the mission. This is a challenge in interpreting peacekeeping-intelligence (PKI) data in peacekeeping missions worldwide.

Legal and regulatory frameworks: Peacekeeping operations must abide by international law and navigate complex host country regulations. For instance, the use of drones or cyber capabilities can raise legal questions under international law. Units must ensure that all activities to address MDMH threats are undertaken in line with Security Council and General Assembly mandates, in full compliance with the UN Charter and consistent with the overall legal framework governing UN peacekeeping operations.

Slide 15

Interactive Activity

MDMH Quick-Map Challenge

The exercise is designed to enhance peacekeepers' understanding of the information terrain in which they operate. By identifying the different types of MDMH and their dissemination methods, peacekeepers can be better prepared to detect and assess potential threats to security and stability.

Interactive exercise. MDMH mapping relay.

Objective: To quickly identify and map out the connections between MDMH techniques, their delivery mechanisms and a target audience.

Materials Needed:
- Cards with MDMH types written on them, i.e. misinformation, disinformation, malinformation, hate speech.
- Cards with various techniques to create information, e.g. fabrication and manipulation (slides 7-8).
- Cards with various tools needed to create and share information, e.g. social media, messaging apps, video content and bots (slides 10-11).
- Cards with different audience groups, e.g. local population, host government, international community and UN peacekeepers.
- A large table or space on the floor to lay out cards and create linkages.

Time allocation:
- Introduction: 2 minutes
- Activity: 20 minutes
- Debrief: 3 minutes

Exercise outline:

- Introduction (2 minutes):

- Briefly explain the purpose (slide content and objective) and structure of the exercise.
- Divide participants into small teams (3-4 members each).

- Activity Phase (20 minutes):

  - Each team receives a random set of flashcards representing the various techniques and tools needed to create and spread MDMH and the potential target audiences.
  - Teams must discuss and place the cards on the table or floor, creating a visual map that connects MDMH techniques (creation and spreading information) with the tools needed to do it and the audience it could impact.
  - Encourage teams to consider the implications of each linkage for peacekeeping operations.

- Debrief (3 minutes):

  - Teams quickly share their maps and rationales behind the linkages they have made.
  - Highlight the common themes or unique insights that emerge.
  - Emphasize the importance of understanding these connections in addressing MDMH effectively.

This exercise is designed to be dynamic, engaging and thought-provoking, encouraging participants to think critically about the MDMH landscape with minimal resources and preparation time.

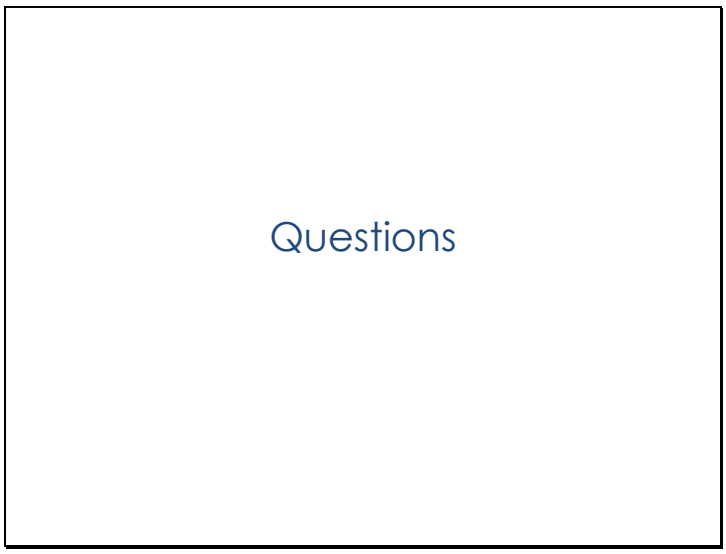
Slide 16

Take Aways

- Be familiar with the techniques and tools used for creating and spreading MDMH.
- Acknowledge challenges such as technological advancements (e.g., deepfakes), language barriers and cultural contexts.
- Apply critical thinking to assess information, considering source credibility and potential biases.

In our peacekeeping efforts, a deep understanding of the techniques and tools used for creating and spreading MDMH is crucial. We must stay abreast of the changing dynamics of MDMH and hone our skills to identify and address these threats. This involves recognising both the technological complexities and the cultural sensitivities at play. We encourage open discussions to exchange experiences and strategies, ensuring that our response to MDMH balances ethical concerns and privacy rights.

Slide 17



Lesson
1.4

Principles for Addressing MDMH

The Lesson

Starting the Lesson

In this lesson, the focus will be on the UN principles for addressing MDMH. These principles form the bedrock of a mission's strategy in tackling such activity. These principles play a crucial role in shaping planning efforts against MDMH. Essentially, they provide UN peacekeepers with a set of guiding values and beliefs to navigate through complex and challenging situations.

Throughout this lesson, we will delve into the core principles established by the UN and explore their practical application in addressing MDMH threats.

Note to Instructor. Consider using national peacekeeping-intelligence and planning process diagrams and terminology that are familiar to the training audience, rather than those used in this presentation, to enhance learning. The current graphics reflect UN processes.

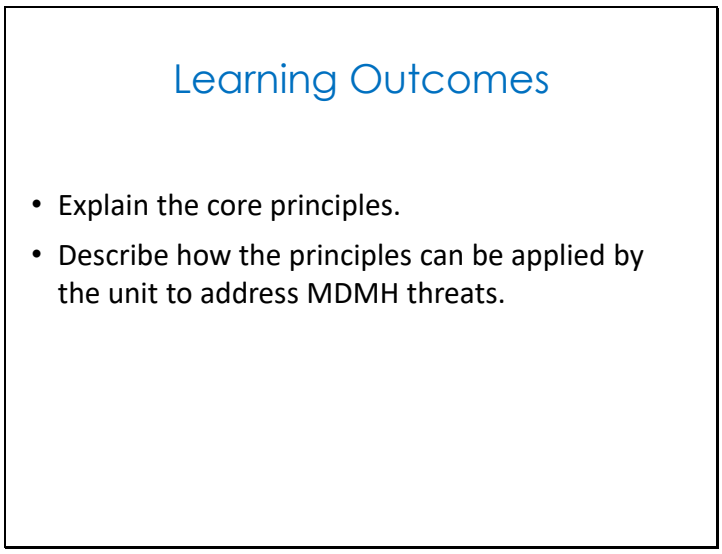
Slide 1



Lesson 1.4
Principles for Addressing MDMH

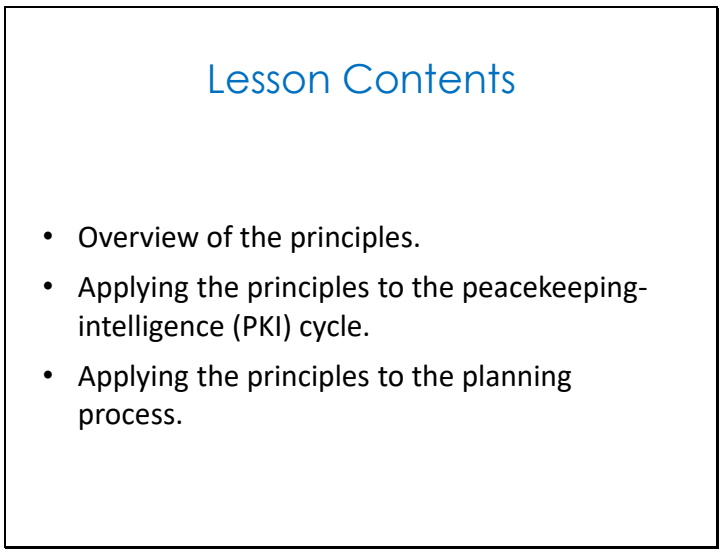
In this presentation, we look at the UN principles that form the basis of a comprehensive approach to addressing MDMH, emphasising their pivotal role in shaping effective planning against such activities. These principles provide UN peacekeepers with a set of guiding values and beliefs that help them navigate through complex situations.

Slide 2



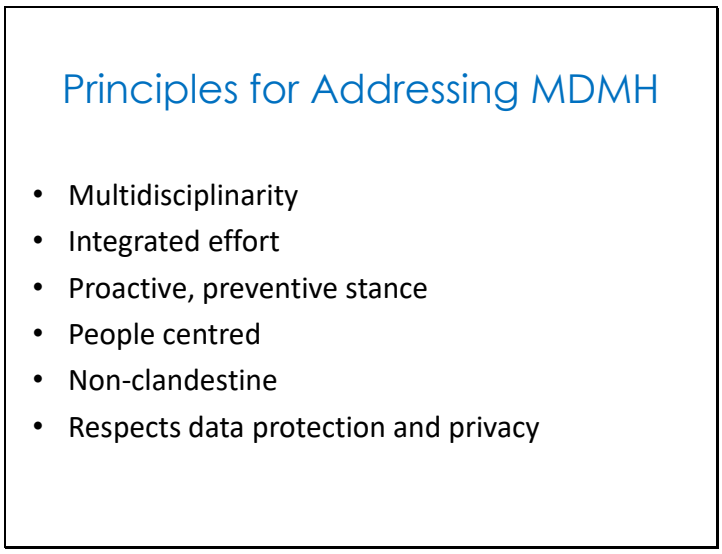
By the end of this lesson, participants will be able to explain the core principles of MDMH and how they can be applied in the operational environment.

Slide 3



These are the main topics that will be covered in this lesson. The lesson will involve a combination of instruction and interaction among the participants, including a specific learning activity followed by questions and answers about the content of the lesson.

Slide 4



Key message. These principles form the basis of the UN's approach to addressing MDMH in a peacekeeping context.

The UN Department of Peace Operations policy on 'Information Integrity in Peacekeeping settings' lists six principles that underpin the UN's approach to addressing MDMH: multidisciplinarity, an integrated effort, a proactive and preventive stance, people-centred, non-clandestine and the respect for data protection and privacy. All subordinate guidance, directives, plans and operations will comply with and apply these principles. They provide the necessary guidance when planning for and implementing measures to address MDMH.

We will now look at each principle to understand what it means to you as unit commanders and staff.

Slide 5

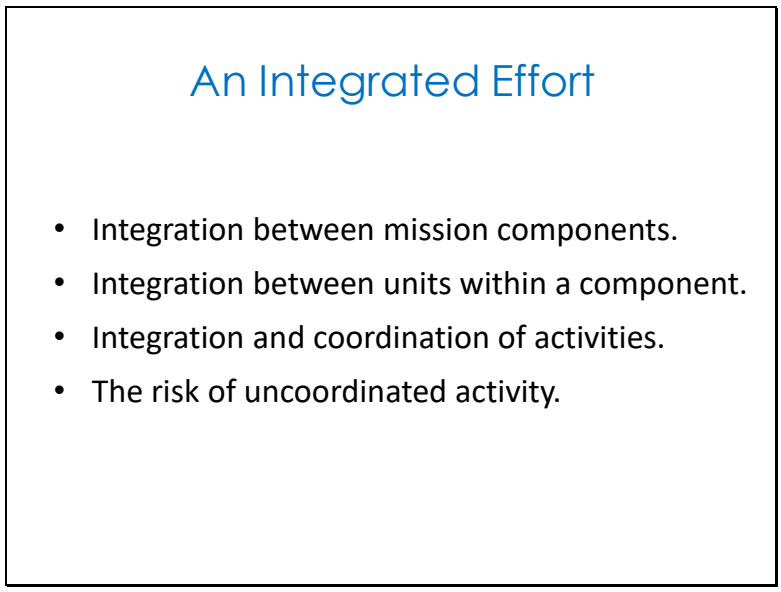


Key message. Addressing MDMH effectively requires multidisciplinary skill sets.

The greater the breadth of expertise, the better the mission will be at addressing MDMH. A combination of skills and expertise in political, anthropological and behavioural sciences, data analytics, human rights, strategic communications, planning and coordination will strengthen a mission's chances of devising and implementing preventive and responsive measures and strengthen information integrity in the mission area.

While it may be unlikely for a unit to possess all these skills internally, acknowledging the benefits of establishing multidisciplinary analytical and planning teams to acquire and analyse information and plan against MDMH threats is crucial. For instance, integrating unit specialists in peacekeeping-intelligence (PKI), data analysis, strategic communications, community engagement and civil-military coordination into the planning process can enhance a commander's ability to address MDMH threats effectively. Leveraging such diverse expertise contributes to formulating comprehensive and well-informed plans against MDMH.

Slide 6



Key message. Military and police components must adopt an integrated approach to addressing MDMH threats.

Effective action in the long term requires an integrated, whole-of- mission and whole-of-UN approach at the country level. In integrated peacekeeping mission settings, relevant entities in the UN family (UN Country Team) should come together around jointly conceived and coordinated UN activities to strengthen information integrity and tackle MDMH, with specific responses to MDMH as it affects UN mandates.

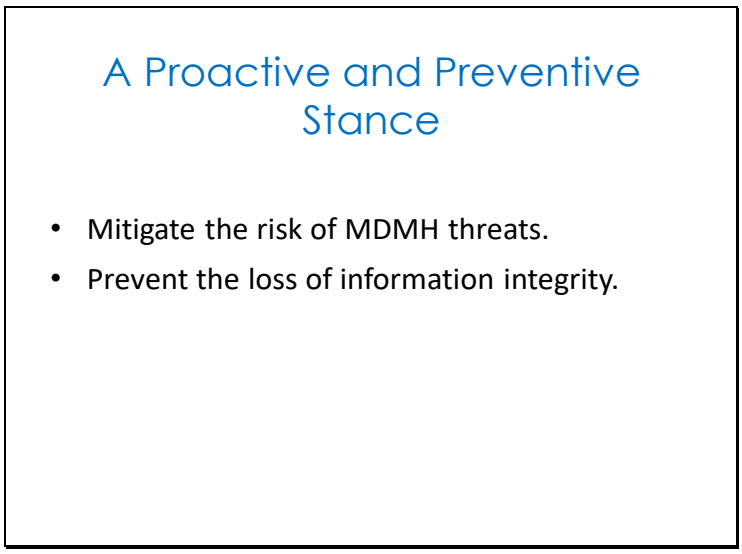
Within peacekeeping missions, various entities can make important contributions, including the Force, Police, Political and Civil Affairs, Human Rights, Protection, JOC/JMAC, and Strategic Communications and Public Information (SCPI).

As part of an integrated mission effort, military and police units must ensure they support the mission's efforts to prevent and mitigate MDMH threats. Direction on this will be given to units by their component and higher HQ, including the requirement for units to provide updates and communications content to support the mission's strategic communications strategy.

The timely sharing of information is also to be ensured through regular collaboration between the civilian, military and police components. For example, military and police units acquire information and disseminate it to other mission entities via their chain of command in support of an integrated approach.

Without coordination among military, police and civilian components, activities related to MDMH may lack effectiveness, potentially leading to counterproductive outcomes.

Slide 7

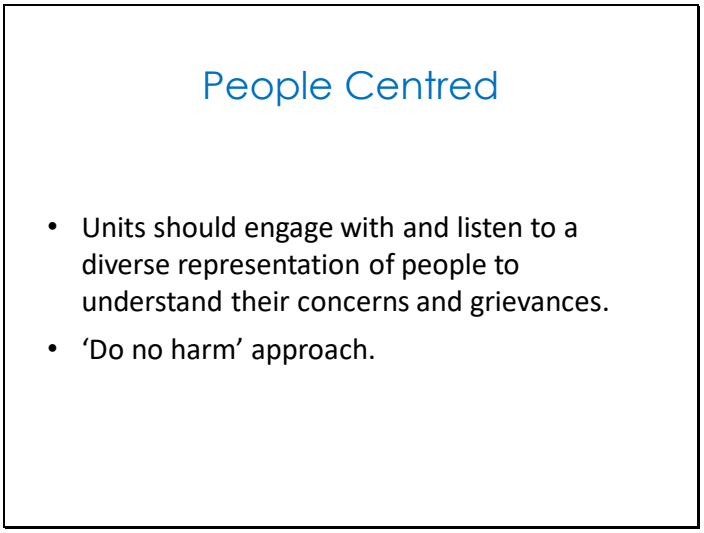


Key message. Proactive and preventive measures are crucial for mitigating the risk of MDMH.

Mitigating the risk of MDMH threats necessitates taking a preventive posture and acting before it becomes widespread. This preventive posture should be built into the unit's *modus operandi* on an ongoing basis. Examples of preventive actions include awareness of MDMH threats, proactive communications, community engagement and the presence, posture and profile of uniformed units.

Failure to take proactive measures will result in a perpetual cycle of reacting to MDMH threats as they materialise.

Slide 8

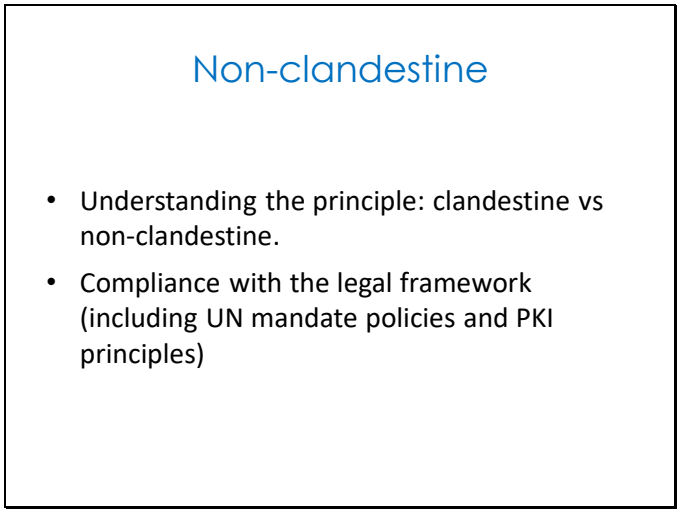


Key message. Peacekeeping activities to address MDMH and strengthen information integrity must consider the hopes, concerns and grievances of host communities.

Units should engage with a diverse representation of host communities to understand their hopes, concerns and grievances. By fostering this dialogue, units can better comprehend the dynamics within the local population, including how MDMH may influence their behaviour. Understanding these influences enables units to mitigate risks in their area of operations.

Putting people at the centre also means adopting a "do no harm" approach that is aware of potential negative second-order effects of actions aimed at countering MDMH and takes mitigation measures to avoid them. These include youth and women-led groups, marginalised groups, ethnic groups, Indigenous communities, traditional and faith-based leaders, refugee and IDP communities, and other stakeholders.

Slide 9



Key message. There is no scope for clandestine activities in addressing MDMH.

Activities to monitor, analyse and respond to MDMH will be undertaken in line with Security Council and General Assembly mandates, in full compliance with the UN Charter and consistent with the overall legal framework governing UN peacekeeping operations.

Activities will be conducted with full respect to international human rights norms and standards, particularly in relation to rights to privacy, freedom of expression, and peaceful assembly and association. Clandestine activities, defined as the concealment of activities because they are illicit and/or inconsistent with the legal framework, principles, policies and mandates of UN peacekeeping operations, are outside the boundaries of our work.

In summary, unit personnel must not illicitly acquire information or use it for non-legitimate purposes. Unit commanders should ensure that their personnel are fully aware of the application of this principle and are able to distinguish between what is and is not legal and permissible (*see UN PKI policy for more details*).

Slide 10



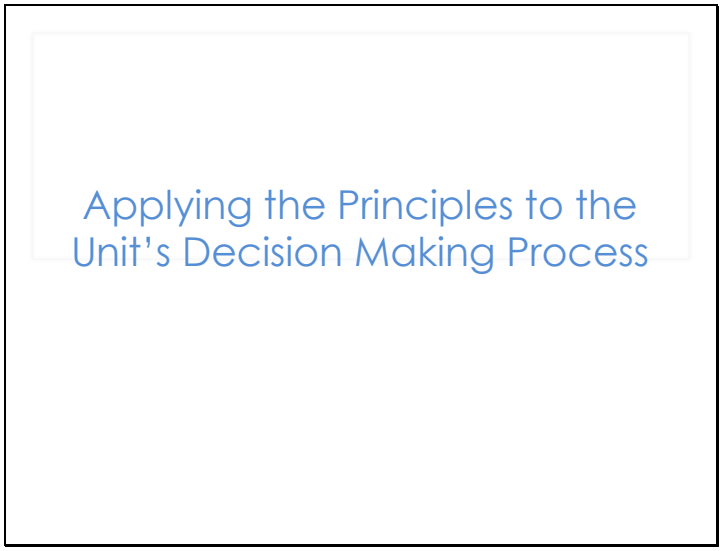
Key message. UN confidentiality, classification, privacy standards and rules should be strictly followed.

MDMH can put the safety and security of UN peacekeepers at risk. Any data breach or unauthorised disclosure of mission, unit or personal information may facilitate potential MDMH campaigns against peacekeepers.

Data gathered for monitoring and analysis of the information terrain or used as part of response activities will be managed in accordance with UN confidentiality, classification and privacy standards and rules. They shall be gathered solely to support the safety and security of personnel and mandate implementation.

Unit commanders have to ensure that their personnel are well-trained and aware of the need for data protection and information security based on mission/component information rules and data handling procedures.

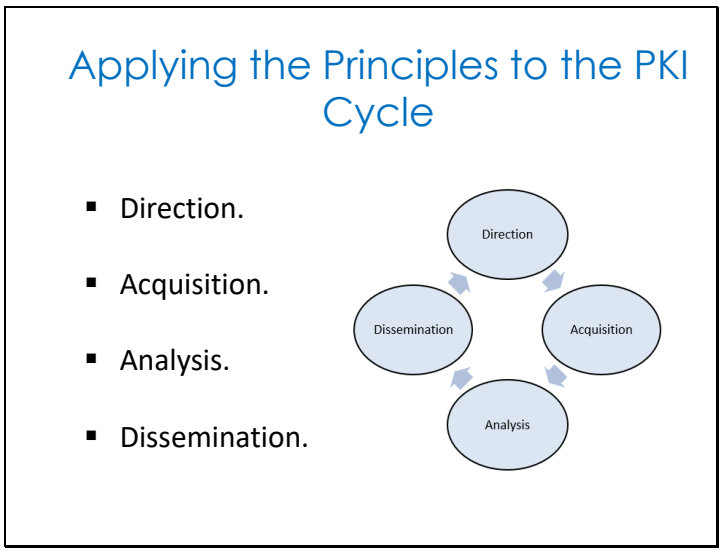
Slide 11



The unit's decision-making process will adhere to and incorporate these principles. We will now consider the principles against unit analytical and planning processes.

Note to the instructor. Inform participants that the PKI process and planning process will be covered in more detail during Module 3 (operational framework).

Slide 12



The PKI cycle is a familiar approach that can be used to acquire and analyse MDMH in a unit's area of operations. This involves gathering data from diverse sources, employing technologies for verification, and using that PKI to inform planning. This structured framework ensures a comprehensive understanding of the information terrain, enabling effective identification of sources, motives and potential impact.

Note to the instructor. Where possible, you should use a PKI cycle/process that is familiar to the participants. If this is not possible, use the model highlighted on the slide to generate discussion and thinking.

Slide 13

Applying the Principles to the PKI Process (1)

- Direction
  - ✓ A *proactive* approach is needed to task unit personnel to acquire information.
- Acquisition
  - ✓ *Proactively* engage in the acquisition of information.
  - ✓ Information acquired in a *non-clandestine* manner.
  - ✓ The acquisition and sharing of information is part of an *integrated* whole-of-mission effort.
  - ✓ Ensure the necessary *skills* within the unit.
  - ✓ All information acquired must *respect data protection and privacy standards*

Key message. Applying the principles to how a unit generates PKI is essential in addressing threats caused by MDMH.

Direction. A *proactive* approach to directing the acquisition of information is essential. Unit commanders must direct personnel to acquire specific information that could help to identify early warning indicators of MDMH activity and methods to mitigate its causes. This may involve acquiring information on behalf of a high-level HQ as part of an *integrated* mission effort or acquiring information to inform unit decision-making.

Acquisition. All information acquired must be conducted in a *non-clandestine* manner in accordance with UN policy. Units should *proactively* engage in the acquisition of information, with unit elements tasked to obtain information as part of routine operations and report their findings to the unit's PKI cell. The acquisition and sharing of information are integral parts of an *integrated* effort. Commanders must use the right elements of their units to acquire information, such as an engagement platoon, a community liaison officer or a police officer. Recognizing the different *skill sets* within the unit will enhance the effectiveness of acquisition.

It is important to share information as part of an *integrated* mission approach to address MDMH. Information acquired on behalf of a higher HQ should be shared in a timely manner to help *prevent* the impact of MDMH on the wider mission, enabling others to stay informed about trends and developments of information within the unit's AOR. The unit must have an effective mechanism in place to ensure this happens.

Finally, data acquired and analysed should only be used for the sole purpose of facilitating mandate implementation and ensuring the safety and security of peacekeepers. As such, units must ensure that the information acquired *respects* the *data protection and privacy standards* of the UN.

Slide 14

Applying the Principles to the PKI Process (2)

- Analysis
  - ✓ Conducted as a *proactive and preventive* measure to identify early warning indicators of MDMH threats.
  - ✓ A need for analytical *skills* and tools.
  - ✓ Comply with *data protection and privacy standards*
- Dissemination
  - ✓ PKI must inform unit planning.
  - ✓ Unit peacekeeping-intelligence personnel included in the planning of unit activities – utilise the *skills* and expertise of unit personnel.

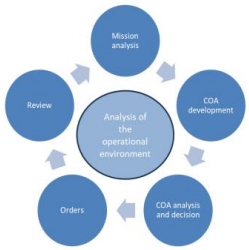
Analysis. The analysis of information should be a continuous process. It should be conducted as a *proactive* measure to identify early warning indicators of threats caused by MDMH and inform *preventive* activities. There will be a requirement to have the necessary *analytical skills* within the unit to utilise analytical tools and to identify potential MDMH threats.

Disseminated. PKI regarding MDMH threats must be included in the planning of unit activities to ensure operations are not adversely affected by such threats. Ignoring or not disseminating PKI in a timely way could place unit personnel at risk. As such, unit PKI staff should be included in the planning process as part of a *skilled* and *integrated* team.

Slide 15

Applying the Principles to a Planning Process

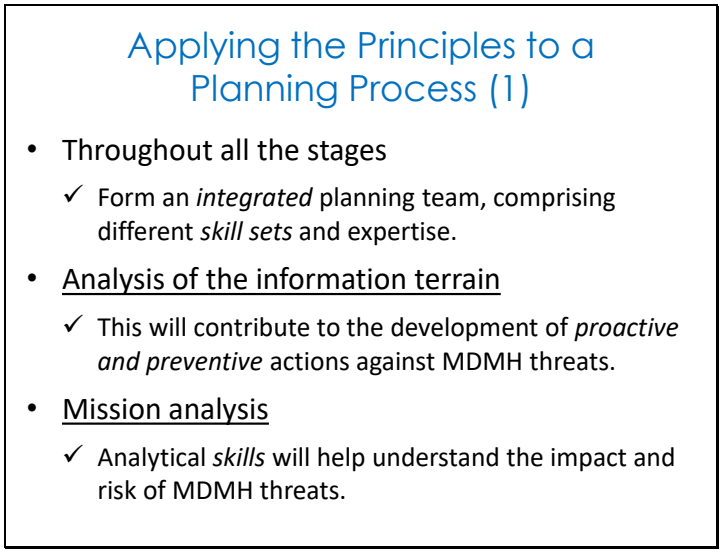
- Analysis of the operating environment.
- Mission analysis.
- Course of action development, analysis and decision.
- Orders and review.



Key message. The principles should be applied throughout the planning process when considering ways to address MDMH. Application of the principles to the planning process will be covered in more detail during Module 3 (operational framework).

Note to the instructor. Where possible, you should use a planning process that is familiar to the participants. If this is not possible, use the model highlighted on the slide to generate discussion and thinking.

Slide 16



Key message. Applying the principles to the way a unit conducts planning will help to address MDMH threats.

Commanders must utilise the skills within their unit to form an *integrated* planning team to comprehend the intricacies of MDMH and the information terrain. By assembling a team with *multidisciplinary skill sets*, such as PKI, data analysis, strategic communications, community engagement and civil-military coordination, the unit can proactively identify, analyse and mitigate threats caused by MDMH. This *integrated* approach not only bolsters the resilience of military and police planning units but also fosters a dynamic and adaptive response in times of crisis.

Also, addressing MDMH will involve *non-clandestine* activities on principle. Accordingly, throughout the planning process, due diligence must be followed regarding respect for human rights, privacy, and freedom of expression (this will be covered in more detail during Module 2). In addition, UN confidentiality standards, rules and regulations need to be strictly followed to ensure *respect for data protection and privacy*.

Analysis of the information terrain. Understanding the information terrain is a critical component at this stage of the planning process. Having a team comprising *multidisciplinary skills* will enhance the unit's understanding of how information flows in its area of responsibility. When such skills are not available at the unit level, engagement with higher-HQ PKI staff might be needed to enhance situational awareness as part of an *integrated* effort to address MDMH. Having an in-depth understanding of the

information terrain will help units plan and execute *proactive and preventive* actions to mitigate the impact of MDMH threats.

Mission analysis. As part of mission analysis, units should consider the risks from MDMH threats. Analytical *skills* at the unit level will help to understand the impact MDMH threats could have on the unit and any associated risks. This will help units manage risk, addressing only those threats that impact the unit's ability to conduct operations.

Slide 17

Applying the Principles to a Planning Process (2)

- COA development, analysis and decision.
  - ✓ Unit activities complement an *integrated* mission approach to addressing MDMH threats.
  - ✓ *Preventing* the risk of MDMH should be a preferred COA where possible.
  - ✓ Activities should *respect data protection and privacy.*
- Review / evaluation.
  - ✓ Principles covered in relation to the PKI cycle apply here too.

COA development, analysis and decision. *Proactive* and reactive actions to address MDMH include numerous activities, from conducting community outreach to the deployment of uniformed personnel to enhance posture and presence. All unit activities must be nested in the mission and component HQs' strategies and plans to address MDMH. This ensures an *integrated* approach where unit activities complement activities elsewhere in the mission area rather than undermine them. This is especially important in terms of strategic communications, which you will hear more about later in this module.

It should also be noted that information collected through monitoring and analysis and used as part of a responsive action should be done with full *respect for data protection and privacy*. The use of such information should only be to facilitate mandate implementation and support the safety and security of UN personnel.

Review. Accessing data to inform an evaluation process will adopt the principles highlighted in the previous slides on the acquisition of information. The key principles are *multidisciplinary skills*, *non-clandestine integration* and *respect for data protection and privacy*.

Slide 18

Take Away

- Employ multi-skilled planning teams at unit level.
- Military and police units are part of a 'whole-of-mission' integrated approach.
- Strive for proactive and preventive measures.
- No scope for clandestine activities.
- Respect data protection and privacy.
- Adopt a people centred approach.
- Apply the principles to unit decision making process.

Key message. Addressing MDMH demands a comprehensive mission strategy grounded in key principles. These principles must be applied to the unit's decision-making process.

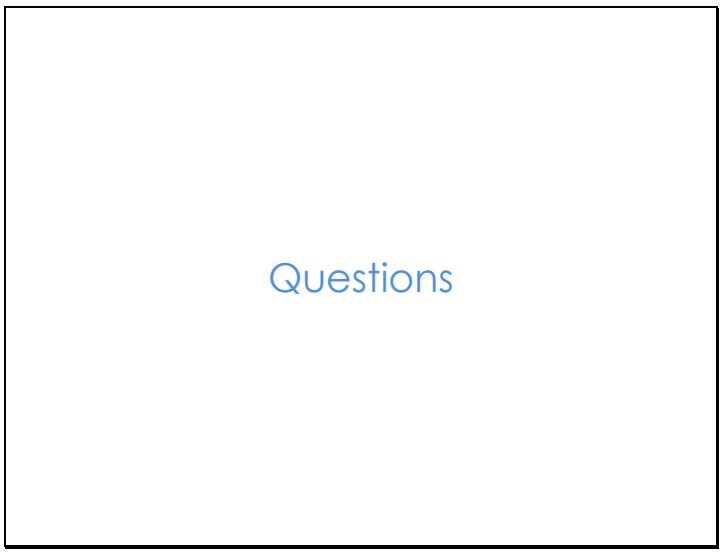
First, utilising a variety of expertise and skills from within the unit will enable a comprehensive approach to planning against MDMH threats. These efforts should be integrated with orders on how to conduct such activities provided to units by their higher HQ, ensuring that efforts complement rather than contradict or undermine the mission's approach to addressing such threats.

Proactive and preventive measures are paramount in mitigating the impact of MDMH on peacekeeping operations. Choosing not to engage in preventive activities could result in the unit consistently operating in crisis mode, putting its personnel at unnecessary risk. However, there is no room for clandestine activities, emphasising transparency and accountability in all operations.

Furthermore, respecting data protection and privacy safeguards the rights of individuals while adopting a people-centred approach ensures that community needs and perspectives are central to decision-making processes. Overall, applying these principles to unit decision-making processes strengthens the mission's effectiveness in countering MDMH and upholding its mandate.

Note to the instructor. Ask participants to keep the principles in mind as they move into Module 2 (Legal framework) and Module 3 (operational application).

Slide 19



Lesson
1.5

UN Peacekeeping Strategic Communications and Public Information

The Lesson



Starting the Lesson

Strategic communications play a vital role in achieving both political and operational success in peacekeeping operations. They begin by fostering public support and continue to sustain effectiveness throughout a peacekeeping mission's lifecycle. Integrated into all planning and risk management processes, strategic communications serve multiple functions, including promoting mission impact, managing expectations and countering MDMH.

Note to Instructor. It is recommended the instructor has experience in strategic communications or information operations in a peacekeeping context.

Slide 1



Lesson 1.5
UN Peacekeeping Strategic Communications and Public Information

Strategic communications are a political and operational necessity that is critical to enabling peacekeeping operations. It is essential to foster public support from the earliest stages of deployment and to maintain the effectiveness of a mission throughout its life cycle. Strategic communications should be fully integrated into all planning and risk management processes, promote the tangible impact of missions, manage expectations and help address MDMH. Strategic communications is a senior leadership responsibility and function. It requires a coordinated, whole-of-mission approach.

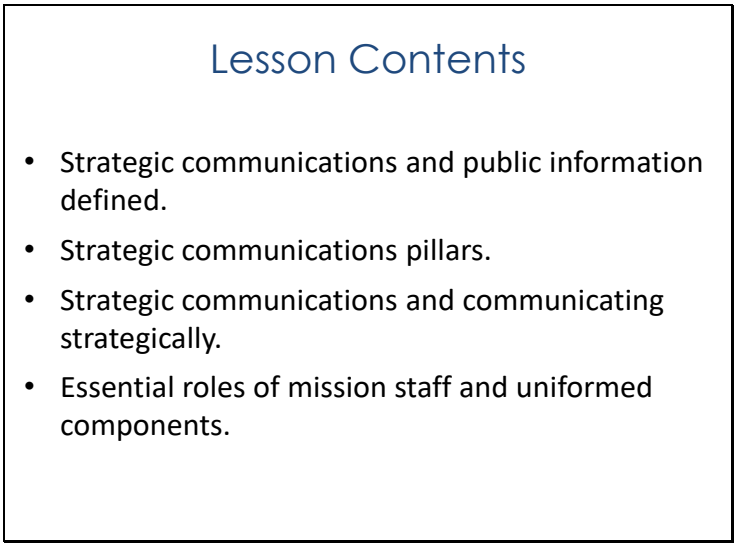
Slide 2

Learning Outcomes

- Explain why strategic communications matters in addressing MDMH.
- Describe UN Peacekeeping's approach to strategic communications and public information.
- Differentiate strategic communications and communicating strategically.
- Explain how you can contribute to strategic communications, within your existing roles.

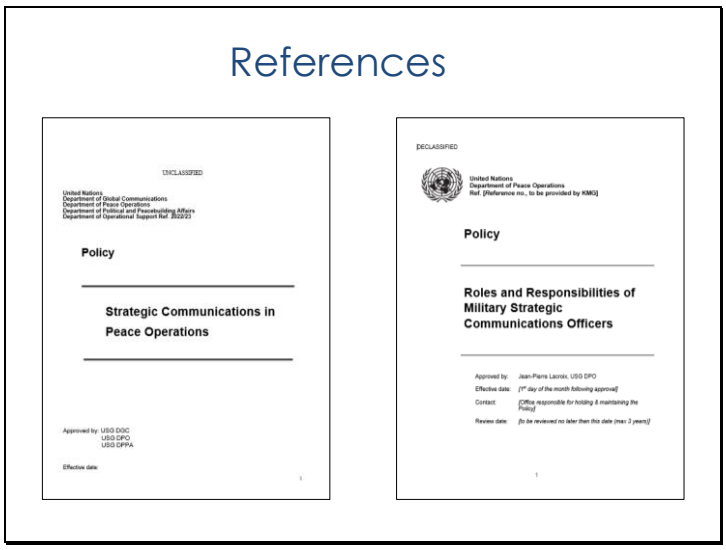
Here are the learning outcomes for this lesson.

Slide 3



These are the lesson contents.

Slide 4



The Department of Peace Operations has established policies for 'Strategic Communications in Peace Operations' and the 'Roles and Responsibilities of Military Strategic Communications Officers. It is important to note that the UN's approach to strategic communications may vary from the methods used in your own country. Understanding these differences is crucial.

These important documents inform the presentation – please take time to read them at your leisure. Both documents can be accessed through the UN DPO peacekeeping Resource Hub.

Note to the instructor. All resources can be found online. If possible, each participant will be issued electronic copies of the various documents.

Slide 5

" More than ever strategic communications is central to the success of the United Nations work amid global geopolitical tensions and complex conflicts where peacekeepers are facing terrorists, criminals and armed groups who use misinformation, disinformation and hate speech as weapons of war. Disinformation is dangerous and potentially deadly, transforming our blue flag from a symbol of security into a target for attack."

Secretary-General António Guterres 12 July 2022

Key message. Strategic communications planning can no longer be delegated to public affairs and public information officers. Mission leaders are required to be accountable for leading communications efforts.

A negative perception of UN peacekeeping can harm our efforts, and we need to demonstrate the value and impact of our work continuously. For this reason, strategic communications is a leadership responsibility, and all mission components must be involved.

For UN peacekeeping to succeed, "all of us must play our part", with the organisation having a more deliberate role as a trusted information actor in conflict environments.

Slide 6

What is Strategic Communications

Purposeful or directed communication with the objective of building support for the mission, its mandate and activities as well as peace process and related host country activities, such as elections.

- a planned approach of disseminating information to achieve specific mission objectives.
- requires the consideration of objectives, audience(s), messages and content, as well as the platforms for dissemination.

Key message. Strategic communications is a senior leadership responsibility and function, including at the unit level. It requires a coordinated, whole-of-mission approach.

Strategic communications are purposeful or directed communications with the objective of building support for the mission, its mandate, and activities, as well as peace processes and related host country activities, such as elections.

Properly planned and synchronised strategic communications are instrumental in shaping perceptions, managing expectations regarding mission roles and addressing MDMH. This planned, proactive and consistent communication framework is critical to protect civilians, manage expectations on mission roles and capabilities and reputational risk, address MDMH, encourage respect for international humanitarian and human rights law, and promote the tangible impact of mission activities on the communities they serve.

Strategic communication is a planned approach to disseminating information to achieve specific objectives. It encompasses a plan and aligns messaging and communication channels to objectives. It requires the consideration of objectives, audience(s), messages and content, as well as the platforms for dissemination. It also involves evaluation and adjustments of communication plans to ensure objectives are met. Strategic communications also help guide a mission's response to crises.

Properly planned strategic communications ensure the public receives the right information at the right time using the right methods.

Slide 7

Strategic Communications versus Public Information

- Strategic communications formulates communication strategies on priority mission issues.
- Public information focuses on providing timely and accurate information about a mission's activities, mandates and achievements to the public, locally and internationally.

Key message. Strategic communications is much broader than public information.

In peacekeeping missions, strategic communications and public information are distinct but interconnected components. Strategic communications aim to shape perceptions, build understanding and influence a diverse range of audiences, both internally and externally. On the other hand, public information focuses on providing timely and accurate information about the mission's activities, mandates and achievements to the public, locally and internationally. It emphasises transparency, employing channels like press releases and official websites. While strategic communications work to shape narratives, public information centres on delivering factual information, and both play integral roles in fostering public trust and supporting the success of UN peacekeeping missions.

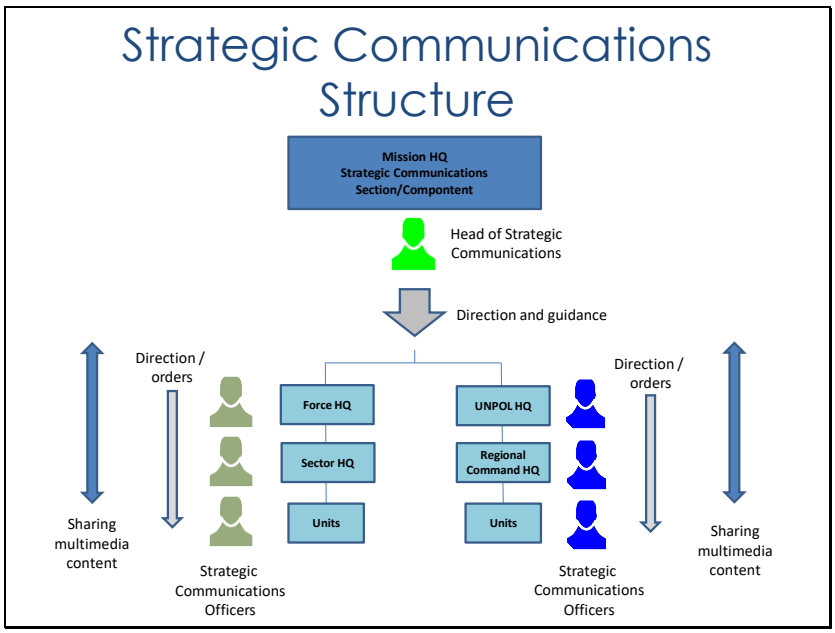
UN missions have begun to move from a reactive to a proactive approach, underpinned by segmented audience targeting, regularly refined and adjusted and supported by the use of digital, social and other new media as well as more traditional forms of outreach. Unit commanders need to consider strategic communications in their planning and decision-making, rather than just public information.

Strategic communications should include compelling human and solutions-focused storytelling that demonstrates the impacts of mission activities and strengthens understanding of the mission's mandate.

Peacekeeping operations should communicate proactively through media outreach and robust engagement on a variety of digital platforms, including social media and websites, in-person community outreach, UN radio stations, and emerging digital technologies.

Missions should regularly evaluate all modes of communications to measure the reach and impact of narratives and key messages, including through social media management tools and public opinion surveys.

Slide 8



Key message. Strategic communications component roles are interconnected and serve to create a seamless and coordinated communications effort within a peacekeeping mission. Strategic communications require an integrated effort across the whole mission, including at the unit level.

The Mission's Strategic Communications Section provides strategic direction and interfaces with senior leadership. The military and police strategic communications officers at component HQ and unit levels are responsible for implementing these strategies, ensuring that information is accurate, timely, and responsive to mission needs, and generating and sharing multimedia content to feed into mission campaigns. These roles collectively contribute to a holistic, multi-faceted communications approach, addressing the various dimensions of information dissemination through channels enabled via outreach and engagement.

The roles within UN peacekeeping's communication component are evolving to meet the dynamic challenges of the modern communication environment. Our evolving approach to strategic communications acknowledges that it is not solely about disseminating information but also about informed decision-making at the highest levels.

The Mission's Strategic Communications Section and strategic communications officers at component HQ and unit level are adapting to integrate strategic communications

seamlessly into a mission's planning. This adaptation ensures that our communications efforts remain effective and responsive in the face of MDMH threats.
The roles and responsibilities of personnel leading strategic communications and public information can be found in the policies highlighted at the start of this lesson. However, let us have a quick look at some of the responsibilities of your strategic communications officers.

Slide 9

Roles of Unit Strategic Communications Officers

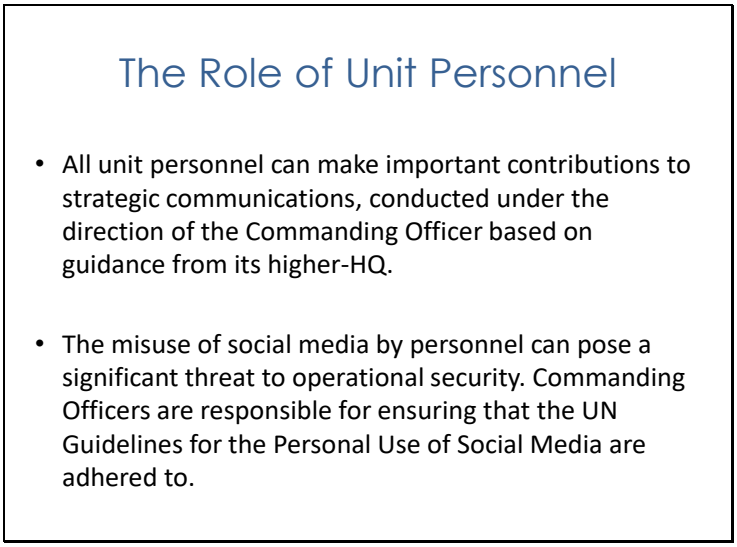
- Supporting the implementation of the mission's strategic communications strategy.
- Identifying opportunities and creating content to highlight the unit's actions and successes.
- Drafting media lines on activities and operations of the unit (*to be cleared by component and mission HQ*).
- Conduct outreach and engagement activities.
- Contribute to unit planning processes.

Key message. Unit Strategic Communications Officers (possibly referred to as public information officers) play a pivotal role in peacekeeping operations, acting as the linchpin between the unit's activities and the overarching mission communications objectives.

The primary responsibility of unit strategic communications officers is to support the component HQ in implementing the mission's communications strategy. This includes identifying key opportunities to proactively showcase the unit's actions and the consequential impact on the local community. A crucial aspect of their role is the meticulous drafting of media lines detailing the activities and operations of the unit. These drafts undergo scrutiny and approval from the component HQ to ensure alignment with broader mission communication strategies.

Furthermore, strategic communications officers operate under the direction of the unit commanding officer, engaging in outreach and interaction with key leaders and the local population. This outreach is a coordinated effort with other civilian and uniformed mission components, fostering collaboration and an integrated communication approach. Through these activities, strategic communications officers contribute significantly to building positive relationships within the community, enhancing the unit's and mission's overall effectiveness. Additionally, their involvement in unit planning activities underscores their integral role in incorporating communication strategies into uniform operations.

Slide 10



Unit personnel can make important contributions to strategic communications by sharing information and participating in campaigns and content creation, including stories, videos, photos, social media products, media interviews and outreach events. These activities should be conducted under the direction and guidance of strategic communications or designated personnel.

The head of the mission, special representative, chief of strategic communications, or spokesperson are the principal voices of the mission. All personnel must adhere to the Staff Regulations of the United Nations and Provisional Staff Rules. Namely, "they shall avoid any action and, in particular, any kind of public pronouncement that may adversely reflect on their status, or on the integrity, independence and impartiality that are required by that status".

Mission personnel's misuse of social media can pose a significant threat to operational security. It may negatively affect the mission's reputation and damage relationships with stakeholders in a manner that impedes mandate delivery. The United Nations Guidelines for the Personal Use of Social Media should be regularly disseminated to personnel, who should strictly abide by them. For official accounts, the Secretary-General's Bulletin on the Institutional Use of Social Media applies.

All personnel must adhere to UN values and the Code of Conduct to protect and enhance the reputation of missions and foster public support for their activities. Personnel shall not engage in any form of misconduct. This includes sexual exploitation and abuse, which causes immense harm to victims and damages public trust and confidence in the

mission Staff Regulations and Rules of the United Nations (ST/SGB/2018/1). United Nations Secretariat Guidelines for the Personal Use of Social Media, February 2019. Secretary-General's Bulletin on the Institutional Use of Social Media (ST/SG/2019/5).

Slide 11

Strategic Communications and Communicating Strategically

- **Strategic communications** provides a structured framework ensuring alignment with long-term mission objectives.
- **Communicating strategically** is an individual's ability to convey information in a way that is effective and objective-oriented, often adapting to the situation or audience at hand.

Key message. Properly executed strategic communications using trained strategic communicators can significantly enhance the effectiveness and reach of communication efforts, be it in fostering partnerships, addressing MDMH challenges or enhancing operational coordination.

Strategic communications is ***not*** the sole responsibility of the public information or strategic communications officer. Public information is just a component of strategic communications. Strategic communications is the blueprint where messaging and communication channels are synchronised with overarching mission objectives, ensuring a consistent narrative is maintained over time. All mission personnel can act as communicators, but thorough planning at all levels is required to align narratives with the mission's communication objectives. It is a command responsibility, using a top-down approach, demanding a coordinated, whole-of-mission approach for effective strategic communications.

Communicating strategically is about an individual's ability to relay information effectively, tailoring the message to the situation or the audience at hand. While strategic communications provide a structured framework ensuring alignment with long-term mission objectives, communicating strategically is the act of disseminating information to increase awareness and foster support for a mission to carry out its mandates.

As a reminder, messaging that is not aligned with mission objectives can have a negative effect on the mission, for example, uncontrolled social media/messaging from unit personnel even when using social media in a personal capacity.

Interactive. Ask the class to identify the different personnel within a peacekeeping mission who can act as communicators, either as part of their role or informally.

Note to the instructor. Use the next slide to consolidate what has hopefully been discussed during the interaction.

Slide 12



Key message. Individual peacekeepers significantly influence a peacekeeping mission's strategic communications effort through their daily actions and interactions.

Congratulations! You have identified many of the communicators within a peacekeeping mission who are pivotal to ensuring that the mission's objectives, actions and narratives are conveyed accurately and effectively to various stakeholders. These stakeholders could include the local population, host government, international community, and the nations contributing to the mission.

The role of strategic communicators is crucial for building trust, managing expectations, and promoting transparency and accountability, all of which help mitigate the impact of MDMH. Let us discuss who they are and their role as communicators in a peacekeeping setting:

Note to the instructor. This is not an exhaustive list. Have participants explain what each of these individuals/units do. Add in the appointments/personnel listed below that the class did not identify (there will be others. However, those below relate more to the military and police components):

Senior Leadership: The mission's leadership, including the Special Representative of the Secretary-General, Force Commander and Police Commissioner, play a crucial role in strategic communications, setting the tone and direction of the communication strategy.

Strategic Communications Officers: Public Information / Strategic Communications Officers are responsible for disseminating accurate and timely information to address

MDMH. They use public communications strategies to maintain the public's trust and counter false narratives.

Civil-Military Cooperation (CIMIC) Officers: These officers work primarily to ensure effective communication and coordination between the military, police and civilian components of the mission. They often engage in community outreach to foster understanding and support for the mission.

Civil Affairs Officers: Engaging with local communities and authorities helps them understand and navigate the socio-political landscape, which is crucial for effective strategic communications.

Community Liaison Assistants: They bridge the communication gap between a mission and local communities, ensuring that a mission's and unit's objectives are understood and supported at the grassroots level.

Engagement Platoons: These units are often tasked with establishing and maintaining direct contact with local communities, authorities and other stakeholders. Through these interactions, they play a significant role in understanding the local environment, gathering essential information and fostering goodwill and trust between the peacekeeping mission and the local populace.

Formed Police Units: Community policing units build trust with local communities and gather information about MDMH, including hate speech and tensions that could lead to violence.

Individual Police Officers: These officers investigate and address incidents related to hate speech, hate crimes and other forms of violence motivated by misinformation and disinformation.

YOU and your personnel: Individual peacekeepers significantly influence a mission's strategic communications through their daily actions and interactions. Their conduct at the grassroots level can foster trust, understanding and support among the local populace and stakeholders, thereby contributing to the mission's and unit's success. Every member must align with the mission's communication objectives and guidelines to ensure consistent and credible messaging.

A top-down, command-driven approach and synchronisation across the mission is essential to address MDMH effectively. This requires a coordinated, whole-of-mission approach, underscoring that strategic communications is not only a senior leadership responsibility but a collective endeavour. Through coordinated efforts, we can ensure the integrity and credibility of our unit's communications, thereby undermining any false narratives that try to destabilise the environment.

Slide 13

Strategic Communications Pillars

Addressing MDMH through:

- Building trust and credibility
- Raising awareness
- Engaging with multiple audiences
- Monitoring information landscapes
- Adaptive response
- Leveraging partnerships

Key message. Consistency in our approach and message will lead the population to view the UN as a credible source. When perceived as credible, the population will trust that we provide honest and factual information. A general principle we should always follow is that 'consistency of message brings credibility,' which, in turn, fosters trust with the audience.

Addressing MDMH involves a proactive strategy to build trust and credibility through consistent, factual communication while countering MDMH typically involves a reactive approach aimed at directly refuting or debunking false or harmful information. By delivering accurate and credible information, we rectify falsehoods and nurture public trust. We all must actively disseminate factual content where possible to debunk false narratives. Building trust is crucial; when a mission and unit is seen as a reliable source of truth, it undercuts malicious efforts to spread falsehoods.

Moreover, raising public awareness about a mission's objectives and activities empowers individuals to recognise and reject MDMH. Tailoring messages to diverse audiences enhances the effectiveness of communication, addressing MDMH targeted at specific groups. A proactive stance is vital. Monitoring information landscapes for emerging threats enables early detection of MDMH activities, facilitating timely responses to curb their spread.

When incidents occur, the flexibility of strategic communications allows for an adaptive response, tweaking messaging to address the situation swiftly and effectively. Further,

fostering partnerships with mission allies and local stakeholders amplifies the mission's capacity to collectively tackle MDMH, pooling resources for a more robust response. Through these avenues, strategic communications fortify a mission against the nefarious impacts of MDMH, ensuring a well-informed public and a resilient information terrain.

Interactive activity. In your home country, who or what are the trusted sources of information, and why do you trust them/it? Encourage the participants to exchange views to demonstrate they understand the importance of the strategic communications pillars.

Slide 14

Mission Example: MONUSCO

- "This is a war that is going on through social media, the radio, and traditional news outlets," *Bintou Keita, Head of MONUSCO.*
- "From a smartphone, I will produce videos to echo good information," *Blessing Kasasi, UN workshop participant*.

Graphics from MONUSCO's Fight Against Disinformation campaign:



Key message. These real-world actions show a strong effort to deal with false information and hate speech through well-planned strategic communication strategies.

The UN's strategic communications components have responded by developing strong communication strategies to fight MDMH threats. A clear example is in the Democratic Republic of the Congo (DRC), where MONUSCO has led several efforts to address and mitigate MDMH:

Fight Against Disinformation Campaign: MONUSCO's innovative social media campaign featured nine ways to identify misleading content, encouraging individuals to verify facts before sharing, diversify their sources of information and reporting instances of MDMH. Further details are available on MONUSCO's Instagram account.

Radio Okapi: As a complement to the show "Facts are sacred," MONUSCO has been broadcasting a daily 3-minute programme, "Chronicle of disinformation", on Radio Okapi, in the run-up to the 2023 elections. This aimed to shed light on the risks associated with disinformation and to draw lessons from incidents and tactics observed in other elections.

Youth Engagement Workshops: Recognising the pivotal role of young people in the digital space, MONUSCO has hosted training and workshops to enhance media literacy and equip individuals with the skills to discern between false information and valid, reliable information.

Another initiative was seen in Abyei, an area between Sudan and South Sudan, where the UN Mission started an internet radio station called 'Voice of Peace' to challenge hate speech and spread true information. Back in the DRC, the Mission kept evolving its approach by bringing in digital experts, creating multimedia materials and reaching out to young people to fight false information on digital platforms.

Interactive. Ask the class if there are any examples they may be able to share from their experience in missions.

Slide 15

Take Aways

- Strategic communications is a political and operational necessity that is critical in enabling peacekeeping operations to fulfil their mandate.
- Strategic communications is an integral part of the planning / decision-making process.
- It is critical for protecting and enhancing a mission's reputation and credibility by providing clear information about its mandate, promoting its tangible impact on communities, managing expectations and building trust.
- All mission personnel can make important contributions to strategic communications

In UN peacekeeping missions, strategic communications stand as both a political and operational imperative, essential for the successful fulfilment of their mandates. It is not just an afterthought but an integral part of the planning and decision-making processes. Effective strategic communications play a pivotal role in safeguarding and bolstering a mission's reputation and credibility. By disseminating clear information about the mission's mandate, highlighting its tangible impact on communities, managing expectations and fostering trust, strategic communications ensure transparency and accountability.

Importantly, every member of the mission, regardless of their role, holds the potential to contribute significantly to strategic communications efforts, emphasising its collective nature and importance across all its components.

Slide 16



Lesson
1.6

Integrated Approach to Addressing MDMH

The Lesson



Starting the Lesson

It Is paramount to adopt a unified and coordinated strategy to effectively address threats caused by MDMH. By consolidating capabilities from various mission components under a central coordination mechanism, we ensure a cohesive approach grounded in a shared understanding of the issue.

Throughout the lesson, participants will learn to understand the significance of embracing an integrated whole-of-mission approach, with a particular focus on the pivotal role played by uniformed peacekeepers in combating MDMH.

Note to Instructor. It is recommended the instructor has UN peacekeeping experience and is familiar with the UN's whole-of-mission concept.

Slide 1



Lesson 1.6
An Integrated Approach to Addressing MDMH

It is crucial to adopt an integrated and coordinated approach to tackle MDMH effectively. By combining the capabilities of various components under a central coordination mechanism, we can ensure a unified approach across the mission based on a shared understanding of the issue.

Military and police units will be expected to implement the direction and orders from their respective component and sector / regional HQs to ensure they support a whole-of-mission approach to address MDMH threats.

Slide 2

Learning Outcomes

- Explain the importance of an integrated approach to addressing MDMH; including the unit level.
- Describe how MDMH is addressed in peacekeeping missions.
- Explain the responsibilities of military and police components in addressing MDMH.

Key message. At the end of this lesson, you will understand the importance of an integrated whole-of-mission approach and the critical role played by uniformed peacekeepers in addressing MDMH.

Slide 3

Lesson Contents

- The importance of an integrated approach.
- Addressing MDMH in Missions.
- Component responsibilities in addressing MDMH as part of an integrated approach.
- An integrated approach at unit level.
- Examples of integrated approaches.

The lesson will cover the following topics.

Slide 4



Key message. The information terrain within peacekeeping settings is often complex. An integrated approach is required to understand and question the information we see comprehensively.

To sustain trust and confidence in peacekeeping operations amongst the communities we serve, addressing MDMH requires a whole-of-mission mission approach. This means a united mission stance incorporating the civilian, military and police components' efforts to address MDMH. Mission efforts should be coordinated with the UN Country Team to strengthen information integrity in the mission area.

All mission components can make important contributions to address MDMH, for example:

Civilian Component. Various sections of the civilian component of the mission play a crucial role, including (but not limited to):

- The Joint Mission Analysis Centre (JMAC) conduct in-depth analyses of the information terrain in coordination with the strategic communications component, and others oversee the integration of these analyses with other analytical products and perspectives.

- Political Affairs provides political advice and guidance on MDMH narratives and risks related to political processes, including outreach, engagement and messaging.

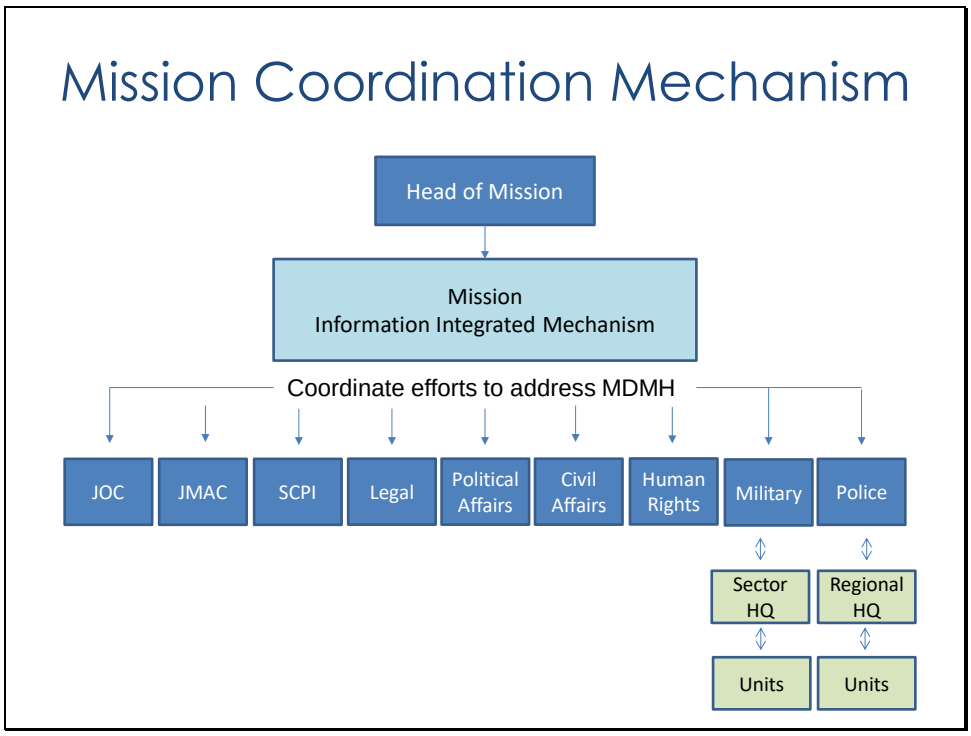
- Human Rights contributes to monitoring the exercise of the right to freedom of expression and the right to information, including analyzing issues related to the individual protection of threatened journalists, advocates, media workers and civil society workers. Human rights also typically act as focal points for hate speech.

- Community Liaison Assistants (who are typically coordinated by Civil Affairs or Field Offices) build trust between the local population and authorities, promote community-based protection mechanisms such as early warning systems, support community dialogue and local peace initiatives, build confidence with the local population and support local security governance initiatives, where appropriate. Their role is critical to anticipating and mitigating the risk information harms in the form of MDMH.

Military and Police Component

- The Force and Police components integrate proactive and reactive measures into operational plans to fulfil responsibilities to address MDMH, which is in line with the mission's strategy on MDMH and in consultation with other components.

Slide 5



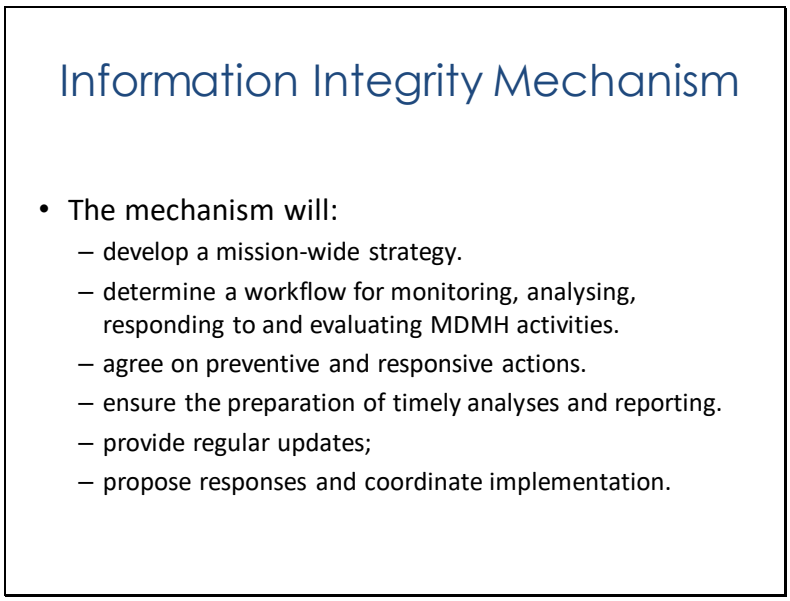
Key message. Addressing MDMH is a Mission-led activity.

To enable a whole-of-mission approach, a coordination mechanism (such as a working group or task force) should be formed at the Mission HQ level to coordinate efforts to address MDMH. This mechanism will include civilian, military and police components, such as the Joint Operations Centre, Joint Mission Analysis Centre, Strategic Communications and Public Information, Political and Civil Affairs, Human Rights, and military and police components.

The Mission's Chief of Staff or a designated deputy will convene this mechanism on behalf of the Head of Mission.

The mechanism will likely take different forms depending on the mission's structure, capacity and operational environment. For example, in one mission, it may be suitable to have a dedicated working group to address MDMH; in another mission, it may be more appropriate to incorporate MDMH issues into an existing mechanism, e.g., Protection of Civilians Working Group or Early Warning Task Force. This is for the mission's leadership team to decide on and implement.

Slide 6



Key message. The mission's information integrity mechanism coordinates all activity aimed at addressing MDMH.

The mission's information integrity mechanism will have the following core tasks:

- develop a mission-wide strategy to strengthen information integrity and tackle MDMH, which shall be consulted and coordinated with the UN Country Team.
- determine a workflow for monitoring, analysing, responding to, and evaluating activities to address MDMH.
- agree on preventive and responsive actions to be implemented by the mission;
- ensure the preparation of timely analyses and reporting.
- provide regular updates on the MDMH landscape to senior leadership and flag issues of concern through senior management meetings and
- propose responses to mission leadership and coordinate their implementation.

Each component, including the military and police, will appoint a focal point to contribute to the integrated mechanism's work.

The outputs from the information integrity mechanism will provide the basis for a whole-of-mission approach to addressing MDMH.

Slide 7

Military and Police Component Responsibilities

- Integrate proactive and reactive measures into operational plans.
- Ensure an integrated approach within the component to enable timely analysis and responses to MDMH.
- Ensure that all personnel have a common understanding of the mission approach to addressing MDMH.

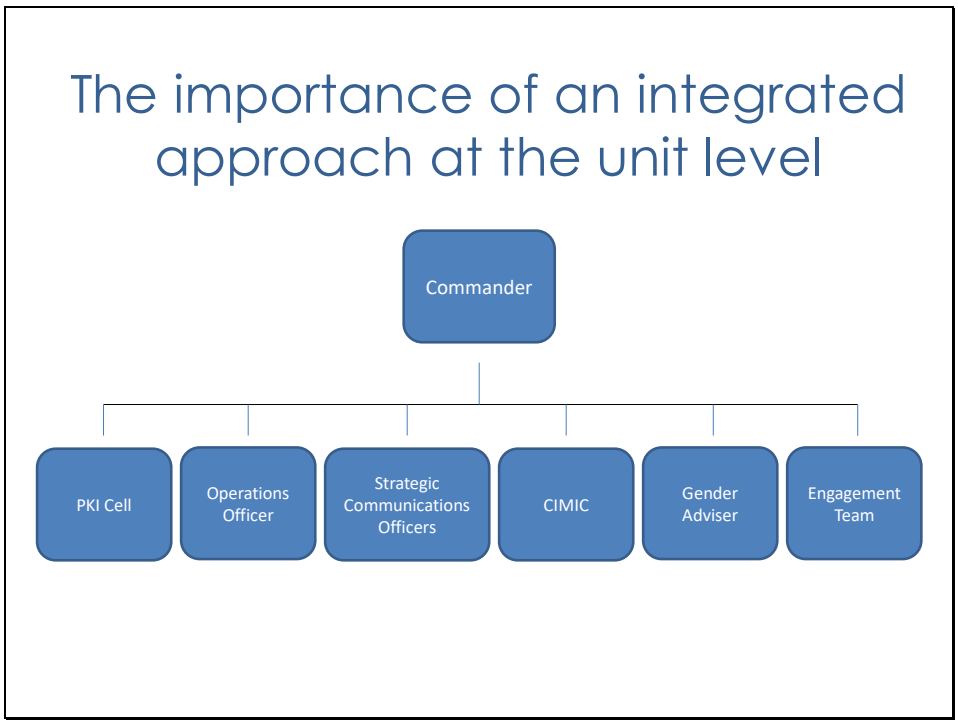
Key message. Military and police components must ensure their subordinates complement a whole-of-mission approach to address MDMH.

Force Commanders and Police Commissioners are responsible for integrating proactive and reactive measures into operational and tactical plans for their components to address MDMH. The outputs from the mission's integrated mechanism should be incorporated into component HQs' orders, directives and guidance related to information integrity and MDMH as needed, in line with policy and the mission's MDMH strategy, and in consultation with other mission components. Component HQs will ensure coherence and coordination within their component to enable timely analysis and responses to MDMH. Each component will have representation within the Mission's Information Integrity mechanism or working group.

Unit commanders should expect to receive clear instructions from their higher HQ on how the mission plans to address MDMH and their role in implementing that strategy. All commanders and their staff must have a common understanding of the mission approach to information integrity and MDMH, including through specific in-mission training.

Determining how to implement the mission's strategy will require detailed planning at the unit level. This will be discussed in Module 3 of these training materials.

Slide 8



Key message. Units should adopt an integrated approach to monitor, analyse and respond appropriately to MDMH in accordance with directives and orders from its higher HQ.

Unit commanders will direct unit efforts to address MDMH, based on the direction provided by its higher HQ. They will ensure unit activities are complementing a whole-of-mission approach.

The unit needs to embrace an integrated approach within its processes and practices. This approach should incorporate the following personnel/capabilities:

- Peacekeeping-intelligence (PKI) Cell will analyse the local environment, providing vital insights into the identification and possible impact of MDMH, local perceptions and media trends. This information will inform unit planning.

- The unit operations team will work closely to ensure the unit is conducting activities that are complementary to the wider mission effort. Their integration will ensure that plans consider proactive and reactive measures to address MDMH threats.

- Strategic Communications Officers will analyse local media to identify MDMH trends, develop targeted messages to counteract harmful narratives and create content for public engagement. Collaborating closely with higher HQ and other mission entities operating in its area of operations, the officers will ensure alignment of communication with mission objectives. They will manage media relations, monitor information landscapes for rapid response and train unit personnel in effective communication. This central role will significantly shape the unit's narrative, combating MDMH and strengthening community trust in peacekeeping efforts.

- Where applicable, CIMIC teams will focus on local community engagements, aligning their messaging with the mission's communication strategy and highlighting the positive impacts of their activities, particularly when working on sensitive projects, to the local population.

- Gender Advisers will support the unit by developing gender-sensitive communication strategies, ensuring inclusivity and diverse representation in its messaging and media outreach.

- Engagement Teams will be the mission's eyes and ears on the ground. They will not only disseminate key messages but also gather valuable feedback on local perceptions, which will inform ongoing strategic communications and counter-MDMH efforts.

The unit training officer will provide training to ensure personnel have a common understanding of the mission's approach to addressing MDMH, and their role in doing that.

Through an integrated approach, units will be better placed to implement the mission's MDMH strategy seamlessly as part of its routine operations.

Slide 9

Examples of Integrated Approaches in Mission Areas

- In UNMISS, peacekeepers worked with communities to develop culturally appropriate responses, ensuring that strategic communications are well-received and effective.
- In UNIFIL, Military Community Outreach Units visit schools, universities and communities to answer questions and explain the mission's mandate and work.
- MINUSCA and MONUSCO have established a multi-dimensional working group to address mis/disinformation within the mission area.

Key message. Addressing MDMH is a complex challenge that is best addressed through a multifaceted approach, drawing on the diverse expertise and resources of various stakeholders.

This slide highlights some examples of missions that have adopted integrated approaches to address MDMH.

In South Sudan, peacekeepers work with communities to develop culturally appropriate responses, ensuring that strategic communications are well-received and effective. In countries like South Sudan, where illiteracy rates are at approximately 70%, peacekeepers have distributed images and cartoons that illustrate the mission's mandate and actions. In turn, Community Liaison Assistants with local language skills accompany patrols to explain the role of the military or the purpose of a specific operation. This is essential for building trust between peacekeepers and communities.

In Lebanon, for military outreach, the Integrated Outreach Operations Cell coordinates and synchronises the mission's outreach activities and distributes key messages to ensure a consistent voice. The Military Community Outreach Unit visit schools, universities and communities to engage young people, answer questions and explain the mission's mandate and work. In addition to regular communication through the mission's channels, they also engage with media outlets and journalists to inform them about the mission's work. The mission participates in regular interviews and press briefings and has organised visits to the area of operation in the south of the country, with journalists also joining patrols to show the breadth of the mission's work. UNIFIL also leverages public

events, including sports events and cultural activities, to show the diversity and humanity of peacekeeping.

In both the Democratic Republic of the Congo and the Central African Republic, the UN peacekeeping missions have established a multi-dimensional working group to address mis/disinformation within the mission area. The working group functions as the central coordinating body on all matters related to mis and disinformation, including monitoring and analysis using the suite of online tools available to the mission. This analysis, submitted by all working group members (Human Rights, Political Affairs, Strategic Comms, JMAC, Force and Police, etc.), is collated by the working group chair on a weekly basis and shared with relevant stakeholders to inform decision-making. Example actions from this group include nominating field office focal points on mis/disinformation, a QIP to support resilience training for journalists, and a coordination group on a messaging platform to share live updates and simplify comms.

Slide 10

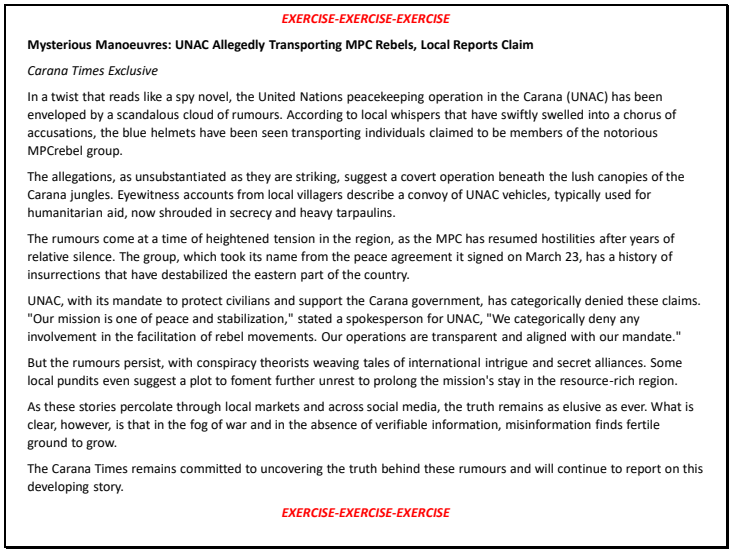
Interactive Activity: Reverse Engineering a MDMH Campaign

Scenario background: Imagine you are part of a group interested in undermining the credibility of the fictitious UN peacekeeping mission in Carana (UNAC). Your goal is to spread a story that the peacekeepers are covertly transporting MPC rebels. This campaign aims to sow mistrust among local populations, international stakeholders and within the peacekeeping forces themselves.

Note to the instructor: By the end of this activity, participants will have a deeper understanding of how MDMH campaigns are constructed and the importance of being vigilant and critical of the information they encounter. This exercise will reinforce the notion that awareness is the first step in combatting MDMH. Note: This activity is designed for educational purposes to foster critical thinking and awareness regarding the impact of MDMH in peacekeeping contexts.

Interactive. Read the scenario background to the class. Let participants read the 'Carana Times' article on the next slide – remind participants that this is a fictitious story for this exercise. (provide the article as a handout if possible). Use slide 13 to outline the task.

Slide 11



EXERCISE-EXERCISE-EXERCISE

Mysterious Manoeuvres: UNAC Allegedly Transporting MPC Rebels, Local Reports Claim

Carana Times Exclusive

In a twist that reads like a spy novel, the United Nations peacekeeping operation in the Carana (UNAC) has been enveloped by a scandalous cloud of rumours. According to local whispers that have swiftly swelled into a chorus of accusations, the blue helmets have been seen transporting individuals claimed to be members of the notorious MPCrebel group.

The allegations, as unsubstantiated as they are striking, suggest a covert operation beneath the lush canopies of the Carana jungles. Eyewitness accounts from local villagers describe a convoy of UNAC vehicles, typically used for humanitarian aid, now shrouded in secrecy and heavy tarpaulins.

The rumours come at a time of heightened tension in the region, as the MPC has resumed hostilities after years of relative silence. The group, which took its name from the peace agreement it signed on March 23, has a history of insurrections that have destabilized the eastern part of the country.

UNAC, with its mandate to protect civilians and support the Carana government, has categorically denied these claims. "Our mission is one of peace and stabilization," stated a spokesperson for UNAC, "We categorically deny any involvement in the facilitation of rebel movements. Our operations are transparent and aligned with our mandate."

But the rumours persist, with conspiracy theorists weaving tales of international intrigue and secret alliances. Some local pundits even suggest a plot to foment further unrest to prolong the mission's stay in the resource-rich region.

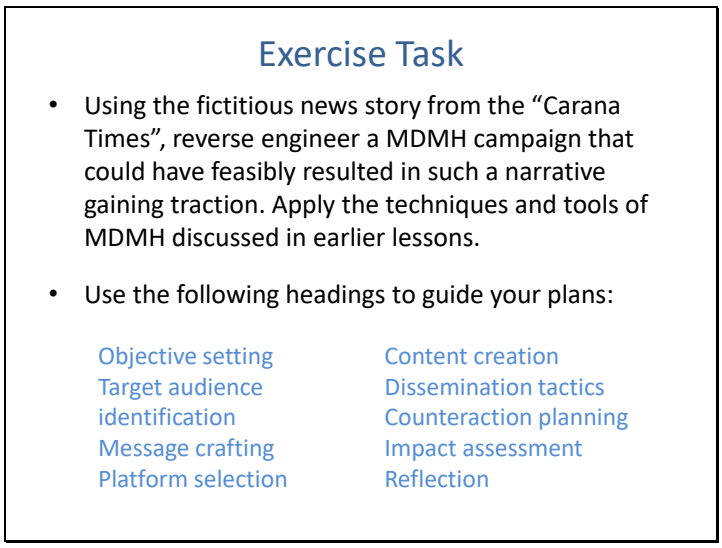
As these stories percolate through local markets and across social media, the truth remains as elusive as ever. What is clear, however, is that in the fog of war and in the absence of verifiable information, misinformation finds fertile ground to grow.

The Carana Times remains committed to uncovering the truth behind these rumours and will continue to report on this developing story.

EXERCISE-EXERCISE-EXERCISE

Give participants time to read the article.

Slide 12



Note to the instructor. Remind participants that they are part of a group interested in undermining the credibility of a UN peacekeeping mission. As such, they should use the narrative of the fictional news article from the "Carana Times" to reverse engineer an MDMH campaign. Ask participants to design a strategy that could plausibly contribute to the widespread acceptance of such a storyline. Implement the techniques and tools of MDMH that have been covered in previous lessons.

Steps for the Activity.

Split the class into smaller groups. I suggest that each group use the headings on the slide to consider their campaign. Please provide a brief explanation of each heading to guide participants on what they should consider as part of the exercise.

Objective setting: Define the specific goals of your MDMH campaign. What are you trying to achieve?

Target audience identification: Determine who you want to influence with your campaign. Consider local communities, international observers or the peacekeepers themselves.

Message crafting: Develop the core messages that align with your objectives. Ensure they are emotionally charged and contain elements of truth to make the MDMH more believable.

Platform selection: Choose the platforms where these messages will be most effective. Would you use social media, local radio or word-of-mouth?

Content creation: Think of what social media posts, flyers, or other materials you would use in this campaign.

Dissemination tactics: Plan how to spread your message. Would you use bots, paid influencers, or unknown local figures?

Concealment strategy: Decide how you will disguise the origin of the campaign to protect your group's identity.

Counteraction planning: Anticipate how the UN and other organizations might respond and plan how to counter those actions.

Impact assessment: Discuss how you would measure the success of your campaign. What metrics would indicate that your message is spreading as intended?

Reflection: After the campaign has been 'executed,' reflect on the ethical implications of such actions and discuss the real-world harm that MDMH campaigns can cause.

Slide 13



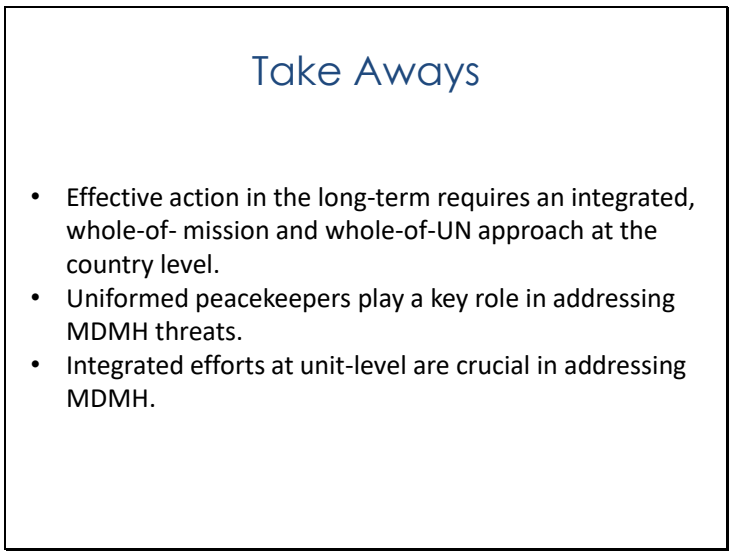
Key message. This exercise demonstrates the complexity and ethical implications of MDMH campaigns, underscoring the need for interdisciplinary teamwork, critical thinking and mission cooperation to effectively counter these sophisticated threats.

This exercise of reverse engineering an MDMH campaign against a UN peacekeeping mission serves as an eye-opening illustration of the complexities involved in such deceptive practices. It demonstrates that effectively countering MDMH requires the combined efforts of various mission components. This exercise demonstrates the intricacies of a campaign designed to erode trust in peacekeepers by analysing the concocted narrative of peacekeepers aiding MPC rebels. Through the steps of setting objectives, targeting audiences, crafting messages, selecting platforms, creating content, planning dissemination and obfuscation and anticipating counteractions, you can now comprehend the multifaceted nature of MDMH operations.

This exercise not only aims to heighten vigilance and nurture critical thinking but also presses on the ethical ramifications of spreading falsehoods. By understanding how to measure the impact and recognising the potential real-world harm, participants will leave with a fortified stance against MDMH. This activity underscores the importance of a whole-of-mission approach to address MDMH threats.

Interactive. Given the multifaceted nature of MDMH campaigns, such as the one presented in this activity, who are the stakeholders you would engage with as part of an integrated response to address and counter the false narrative about peacekeepers effectively?

Slide 14



Effective action in the long term necessitates an integrated approach involving the entire mission and coordination with the UN Country Team to address MDMH. The mission's MDMH strategy will be communicated to units through their component and higher HQs. Consequently, units play a crucial role in implementing the strategy. They must adhere to the directives of their higher HQ when planning their operations.

Furthermore, units should ensure they adopt an integrated approach when planning operations, leveraging expertise from across the unit to explore ways to implement the mission's MDMH strategy. This ensures that their plans are thorough and contribute to a whole-of-mission effort against MDMH threats.

Slide 15



Module 2

Legal Framework

Module 2 at a Glance

Overview

Module 2 provides participants with an overview of the legal obligations surrounding MDMH in peacekeeping operations. Throughout this module, we will emphasise the importance of grasping these obligations and provide insights into how they guide the actions of UN missions and personnel in confronting and mitigating the impact of MDMH.

 **Note to Instructor:** It is recommended that Module 2 be presented by a military or police legal officer with experience of UN peacekeeping operations. The instructor should be familiar with DPO policies before delivering the module:

- Information Integrity in Peacekeeping Settings
- Strategic Communications, and
- The Roles and Responsibilities of Military Strategic Communications Officers

Lesson

2.1

International Legal Framework

The Lesson



Starting the Lesson

Understanding the legal obligations surrounding MDMH is vital for UN missions and their personnel, as these issues can incite violence, undermine peacekeeping efforts and violate human rights.

Throughout this lesson, participants will delve into the importance of these legal obligations and understand how they shape the actions of UN missions and personnel in addressing and mitigating the impact of MDMH.

Slide 1



This module will delve into the crucial topic of understanding international law obligations related to misinformation, disinformation, malinformation and hate speech (MDMH) and how they guide UN missions and their uniformed personnel. Through this module, you will gain insights into the legal frameworks that govern MDMH issues and learn about the responsibilities of UN personnel in upholding these obligations.

Note to the instructor. It is recommended that a qualified legal expert delivers this module.

Slide 2



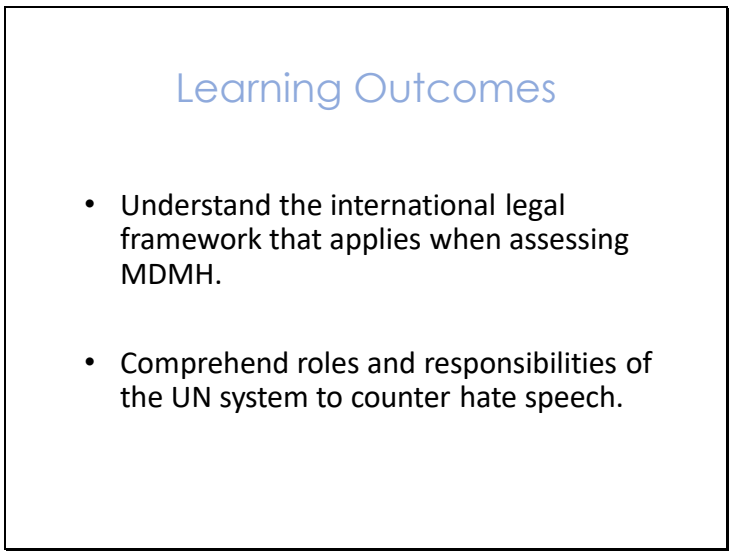
Lesson 2.1
International Legal Framework

Understanding the legal obligations surrounding MDMH issues is crucial, especially for UN missions and their uniformed personnel. MDMH have the potential to incite violence, undermine peacekeeping efforts and violate fundamental human rights.

By comprehending the international legal framework governing these matters, UN personnel can effectively navigate complex situations, uphold human rights standards and contribute to maintaining peace and stability in conflict zones.

This lesson will explore the importance of understanding these legal obligations and provide insights into how they guide the actions of UN missions and their personnel in addressing and mitigating the impact of MDMH on global peace and security.

Slide 3



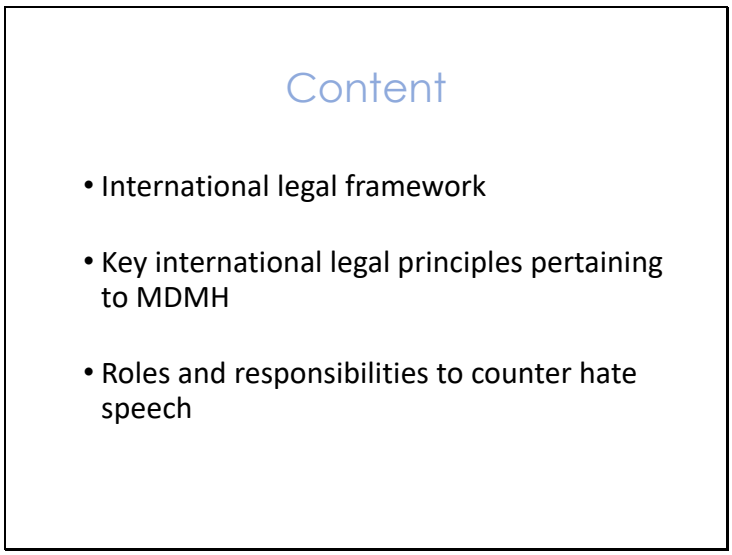
Our learning outcomes include:

Understanding the international legal framework: You will explore the key principles and provisions of international law that pertain to MDMH, gaining a comprehensive understanding of the legal framework guiding UN missions and personnel in addressing these challenges.

Comprehend roles and responsibilities of the UN system: You will learn how to apply international law obligations in real-world scenarios encountered during UN missions. This includes identifying instances of MDMH and determining the appropriate course of action in accordance with UN mandates and legal requirements.

By the end of this module, you will be equipped with the knowledge and skills necessary to navigate MDMH issues within the context of UN missions, ensure compliance with international law and UN policies and contribute to the promotion of peace, security and human rights.

Slide 4



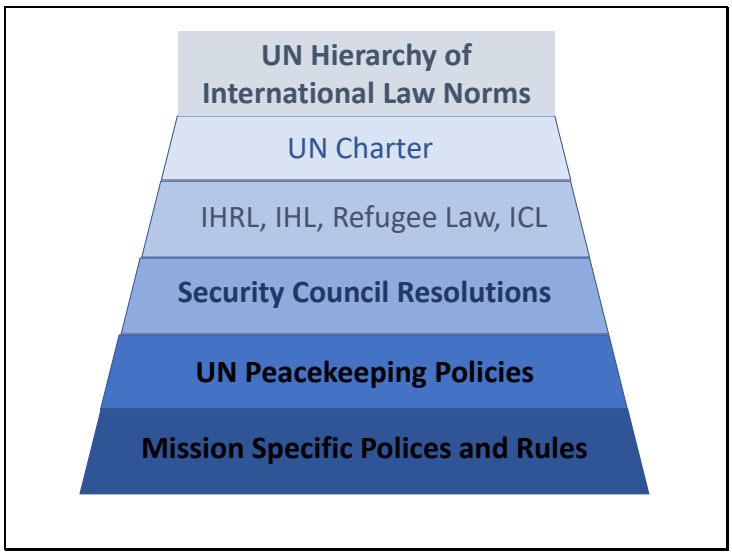
Throughout this lesson, we will explore the following key topics:

International legal framework: We will examine the foundational principles and legal instruments of international law that govern MDMH issues. By understanding these frameworks, you will gain insights into the legal obligations and responsibilities of UN missions and personnel in addressing MDMH challenges.

Key international legal principles pertaining to MDMH: We will delve into the key legal principles in countering MDMH, thereby ensuring the protection and promotion of fundamental rights such as freedom of expression and the right to information.

Roles and responsibilities to counter hate speech: Participants will explore the UN Strategy and Plan of Action on Hate Speech to understand the strategic guidance for the United Nations system to address hate speech at the national and global levels.

Slide 5



Note to the instructor. Slides 5 to 9 serve as a refresher on the origins of international law and the human rights obligations of peacekeeping personnel. Should this course be taught in conjunction with the CPTM or any of the DPO Standardized Training Materials for Uniformed Personnel where these materials have already been covered extensively, you may skip these slides and commence this lesson with slide 10 – Key International Legal Principles.

Key message. At the top of the UN hierarchy of international law norms depicted in this is the **UN Charter** (the "UN's constitution") and fundamental norms of general international law.

The Charter of the UN was signed in San Francisco on 26 June 1945 and is the foundation document of the Organization and the basis of all the Organization's work. The UN was established to "save succeeding generations from the scourge of war", and it therefore prohibits force between states, except in self-defence or with Security Council approval.

While the UN Charter does not make explicit reference to peace operations, the UN Security Council may establish peacekeeping and special political missions and authorise enforcement or peace operations by third parties. The Charter gives the UN Security Council primary responsibility for the maintenance of international peace and security. In fulfilling this responsibility, the Security Council may adopt a range of measures, including the establishment of a UN peacekeeping operation.

IHRL, IHL and Refugee Law. The content of international humanitarian, human rights and refugee law is defined by international treaties that states have voluntarily signed and ratified. Many of the norms have also been practised and accepted by states to such a degree that they have become **customary law** that binds all states.

Human Rights. Apart from explicitly mentioning human rights in the United Nations Charter, states have adopted nine major human rights treaties. They cover civil, political, economic, social and cultural rights and protect specific groups such as women, children or persons with disabilities. Every state in the world has accepted several of these treaties. All states have also expressed their support for the Universal Declaration of Human Rights, which was first adopted by the UN General Assembly in 1948. Most, if not all, of the rights in the Universal Declaration can be considered customary law, meaning that they are binding on all states, even if not ratified in specific instruments.

International humanitarian law. International humanitarian law applies in situations of armed conflict. It can be found in the four Geneva Conventions and its two Protocols. The most basic protections in NIAC are laid down in Article 3 of the Geneva Conventions. Further details are set out in Geneva Protocol II. Fundamental rules of international humanitarian law have also become international customary law.

Refugee law. The 1951 Convention Relating to the Status of Refugees is the foundation of international refugee law. The term "refugee" under the Refugee Convention refers to persons who have to flee their country due to a "well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group or political opinion." Individuals suspected of crimes against humanity are excluded from refugee status.

Security Council. Resolutions adopted by the Security Council, acting under Chapter VII of the Charter, are considered binding in accordance with Article 25 of the Charter. Even the Security Council has to respect international law norms (and also does so in its practice). For instance, a peacekeeping mission could not be mandated to attack civilians or push back refugees to places where their lives are at risk since this would entail breaches of fundamental norms of international human rights and humanitarian and refugee law.

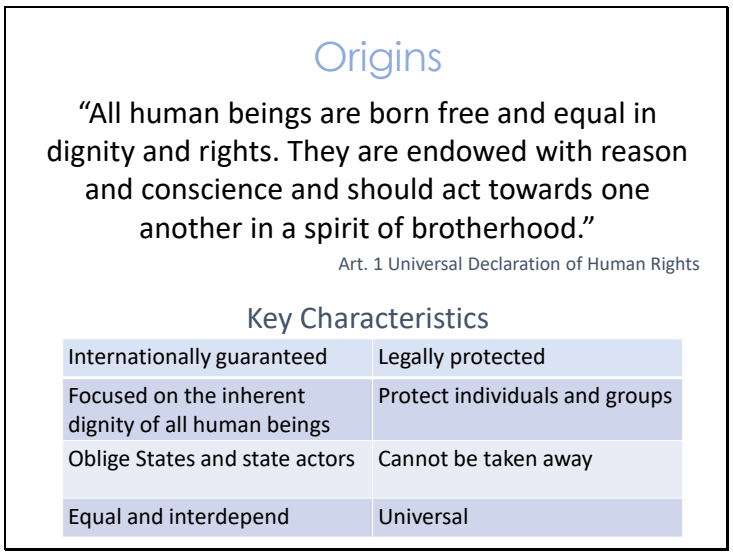
UN Peacekeeping Policies. The Secretary-General has promulgated policies and regulations that bind the entire organisation, including all peace operations. The UN Policy framework integrates Human rights, IHL and refugee law norms and standards. Compliance with these policies is mandatory for all peacekeepers.

The UN Department of Peace Operations (DPO) has adopted a number of policies and guidelines that regulate the functioning of peace operations and define the roles and responsibilities of personnel. Policies are set out, for instance, on what peacekeeping operations and individual personnel must do to protect human rights and civilians. Other policies establish detailed rules governing sensitive areas, such as detention, the use of

force, or accountability for conduct and discipline. Familiarity and compliance with U.N. policies is mandatory for all uniformed personnel.

Mission-specific policies and rules. SG and DPO policies may be further tailored and developed into mission-specific guidance, taking into account, for example, the mission's mandate and other contextual factors that impact how the mission organises itself to carry out its mandate while respecting international law norms and standards as per UN policy and practice.

Slide 6



Key message. Human rights are inherent to us all, regardless of nationality, sex/gender, national or ethnic origin, colour, religion, language, or any other status. Human rights are rights we have simply because we exist as human beings - any state does not grant them. They range from the most fundamental - the right to life - to those that make life worth living, such as the rights to food, education, work, health and liberty.

Human rights are anchored in the UN Charter. Human rights are not linked to a specific region or a notion applied by developed countries. In fact, many of the driving forces behind the Universal Declaration of Human Rights came from developing countries.

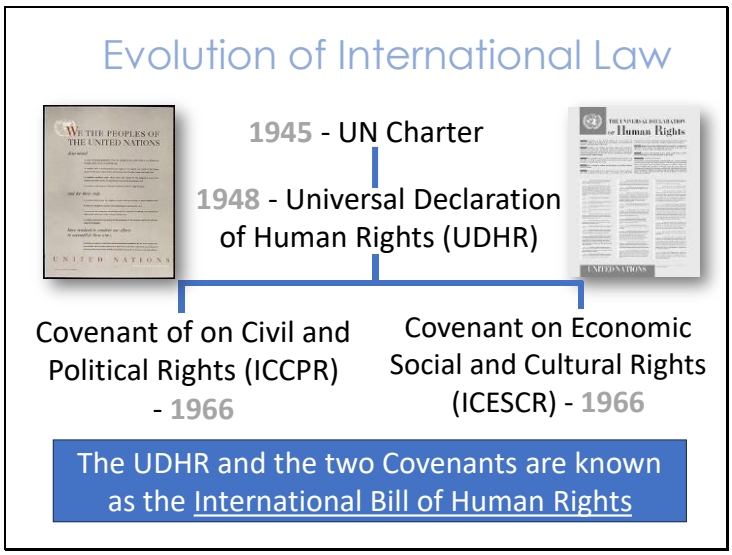
The principle of universality of human rights is the cornerstone of international human rights law. This means that we are all equally entitled to our human rights. This principle, as first emphasized in the Declaration, is repeated in many international human rights conventions, declarations and resolutions.

Human rights are inalienable. They should not be taken away except in specific situations and according to due process. For example, the right to liberty may be restricted if a person is found guilty of a crime by a court of law.

All human rights are indivisible and interdependent. This means that one set of rights cannot be enjoyed fully without the other. For example, making progress in civil and political rights makes it easier to exercise economic, social and cultural rights. Similarly, violating economic, social and cultural rights can negatively affect many other rights.

Non-discrimination cuts across all international human rights laws. This principle is present in all major human rights treaties. It also provides the central theme of two core instruments: the International Convention on the Elimination of All Forms of Racial Discrimination and the Convention on the Elimination of All Forms of Discrimination against Women.

Slide 7



Key message. The evolution of international law, marked by milestones such as the adoption of the Universal Declaration of Human Rights in 1948 and subsequent international treaties, reflects a growing commitment to safeguarding fundamental human rights and addressing emerging global challenges, emphasizing the universality and indivisibility of human rights.

"Human rights" is a modern term that is usually considered to have originated in the aftermath of the two world wars, which culminated in the adoption of the Charter of the United Nations. The concept of human rights, however, finds its roots in values shared by many different cultures. Several rights, although not always in the current formulation, were codified in a number of legal documents in the past centuries.

In 1948, for the first time, countries agreed on a comprehensive list of inalienable human rights. In December of that year, the United Nations General Assembly adopted the **Universal Declaration of Human Rights (UDHR)**. This milestone would profoundly influence the development of international human rights law.

The Universal Declaration of Human Rights was the first legal document to set out the fundamental human rights to be universally protected. The Declaration, which turns 75 in December 2023, continues to be the foundation of all international human rights law. Its 30 articles provide the principles and building blocks of current and future human rights conventions, treaties and other legal instruments.

Although not legally binding, the contents of the UDHR have been elaborated and incorporated into subsequent international treaties, regional human rights instruments, national constitutions and legal codes. In itself, most of the provisions in the UDCHR are now considered to be binding on all UN member states as they **represent customary law.**

In December 1966, the UN General Assembly adopted two international treaties that would further shape international human rights: the (ICESCR), and the International Covenant on Civil and Political Rights (ICCPR). These are often referred to as "the International Covenants." International Covenant on Economic Social and Cultural Rights.

Together, the UDHR and these two Covenants are known as the International Bill of Human Rights.

The body of international human rights law continues to expand, and new human rights standards are being built on the Universal Declaration to address emerging human rights issues. In the 21st century, United Nations Human Rights has helped achieve greater protection of the rights of neglected population groups such as indigenous peoples, older people, people with disabilities, and people belonging to the Lesbian, Gay, Bisexual, Transgender, and Intersex (LGBTI) community. They are also increasingly linked to climate change, biodiversity and pollution, as illustrated by the General Assembly's recent resolution on the human right to a clean, healthy, and sustainable environment, as well as business enterprises.

Slide 8



Key message. UN peacekeepers have a responsibility to respect, promote, and protect human rights under the UN Charter and international law.

In addition to ensuring peace and security and promoting development, the UN Charter commits the UN to promote and encourage respect for human rights. For this reason, all peacekeeping personnel must respect human rights; that is, they cannot breach them – e.g., by peacekeepers inhumanely treating detainees.

Missions must promote and protect human rights. Most of the large modern missions have special mandates to promote and protect human rights, which all peacekeepers must work toward as an "all of mission responsibility." Furthermore, the UN Policy on Human Rights in Peace Operations requires all missions to advance human rights through the implementation of their mandate, even if they do not have an explicit human rights mandate or human rights component.

Example: Units, when contributing to the broader efforts of the mission to address MDMH, should take into consideration the specific vulnerabilities of ethnic minorities.

Established by international law and founded to uphold an international order based on law, the UN and its peacekeepers also have a special responsibility to respect, promote and protect international humanitarian law (also known as IHL or the "law of armed conflict"), international refugee law and international criminal law.

Slide 9



Interactive. Ask participants who are entitled to human rights and whose responsibility it is to protect them. Answers should include the idea that every human being enjoys human rights and that state authorities are primarily responsible for upholding them.

Human rights are universal. Everyone is entitled to the same fundamental rights. Some groups may have specific needs or are particularly at risk of discrimination and rights violations. These have been given particular rights protections (e.g. children, women, indigenous people, persons with disabilities).

IHRL applies at all times, including during armed conflict and other national emergencies (because that is when human rights are most under threat).

First and foremost, states must respect human rights and protect their population from threats by private actors (e.g. by diligently arresting and prosecuting perpetrators of rape). It is widely accepted today that armed groups with effective control over territory also have human rights obligations. In any case, UN practice considers that armed groups that commit atrocities such as summarily executing, raping, torturing or looting engage in human rights abuses.

UN policy (also summarized in the cited Blue Helmet Code of Conduct) also accepts that UN missions and personnel must uphold human rights in their work. Example: The UN would not be allowed to discriminate on the basis of religion in its hiring practices or use excessive force in violation of the right to life.

Slide 10



Key message. Incorporating key legal principles is paramount in countering MDMH and ensuring the protection and promotion of fundamental rights such as freedom of expression and the right to information.

Adhering to principles prohibiting incitement to violence and discrimination highlights the legal responsibility to safeguard these rights. Implementing best practices, guided by legal frameworks, serves as a cornerstone in fostering an environment conducive to upholding these rights while ensuring the safety and security of journalists and media workers. By aligning with key legal principles to counter MDMH, peacekeeping operations can fortify the rule of law, uphold democratic values, and advance the protection of human rights.

Rights

Freedom of opinion and expression is the right to hold views and express oneself freely in any form, including speech, writing, art and music. It is a fundamental human right that is enshrined in international law, including the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights. Freedom of expression is essential for a functioning democracy. It allows people to participate in public life, to hold their governments accountable, and to share their ideas and opinions with others. It also plays an important role in promoting tolerance and understanding in society.

Right to information is the right to access information held by the government or other public bodies. It is a fundamental human right that is essential for transparency,

accountability, and participation in public life. The right to information is enshrined in international law, including the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights. It is also recognised in many regional and national laws.

Responsibilities

Prohibition of incitement to discrimination and violence in international law is enshrined in the International Covenant on Civil and Political Rights and other international human rights instruments. Incitement to violence is any communication that is intended to incite people to commit violence against others. It can be in the form of speech, writing, or images.

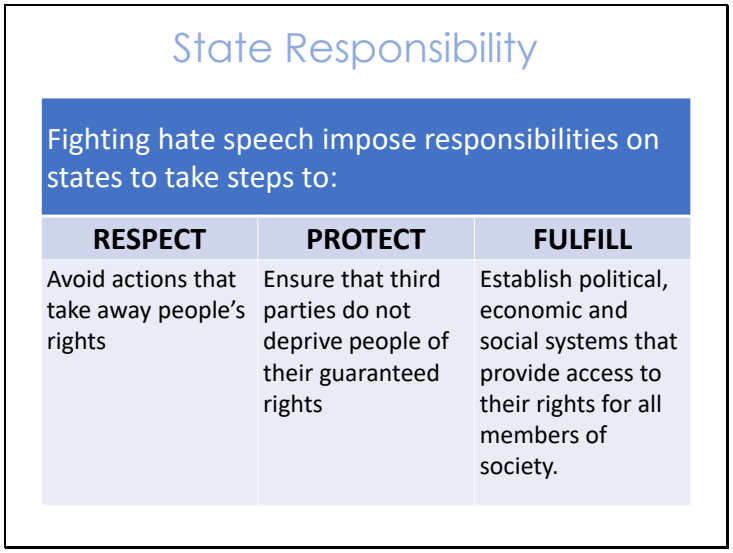
Media and human rights defenders play a vital role in society by providing information and holding the powerful to account. However, they are often targets of violence and harassment. There is a growing recognition in international law of the need to protect media workers, journalists and human rights defenders. This recognition is reflected in the United Nations Plan of Action on the Safety of Journalists and the Media Plan, as well as the work of the Special Rapporteur on the situation of human rights defenders.

Best practices

States have a responsibility and can implement measures to promote and protect the right to freedom of expression, the right to information, and the protection of journalists and other media workers. This responsibility is reflected in international human rights law. States can fulfil their responsibility by:

- Enacting laws that protect freedom of expression, the right to information, and the protection of journalists and other media workers.
- Enforcing these laws effectively.
- Educating the public about these rights and freedoms.
- Creating an environment where freedom of expression, the right to information, and the protection of journalists and other media workers.

Slide 11



Key message. States have obligations and duties under international law to respect, protect and fulfil human rights.

States have a crucial role to play in combating the impacts of hate speech, both concerning their actions and their duty to protect against human rights abuses by third parties, including business enterprises. Addressing the multifaceted phenomenon of hate speech is a complex task. Human rights and freedom of expression standards, developed over time, provide suitable guidance for the challenges raised by disinformation. Some States have even developed new laws to combat the impacts of hateful speech, incitement to violence and disinformation.

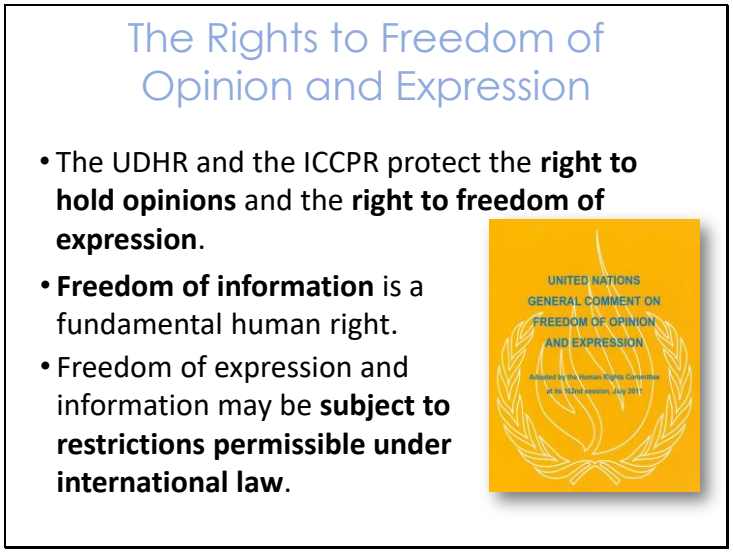
The ***duty to respect*** is a negative obligation. It requires state institutions to refrain from unduly interfering with or curtailing the enjoyment of human rights. State efforts to address the impacts of hate speech should avoid approaches that impose an undue burden on the freedom of expression or are susceptible to politicized implementation. Not all inaccurate information is harmful, and only some harms – such as those that, in fact, implicate public health, electoral processes or national security – may warrant State intervention. Even when there is a legitimate purpose for public interest, the risks inherent in the regulation of expression require a carefully tailored approach that complies with the requirements of legality, necessity, and proportionality under human rights law.

The ***duty to protect*** is an obligation to take reasonable and effective measures to protect individuals and groups against human rights abuses by third parties. It requires state institutions and actors to ensure that third parties do not deprive people of their

guaranteed rights. For instance, Some States have started to explore regulatory tools requiring platforms to increase transparency in their operations rather than moderating the regulation of individual pieces of content to enable more independent auditing of companies' services and operations. Another example is the impact of information operations during and relating to armed conflicts, which is of particular concern. These harmful consequences have prompted calls for States to "take measures to protect the human rights of individuals within their jurisdiction from violation by information operations or activities carried out by other States and non-state actors.

The ***duty to fulfil*** is a positive obligation to take action to facilitate the enjoyment of basic human rights. It is the responsibility of the State to establish political, economic and social systems that provide access to the guaranteed rights for all members of society. Treaty provisions are often general but must be implemented by specific, detailed provisions in national law. States must facilitate the enjoyment of basic human rights by adopting appropriate legislative, administrative, budgetary, judicial, promotional, and other measures.

Slide 12



Key message. The rights to freedom of opinion, freedom of expression, and access to information are fundamental human rights that must be protected. Any measures to counter MDMH must be lawful and comply with international human rights law.

A free and plural public debate is critical for an informed public that is resilient to MDMH. Countering harmful information requires lasting investment in building societal resilience and media and information literacy, thereby empowering individuals to identify, critically analyse and counter MDMH with a view to enabling their full and effective participation in public affairs.

Article 19 of the Universal Declaration of Human Rights and Article 19 (1) of the International Covenant on Civil and Political Rights protect the right to hold opinions without interference. This right includes:

- The right to form one's opinion, to change one's opinion and to develop views by way of reasoning, as well as the right not to express any opinion.
- All forms of opinion are protected, including views of a political, scientific, historical, moral or religious nature.
- Criminalizing the holding of an opinion or harassing, intimidating, stigmatizing, arresting, detaining, putting on trial or imprisoning a person simply for opinions they may hold is incompatible with Article 19 (1).

Article 19 of the Universal Declaration of Human Rights and Article 19 (2) of the Covenant also protect the right to freedom of expression, including the freedom to seek, receive

and impart information and ideas of all kinds, regardless of frontiers, and through any media, either in speech, writing or print, in the form of art, or through any other media of one's choice. The human right to freedom of expression is not limited to favourably received information. Still, it covers ideas and information that may "shock, offend or disturb", irrespective of the truth or falsehood of the content.

The Human Rights Committee has made clear the general prohibition of expressions of erroneous opinions or incorrect interpretations of past events is not permitted under the Covenant.

Linked to freedom of expression, freedom of information is itself a right. The General Assembly has stated: "Freedom of information is a fundamental human right and is the touchstone of all the freedoms to which the United Nations is consecrated." The scope of the right has been held to include "records held by a public body, regardless of the form in which the information is stored, its source and the date of production".

International and regional instruments, including the Declaration of Principles on Freedom of Expression in Africa (section IV) of the African Commission on Human and Peoples' Rights, the Declaration of Principles on Freedom of Expression (principles 3 and 4) of the Inter-American Commission on Human Rights, and the Charter of Fundamental Rights of the European Union (articles 11 and 42), recognize both individuals' rights to access information without discrimination and the corresponding State's obligation to provide them with information in its possession. The Inter-American Court of Human Rights, for its part, has asserted that "a society that is not well informed is not a society that is truly free".

Freedom of expression and access to information can be subject to certain restrictions meeting specific criteria. However, disinformation cannot be prohibited under international human rights law unless it amounts to advocacy of hatred that constitutes incitement to hostility, violence and discrimination. To be lawful, in accordance with article 19 (3) of the Covenant, such restrictions must be provided by law and be necessary for the respect of the rights or reputations of others or the protection of national security or public order (*ordre public*) or of public health or morals.

International law allows States to derogate from certain rights, including freedom of expression, during an emergency "which threatens the life of the nation". While derogation gives a State greater licence to restrict expression, it does not mean that the right can be suspended without limits. Measures under derogation must be time-limited, proportionate and only "to the extent strictly required by the exigencies of the situation". They should not be discriminatory or inconsistent with the State's other international obligations or violate the peremptory norms of international law.

States cannot add additional grounds or restrict expression beyond what is permissible under international law. In order to be lawful, any limitations to freedom of expression that seek to prevent or restrict disinformation must, therefore, comply with the legitimate grounds for restriction listed in Article 19.

Note to the instructor. It is important to highlight that various elements of MDMH are not regulated as specific categories under international human rights law. They are all a form of expression. Only incitement under Article 20(2) is regulated through a prohibition. The rest (MDMH) are, in principle, covered by the right to freedom of expression as guaranteed in Article 19, meaning that any restriction or response to it must comply with the conditions in Article 19(3).

Slide 13

Prohibition of Propaganda for War and Incitement

- Propaganda for war is **prohibited in international law**.
- The Statute of the International Criminal Court (ICC) defines "war propaganda" as inciting publicly to commit violence.
- The ICCPR also requires states to prohibit by law advocacy of national, racial or religious hatred.

Key message. Propaganda for war that incites violence, hatred or discrimination is prohibited by international law.

By monitoring and countering the dissemination of harmful rhetoric that fuels violence and hatred, peacekeeping missions can effectively contribute to building and maintaining peace, fostering stability and protecting human rights in conflict-affected regions.

In fragile environments where many peacekeeping missions operate, monitoring and countering propaganda for war and incitement to violence is crucial for maintaining stability, promoting human rights and upholding peace and security.

The dissemination of propaganda that incites violence or discrimination can exacerbate existing conflicts, hinder peacebuilding efforts, and endanger the safety of both civilians and peacekeeping personnel.

Propaganda for war and incitement is prohibited in international law because it can have many harmful effects, including:

- Inciting violence and hatred.
- Undermining democracy and human rights.
- Manipulating public opinion.
- Causing instability and conflict.

Article 8 of the Statute of the International Criminal Court (ICC) defines the crime of "war propaganda" as "disseminating propaganda to incite directly and publicly to commit acts of violence at a general scale or against any civilian population as part of a plan or policy to commit such acts".

Article 20 (2) of the Covenant requires that propaganda for war or advocacy of national, racial or religious hatred that constitutes incitement to discrimination, hostility or violence be prohibited by law.

Slide 14

Case Study 1: The 1994 Genocide

- The 1994 genocide in Rwanda was a mass slaughter of ethnic Tutsis and moderate Hutus by Hutu extremists in 1994. The genocide was fuelled by hate speech that demonized Tutsis and portrayed them as a threat to the Hutu majority.
- The hate speech campaign against Tutsis incited violence, hostility and discrimination by dehumanising the Tutsis and made the genocide possible.



What can be done to prevent hate speech?

Note to the instructor. The case study should be discussed in group work or in plenary.

Key message. The 1994 Genocide in Rwanda was fuelled by a campaign to incite violence and discrimination.

Background. The genocide was a mass slaughter of ethnic Tutsis and moderate Hutus by Hutu extremists. It was fuelled by a hate speech and propaganda campaign that demonized Tutsis and portrayed them as a threat to the Hutu majority.

Propaganda tactics. The Hutu extremist government used a variety of hate speech tactics to incite violence against Tutsis. These tactics included:

- Radio broadcasts: The government-controlled radio station, Radio Télévision Libre des Mille Collines (RTLM), was used to spread hate speech against Tutsis. RTLM broadcasts frequently referred to Tutsis as "cockroaches" and "snakes" and called for their extermination.
- Newspapers: The government-controlled newspapers also published propaganda against Tutsis. For example, the newspaper Kangura published articles that accused Tutsis of planning to genocide the Hutu people.
- Public rallies: The government organized public rallies where Hutu extremists gave speeches inciting violence against Tutsis. At these rallies, people would often chant slogans such as "Kill the Tutsis!" and "Hutu power!"

Impact of propaganda: The hate speech campaign against Tutsis was highly effective. It created a climate of hatred and fear that made the genocide possible. Many Hutus came to believe that Tutsis were a threat to their existence and that they were justified in killing them.

The role of international law:

International law prohibits the use of propaganda for war to incite violence or hatred. The Statute of the International Criminal Court (ICC) defines the crime of "war propaganda" as inciting directly and publicly to commit acts of violence at a general scale or against any civilian population as part of a plan or policy to commit such acts.

The International Covenant on Civil and Political Rights (ICCPR) requires states to prohibit by law propaganda for war or advocacy of national, racial or religious hatred.

Conclusion: The 1994 genocide is a tragic example of the dangers of propaganda. When propaganda is used to incite violence and hatred, it can have devastating consequences. International law prohibits the use of propaganda for these purposes. Still, it is important to note that these laws are not always enforced.

What can be done to prevent propaganda-fuelled violence?

There are a number of things that can be done to prevent propaganda-fuelled violence. These include:

- Education: It is important to educate the public about the dangers of hate speech and how to identify it.
- Media literacy: People need to be able to evaluate the information they consume critically and to be aware of the biases that may be present in the media.
- Support for independent media: Independent media outlets play an important role in holding governments accountable and providing the public with unbiased information.
- Prosecution of perpetrators: Perpetrators of propaganda for war violence should be held accountable for their actions.

Slide 15



Key message. International Humanitarian Law (IHL) is known as the "law of war" or the "law of armed conflict". The goal is to limit the negative impact of armed conflict and to lessen suffering during war. It applies in times of armed conflict.

"Armed conflict" refers to both international and non-international armed conflicts. International armed conflict involves two or more opposing states. Non-international or internal armed conflict involves one or more states against organized non-state armed groups or conflict between such groups.

Remind participants of the terms "inter-state conflict" and "intra-state conflict". Point out the similarity of these terms with the terms "international armed conflict" and "non-international or internal armed conflict", which are specific to IHL.

IHL protects those who do not engage in hostilities or who are no longer doing so. This includes civilians, the wounded, prisoners, medical personnel and humanitarian workers. It upholds the fundamental rights of civilians, victims and non-combatants in an armed conflict.

IHL also restricts the means and methods of warfare. IHL does not allow the use of certain weapons because they cause undue suffering. An example is incendiary weapons – weapons that cause fire. IHL outlaws certain methods of warfare, such as pretending to be a Red Cross or Red Crescent humanitarian worker to trick enemies.

Rules of IHL bind all parties to a conflict. IHL applies only in armed conflict. It does not cover internal tensions or disturbances such as isolated acts of violence. The law applies when a conflict starts, and then equally to all sides, regardless of who started fighting.

Note to the instructor. It's crucial to emphasize the prohibition of propaganda for war to incite violence or hatred and the dangerous effects of hate speech, as these actions undermine the principles of IHL and can exacerbate conflicts. By adhering to the rules of IHL, all parties to a conflict are bound to respect humanitarian principles, regardless of the circumstances leading to the conflict's initiation.

Slide 16

Information Operations and International Humanitarian Law

- Prohibition of propaganda for war and incitement to commit war crimes.
- Perfidy.
- Threats of violence or attacks to spread terror among civilian populations.
- Publishing images of prisoners of war.
- Undermining humanitarian operations.

Key message. The employment, during military operations, of information-related capabilities to influence views, attitudes, or behaviour of adversaries or civilian populations to achieve strategic or military aims are commonly defined as information operations. IHL does contain a number of rules that limit information operations to protect the life and dignity of persons. These rules are universally agreed upon and bind states and non-state parties to armed conflicts.

During armed conflict, peacekeeping operations have a responsibility to monitor and counter any information operations to protect the life and dignity of individuals, including those that propagate fear, encourage violence, spread disinformation or undermine humanitarian operations. Peacekeeping personnel should collaborate closely with relevant stakeholders, including local communities, humanitarian organisations and other peacekeeping components, to effectively counter harmful information operations and promote respect for human rights and dignity in conflict-affected areas.

Prohibition of propaganda for war and incitement to commit war crimes: International law strictly prohibits the use of propaganda for war (see slide 13) and incitement during armed conflict, as they can have detrimental effects on human rights, peace and security.

Perfidy: The law of perfidy forbids conducting information operations that deceive the enemy into believing they are entitled to, or required to offer, protection under international law governing armed conflict. This deception is specifically prohibited when it intends to betray the enemy's trust.

Threats-of violence or attacks to spread terror among civilian populations: Information operations that encourage violence against civilians, civilian objects or enemy soldiers violate IHL and are prohibited. Parties to armed conflicts must refrain from ordering or encouraging such acts. In addition, acts aimed at spreading fear and terror among civilian populations or armed forces are prohibited under IHL. This includes cyber activities designed to induce terror or displace populations.

Publishing images of prisoners of war: The dissemination of images or information about prisoners of war on digital platforms violates their rights and risks their safety. Such actions are prohibited under IHL to preserve their dignity and protect them from harm.

Undermining humanitarian operations: MDMH campaigns targeting humanitarian organizations undermine their neutrality and impartiality, hindering their ability to provide lifesaving assistance. Such actions violate IHL and endanger the lives of humanitarian workers.

Slide 17

Protecting Journalists and Media Workers



- Attacks on media, journalists and civil society impede and **restrict access to information**.
- **IHRL** safeguards free, independent and pluralistic journalism while **IHL** shields journalists as civilians.
- Propaganda dissemination by journalists **does not** justify targeting them or media facilities.

Key message. Ensuring the safety and freedom of journalists and media workers in conflict settings is crucial for a healthy civic space, upholding the right to freedom of expression and building resilience against harmful information. International human rights law safeguards independent journalism, and international humanitarian law designates journalists as civilians, making their deliberate targeting a war crime.

Peacekeeping missions with mandates to protect civilians must also protect journalists and media workers. Uniformed units must work closely with human rights components, where relevant, to understand how they may support the protection of this group.

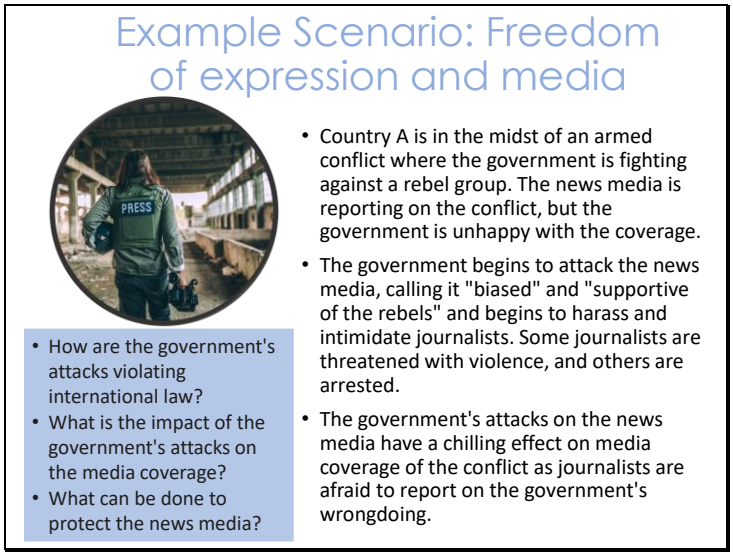
The primary challenge lies not in legal gaps but in the absence of political will and non-compliance by states and other conflicting parties with established international laws protecting journalists.

International human rights law protects the practice of free, independent and pluralistic journalism and the right of journalists to free expression (Article 19 of the Universal Declaration of Human Rights).

International humanitarian law protects journalists as civilians (Article 79 of Additional Protocol I to the Geneva Conventions). The deliberate killing of a journalist is a war crime (Article 8 (2) (a), Rome Statute of the International Criminal Court). The dissemination of propaganda by journalists, even though such activity supports a war effort, does not legitimize the targeting of journalists or media facilities. Journalists or media outlets may

become a legitimate military objective if they participate directly in hostilities or incite war crimes or other international crimes.

Slide 18



Note to the instructor. This example scenario should be discussed in group work or in a plenary.

Key points:

The government's attacks on the news media in this scenario are a violation of international humanitarian law and the International Covenant on Civil and Political Rights (ICCPR). The government is prohibited from targeting journalists or media facilities. In addition, the government should ensure the independent work of the media. It should not prevent journalists from reporting on important issues.

The government's attacks on the news media also have a negative impact on the public's right to information. The public has a right to know what is happening in their country, and the news media plays a vital role in informing the public. When the government attacks the news media, it may prevent the public from exercising their right to information.

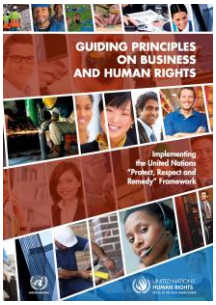
International humanitarian law protects journalists as civilians. This means that governments are prohibited from targeting journalists or media facilities. The dissemination of propaganda by journalists does not legitimize the targeting of journalists or media facilities.

The ICCPR also protects the right to freedom of opinion and expression, including the right to seek, receive and impart information and ideas through any media and,

regardless of frontiers. As highlighted above, the government should ensure the independent work of the media. It should not prevent journalists from reporting on important issues.

Slide 19

Roles and Responsibilities to Addressing Hate Speech



- The Guiding Principles on Business and Human Rights (2011) outline corporate legal standards during conflicts.
- The UN Strategy and Plan of Action on Hate Speech (2019) sets out strategic guidance for the UN to address hate speech at the national and global level

Key message. Even businesses that operate media platforms must uphold human rights standards in operations - social media's role in conflicts can trigger international law obligations. The UN's Strategy on Hate Speech aims to counter growing intolerance, grounded in principles of free expression, shared responsibility, digital literacy and informed action.

As stated in the Guiding Principles on Business and Human Rights, companies have a responsibility to respect internationally recognized human rights and to conduct their operations in ways that avoid causing or contributing to "adverse human rights impacts" and to prevent or mitigate such impacts; adopt policies reflecting their commitment to respect human rights; carry out human rights due diligence; and provide processes for remediation of adverse human rights impacts they cause or to which they contribute.

Social media or telecommunications companies that provide the means to distribute information in a conflict setting may be sufficiently linked to armed conflict to trigger the application of international humanitarian law to their operations. Company personnel may be held liable for serious violations of international humanitarian law amounting to war crimes, either on the basis of direct action or corporate complicity.

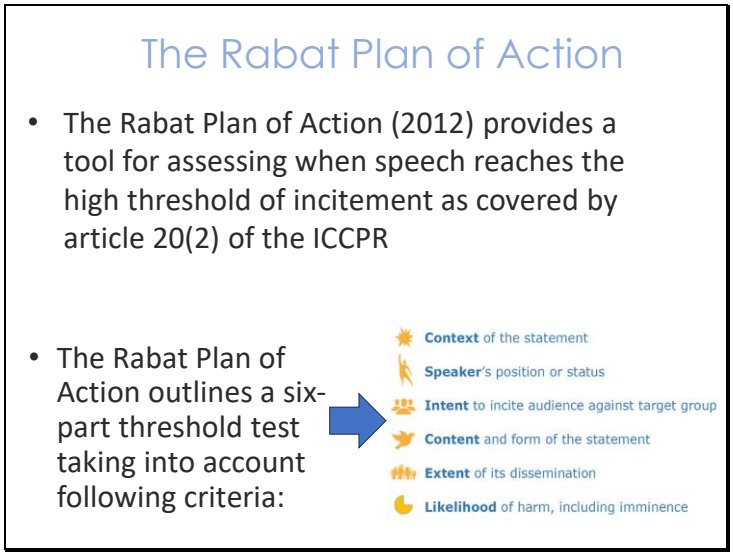
In response to current alarming trends of growing xenophobia, racism and intolerance, violent misogyny, anti-Semitism and anti-Muslim hatred around the world, on 18 June 2019, Secretary-General Antonio Guterres launched the UN Strategy and Plan of Action on The Speech. The strategy recognizes that over the past 75 years, hate speech has

been a precursor to atrocity crimes, including genocide, from Rwanda to Bosnia to Cambodia.

The Strategy and Plan of Action on Hate Speech sets out strategic guidance for the United Nations system to address hate speech at the national and global levels. It also includes ways the United Nations Secretariat can support the work of the United Nations Resident Coordinators in addressing and countering hate speech. Its objectives are twofold: first, to enhance United Nations efforts to address root causes and drivers of hate speech, and second, to enable effective United Nations responses to the impact of hate speech on societies. The Strategy and Plan of Action consists of 13 commitments for action by the United Nations system and is grounded on four key principles:

- The strategy and its implementation are in line with the right to freedom of opinion and expression. The United Nations supports more speech, not less, as the key means to address hate speech;
- Tackling hate speech is the responsibility of all – governments, societies, and the private sector, starting with individual women and men. All are responsible; all must act;
- In the digital age, the United Nations should support a new generation of digital citizens, empowered to recognize, reject and stand up to hate speech;
- We need to know more to act effectively – this calls for coordinated data collection and research, including the root causes, drivers and conditions conducive to hate speech. It also includes ways the UN Secretariat can support the work of the Resident Coordinators in addressing and countering hate speech.

Slide 20



Key message. UN peacekeepers play a critical role in combatting hate speech by understanding and applying the Rabat Plan of Action and threshold test. By actively monitoring, reporting, and protecting threatened groups, peacekeepers contribute by using the threshold test to uphold human rights standards and fostering tolerance and respect in conflict-affected areas.

The Rabat Plan of Action provides a tool that suggests a high threshold for defining restrictions on freedom of expression, incitement to hatred, and the application of Article 20 of the ICCPR. It outlines a six-part threshold test taking into account (1) the social and political **context**, (2) the status of the **speaker**, (3) the **intent** to incite the audience against a target group, (4) the **content** and form of the speech, (5) **extent** of its dissemination and (6) **likelihood** of harm, including imminence.

Applying the threshold test:

- Peacekeepers can utilize the Rabat threshold test to analyze hate speech incidents and determine appropriate responses.
- By considering the broader context and potential harm, peacekeepers can assess the severity of hate speech and take necessary action.

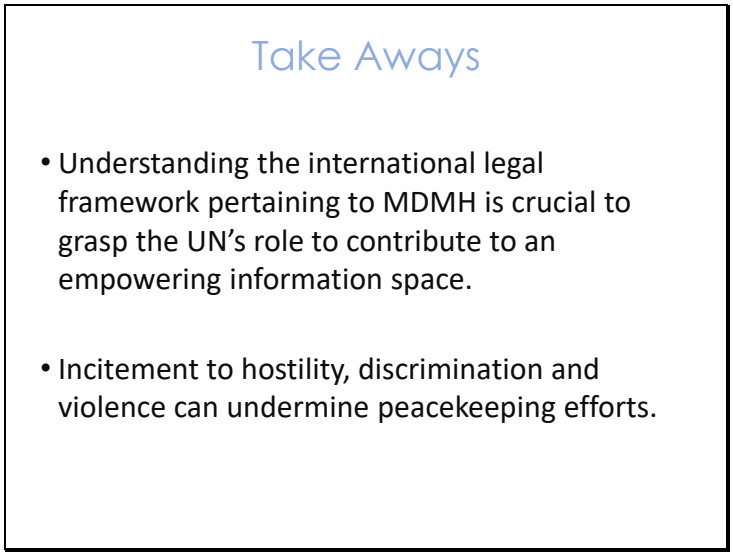
UN peacekeepers' role:

- Monitoring: Peacekeepers should actively monitor and document instances of hate speech in their operational areas.

- Reporting: Prompt reporting of hate speech incidents to relevant authorities or international bodies is essential for addressing the issue effectively.
- Protection: Implementing measures to protect vulnerable groups targeted by hate speech is a priority for peacekeepers.

The Rabat threshold test is a crucial tool for assessing whether specific speech incites discrimination, hostility or violence, which is prohibited.

Slide 21



It is essential to understand that MDMH can have significant repercussions, such as inciting violence, undermining peacekeeping efforts and violating human rights. Comprehending the international legal framework surrounding MDMH is vital for effectively navigating these complex situations.

By exploring relevant legal instruments and principles, we can better address these challenges within UN missions. Upholding human rights standards is paramount for maintaining peace and stability in conflict zones. Respecting and protecting human rights can help mitigate the impact of MDMH and contribute to peaceful resolutions.

Note to the instructor. Highlight these insights, which underscore the importance of understanding legal obligations and navigating MDMH issues within the context of our UN missions.

Lesson
2.2

Legal Framework for Peace Operations – Mission Specific

The Lesson



Starting the Lesson

We will now consider the UN mission specific legislative guidance on MDMH. Understanding and adhering to UN policies and guidelines are crucial for personnel operating in diverse and complex global environments.

Familiarity with these frameworks empowers UN personnel to navigate ethical challenges effectively, contributing to mission success while safeguarding the rights and dignity of all involved.

Note to Instructor. Although participants have been introduced to several DPO policies in Module 1, it is recommended that they have access to the specific policies referenced in this lesson and are given sufficient time to read them beforehand.

Slide 1

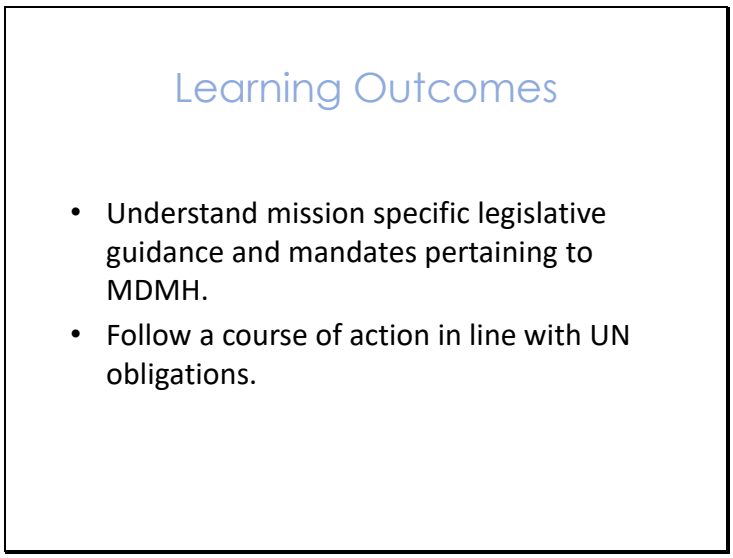


Lesson 2.2 delves into the UN Mission Specific Legislative Guidance regarding MDMH.

Understanding and adhering to UN policies and guidelines are paramount for UN personnel as they operate in diverse and often complex environments worldwide. Compliance with UN policies, legislative guidance, and established protocols is mandatory, and it ensures the integrity and effectiveness of UN missions and upholds the organisation's core values of promoting peace, human rights, and cooperation.

By familiarising themselves with these frameworks, UN personnel can navigate challenging situations ethically and effectively, contributing to the mission's success while safeguarding the rights and dignity of all individuals involved.

Slide 2



This module will delve into the crucial topic of understanding international law obligations related to MDMH and how they guide UN missions and their uniformed personnel. Through this module, you will gain insights into the legal frameworks that govern MDMH issues and learn about the responsibilities of UN personnel in upholding these obligations.

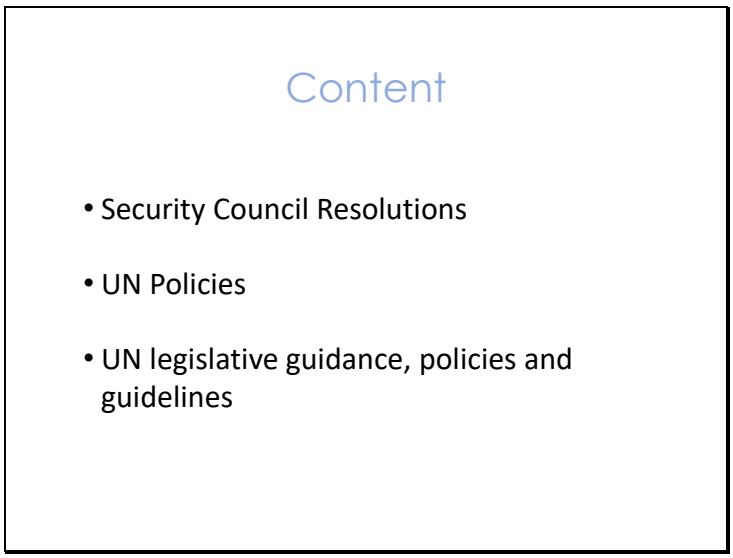
Our learning outcomes include:

Understanding international law obligations: You will explore the key principles and provisions of international law that pertain to MDMH, gaining a comprehensive understanding of the legal framework guiding UN missions and personnel in addressing these challenges.

Applying UN obligations: You will learn how to apply international law obligations in real-world scenarios encountered during UN missions. This includes identifying instances of MDMH and determining the appropriate course of action in accordance with UN mandates and legal requirements.

By the end of this module, you will be equipped with the knowledge and skills necessary to navigate MDMH issues within the context of UN missions, ensuring compliance with international law and UN policies and contributing to the promotion of peace, security, and human rights.

Slide 3



Throughout this course, we will explore the following key topics:

Security Council Resolutions: We will examine the pivotal role of Security Council Resolutions, which provide missions with the necessary tools to combat MDMH effectively.

UN policies: We will delve into the policies and initiatives developed by the UN to combat MDMH. You will learn about the UN's efforts to promote peace, security and human rights through policy interventions aimed at countering MDMH.

UN legislative guidance, policies, and guidelines: You will explore specific legislative guidance, policies, and guidelines established by the UN to address MDMH within peacekeeping operations. Through case studies and practical examples, you will learn how to apply these frameworks in scenarios encountered during UN missions.

Slide 4

Security Council Resolutions

- The Security Council Resolution is the legal basis for the deployment of any mission.
- Outlines tasks and responsibilities that the Council expects the mission to accomplish.



Key message. Every peacekeeping operation begins with the Security Council adopting a resolution that establishes the mission. The Council will seek to establish a mission with the consent of the Host State to its deployment. Depending on the mission's mandate and role, it will also want the consent of the other parties concerned about the conflict.

The Security Council resolution sets out the mandate of the mission, i.e. the tasks assigned to it, including any explicit authorisation to use force. Mandates, or tasks, differ from mission to mission. The range of mandated tasks outlined in a mandate differs between peace operations based on the conflict environment, the challenges on the ground and other factors. Security Council mandates may also set cross-cutting thematic tasks for all missions. For example, MONUSCO (SCR 2666, December 2022): **"**…prevent escalation of violence and to counter hate speech, disinformation and misinformation."

The Security Council resolution that authorizes the deployment of a peace operation also establishes the maximum strength of the mission's uniformed components (military and police). The Security Council mandate is typically established for a fixed period (usually one year), after which the Council has to renew it. At this stage, the Council will also review the authorized strength of a mission and make adjustments to strength and mandate, as deemed necessary.

Almost always, before establishing a peacekeeping operation, the Security Council requests the Secretary-General to prepare a report setting out the functions, tasks and parameters of the proposed operation. The Security Council then considers the Secretary-General's report before it adopts a resolution.

Note to the instructor. The establishment of every peacekeeping mission begins with a Security Council resolution, emphasizing its pivotal role in outlining mandates and securing consent from the Host State for deployment. While the importance of Security Council resolutions is well-covered in existing training materials such as Core Pre-Deployment Training Materials (CPTM) and Specialized Training Materials (STM) for uniformed personnel, it is important to remind learners about the cross-cutting nature of thematic resolutions, which provide missions with the necessary tools to combat MDMH effectively.

Slide 5

Applicable UN Resolutions

- General Assembly Resolution 78/80 (December 2023)
- Security Council Resolution 2686 (June 2023)
- Report of the Special Committee on Peace Operations A/77/19 (March 2023)
- General Assembly Resolution 76/274 (July 2022)

Key message. The United Nations General Assembly and Security Council have recognized the increasing threat of MDMH to peacekeeping operations. They have called on the Secretary-General to take steps to address this problem, including by establishing a framework to counter disinformation and misinformation and by monitoring hate speech and extremism.

- **General Assembly Resolution 78/80 (December 2023)**

The Resolution expresses concern about the harmful impact of disinformation, particularly online, which can manipulate information, violate human rights like privacy and freedom of expression and incite discrimination or violence. It highlights the crucial role of journalists and media professionals in combating this issue. It condemns state-sponsored information manipulation aimed at threatening peace.

The Resolution emphasizes the global problem of misinformation. It stresses the importance of spreading accurate, timely and evidence-based information in multiple languages. It insists that responses to disinformation must align with international human rights laws and emphasised the importance of independent and diverse media. The Resolution also welcomes the Secretary-General's efforts to address disinformation and his proposal for a global code of conduct to uphold integrity in public information.

- **Security Council Resolution 2686 (June 2023)**

The Resolution *urges* States and international and regional organisations to publicly condemn violence, hate speech and extremism motivated by discrimination, including

on the grounds of race, ethnicity, gender, religion or language, in a manner consistent with applicable international law, including the right to freedom of expression;

It *encourages* all relevant stakeholders, including religious and community leaders, media entities and social media platforms, as well as persons who may have credibility and influence within communities, to speak out against hate speech and to develop and share good practices to promote tolerance and peaceful coexistence, and to address, in a manner consistent with applicable international law, hate speech and extremism that leads to or exacerbates armed conflict and impedes durable peace and reconciliation;

It *requests* United Nations peacekeeping and special political missions, within their respective mandates, to monitor hate speech, racism and acts of extremism that negatively affect peace and security and to include reporting on these issues in their regular reporting to the Council;

- **Report of the Special Committee on Peace Operations A/77/19**

In 2023, the General Assembly's Special Committee on Peacekeeping Operations (C34) requested that the Secretariat: "monitor and report on instances of misinformation and disinformation and to share this information with all relevant stakeholders"; and "that adequate resources and expertise be provided to peacekeeping operations to identify, monitor, analyse, respond to and counter misinformation and disinformation," and that the Secretariat "work with national authorities in this regard, as appropriate."

- **General Assembly Resolution 76/274**

The Resolution *emphasizes* the importance of the efficient use of strategic communications and the distribution of accurate content by peacekeeping missions, which helps to build trust with local communities, manage expectations among relevant stakeholders and contribute to countering disinformation and misinformation that might impede the ability of the missions to implement their mandates.

It *notes with concern* the increasing amount of misinformation and disinformation directed against United Nations peacekeeping missions that it can have a negative impact on mandate implementation, imperil the safety and security of mission personnel and erode public trust in United Nations peacekeeping operations, emphasizes the critical importance of strategic communications and the prioritization of countering disinformation and misinformation and the distribution of accurate content to the performance of peacekeeping operations, requests the Secretary-General, in consultation with Member States and other relevant stakeholders, to establish a framework to address this problem, and requests the Secretary-General, in implementing mission strategic communication objectives, to take all appropriate steps to track sources of disinformation and misinformation, to analyse trends and to mitigate any negative impacts on mission mandate or personnel.

Slide 6

Mission Mandates

The Security Council has mandated individual peacekeeping missions to action to monitor, report and counter misinformation and disinformation:

- **MINUSCA** - Security Council Resolution 2659 (2022)
- **UNIFIL** - Security Council Resolution 2650 (2022)
- **MONUSCO** - Security Council Resolution 2666 (2022)



Key message. The Security Council underscores the critical role of strategic communication in peacekeeping missions. By mandating MINUSCA, UNIFIL and MONUSCO to counter misinformation, disinformation, and hate speech, it reaffirms the importance of accurate information in maintaining peace and protecting the missions from mis-and-disinformation.

Mission mandates serve as a call to action for all peacekeeping missions to prioritise communication and counteract harmful narratives. Globally, missions have put more effort into countering disinformation. On this front, missions have developed communication strategies to enhance understanding of the roles, responsibilities and capacities and to address the challenges of mis-and disinformation (see C34 reports).

MINUSCA: As per Security Council Resolution 2659 (2022), MINUSCA has been tasked with improving the strategic communication of the mission and countering disinformation and misinformation.

UNIFIL**:** According to Security Council Resolution 2650 (2022), UNIFIL has been requested to enhance the external communication of the mission and counter disinformation and misinformation.

MONUSCO**:** Under its Protection of Civilians (PoC) mandate, MONUSCO has been requested by Security Council Resolution 2666 (2022) to prevent the escalation of violence and counter hate speech, disinformation and misinformation.

These mandates highlight the importance of communication in peacekeeping missions and help counter false narratives about the work of UN missions.

References to mis/disinformation are also included in two chapters of the 2024 C34 Report – protection of civilians and safety and security, noting the references to a 'whole of mission' approach and the need for dedicated capacity particularly.

Slide 7



Key message. UN peacekeeping operations are subject to a variety of policies, guidelines, and SOPs that aim to guide peacekeeping personnel in countering mis/disinformation and hate speech, protecting human rights, and promoting international humanitarian law.

Compliance with these policies and guidelines is mandatory for all peacekeepers.

They provide a comprehensive framework for UN peacekeepers to operate in a manner that respects international law, human rights and dignity and upholds the rule of law.

By adhering to these policies, UN peacekeepers play a critical role in fulfilling peacekeeping mandates effectively and legitimately, in line with international law and the United Nations policies based on it.

Note: In addition to the documents provided, instructors should refer to the following:

- **Guidelines:** Actions to Anticipate and Mitigate Mis/Dis/Malinformation and Hate Speech Risks Targeting UN Peacekeeping Operations
- **Standard Operating Procedure:** Operational Security in Monitoring and Analysis of the Digital Information Environment

Slide 8

Policy on Information Integrity in Peacekeeping Settings

- **Developed** in response to the grave and growing challenge to information integrity.
- **Sets out** the approach, parameters, methods and processes to strengthen information integrity and tackle MDMH.
- **Responds** to and is grounded in GA and Security Council guidance.

Key message. The Policy on Information Integrity in Peacekeeping Settings supports missions to confront MDMH. Aligned with global directives, it mandates proactive measures to monitor, analyse and respond, safeguarding the integrity of information. This policy should guide operational planning and decision-making.

The policy responds to the serious implications of false information, which weakens peacekeeping consent, hinders mandate implementation, jeopardizes peacekeeper safety and fuels divisions in host countries.

The policy is grounded in General Assembly and Security Council resolutions and guidance.

- 2022 General Assembly request for a framework to address misinformation and disinformation.
- 2023 Special Committee on Peacekeeping Operations (C34) call for monitoring, reporting, and countering MDMH.
- Resolution 2686 (2023) requests the monitoring of hate speech, racism, and extremism by UN peacekeeping operations.

At an operations level, the policy sets out a system to monitor, analyse, respond to, and evaluate actions to tackle MDMH. It explains the principles that govern actions taken by peacekeeping operations and Headquarters. It is aimed at peacekeeping practitioners at all levels in the field and headquarters, particularly those involved in monitoring, analysis, response, and evaluation.

Slide 9



Key message. The Policy on Human Rights in Peace Operations holds significant relevance for peacekeeping personnel tasked with countering and addressing MDMH. This policy establishes specific responsibilities for peacekeepers regarding violations of human rights and international humanitarian law, emphasizing proactive measures to identify and address concerns. Given that MDMH can incite violence, undermine peacekeeping efforts, and violate human rights, peacekeepers must be vigilant in their efforts to uphold human rights principles while combating such harmful information.

The policy's provisions, such as reaching out to all sectors of society irrespective of gender or social background, prompt reporting and information-sharing mechanisms, confidentiality maintenance and prompt referral systems for victims, provide a framework for effectively addressing MDMH within peacekeeping missions. Therefore, familiarity with and adherence to the policy are essential for peacekeeping personnel to effectively counter and address MDMH while upholding human rights standards and promoting peace and stability.

UN Peacekeepers should be proactive in i**dentifying** concerns, including reaching out to all sectors of society, irrespective of gender, social background, or level of education. UN peacekeepers have male and female personnel to ensure a broad reach out.

Uniformed personnel must promptly **record** and share with the human rights component all allegations of violations they receive or observe for follow-up. Formal mechanisms such as standard operating procedures must be established to facilitate such information-sharing. Generally, mission procedures will allow to sharing of information promptly with

other components at the level of specific sectors or team sites to ensure that information moves quickly and is not lost in the chain of command.

Peacekeepers must also **report** to the chain of command, human rights component, and protection of civilians coordinator based on mission SOPs.

Respect for the principle of **confidentiality** must always be maintained. In particular, the names of victims and witnesses should not be included in reports with broader circulation.

Based on established referral systems, they must also promptly **refer victims** to providers of medical assistance, psychosocial support and protection.

Peacekeepers must promptly make appropriate **interventions to protect civilians from further harm.** In some cases, an ad hoc intervention, e.g., by raising an urgent concern with the party concerned, may be appropriate. In any case, the mission's protection of civilians coordination structures must be alerted so they can initiate a concerted mission intervention.

Lastly, Peacekeepers should continue to **follow** the situation and make necessary interventions as appropriate.

Slide 10



Key message. The UN DPO Strategic Communications and Public Information policy is a valuable tool in the fight against MDMH. By implementing the policy, peacekeeping operations can help protect themselves from the harmful effects of these phenomena and can continue to implement their mandates effectively.

The UN DPO Strategic Communications and Public Information policy is a vital tool in the fight against MDMH. The policy sets a common standard for how peacekeeping operations approach and manage strategic communications and public information. It clarifies the role, purpose, and objectives of strategic communications and public information, and it defines roles and responsibilities that facilitate a cohesive and complementary approach to communications across UN peacekeeping operations.

The policy also recognizes the importance of strategic communications in fostering political and public support for peacekeeping operations. By strengthening the ability of peacekeeping operations to communicate effectively with local communities, the policy can help to build trust and understanding and to counter the spread of mis/disinformation and hate speech.

Specifically, the policy can help to fight MDMH by:

- Providing a framework for peacekeeping operations to develop and implement strategic communications campaigns that are tailored to the specific challenges they face.

- Encouraging peacekeeping operations to work with local communities to build trust and understanding.
- Promoting the use of fact-checking and other techniques to identify and debunk mis/disinformation.
- Encouraging peacekeeping operations to work with social media platforms to combat the spread of hate speech.

Note to the instructor. This policy has already been introduced in Module 1. Use this slide to confirm the participant's understanding of the policy.

Slide 11

Case Study 1: Countering MDMH



In Utopia where the multidimensional peacekeeping operation UNAMU operates, a rumour begins to spread that peacekeepers are collaborating with one of the warring factions. This rumor quickly spreads on social media, fueling tensions and is threatening to undermine the work of the mission.

What is the appropriate action for UNAMU in accordance with UN policies?

Note to the instructor. This case study should be discussed in group work or in a plenary.

Key points: In line with relevant UN policies, the mission should design a host of measures to respond to the rumour that has been spreading about the mission:

- The mission should identify the potential impact on peacekeeping efforts and affected civilians.
- The mission should engage with local communities and relevant stakeholders, such as local media, to understand the source of the rumours that target the mission and discuss measures to counter the false information. This would include implementing measures to monitor social media and other sources of information (in line with peacekeeping-intelligence (PKI) legal limits, as established or reaffirmed by the DPO Peacekeeping-Intelligence Policy). The mission with local actors and stakeholders could then develop a response plan to address the false rumours and provide accurate information to the local population.

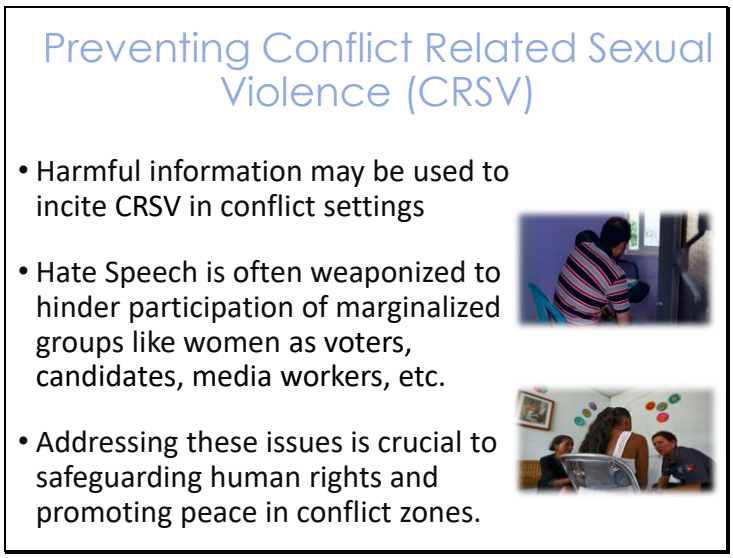
Points 1 and 2 are approaches outlined in the DPO Policy on Strategic Communications and Policy on Information Integrity to limit the spread of false or misleading information.

- The military and police components of the mission should strengthen coordination with different civilian components, including political affairs, human rights and civil affairs as well as humanitarian actors, with the support of local authorities to address the spread of false information against the mission. This would enable a multifaceted response plan that involves international and local actors.

- Any measures taken by the mission should take into account PoC considerations to limit any harm vulnerable populations may encounter while the mission is attempting to respond to false information. For example, any protest against the mission in response to the spread of the rumour may negatively affect the local population, especially should the local authorities restrict the right to freedom of assembly and association of the local population. The mission should, therefore, monitor and report the development of the situation and take appropriate action in line with its obligations under the Policy on Human Rights in Peace Operations.

Note to the instructor. Participants must develop a comprehensive response to this situation, which integrates transparency, accountability, engagement with stakeholders, and protection of civilians and is in line with UN policies or relevant guidelines and SOPs that have been outlined in this lesson.

Slide 12



Key message. Information campaigns to incite violence and hate speech can have a devastating impact on victims and survivors of CRSV. It is important to take steps to prevent and respond to CRSV in the context of hate speech.

Incitement to violence and hate speech can amplify conflict-related sexual violence (CRSV) in a number of ways:

- Perpetrators can desensitize the public to this crime and make it more difficult for victims to come forward.
- By targeting and intimidating women and girls with harmful information, campaigns and hate speech can create a climate of fear and silence that makes it easier for perpetrators to commit CRSV.
- By inciting violence against women and girls, MDMH can lead to an increase in CRSV.

In light of these challenges, peacekeeping personnel have a crucial role to play in mitigating the impact of incitement to violence and hate speech on CRSV. First and foremost, they are obligated to uphold human rights principles and protect vulnerable populations, including women and girls, from all forms of violence and discrimination. This involves actively monitoring and addressing instances of hate speech and misinformation that perpetuate harmful stereotypes and contribute to the normalization of violence.

Furthermore, peacekeepers must engage with local communities to build trust and encourage victims to come forward, ensuring that they have access to necessary support services and justice mechanisms.

By taking these proactive measures to counter incitement to violence and hate speech, peacekeeping personnel can contribute to the prevention and reduction of CRSV.

Slide 13

Case Study 2: CRSV and MDMH



Describe what measures the peacekeeping operation should take to address this situation

A warring faction **systematically targeted women and girls** in a remote village, subjecting them to brutal acts of sexual violence. As news of the assaults emerged, social media platforms were **flooded with rumours and fabricated information** accusing victims of collaborating with perpetrators. **Hate speech directed at the victims quickly spread** on social media, further traumatizing them and making it even more difficult to seek justice.

Note to the instructor. The case study should be discussed in group work or in plenary.

In addition to providing physical protection to victims of conflict-related sexual violence to prioritize their safety and well-being, the mission could, in line with its strategic communication responsibilities outlined in its mandate, actively address MDMH. By leveraging its communication channels and engagement strategies, the mission can disseminate accurate information, debunk false narratives and promote reconciliation and peacebuilding by:

- Establishing a dedicated communication channel to counteract false information and rumours circulating on social media and offline. Disseminating accurate and verified information about the situation, emphasizing the criminal nature of the acts committed against women and girls. Countering MDMH with clear, factual updates to prevent the spread of false narratives that blame the victims.
- Conducting outreach programmes to engage with the affected community and address concerns. Hold town hall meetings involving community leaders and establish a platform for open dialogue.
- Educating the community about the criminal nature of sexual violence and the importance of supporting survivors.
- Encouraging empathy and solidarity instead of perpetuating blame and stigma.
- Engaging with social media platforms to promptly identify and remove hate speech, false information and content that contributes to the stigmatization of the victims. Requesting these platforms to strengthen their content moderation mechanisms and provide timely reports on the actions taken.

Slide 14



Key message. UN missions may acquire, analyse and share peacekeeping-intelligence (PKI), subject to strict limits that emanate from international law or UN policy. Gathering and sharing United Nations PKI is subject to legal limits. Some limits follow directly from international human rights law. Others are established by the Peacekeeping-Intelligence Policy to protect the independence and impartiality of our missions.

Clandestine activities are outside the boundaries of PKI. They shall not be undertaken because they undermine the reputation of the mission and may place our personnel at risk. UN policy defines clandestine activities as "the acquisition of information or intelligence conducted in such a way as to assure secrecy or concealment of the activities because they are illicit or are inconsistent with the legal framework, principles, policies and mandates of United Nations peacekeeping operations". For example, UN staff must never infiltrate online forums or social media groups where hate speech and extremist ideologies are propagated to gather PKI on individuals or groups involved in spreading MDMH.

However, the limitation to non-clandestine means does not require the mission to reveal its methods and sources to the host state or others. On the contrary, all mission personnel are required to apply particular care and not expose any sources or potential sources of information to harm. This will often mean that all contact with a source (and materials and information gained from the source) must remain confidential so as not to expose the source to reprisals or intimidation. The identity of the source must also remain confidential.

UN PKI activities must be fully autonomous from and independent in all aspects of any national intelligence system or other operations and will maintain their exclusively international character. The mission's independence and perceived impartiality may be compromised if the mission is seen as being an intelligence arm of the host government or third states. Information may be shared with other state authorities, but it is subject to conditions and limits of international human rights law and the HRDDP that we covered in the slides.

Slide 15

Case Study 3: Responding to the mis- and disinformation

The peacekeeping mission in Utopia began to notice a rise in misinformation and disinformation being spread about the work of the mission. This information was often targeting peacekeepers and national staff and was intended to make them feel unsafe.

JMAC/JOC began to monitor the situation, and quickly identified a number of sources of the mis and disinformation.

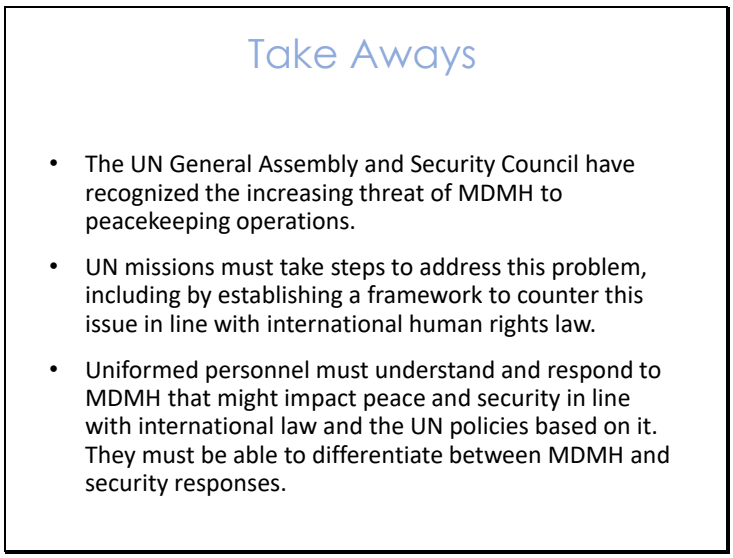


What legal limits will the mission have to adhere to while monitoring the situation?

Note to the instructor. The case study should be discussed in group work or in a plenary. The mission must adhere to the following principles:

- Full respect for human rights and international law: The mission ensured that all PKI activities were conducted in accordance with international human rights standards and international law as outlined in the DPO Peacekeeping-Intelligence Policy. This also included respecting the right to privacy and freedom of expression.
- No clandestine activities: The mission did not engage in covert operations. All activities were transparent and in line with applicable UN policies and the host country agreement. Clandestine activities would undermine the reputation of the mission and may place our personnel at risk.
- No exposure of sources to harm: The mission took measures to protect the identity of sources and ensured their safety was not compromised.
- No payment or incentives to sources: The mission did not offer any form of payment or incentives to sources. Information was obtained voluntarily and ethically.
- Cooperation with states is subject to conditions: The mission cooperates with the host state, but only under conditions that respect the mandate and the principles of the UN.

Slide 17



Acknowledging the growing threat posed by MDMH, the UN General Assembly and Security Council have called for concerted action to address these phenomena in the contexts where peacekeeping operations are deployed. UN missions must establish robust frameworks to counter these challenges effectively. Uniformed personnel must possess a thorough understanding of the international legal framework and adhere to UN policies to effectively confront instances of MDMH that threaten peace and security.

By prioritising these efforts, UN missions can better uphold their mandate to promote peace, protect human rights, and foster stability in conflict-affected regions.

Note to the instructor. Please share your impressions of the knowledge gained during this module with participants. Also, share your findings with other instructors so that they can adapt their presentations accordingly.

Legal Framework

A few concluding points are worth reiterating at the conclusion of Module 2:

- The UN General Assembly and Security Council have acknowledged the increasing threat of MDMH to peacekeeping operations.
- Understanding the international legal framework related to MDMH is crucial to grasp the UN's role in making sure information is used positively.
- Incitement to hostility, discrimination and violence can undermine peacekeeping efforts.
- UN missions must take steps to address this issue, including establishing a framework to counter MDMH in accordance with international human rights law.
- Uniformed personnel must be equipped to recognise and respond to MDMH, which could jeopardize peace and security in accordance with international law and UN policies.
- The DPO policies on information integrity in peacekeeping settings, strategic communications, and peacekeeping-intelligence are a good start for reviewing the UN MDMH legal framework.

Module 3

Operational Framework for Addressing MDMH

Module 3 at a Glance

Overview

Module 3 will consider the intricate dynamics of the information terrain within both the unit's area of operations and the broader mission area. Participants will receive practical guidance and tools for conducting real-time monitoring and analysis of MDMH, enabling them to distinguish between credible and misleading content effectively.

Moreover, the module will address the inherent risks associated with MDMH dissemination and provides comprehensive strategies for assessing the impact of harmful narratives and effectively managing them. Additionally, emphasis is placed on the seamless integration of MDMH-related tasks into unit plans, ensuring coordinated responses alongside routine operations.

The module concludes with an emphasis on the importance of continuous evaluation, empowering participants to assess the efficacy of their plans and adapt tactics to counter evolving MDMH threats effectively.

Lesson

3.1

Introduction to Tactical Planning Considerations

The Lesson



Starting the Lesson

This lesson will introduce participants to the tactical planning considerations for addressing MDMH-caused threats. Each consideration will be addressed in more detail in subsequent lessons.

Notes to instructor: Lesson 3.1 is an introduction to Module 3 lessons. You might decide it is not needed depending on the knowledge and skills of the participants.

You should align the tactical planning considerations highlighted in this module to the participant's national planning and peacekeeping-intelligence processes to aid learning.

Slide 1



Module3
Operational Framework for addressing MDMH

Module 3 aims to provide participants with a series of tactical analytical and planning considerations necessary to address MDMH threats.

The intent is not to go through the intricacies of a PKI and planning process, but instead introduce participants to certain considerations that they should incorporate into their own national processes.

It is important to note that units will not conduct planning in isolation from the wider mission. A unit's higher HQ will provide it with direction on how to conduct operations, including against MDMH threats. Units must use this direction to formulate their own plans.

Slide 2

Module 3 Content

- Lesson 3.1 - Introduction to planning considerations.
- Lesson 3.2 - Understanding the information terrain.
- Lesson 3.3 - Monitoring, analysing and reporting MDMH.
- Lesson 3.4 - Risk management.
- Lesson 3.5 - Incorporating and sequencing counter-MDMH activities into unit plans.
- Lesson 3.6 - Developing communications content.
- Lesson 3.7 - Evaluating counter-MDMH efforts.

Key message. Using in-place analytical and planning tools, participants will learn to identify potential MDMH threats and develop proactive and reactive plans to mitigate the impact of such activities.

Module 3 emphasises understanding the intricacies of the information terrain in a unit's area of responsibility and wider mission area, including the channels through which MDMH spreads and the motives behind such activities. Participants will be provided with practical tools for real-time monitoring and analysis of MDMH, enabling them to differentiate between credible and misleading content. We will then address the inherent risks associated with MDMH and guide participants in assessing the impact of harmful narratives and how best to manage them. Additionally, the module focuses on the integration of tasks into unit plans that address MDMH threats, emphasising coordinated responses alongside routine operations. The module concludes by highlighting the importance of continuous evaluation, enabling participants to assess the effectiveness of plans and adapt tactics to evolving MDMH threats.

Slide 3



Lesson 3.1
Introduction to Tactical Planning Considerations

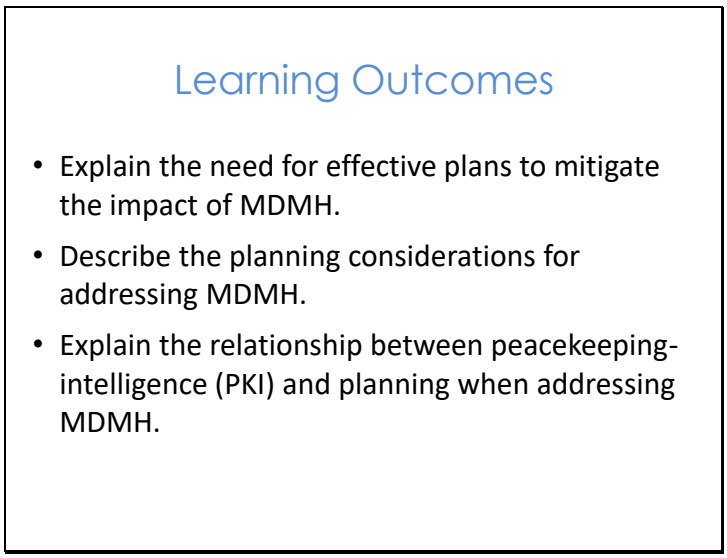
This lesson will introduce you to the tactical planning considerations for addressing MDMH. Each planning consideration will be addressed in more detail in subsequent lessons.

Notes to instructor

Lesson 3.1 is an introduction to Module 3 lessons. You might decide it is not needed depending on the knowledge and skills of the participants.

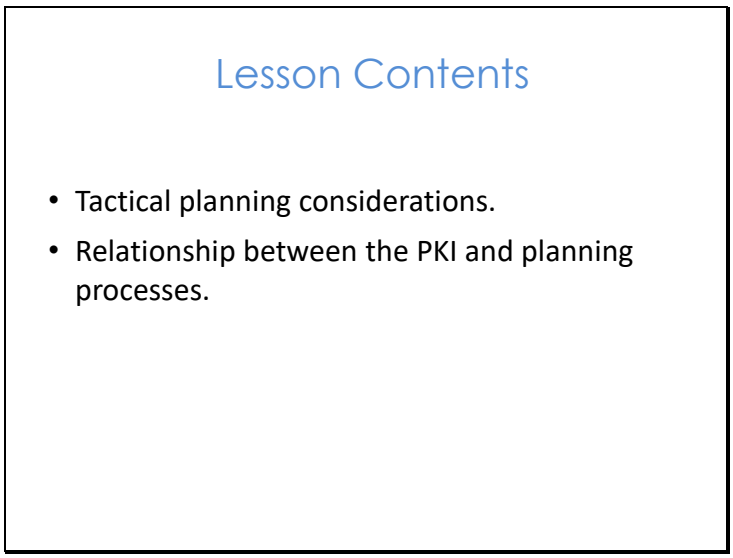
You should align the tactical planning considerations highlighted in this module to the participant's national planning processes to aid learning.

Slide 4



This lesson is based on the following learning outcomes and provides context for Module 3 lessons.

Slide 5



This lesson will cover the following topics.

Slide 6



Key message. Units must actively plan to counter MDMH threats. Failure to plan for these threats may result in a continuous requirement for crisis management.

Planning against MDMH threats is critical for many reasons. Here are three:

- First, planning at the unit level enables early detection, targeted communication and effective measures to minimise the impact of MDMH threats.
- Second, well-structured plans ensure the efficient allocation of resources, maximising the impact of countering MDMH threats while ensuring activities are synchronised with other tasks.
- And finally, planning aligns unit tasks with wider mission objectives to promote proactive measures to prevent the impact of MDMH across a mission area.

Slide 7

Tactical Panning Considerations

- Conduct threat-based (PKI-led) operations.
- Gain insight into the information terrain.
- Manage risks that arise from MDMH threats.
- Consider proactive and reactive activities.
- Synchronise counter-MDMH activities into routine operations.
- Constantly enhance and refine plans to manage MDMH threats.

Key message. MDMH effects must be considered as part of routine unit planning and decision-making processes.

Listed here are the key considerations that need to be taken into account when planning to address MDMH threats. Including these considerations into your unit planning / decision-making processes will ensure that all operations consider the potential MDMH threats that could impact a unit's ability to complete its mission and tasks.

Make sure the unit has a planning team with diverse skills in PKI, strategic communications, community engagement and local understanding. A planning team's ability to consider information from different perspectives is crucial for an effective plan.

Military and police units must approach MDMH threats in the same way as they do other threats, through PKI-led or threat-based operations.

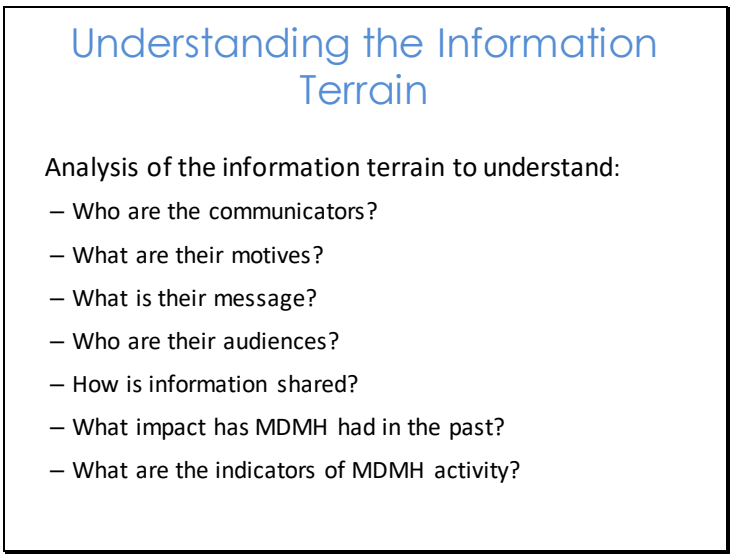
Base your plan on a comprehensive understanding of the information terrain. Knowing the types of MDMH threats and how information flows across your area of operations will help to ensure responses are timely and relevant. Establish the impact of false narratives – do not assume that all MDMH poses a threat to unit operations. You need to analyse MDMH to determine the threat against your unit and then manage the risk accordingly.

Focus your efforts on proactive over reactive activities. Anticipate threats and protect audiences against false narratives, all as part of a coordinated and synchronised plan. Consult DPO's Guidelines on Actions to Anticipate and Mitigate MDMH Risks Targeting

UN Peacekeeping Operations. Continuous learning is vital. Establish feedback loops within your unit, learn from successes and challenges and adapt your plans accordingly.

By integrating these considerations, you bolster your capacity to counter MDMH threats effectively. We will now look at where and how you might introduce these considerations into the PKI and planning processes. You will then hear more about each consideration in subsequent lessons.

Slide 8



Key message. Understanding the information terrain will provide commanders and their staff with insight into how information is used across the operating environment to influence the population and other audiences, leading to more effective unit planning.

The aim of monitoring and analysing the operating environment, as part of the planning process, is to determine the impact various factors have on a unit's area of operations and the mission. We will focus on the information terrain in these training materials, in other words, where humans interact, and share information and how their attitudes and perspectives are influenced. This analysis is conducted as part of a unit's analysis of the operating environment and should benefit from PKI passed down from higher HQs.

Understanding the dynamics of information dissemination (its origins, channels, recipients and motivations) is of paramount significance in countering MDMH threats. Armed with a comprehensive grasp of how information is shared, units can implement focused plans to counteract false and deceptive narratives.

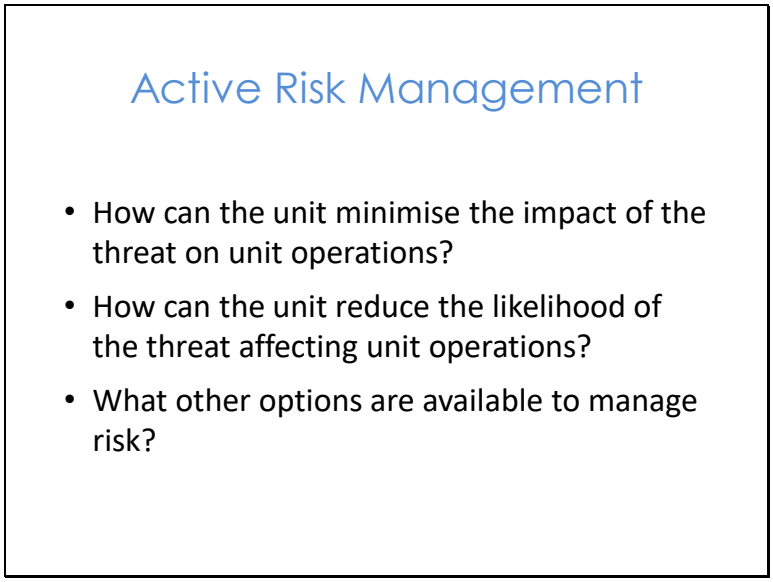
By deciphering the channels used to spread MDMH, such as the use of social media or traditional news outlets, uniformed forces can proactively thwart these tactics. The identification of an intended audience is equally crucial; armed with this knowledge, units can engage directly with an audience, providing accurate information to counter or mitigate the impact of false and harmful narratives.

Moreover, delving into the motivations behind disseminating false and harmful information is fundamental. Understanding the underlying motives, whether to stir

discord, manipulate public opinion or achieve other objectives, empowers UN forces to devise focused countermeasures. This level of insight is akin to understanding an adversary's tactics, enabling a more sophisticated and targeted response.

In essence, a comprehensive understanding of the information terrain equips the mission and its uniformed components with the PKI needed to navigate and mitigate the threats posed by MDMH, contributing to a more resilient and informed defence against false narratives.

Slide 9



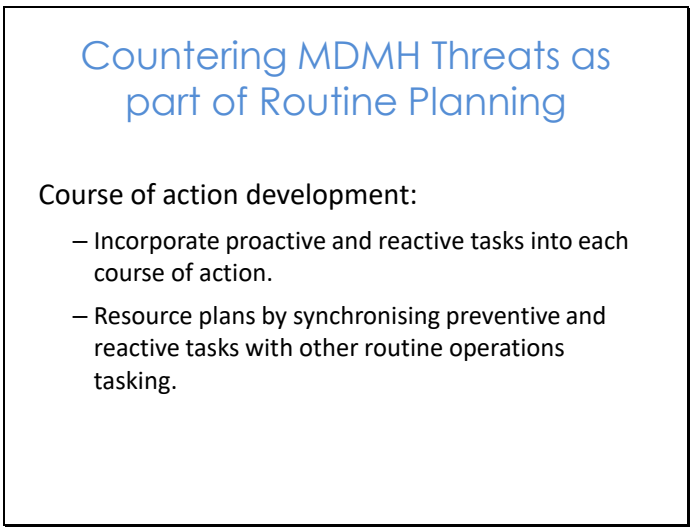
Key message. MDMH risks must be identified and managed as part of a unit's planning / decision-making process.

Risk analysis is an integral component of the planning process, typically occurring during mission analysis and informed by insights derived from the analysis of the operating environment. In the context of peacekeeping missions, risk analysis plays a crucial role in systematically evaluating potential threats, vulnerabilities and uncertainties, including those that stem from MDMH. This analysis necessitates unit staff to conduct a comprehensive assessment of the potential impact of MDMH on a unit's ability to conduct operations and protect its personnel.

By thoroughly assessing the impact and likelihood of potential MDMH threats, units can effectively prioritise risks and manage them accordingly. This includes MDMH threats that might be present in one part of a mission area but not yet in a unit's area of operations or the impact of a harmful narrative within a unit's operating area.

The overarching objective of this process is to inform the development of courses of action and facilitate the efficient allocation of resources to manage risks caused by MDMH.

Slide 10



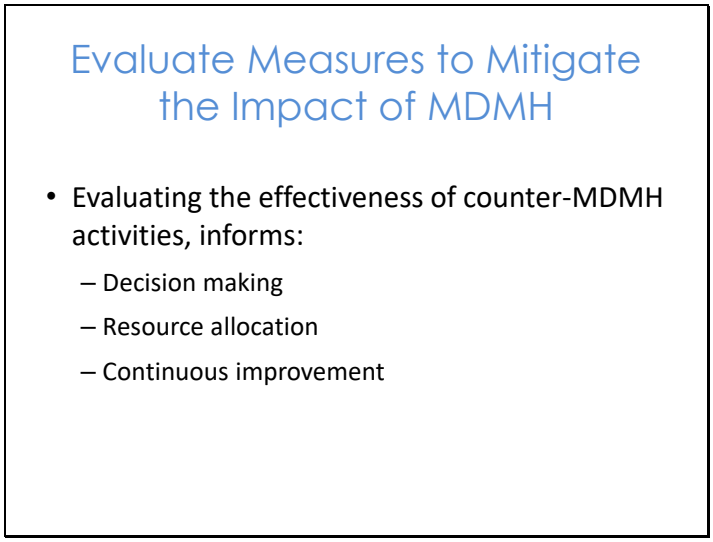
Key message. Tasks to manage MDMH threats should be incorporated into each course of action (COA) and sequenced with other routine military or police tasks as part of a comprehensive plan.

Unit planning staff should integrate counter MDMH tasks into their COA: this includes both proactive and reactive tasks. This should be informed by insights gained from earlier planning steps, encompassing the analysis of the information terrain and a risk assessment related to MDMH threats.

Each COA needs to be assessed from a threat perspective, considering the potential risks posed by MDMH. Input for addressing MDMH within COAs should involve activities like disseminating approved messages, engaging with the community and undertaking tasks that demonstrate a strong uniformed posture and presence. These activities must be tailored to effectively mitigate the impact of MDMH, considering the available resources and capabilities at the unit level.

All unit plans should consider MDMH as a default factor.

Slide 11

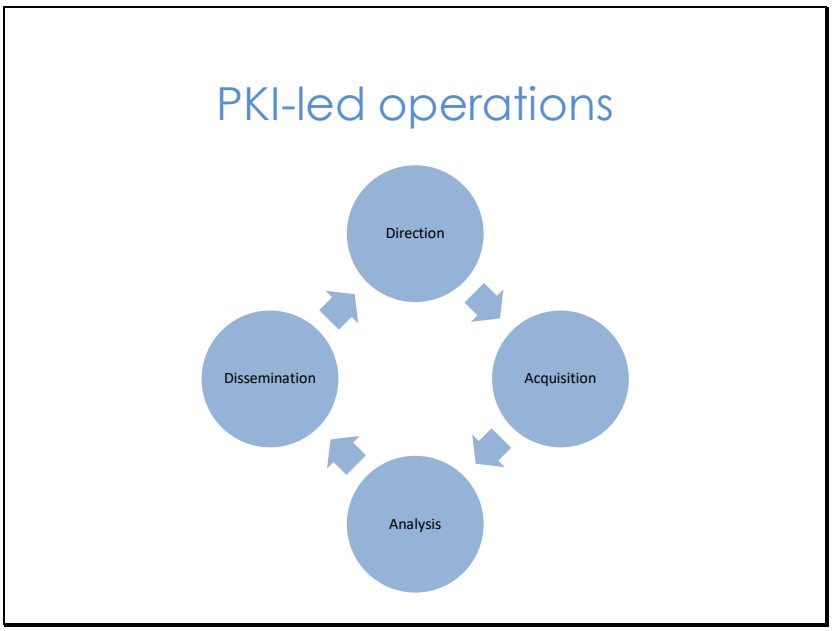


Key message. The evaluation of counter-MDMH activities is essential to inform decision-making, resource allocation and continuous improvement.

Allocating resources based solely on set processes, without considering performance results, undermines the unit planning process. Without an objective evaluation of how well efforts to counter MDMH threats are achieving outcomes, decision-makers lack the necessary insights to make informed choices about resource allocation and planning adjustments. In essence, the evaluation process is crucial for gauging the effectiveness of counter-MDMH measures, identifying weaknesses and fostering a culture of learning and adaptability within units.

In a landscape where MDMH tactics and techniques are agile and persistent, the ability to learn from experience and adapt accordingly is indispensable. Therefore, a comprehensive evaluation framework ensures that counter-MDMH efforts remain effective, efficient and resilient in the face of evolving challenges.

Slide 12



Key message. UN units conduct PKI threat-based operations. This is no different to managing MDMH threats.

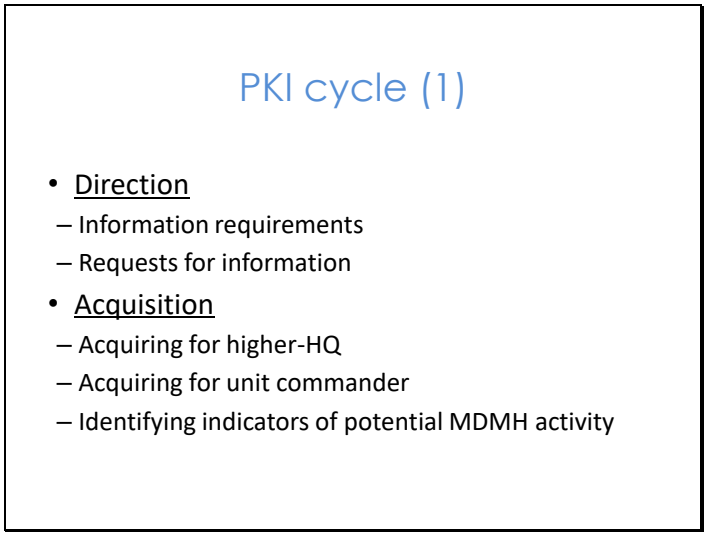
A military or police unit is likely to have a PKI capability, designed to produce PKI that enables decision-making in support of mandate implementation relating to the protection of UN personnel and civilians, including MDMH threats. A unit's PKI cell will achieve its tasks through the acquisition, analysis and dissemination of PKI.

Tactical-level PKI is required both to support the unit commander and to support the mission and component's PKI acquisition plan. PKI on MDMH acquired at the tactical level may have strategic importance, and feed into a Mission's strategic communications / counter MDMH strategy or plan. As such, unit personnel are not only considering threats against themselves but also on behalf of the whole mission.

Let us take a quick look at each stage of the cycle to see how it supports units to address MDMH threats.

Note to the instructor. Inform participants that for the purposes of this course, we are using a UN military PKI cycle / process. The process displayed on the slide should be familiar to all participants, even if there are slight differences between this model and their own national PKI process. As such, participants should be able to use the information they receive during this module and apply it to their own processes.

Slide 13

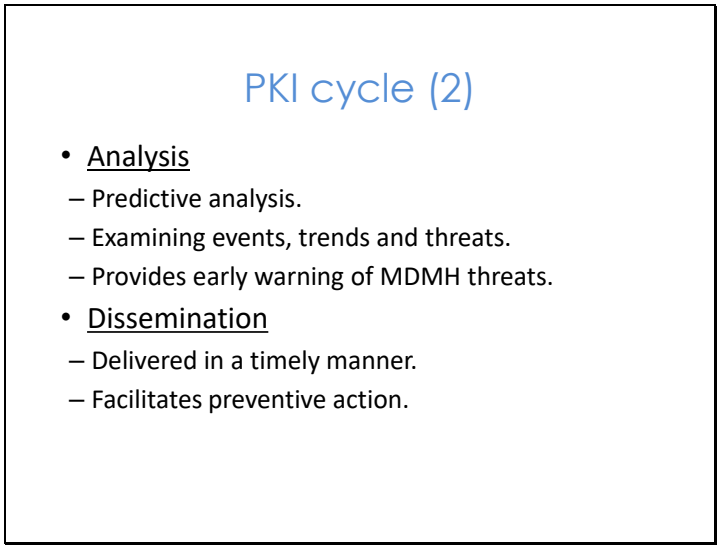


Key message. Clear direction from the unit commander is the starting point for the PKI process. The direction outlines what the commander wants to know and ensures that the PKI staff have a clear focus for their acquisition efforts. Effective acquisition depends on the clarity of requirements to ensure that unit resources are used in the most effective manner.

Direction: It is essential that unit commanders use the PKI cycle to inform their decision-making. Providing clear direction is the first stage of the process, either as an information requirement through their own PKI cell or by submitting a request for information through a higher HQ. Such requests could be made to understand how MDMH is being disseminated and who the key actors are in a unit's area of operations.

Acquisition: A unit will acquire information based on its component HQ and the unit's information acquisition plans. This will include tasking from a higher HQ, for example, asking units to engage with the local population to find out how they are reacting to a forthcoming election, or from a unit commander, for example, asking to find out whether civilians in a local village are aware of certain rumours being spread about the UN. Acquisition resources at the unit level could include patrols, community engagement teams or unmanned aerial systems.

Slide 14

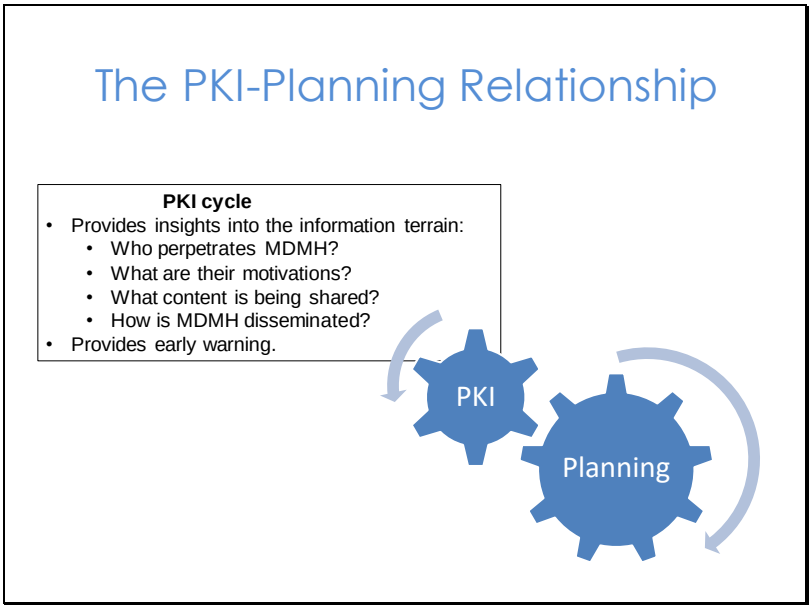


Key message. PKI products regarding MDMH threats must be disseminated in a timely manner to allow time for preventive measures to be taken to mitigate the impact of MDMH threats.

Analysis: During analysis, the acquired information turns into a finished product that ideally gives meaning to the individual pieces of information and is therefore more than the sum of its parts. Ultimately, analysts within the unit are responsible for providing predictive analysis related to the situation, including threats from MDMH. This involves scrutinising MDMH events/incidents, trends or threats to comprehend their underlying causes, anticipate future developments and evaluate the implications for the unit or broader mission. Strong analysis is crucial for issuing early warnings about potential MDMH activities that could pose a threat to unit operations and personnel.

Dissemination: The timely delivery of PKI is crucial to enable planners and decision-makers to proactively respond to MDMH threats. There is a risk that PKI on MDMH threats is not disseminated quickly enough to unit commanders and planners, or to higher HQs. It is imperative for commanders to implement measures that prevent PKI protocols from unduly restricting planning efforts.

Slide 15



Key message. The importance of integration between the unit PKI and planning teams is critical for success. Unit PKI should be integrated during all phases of the planning process.

The relationship between PKI and planning is paramount. Military and police unit PKI provides a mechanism to monitor the information terrain, fill information voids and offer insights into MDMH threats. It serves as the foundational bedrock for understanding the information terrain within a unit's area of operations. The crux lies in its ability to answer pivotal questions, for example: Who perpetrates MDMH? What are their motivations, what content is being shared and how is it being disseminated in the area of operations?

PKI allows planners to consider ways to prevent or counter-MDMH threats as part of routine planning. It is the fusion of these two elements – PKI and planning – that helps military and police units (as well as the wider UN mission) to prevent and mitigate MDMH.

Slide 16

Take Away

- Information activities must be integrated into a unit's planning, informed by the mission's broader approach to MDMH.
- PKI must inform plans to counter MDMH threats.
- Build a planning team with the right skills to plan against MDMH threats.

It is crucial that unit planning is informed by the mission and component's approach to addressing MDMH. Incorporating these considerations into unit planning is essential to mitigate any impact on operations and the safety of its personnel.

Using PKI obtained through the PKI process is crucial in this endeavour, enabling military and police forces to identify sources and patterns of MDMH, as well as the motivations behind such campaigns. By incorporating these insights into the planning process, units can develop pre-emptive activities to mitigate the impact of MDMH, fostering resilience and upholding the credibility of their mission.

A key aspect of this approach involves building a unit planning team with the necessary skills to analyse and address MDMH threats. These experts play a vital role in planning targeted counter-narratives and implementing measures to mitigate false and harmful information.

Slide 17



Lesson
3.2

Understanding the information Terrain

The Lesson



Starting the Lesson

This lesson will explore the importance of understanding the information terrain, as part of a broader examination of the overall operating environment. It will focus on how to effectively map and analyse the flow of information.

 **Note to instructor**. There is an interactive activity at the end of the lesson – be prepared to provide a handout to participants to inform the exercise.

Slide 1



Lesson 3.2: Understanding the Information Terrain

In this lesson we will explore the importance of understanding the information terrain (IT), as part of a broader examination of the overall operating environment.

In peacekeeping, the array of information – from community rumours to media reports – plays a pivotal role in shaping the situation in the mission area. A well-analysed understanding of the IT is essential. Without it, even the best-intended actions can be misconstrued, worsening the situation or eroding trust in the mission.

Our focus during this lesson will be on how to effectively map and analyse the flow of information. This means identifying key sources, understanding different narratives and assessing the impact of information on various groups. This analysis is the foundation upon which successful plans are built.

Unit peacekeeping-intelligence (PKI) staff will be trained in how to conduct analysis of the operating environment; however, it is important for unit commanders and staff to know what is needed to inform planning efforts against MDMH threats.

Note to the instructor. There is an interactive activity at the end of this – be prepared to provide a handout to participants to inform the exercise.

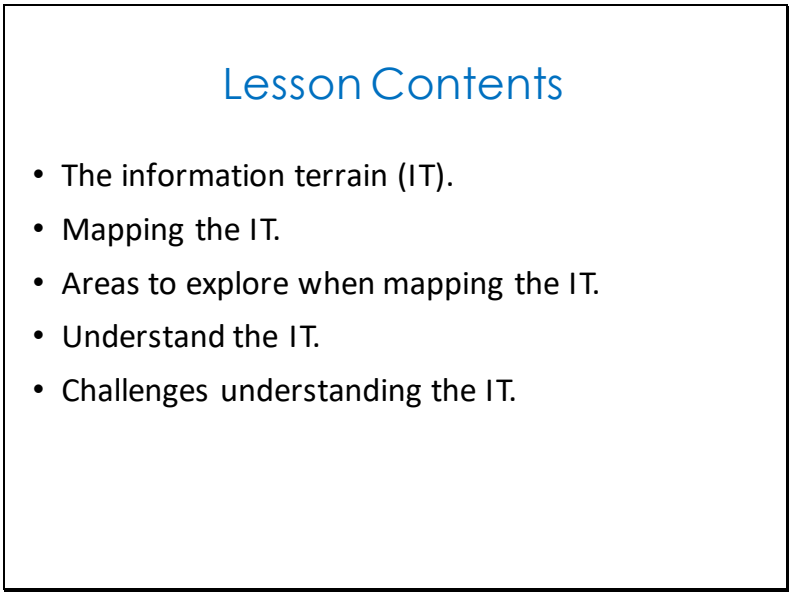
Slide 2

Learning Outcomes

- Explain the information terrain (info terrain).
- Describe the key elements of the info terrain
- Describe the challenges affecting UN uniformed forces' ability to understand the info terrain.

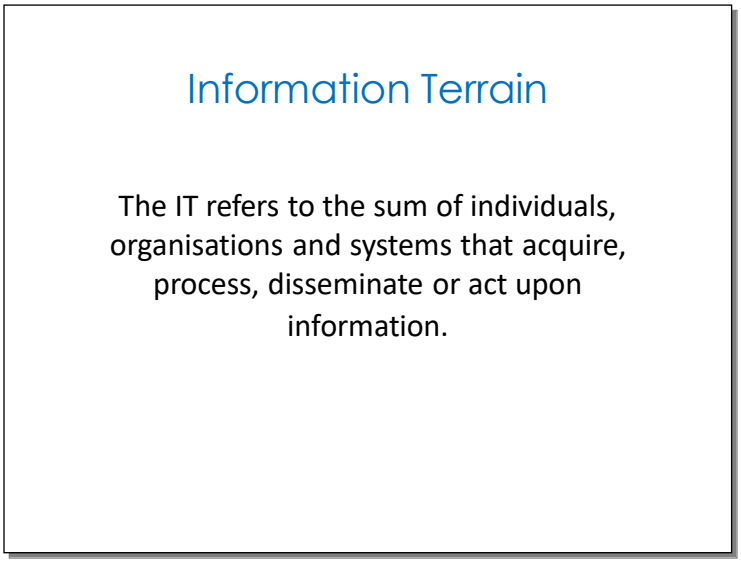
By the end of this lesson, you will gain insights into the challenges and opportunities of the information landscape in peacekeeping contexts. We will discuss how factors like political divisions, socio-economic disparities and access to education influence the way information flows. The skills you develop here will help you to make informed decisions and effectively respond to instances of MDMH.

Slide 3



These are the main topics that will be covered in this lesson. The lesson will involve a combination of instruction and interaction among the participants including a learning activity followed by questions and answers on the content of the lesson.

Slide 4



Key message. The information terrain (IT) can be described as the tools used to share information, the information itself and how that information changes what people think and believe. We must understand how people in specific communities find, share, value and trust information.

In peacekeeping, the IT encompasses how information is created, shared and perceived among various actors, including peacekeeping forces, local populations, governments, non-governmental organisations and other stakeholders. It involves understanding the dynamics of communication, the influence of traditional media and social media platforms, the role of MDMH and the overall impact of these factors on peacekeeping missions.

Slide 5

Information Terrain: Dimensions

- **Physical**: The physical platforms and infrastructure used for communication.
- **Informational**: The content of the information itself, including its creation, manipulation and dissemination.
- **Cognitive**: The impact of information on the understanding, perceptions and beliefs of individuals and groups.

Key message. Commanders and staff need to understand how information is shared between people in their operating environment.

The IT comprises three dimensions: physical dimension, informational dimension and cognitive dimension. Understanding how these three dimensions apply in your area of operations is crucial in understanding how hostile actors might communicate with audiences and how UN staff, should communicate with target audiences.

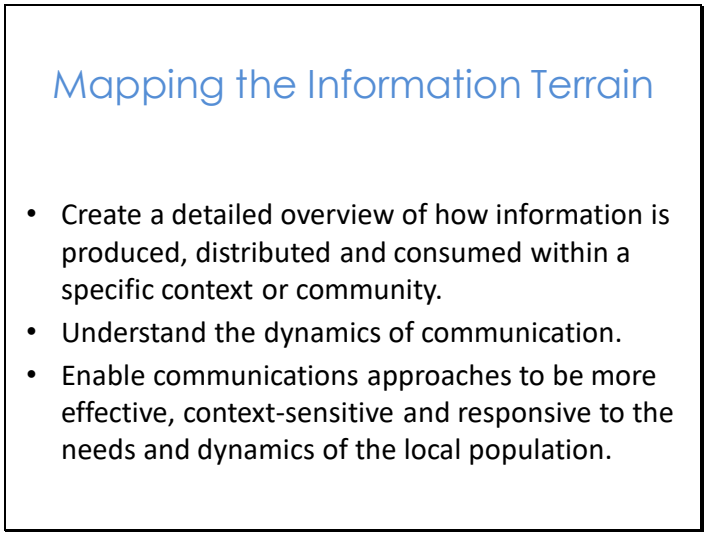
The physical dimension includes the actual platforms and infrastructure like radio or mobile phone masts, radio stations and news printing facilities used for communication. Analysing the current infrastructure provides a commander with insight into the communication methods accessible to the population in the unit's area of operations. This allows a unit to monitor MDMH, based on the infrastructure and platforms available to the population and use them for their own strategic communications.

The informational dimension is the content of the information itself, including its creation, manipulation and dissemination. Understanding the content of messages and how they are circulated within the population provides insight into the type of information being shared, the language being used, how individuals receive information, what information gains most traction as well as whether MDMH is prevalent. This understanding is crucial for commanders and staff to create messages that effectively counter or mitigate MDMH and resonate with the population.

The cognitive dimension is the impact of information on the understanding, perceptions and beliefs of individuals and groups. This is about how the information shared by hostile actors and peacekeepers influences the local community's perceptions and beliefs. For instance, hostile actors might use MDMH to influence elements of the population to attack UN forces. Understanding how the population might react to such messages will help commanders to foresee the potential threats in their area of operations. Likewise, if peacekeepers regularly broadcast messages that promote understanding and cooperation, it might help change a community's views about a peacekeeping mission. It can build trust and reduce tensions by influencing what people think about the UN's role and intentions in their region thereby mitigating the impact of future MDMH.

To operate effectively requires understanding the interrelationship of the informational, physical and human aspects that are shared by all partners.

Slide 6

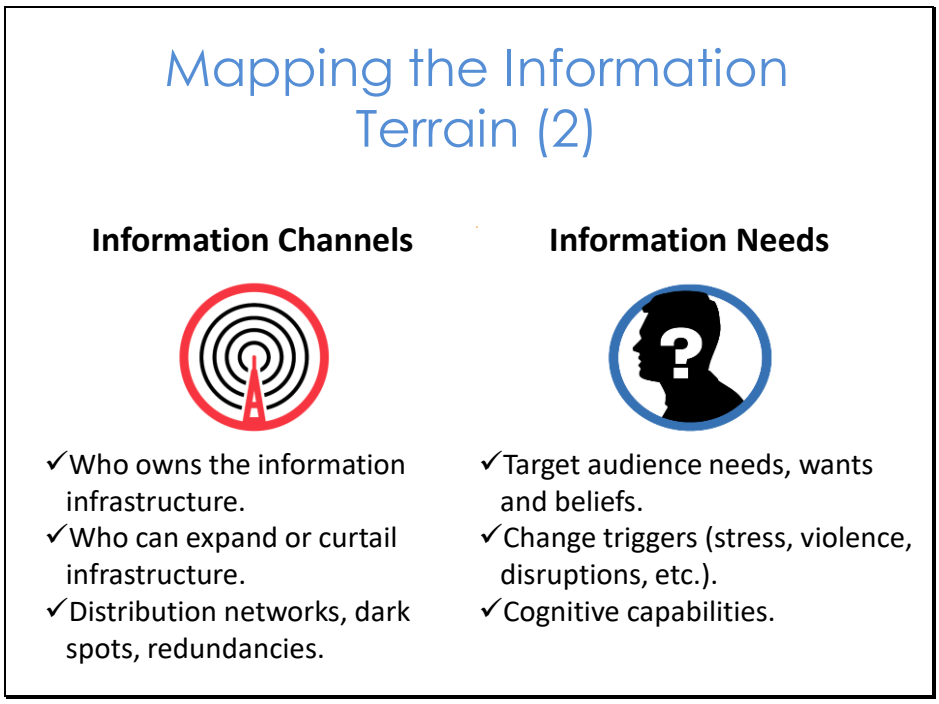


Key message. Before we can analyse the IT, we must first map it. The primary goal of mapping is to create a comprehensive outline of the information landscape, which involves identifying and documenting all the relevant elements of the IT.

In peacekeeping scenarios, mapping the IT can help military and police units understand the local communication landscape. This understanding is crucial for designing effective communications through the most appropriate channels to counteract the impact of MDMH threats.

By mapping the IT, peacekeepers can tailor their approaches to be more effective, context-sensitive and responsive to the needs and dynamics of the local population.

Slide 7



Key message. Effective mapping of the IT requires a thorough analysis of information sources and channels, and an understanding of socio-political and cultural factors, to ensure informed decision-making against MDMH threats. Using national analytical tools will help units to structure their analysis.

There are various components that need to be explored when mapping the IT. It is the responsibility of the unit commander to ensure resources are allocated to effectively map the IT.

The unit PKI officer is responsible for mapping the IT with support from personnel in operations, public information / communications, community outreach, CIMIC teams, Community, Community Policing unit, Liaison Assistants and any advisors at the commander's disposal. Support from sector or regional HQ's personnel might be required to enhance the analysis – such requests might be submitted through formal 'requests for information' using mission PKI processes. Utilising analytical tools such as PMESII and ACSOPE can help units structure their information acquisition process, to ensure it is comprehensive and covers different aspects of society. National processes and procedures should be adapted, where necessary, to facilitate this type of analysis.

Mapping an IT involves creating a detailed overview of how information is produced, distributed and consumed within a specific area of operation. This process is essential for understanding the complex dynamics of communication, especially in peacekeeping

operations. The next four slides is a breakdown of how mapping an IT is typically approached:

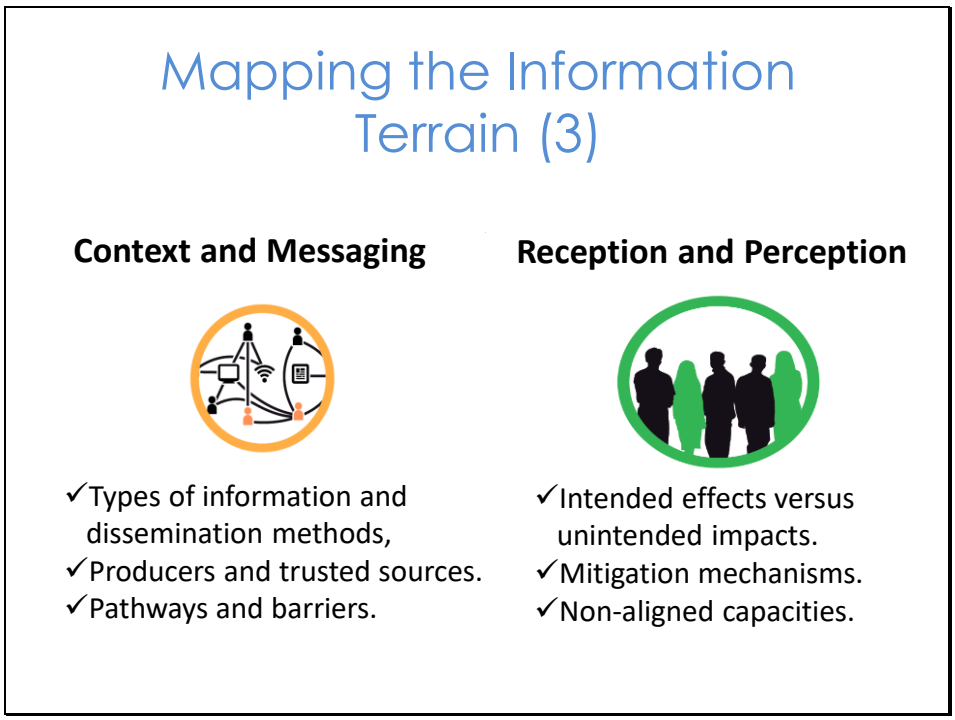
- Identify and assess information channels:

- Examine the various communication channels available in the area, such as traditional media (TV, radio, print), digital platforms (websites, social media), and interpersonal networks (community meetings, religious gatherings and diaspora community meetings).
- Evaluate the accessibility and reach of these channels. For instance, do people in the unit's area of operations have internet access or do they rely more on radio broadcasts?

- Determine the information needs:

- Collate information requirements from higher-HQ.
- Recognise people's expectations from the UN mission.
- Identify stressors such as conflict, violence, displacement or food shortages that trigger behaviour change.
- Assess the education level and language proficiency of the target audience.
- Understand their information-seeking behaviour and preferred channels.

Slide 8



Next,

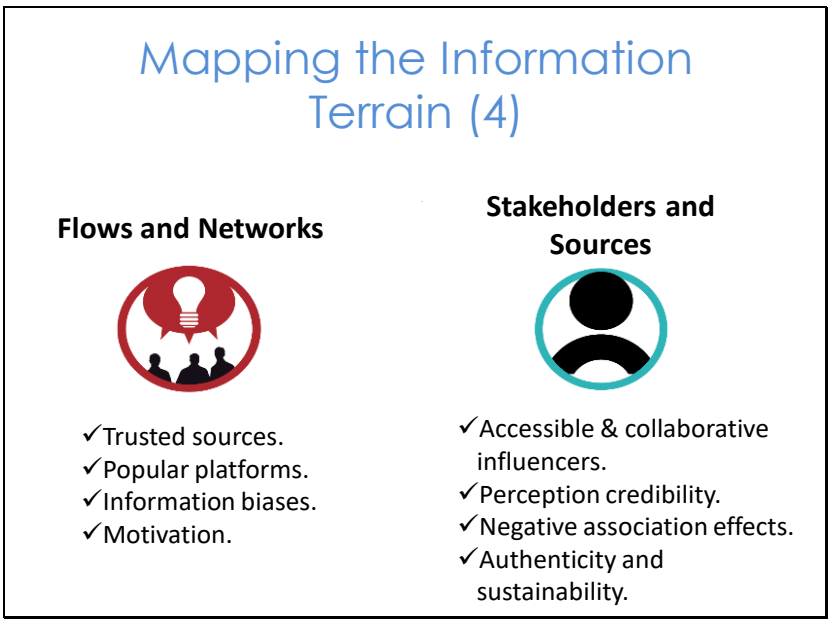
- Understand context and messaging:

- Assess the types of information being circulated. What topics are covered? Are there dominant themes or narratives?
- Assess the quality and reliability of the information. Consider the prevalence of MDMH.

- Evaluate audience reception and perception:

- Determine how different segments of the population interact with information. This might involve understanding literacy levels, language preferences, political affiliations and cultural nuances.
- Identify the cultural and social beliefs that influence how local communities process and interpret information.
- Assess how information affects people's perceptions, beliefs and behaviours.

Slide 9



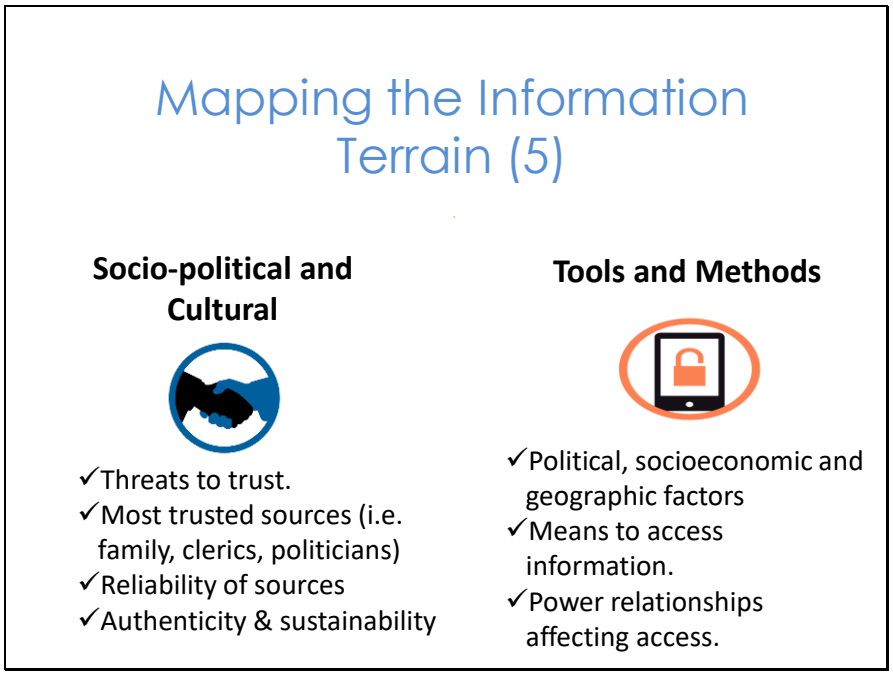
- Analyse information flows and networks:

- Map out how information flows within your area of operations. Who are the key influencers? How do rumours or news spread?
- Identify any gaps or barriers in the information flow, such as areas with limited access to news or populations that are underserved by media.

- Identify key stakeholders and sources:

- Determine who is creating and sharing information. This includes media outlets, community leaders, local organisations, social media influencers, diasporas and government bodies.
- Identify the primary sources where people get their information, like radio stations, newspapers, social media platforms, word of mouth, banners, leaflets, etc.

Slide 10



And finally,

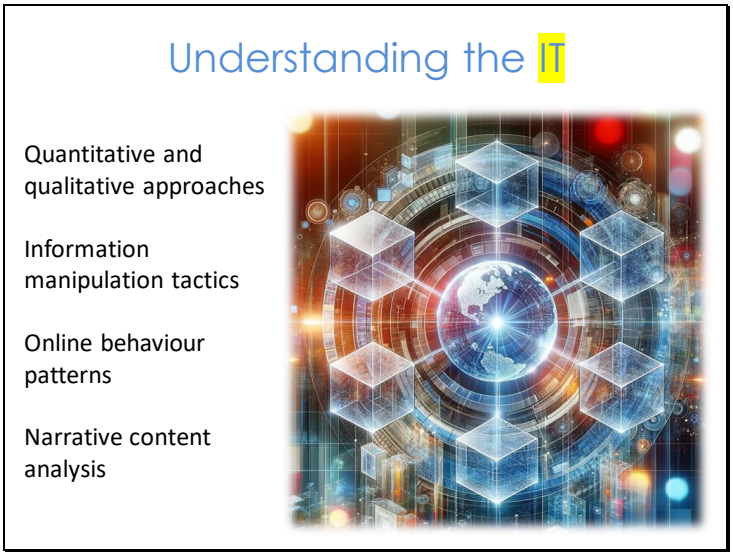
- Consider socio-political and cultural factors:

- Consider the socio-political context that might influence the IT, like government policies, censorship or political unrest.
- Understand cultural aspects that might affect how information is received and interpreted.

- Use data acquisition tools and methods:

- Employ interviews, focus groups and observations to gather data. At all time peacekeepers must protect and promote people's rights to privacy and freedom of opinion and expression.
- In many peacekeeping environments, information is heavily politicised, and units must always assess and mitigate risks of putting individuals or communities at risk when gathering information to assess the IT. Adopt a "do no harm" approach.
- Utilise available technology like social media analytics or network analysis tools to understand online information dynamics.

Slide 11

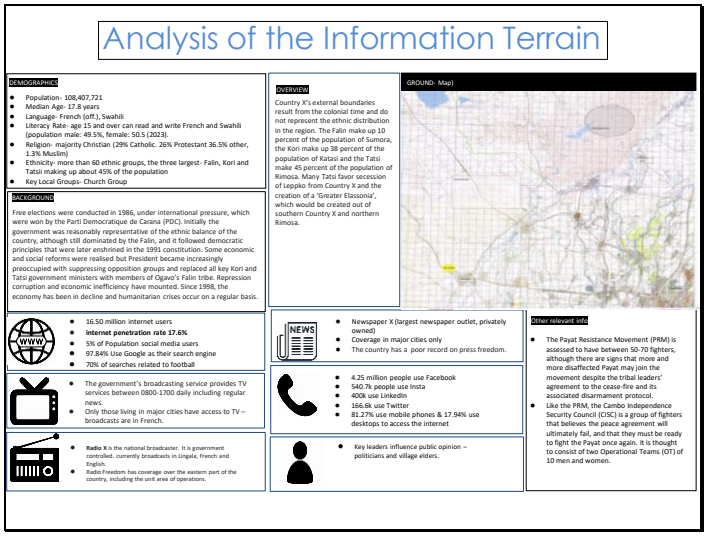


Key message. It is crucial to vigilantly analyse the IT, discerning the most impactful creators and spreaders, understanding their intent and tactics, and assessing the impact on military and police units to effectively counter MDMH threats.

When analysing the IT, we employ both quantitative and qualitative methods to identify trends, key drivers of MDMH and response strategies. We scrutinise sources, motives behind messages, and tactics like coordinated posting and hashtag usage for insights into manipulation. Narrative content analysis reveals how truths and lies are blended for persuasiveness. This informs effective community engagement and response crafting, recognising the crucial role of information in peacekeeping missions.

You will hear more about monitoring and analysing the IT during the next lesson.

Slide 12



Key message. Unit analytical and planning teams should use a structured methodology for collating and analysing information.

This slide shows an example of an analytical product that unit staff can use to compile the analysis they have conducted on the IT. Consolidating the information onto a single page will help commanders and planning staff in understanding the operating environment, including media and internet coverage, preferred ways to communicate, influential people, and more.

In this example, illustrated through a fictional situation, we can observe how demographic details connect us to an audience and influence the way information is perceived. The overview and background segments provide a historical context, helping in predicting reactions to the information. At the bottom left, you will find details on the communication channels and the reach of the information. Additionally, there is information on key influencers shaping public opinion, providing insights into the mindset of existing groups in the region, along with a map highlighting the locations of population centres.

UN Military and Police units are likely to have their own analytical tools in place. It is important for commanders to ensure that these tools capture the necessary information to address MDMH threats.

Slide 13



Key message. In peacekeeping operations, our challenges include navigating diverse local customs, limited socio-political knowledge, unreliable information sources, dynamic environments, technological constraints, security risks, resource limitations, sophisticated psychological and cyber threats, and gender dynamics all while adhering to ethical and legal standards.

Interactive. Split the class in two. Give them 10 minutes to discuss the challenges that they would face trying to map the IT at the unit level. Get them to brief their thoughts to the class. A list of probable answers and explanations are below.

Limited socio-political knowledge. We often operate in places where the local customs, languages and social norms are vastly different from our own. Misunderstandings can arise easily, which can skew our perception of the information we receive. Alongside this, our knowledge of the local socio-political landscape is often limited. Understanding the historical conflicts, community relationships and local power dynamics is crucial, but not always easily achievable.

Unreliable information sources. There is the issue of finding reliable sources of information. In peacekeeping environments, it is hard to tell which sources are unbiased and trustworthy. Local media may have their own political agendas and even community leaders might provide slanted information based on their biases. Again, learn from your predecessors and other UN entities operating in the area. Gain their perspective on who the reliable sources are. Use patrols and outreach activities to understand the environment as early as possible into your tour of duty.

Dynamic environments. The dynamic nature of these peacekeeping environments adds another layer of complexity. The IT is constantly changing, and keeping pace with these changes while adapting our plans is a significant task. Unit commanders must prioritise acquisition and analytical tasking to ensure resources are focused on the most important things. Trying to analyse everything is likely to overwhelm staff and be ineffective.

Technological constraints. Technological constraints in many of these regions also pose a challenge. Poor internet connectivity and limited technological infrastructure at the unit level can hinder our ability to acquire and analyse information effectively. Understand the resources you will have before deployment and tailor your analytical processes accordingly.

Security risks. Security concerns further complicate matters. Sometimes, for our safety, our movements are restricted, limiting our direct interactions with the local population. This often leads to an over-reliance on second-hand information, which might not always paint the full picture.

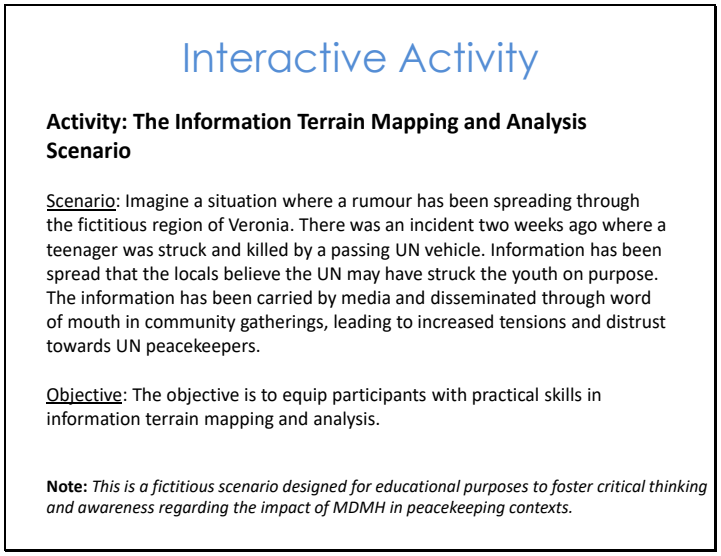
Resource limitations. Resource limitations, too, play a part. Units need trained personnel skilled in information analysis and familiar with local languages, although local interpreters can assist with this. However, we often face constraints in these resources. Having trained personnel in the right appointments will enhance the unit's analytical and planning processes. Sophisticated psychological and cyber threats. Units increasingly have to contend with sophisticated psychological operations and cyber threats. These are designed to manipulate information, requiring specialised skills and tools to counter. Unit commanders must ensure processes are in place to minimise cyber threats.

Gender considerations. Gender considerations are vital for understanding how information influences diverse populations. Failing to address gender dynamics skews understanding of the information landscape, hindering counter-MDMH efforts. Integrating gender-sensitive approaches into mapping and analysis is crucial, involving training personnel to recognise gender dynamics, engaging with diverse stakeholders, and incorporating gender considerations throughout the process is equally imperative.

Navigating all this while sticking to ethical standards and legal constraints, like respecting privacy and avoiding propaganda, adds to our challenge.

Units should learn from their predecessors and work closely with civilian components of the mission to strengthen their understanding and analysis, rather than starting their analysis from scratch. Taking over from a unit must include a comprehensive briefing on the operating environment, especially if that unit comes from the same Troop / Police Contributing Country. Likewise, units should request briefings and updates from their higher-HQ PKI branch, continually seeking support, especially when they lack resources to acquire information independently. Wherever possible, units should gain insights from other UN civilian and uniformed entities operating in their area of operations.

Slide 14



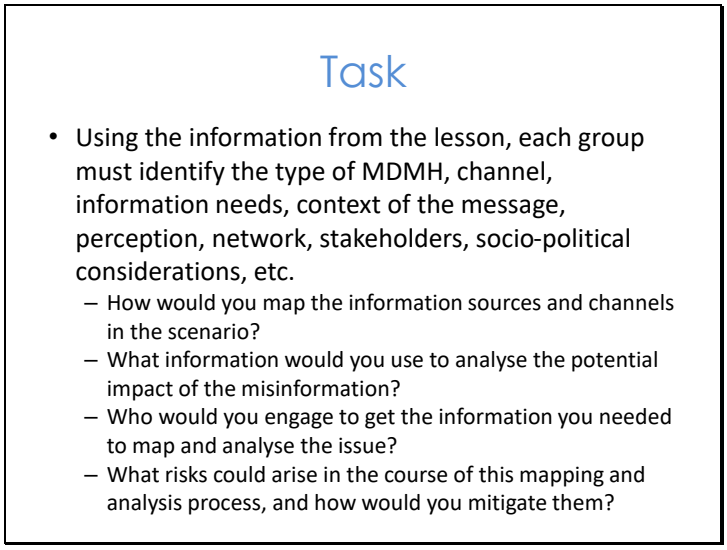
Note to the instructor. The objective of this exercise is to apply the concepts learned in the lesson on analysing the IT in a simulated scenario. Participants will engage in a mapping and analysis exercise that simulates a peacekeeping mission's response to misinformation. Provide participants with a blank 'Analysis of the information terrain' template to collate information.

Ask the participants to read the scenario – use the next slide to set the task.

You should expect to achieve the following learning outcomes from this exercise:

- Participants will gain practical experience in applying IT analysis in a complex scenario.
- The activity fosters teamwork and critical thinking, essential for IT analysis.
- It highlights the importance of understanding and adapting to cultural and contextual nuances in peacekeeping missions.

Slide 15



Objective: To apply the concepts learned in the lesson on analysing the IT in a simulated scenario. Participants will engage in a mapping and analysis exercise that simulates a peacekeeping mission's response to misinformation.

Time needed:
- 25 minutes

Materials needed:
- Scenario description
- Note-taking materials for participants.

Activity setup:

1. Divide participants into small groups: Each group represents a unit staff based on a fictional peacekeeping mission.
2. Assign roles within each group: Roles include PKI, operations, CIMIC, public information officer and sub-unit commanders. Directing Staff can play roles as community members like the mayor, radio station manager, police chief, religious leader, etc. that are listed in the scenario bios.
3. Distribute scenario descriptions: Each group receives a scenario detailing that a form of MDMH is spreading through a community.
4. Task for groups: Using the information from the lesson, each group must identify the type of MDMH, channel, information needs, context of the message, perception, network, stakeholders, socio-political considerations, etc. They should consider:

- How they intend to map the information sources and channels in the scenario.
- What information they can use to analyse the potential impact of the misinformation.
- Who they need to engage to get the information they need to map and analyse the issue.

Debriefing:
- Discuss the strategies employed, challenges faced and lessons learned.
- Encourage participants to reflect on how the exercise relates to real-world peacekeeping scenarios.

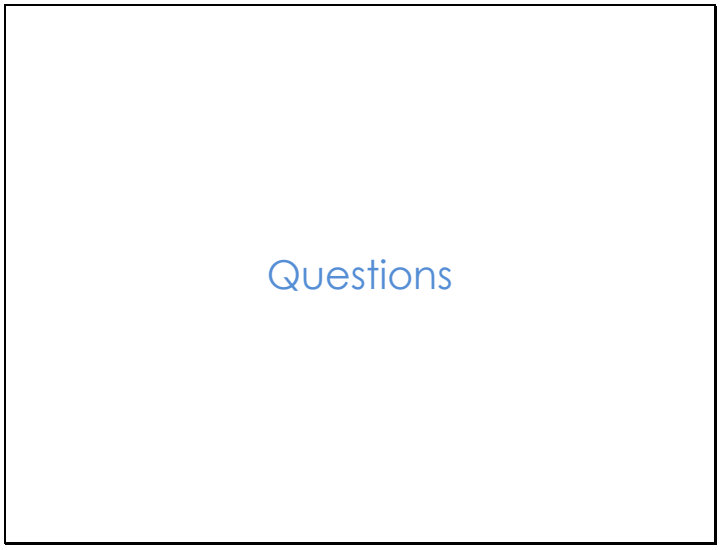
Slide 16

Take Away

- The information terrain is a complex interplay of physical, informational and cognitive elements.
- Analysing the information terrain is critical, involves the identification of information sources, channels and the socio-political context.
- Units face numerous challenges in this process, including cultural and linguistic barriers, the potential risks of conducting this type of research, and the ever-present risk of MDMH.
- Analysis requires a deep dive into the motives and patterns of information flow, both online and offline.
- Units must balance their strategies within the framework of ethical and legal standards.

Key message. This lesson highlights the critical need for understanding the IT, emphasising the importance of mapping and analysing diverse communication channels and sources while navigating cultural, linguistic and technological challenges to effectively counter MDMH.

Slide 17



Lesson
3.3

Monitoring and Analysing Data Related to MDMH

The Lesson

Starting the Lesson

This lesson underscores the critical importance of monitoring MDMH activity. It highlights that the procedures and processes for monitoring and analysing MDMH threats are consistent with those for other threats.

Notes to instructor.

- The instructor should have a credible understanding of peacekeeping-intelligence and how it is used to support operations.
- Sufficient time should be allocated to cover these training materials.
- It is important to have a laptop set up with access to the internet to enable interactive activities used during this lesson.

Slide 1



Lesson 3.3
Monitoring and Analysing Data related to MDMH

Military and police units possess unique access and a valuable perspective on the tactical situation. Consequently, the role of tactical-level peacekeepers is crucial in contributing to the overall framework of UN operational peacekeeping-intelligence (PKI). The need for tactical PKI arises not only to assist local commanders but also to convey pertinent information up the chain of command, thereby enhancing the operational PKI picture.

The overarching goal of PKI is to enhance situational awareness, ensuring the safety and security of UN personnel. Furthermore, it aims to inform activities and operations dedicated to implementing the mission's mandate. Therefore, meticulous monitoring and analysis of information, aimed at providing insights and early warnings regarding activities that may pose a threat to unit operations and safety, remains paramount. This applies to threats caused by MDMH.

This lesson will look at ways to incorporate such activities into the mission's MDMH cycle and a unit's PKI process.

Note to the instructor. This lesson should be adapted to align with the capabilities available at the unit level.

Slide 2

Learning Outcomes

- Explain the importance of systematically monitoring information.
- Describe the tools, technologies and methodologies available to monitor and analyse information.
- Describe indicators and early warning signs of potential MDMH.
- Describe the challenges associated with monitoring and analysing information.

This lesson aims to equip participants with a comprehensive understanding of the following learning outcomes.

It is crucial to understand that this lesson is not about training individuals to become analysts – this aspect will be covered in national training and other UN pre-deployment training. Instead, the purpose of the lesson is to provide a summary of the necessary capabilities needed at the unit level to support a comprehensive mission-wide approach to addressing MDMH.

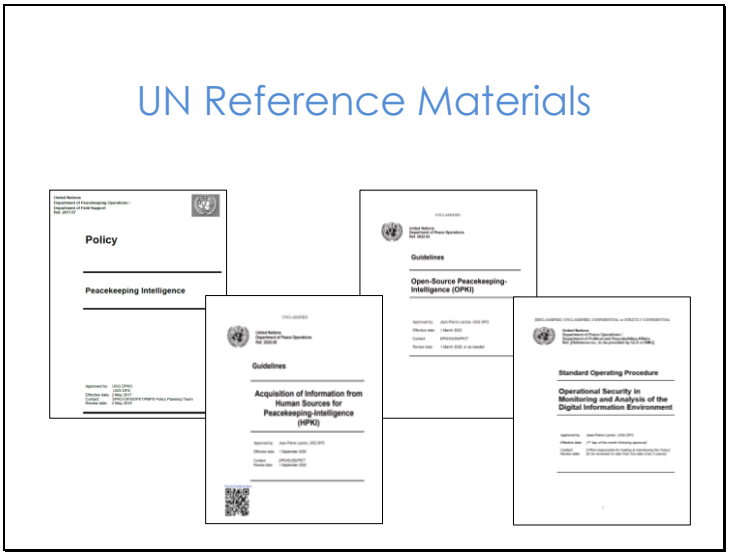
Slide 3

Lesson Contents

- Monitoring as part of an peacekeeping-intelligence (PKI) process.
- The importance of monitoring MDMH activity.
- Data monitoring tools and methods.
- ABCDE analytical framework.
- Indicators and early warning signs.
- Challenges of monitoring MDMH activity.

The lessons will be split into two parts: monitoring and analysing. It will contain the following topics.

Slide 4



Key message. Unit-level information acquisition, analysis and dissemination must align with UN policies and guidelines, some of which are shown on this slide. PKI or analysis staff of military and police units should undergo training on the pertinent UN policies and guidelines to guarantee their adherence to these documents.

In the Policy on Information Integrity, in-depth MDMH analysis, including network analyses, analysis of link-sharing behaviour, and consolidated online/offline actor, behaviour and content analysis shall be conducted by the appropriate entity member(s) of the Information Integrity/MDMH mechanism.

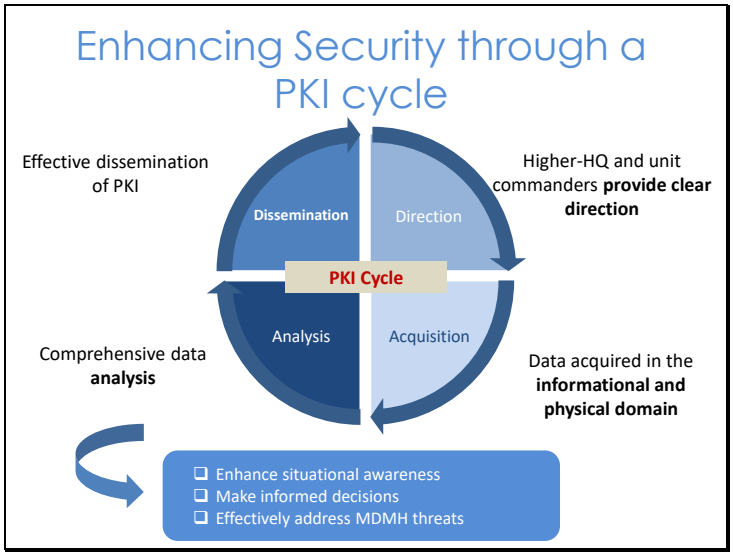
On behalf of the Head of Mission, the Chief of Staff shall designate the relevant civilians and/or uniformed components of the mechanism to conduct the analysis, which could include JMACs, with the support, as appropriate, of other mission entities, including other peacekeeping-intelligence and strategic communications actors, and regional and/or headquarters based backstopping offices as appropriate.

This slide shows several examples of the types of policies and guidance documents available online, ensuring units adhere to UN processes and procedures while acquiring, analysing and disseminating monitoring and analysis. They should be read in conjunction with the policies on strategic communication. Military and police PKI staff will cover these and other references during their pre-deployment training.

All relevant policies and guidelines can be accessed through the UN DPO peacekeeping Resource Hub.

Note to the instructor. Participants must understand that gathering information on MDMH threats must align with UN PKI policies and guidelines. All aspects covered in this lesson contribute to the broader PKI framework.

Slide 5



Key message. The UN PKI process provides units with a structured and systematic approach to monitor and analyse MDMH threats. Remember, a unit is part of an integrated effort to conduct PKI efforts across the whole mission.

As a reminder, it is crucial to apply the PKI cycle when dealing with MDMH threats – the same way you would consider any other threats against the unit. This slide illustrates a PKI cycle. Let us go through each stage of the cycle to remind everyone how the different stages apply to addressing MDMH, starting at the top right with "Direction."

Direction: Military and police component and subordinate commanders need to clearly communicate their information requirements to their PKI staff, including those that have originated from higher-HQs – this ensures strong central control of the PKI cycle, tying the requirements of the unit commander and his/her higher-HQ to the management of PKI. Commanders should specify what information they need to understand the threats posed by MDMH, enabling the unit to devise plans to counteract false and harmful narratives. For example, 'what are people saying about the United Nations or the unit?', 'what are the views of people towards the unit's role in protecting the population?', etc.

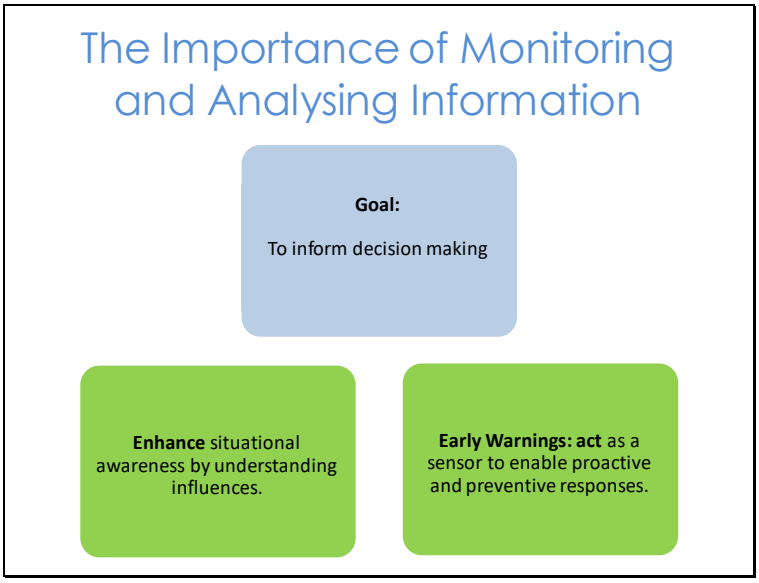
Acquisition: Unit PKI personnel, guided by the commander's direction and priority requirements, will determine the best way to gather the information. Following UN PKI processes, they may seek to acquire the information using their own resources (Information technology (IT) tools, foot and mobile patrols, etc.) or requesting it from a higher HQ. Maintaining oversight of the unit's acquisition plan ensures that requirements are managed effectively to inform decision-making.

Analysis: The analysis phase involves reviewing existing information on MDMH, obtaining relevant data on MDMH threats, assessing its reliability and integrating these pieces to form predictive assessments. PKI personnel will analyse information to identify potential MDMH threats, utilising indicators and warnings.

Dissemination: In the dissemination phase, PKI is shared in a timely manner with commanders and higher-HQ to inform planning and decision making. PKI that is not shared in a timely manner soon becomes irrelevant.

By considering MDMH threats alongside other threats, units can boost their situational awareness, make informed decisions and address MDMH threats within their operating environment.

Slide 6



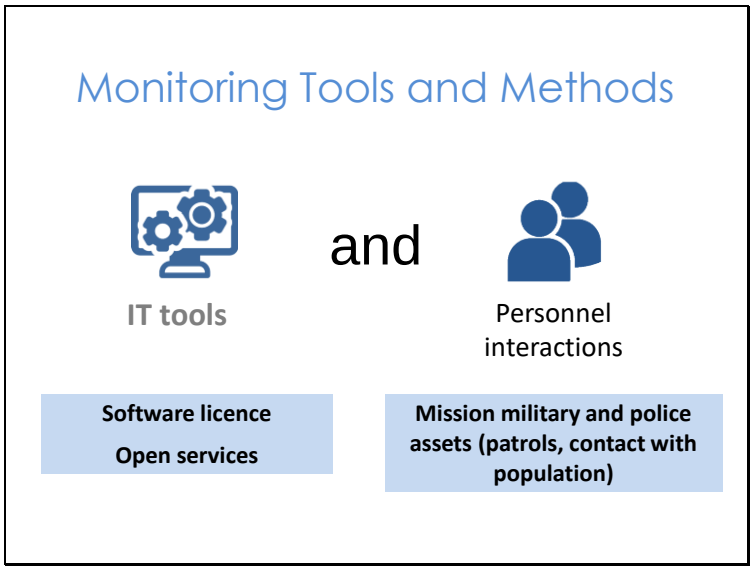
Key message. Monitoring and analysing the information terrain is a crucial part of the daily activities of units engaged in peacekeeping operations. It plays a vital role in staying informed about the challenges missions and units encounter, especially in relation to MDMH threats.

Monitoring and analytical processes will be integrated at the mission level into existing processes to generate and report on day-to-day situational awareness, as well as integrated analyses and forward-looking assessments. Responses to strengthen information integrity shall be embedded into early warning, conflict prevention, protection and peacebuilding work conducted by relevant civilian and uniformed components of the mission, including the offices of Human Rights, Civil Affairs, Political Affairs and the Joint Mission Analysis Centre.

That said, monitoring MDMH at the tactical level is crucial for UN peacekeeping operations, by enhancing situational awareness, providing timely insights and early warning signals to enable proactive responses. This aids timely decision-making, contributes to long-term planning and ultimately ensures the safety of the unit and the overall success of unit operations.

By actively tracking and understanding the dissemination of false or harmful narratives, units can take preventive action to address MDMH threats. This process significantly enhances situational awareness by recognising the influences shaping local public perception. Moreover, it allows unit commanders to identify specific audiences targeted by MDMH, enabling them to adjust their communication actions accordingly.

Slide 7



Key message. Enhanced monitoring of online and offline information, facilitated by digital tools and personnel interactions with the population, is essential for detecting emerging MDMH narratives.

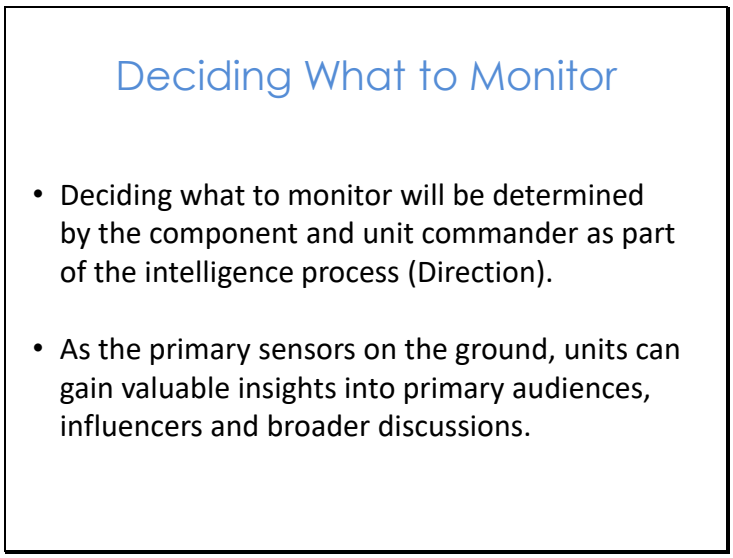
Monitoring of the information environment, both online and offline, must complement monitoring of the physical and human terrain. This is critical for immediate-term situational awareness and can contribute to deeper analysis and insights into trends and dynamics in the information environment.

In the mission, **online monitoring** should be led by the Strategic Communications component, and conducted regularly – preferably daily - targeting the main media outlets and actors in the information ecosystem identified through the baseline mapping and based on tailored search criteria.

Existing real-world or **offline monitoring** mechanisms in peacekeeping, used for early warning, conflict prevention and human rights/protection, should also include information on MDMH. These mechanisms include daily field office and line component reporting, or community alert networks (CANs). Information on emergent or persistent narratives that involve harmful allegations targeting individuals, communities, groups, organisations or values shall be monitored. The source of the MDMH narrative should be identified, where possible, and the origins and motivations behind the MDMH narrative investigated.

In support of the mission's approach to addressing MDMH, it is important for force and police unit personnel to engage in monitoring MDMH while carrying out field activities such as foot and mobile patrols. This active involvement is essential to monitoring MDMH threats, thereby helping to mitigate the risk of MDMH impacting military and police unit operations and security.

Slide 8



Key message. A unit will not have the resources to monitor everything, therefore focusing efforts on what to monitor is important. This should be directed by higher HQ (as part of an integrated mission effort) and the unit commander.

The importance of directing monitoring efforts towards MDMH threats cannot be overstated. This should be determined by a higher-HQ or the unit commander as part of the PKI process. By focusing monitoring efforts, units can gain valuable insights into primary audiences, influencers and broader discussions relevant to the uniformed component's priority objectives. For example, what are the attitudes in an area of operations that could be exploited by MDMH, or what types of MDMH could undermine the Mission's narrative or impact a unit's ability to conduct operations?

This targeted approach not only enhances the efficiency of monitoring activities but also empowers units to identify patterns, anticipate developments and pre-emptively counter the impact of MDMH.

Slide 9

Determining MDMH

- Is the story obviously false and lacking credibility?
- Has information / images been altered to mislead?
- Is the story amplifying social divisions by targeting a particular community?
- Is the story presenting true information in a way to cause confusion through a fake profile?
- Is someone trying to appeal to people's emotions to spread false information?
- Has technology been used to amplify harmful narrative?

Key message. Identifying MDMH, particularly during crisis situations, poses a significant challenge for analysts. Nevertheless, it is imperative to conduct an initial analysis to assess the likelihood that any given message may be false, misleading and/or harmful.

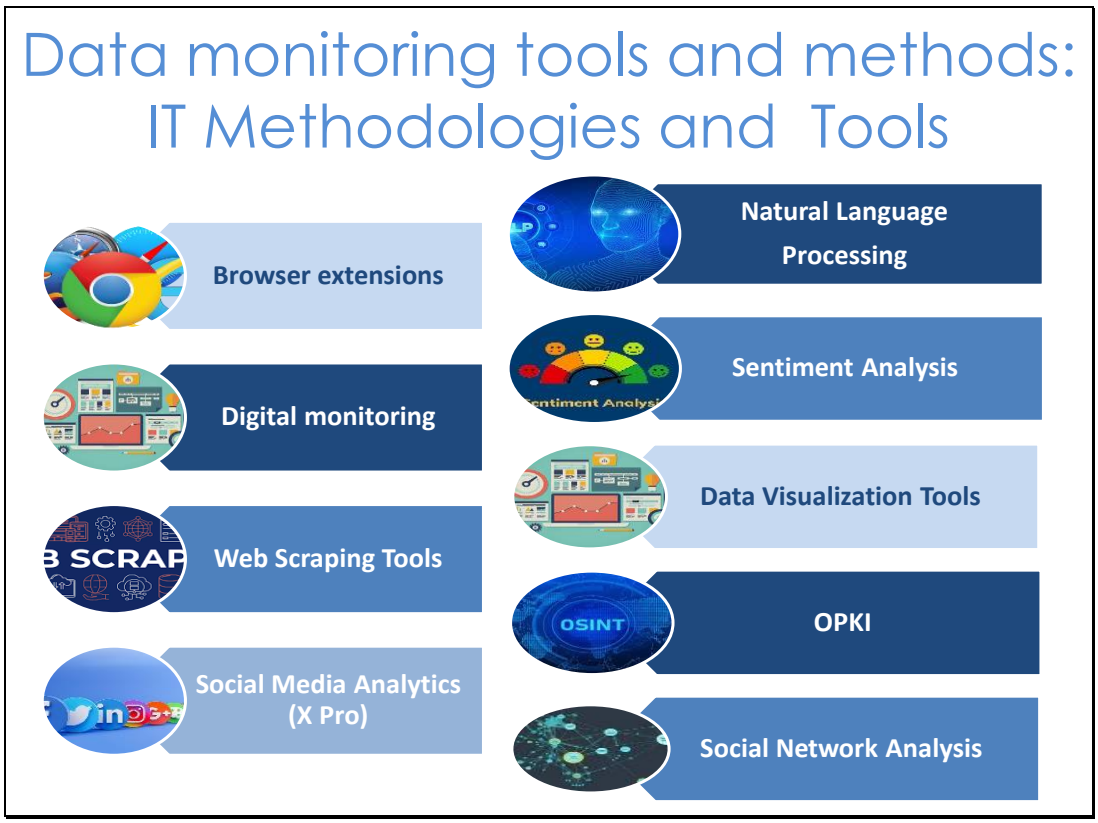
Trying to discern truth from falsehood is more critical than ever. To do so requires an understanding of the various tactics employed by hostile actors. You will recall from Module 1 the various techniques used by actors to create and distribute harmful and misleading information. Let us explore some questions that can help you assess whether a message might be MDMH.

- Is the story obviously false and lacking credibility? MDMH often relies on sensationalism or outright falsehoods. Consider the credibility of the information at face value. Does it seem too outrageous or inconsistent with established facts?
- Have information/images been altered to mislead? MDMH frequently involves the manipulation of visuals or text. Scrutinise the content for signs of tampering or selective editing that distorts the intended message.
- Is the story amplifying social divisions? MDMH campaigns often exploit existing tensions. Assess whether the message is designed to deepen divides within communities or groups.
- Is the story presenting true information in a way to cause confusion? Sometimes, MDMH involves an element of truth but is framed in a misleading context. Look for instances where accurate information is twisted to sow confusion. Is someone using a false profile to spread lies? Social media platforms are common battlegrounds for MDMH. Check the credibility of the sources. Is the information coming from authentic, verifiable profiles or could it be linked to fake accounts, including impersonating UN personnel?

- Is someone trying to appeal to people's emotions to spread false information? Emotional manipulation is a hallmark of MDMH. Be wary of messages that seem designed to evoke strong emotional responses without providing solid evidence or facts.
- Has technology been used to amplify harmful narratives? Technology can be harnessed to spread MDMH at scale. Consider whether automated bots, deepfakes or other technical tools are being used to amplify and propagate misleading narratives.

In summary, by asking these types of questions, a comprehensive understanding of these factors enables PKI personnel to critically evaluate information, distinguish falsehoods from reality and effectively counter the spread of harmful MDMH.

Slide 10



Key message. Digital media monitoring has evolved with various tools available for tracking digital debates, influencers and audiences. Effective monitoring aids in early threat detection, understanding key trends and supporting decision-making to combat MDMH.

Note to the instructor. The trainees should have a general idea of the monitoring software solutions that might exist in the mission area. Such technology could be deployed at the mission / Force / Regional headquarters level. However, at the unit level, where resources are limited, personnel can use simple open-source tools that will greatly enhance situational awareness. Such tools will be presented in the coming slides. The use of any monitoring and analysis technologies by peacekeeping units is governed by UN and mission rules and procedures and requires authorisation from the mission HQ.

Digital monitoring should be focused on the mission and component's priority objectives, influencers and audiences. The overarching aim of digital monitoring within the context of MDMH is to assist in identifying risks, mitigating vulnerabilities and protecting the UN / unit's credibility and legitimacy. This targeted approach to planning serves as an early

warning system, alerting you to potential threats posed by MDMH to your unit or personnel. You should use these monitoring tools to gain an understanding of:

- Ongoing digital discussions related to your operational area.
- The main attitudes held by influential figures and audiences.
- How influencers and audiences interact on digital platforms concerning your mission and its activities.
- Any changes in trends over time.

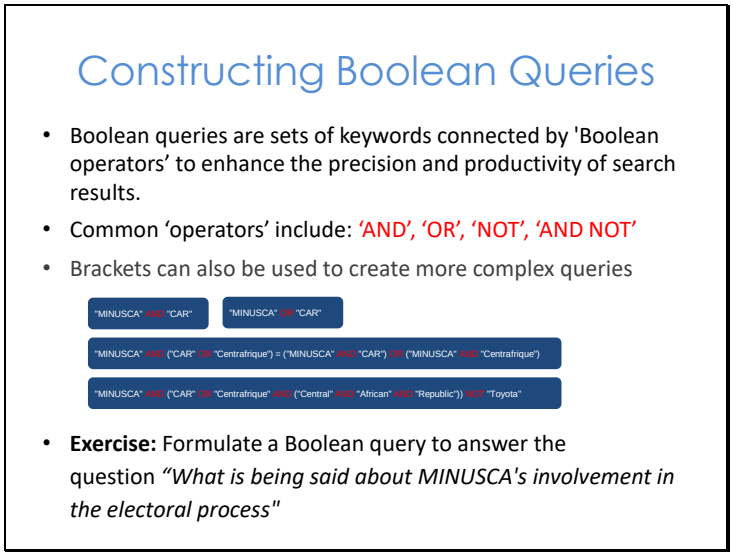
The value of this knowledge is that it enables you to improve your insight into the situation and preparedness for countering MDMH. It can offer early warnings of potential threats and give a sense of what is normal and what might involve manipulation of debates. Monitoring can help you to better understand where to look, and what to look for. You can supplement it with your own specialist insights using tools such as, for example, Google Trends which shows how frequently terms are searched for on Google. The results can be broken down by time, country and related queries to focus attention on a specific timeframe, location and/or topic. This is useful for revealing spikes in interest and can help guide your attention to specific days, locations or topics where interest in a debate has changed.

There are several apps that can be added to your browser to speed up or even automate functions such as translation, image searches and taking screenshots. This is especially useful for speeding up simple tasks that you need to do often.

Interactive. Ask the participants whether they are familiar with any of the tools shown on the slide. If so, ask them to share their experiences of using the tool. A brief explanation of each is provided below:

- Web scraping tools: Software that can extract data from websites and online sources.
- Social media analytics tools: Platforms that help analyse social media content (X Pro for X).
- Natural language processing: Tools that analyse and understand human language in textual data.
- Sentiment analysis: Tools that assess public sentiment in textual content.
- Data visualisation tools: Platforms that create visual representations of data for insights.
- Open-source PKI: Methods like OPKI involve collecting information from publicly available sources.
- Social network analysis: Tools and methodologies examine relationships and connections within social networks.

Slide 11



Key message. Unit commanders should be aware that Unit PKI staff must be trained to monitor information using online search tools available in the mission.

Before presenting the IT tools, it is important that unit PKI personnel are familiar with 'Boolean' queries, or a similar method before they deploy on a peacekeeping mission. Using such a methodology enhances the precision and productivity of search results.

Boolean 'Operators' are basic words like 'AND',' OR', 'NOT' or 'AND NOT' that you use when searching online. They help you combine or leave out certain words in your search to get more specific and useful results. This can save you time by getting rid of irrelevant information that you would otherwise have to go through and discard. Using these 'operators' can either reduce or increase the number of records you see. They are handy for making your searches more focused and accurate, saving you time and effort. Just keep in mind that different search engines or databases might use these 'operators' a bit differently, like requiring capital letters or special punctuation. You can usually find the specific instructions in the guide for that database or in the help section of the search engine.

For example, a search on "MINUSCA" AND "CAR" results contain information that includes both the UN peacekeeping mission and the country, Central African Republic (CAR). It will not show information that only includes one of the terms but not the other. However, "MINUSCA" OR "CAR" will show information on MINUSCA but not necessarily CAR, and vice versa, however, it will also include results on motor cars. Including NOT Toyota ensures the search does not include this type of vehicle. Questions can be refined until they answer the questions laid out in the unit acquisition plan.

Interactive. Ask participants to formulate a Boolean query to answer the question on the slide – 'What is being said about MINUSCA's involvement in the electoral process?' For this exercise, participants should consider the languages that the population will mainly use on online media and what challenges there might be for some of the search terms (for MINUSCA: English and French and car manufacturers will be a challenge, you cannot search for "UN" easily as you will pick up "un" in French, etc.). Answers should include 'MINUSCA' AND 'CAR' AND 'elections', or 'MINSUCA' AND 'elections', since participants could say that MINUSCA is only involved in elections that take place in CAR.

Note to the instructor. Allow participants time to discuss their thoughts. Use the exercise to highlight the need to focus search questions to ensure units receive the best information, as well as the need to have trained staff that understand these analytical methods.

Slide 12



Key message. Google News offers affordable tools that can be used by unit personnel to monitor MDMH in real time, helping to identify emerging MDMH threats.

Interactive – Note to the instructor. Ideally, go through the sequence mentioned below in real-time to show the participants how the search function works.

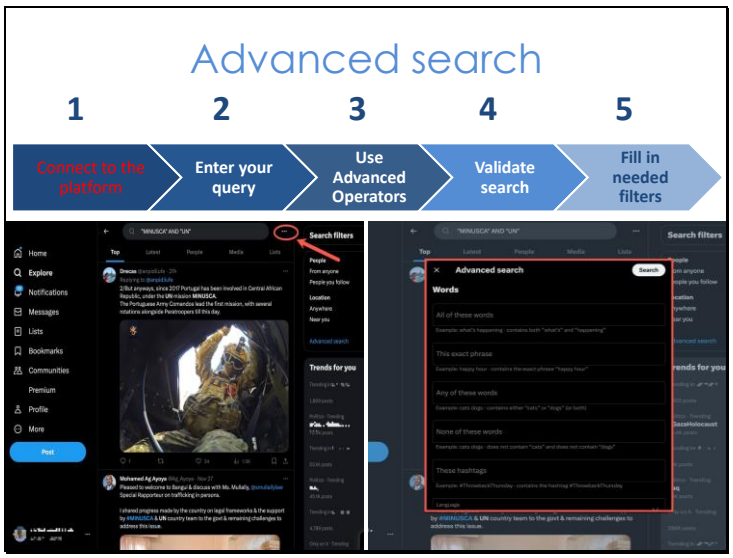
Google News is a free news aggregator that presents a continuous flow of links to media articles. Unit staff can use this tool daily to check the articles published in relation to their mission and their operating environment in general. Through their analysis, they can detect emerging MDMH. Google News offers advanced search functionality that allows personnel to retrieve only articles that are of interest to the unit.

To use it, operators simply need to go to the website https://news.google.com/

- click on the search bar
- click on the white triangle (highlighted on the slide)
- fill in the fields according to the research needs using the Boolean queries (see previous slide).

It is important that unit PKI and other staff, such as the public information officer, are familiar with 'Boolean' queries, or a similar method before they deploy on a peacekeeping mission.

Slide 13



Key message. As with Google News, most social media platforms offer advanced search possibilities for filtering data to bring up only that which is of interest to the unit.

Interactive – Note to the instructor: You should go through the sequence mentioned below in real-time to show the participants how the search function works.

A unit can employ Advanced Search functionality, offered by almost all social media platforms, to actively monitor MDMH by entering specific parameters, using keyword searches and applying filters within the platform.

Here is the process to execute an advanced search, culminating in a search query for "MINUSCA" AND "UN":

- Login to one platform of your choice (it is recommended to use the most popular social network available in the unit's area of operations): using your credentials.
- Access advanced search: Navigate to the search bar and click on the three dots menu (…) to access the Advanced Search option.
- Enter search criteria: Fill in the necessary filters, including words or phrases in the "Words" input, relevant accounts, specific engagement criteria and a defined date range.
- Validate search: Click on the search or validate button to execute the search with the configured parameters and filters.

The platforms offer the possibility to save the search query, so the team can routinely perform this advanced search and monitor the results. Unit personnel can swiftly identify trends as well as respond to emerging content related to MDMH. Adjusting and refining the parameters based on outcomes further enhances the effectiveness of the search, ensuring a targeted and responsive approach to countering MDMH threats.

Unit commanders must ensure that any utilisation of social media for monitoring purposes aligns with the mission's guidelines regarding the use of such platforms. It is imperative that commanders adhere strictly to these guidelines to maintain consistency and appropriateness in their social media activities.

Slide 14



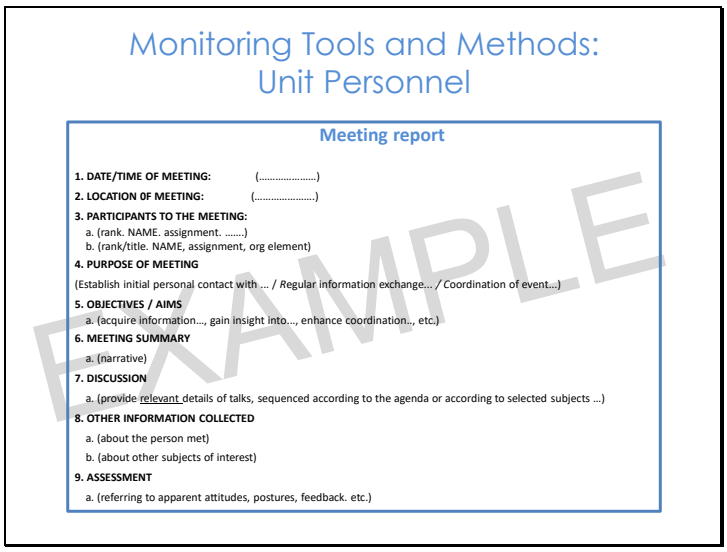
Key message. It is crucial for unit personnel to engage in monitoring MDMH while carrying out field activities such as patrols or outreach engagements. This active involvement is essential to monitoring false and harmful narratives among the community, thereby helping to mitigate the risk of MDMH impacting military and police operations and security.

Unit commanders should use a variety of resources to monitor MDMH; namely engagement platoons or police officers whose role is to meet with local stakeholders (community leaders, non-government organisations or host-nation security forces) to gather information on priority information requirements. For example, patrols can be tasked to routinely monitor and detect MDMH activity. Through daily contact with communities, information can be acquired, based on a unit's acquisition plan and reported back to the unit and to higher HQ via PKI channels. Where available, Community Liaison Assistants can provide valuable support and insight to military and police units, helping them liaise with local counterparts, interpret information gathered by the unit, and ensure that the activities of the unit are culturally sensitive.

To enhance monitoring capabilities, units should consider the following guidance:

- Build and strengthen public confidence.
- Identify and maintain reliable and legitimate interlocutors.
- Map specific locations where the probability of occurrence of a threat from MDMH and its potential impact on the unit.
- Assess potential risks and threats.

Slide 15



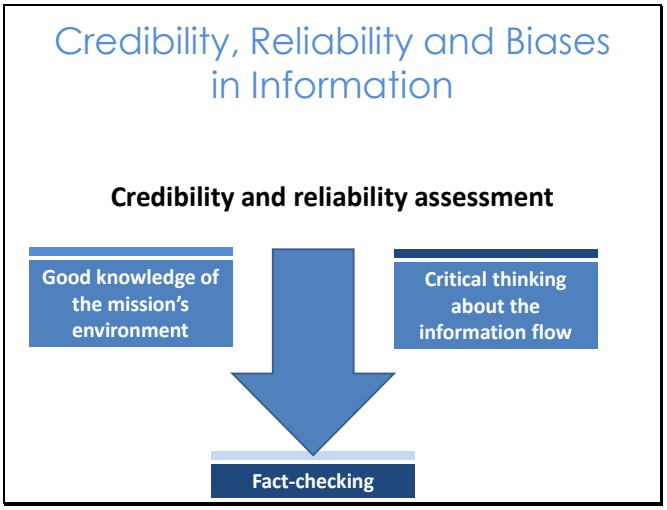
Key message. Meetings between unit personnel and members of the community must be focused on specific objectives in mind, based on a unit's PKI acquisition plan. The purpose of a meeting is likely to be linked to an information requirement from the unit commander or a higher HQ to help enhance situational awareness.

A meeting report is a basic tool to help personnel report information gained from engagements with the local community. It is important that personnel are trained on how to use the reporting process and the importance of such information. Often, unit personnel acquire information for the commander or a higher HQ to enhance situational awareness as well as help counter-MDMH activity.

Note to the instructor. Participants should be aware that this is not an official UN or DPO form, but an example of a tool to formalise contacts with the population. It is therefore not mandatory, although units should have a reporting format in place to ensure information is captured and presented in a standardised format.

10 minute break

Slide 16



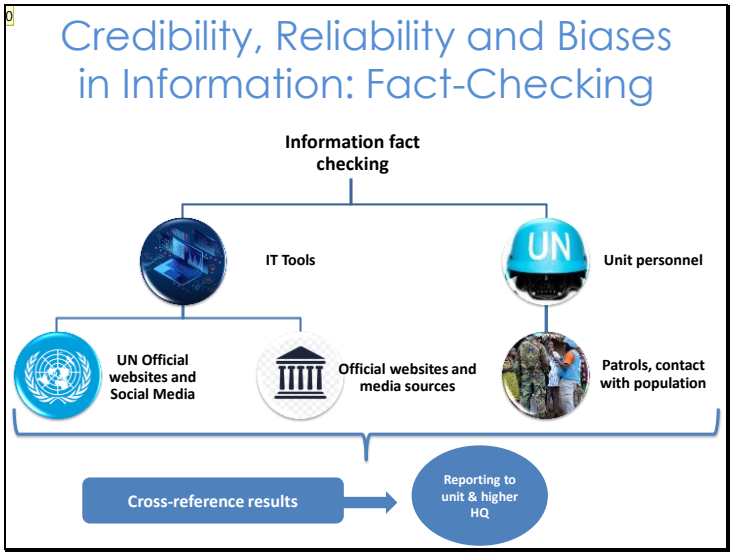
Key message. Evaluating the reliability of information is vital to counter MDMH. Fostering critical thinking, using fact-checking tools and promoting media literacy are essential for distinguishing factual information from misleading content.

Emphasising the importance of distinguishing factual information from false narratives requires a comprehensive assessment of reliability, credibility and inherent biases in the information landscape. It is important, especially when confronted with the challenge of discerning truth from MDMH, to recognise that information may carry biases influenced by its sources, content-curation algorithms or deliberate efforts to spread false narratives.

For effective evaluation of information credibility, units must stay informed about current events in their mission areas, understand stakeholder dynamics, be attuned to local concerns and recognise potential threats. Despite the necessity of scrutinising sources, fact-checking claims and cross-referencing data with reputable outlets, the complexity of this task is heightened by the rapid pace of operations, the overwhelming volume of data and limited resources.

To counter MDMH, units must employ critical thinking and leverage fact-checking tools. Additionally, promoting media literacy among the local population, as part of a mission-integrated effort, is crucial. Media literacy empowers individuals to recognise and resist the influence of false or biased information, contributing to a more informed and resilient community.

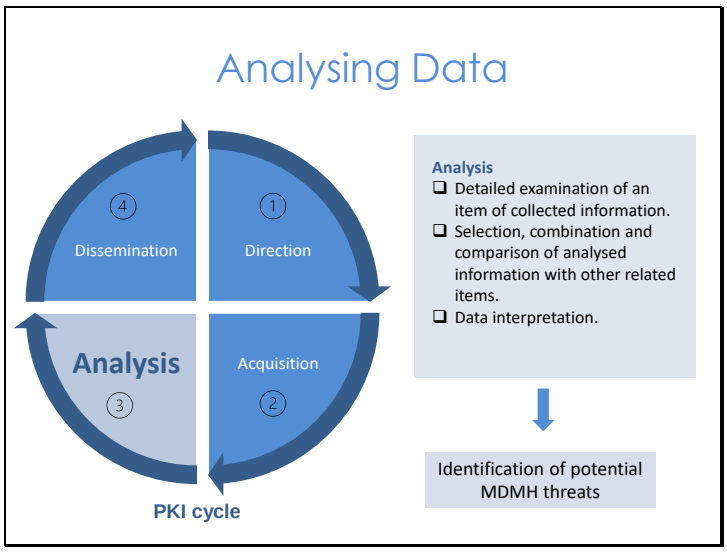
Slide 17



Key message. Fact-checking involves a thorough process, utilising IT tools, official sources and ground verification.

Ensuring the credibility and reliability of MDMH information is paramount. Fact-checking within a unit can follow a process to safeguard against biases. To initiate the fact-checking procedure, a unit relies on IT tools, scrutinising information on official and trusted websites and other credible sources. On the ground, verification extends through patrols and direct contact with the population. As the process advances, cross-referencing results becomes crucial, involving a comprehensive analysis of the gathered information. The final step involves reporting the validated PKI to the unit commander.

Slide 18



Key message. Tactical analysis is a systematic process that discerns pertinent facts, unveils patterns and leverages cognitive interpretation to gain a deep understanding of MDMH actions, enabling precise responses within the unit's operational scope.

It is important that data is analysed to determine MDMH trends or threats, comprehend their underlying causes, anticipate future developments and evaluate the implications for the unit or broader mission. Strong analysis is crucial for issuing early warnings about potential MDMH activities that could pose a risk to unit operations and personnel.

Unit PKI personnel will already be trained in how to analyse data to inform future operations. Unit commanders should ensure this process includes MDMH activity, prompted by information requirements relating to misleading and harmful narratives. That said, we will use the following slides to suggest one way to consider potential MDMH threats using the 'ABCDE framework'.

Slide 19

ABCDE: Analytical Framework



- **Actor** – who?
- **Behaviour** – how?
- **Content** – what?
- **Distribution** – scale of the problem and audience?
- **Effect** – impact?

Key message. The ABCDE Framework provides a structured approach to uncover the actors, behaviours, content, distribution and effect involved in MDMH campaigns, enabling a deeper understanding and more effective countermeasures.

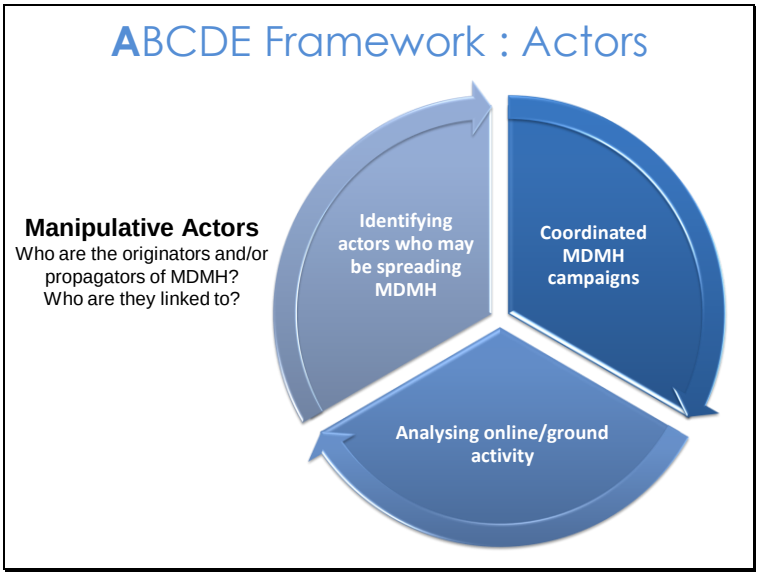
The ABCDE framework serves as a structured guide for comprehensively analysing and addressing MDMH in peacekeeping missions. This framework identifies five key vectors: Manipulative actors, focusing on the entities behind MDMH; deceptive behaviours, centring on the deceptive actions and strategies employed; the harmful content, addressing the nature of the information disseminated; the distribution of the content and the audiences it reaches, and the effect of the MDMH to understand whether it poses a threat against the Mission or unit.

By recognising the interconnectedness of these five vectors, the framework aims to help units understand the complexities of MDMH and inform measures to mitigate harmful impacts.

We will look at each vector in turn.

Note to the instructor: These training materials expand on the UN's Information Integrity Policy (MDMH) to include 'distribution' and 'effect' analysis.

Slide 20



Within the framework, the actor component facilitates an evaluation of the individual or entities participating in crafting and spreading MDMH. The objective is to identify the types of actors generating and interacting with the suspected MDMH. Unravelling this information can be challenging, especially at the unit level, as actors may deliberately conceal their origins and motives. This element provides a method for acquiring and analysing all accessible data to form an assessment, incorporating supplementary information like credits from digital platforms or findings from other investigations.

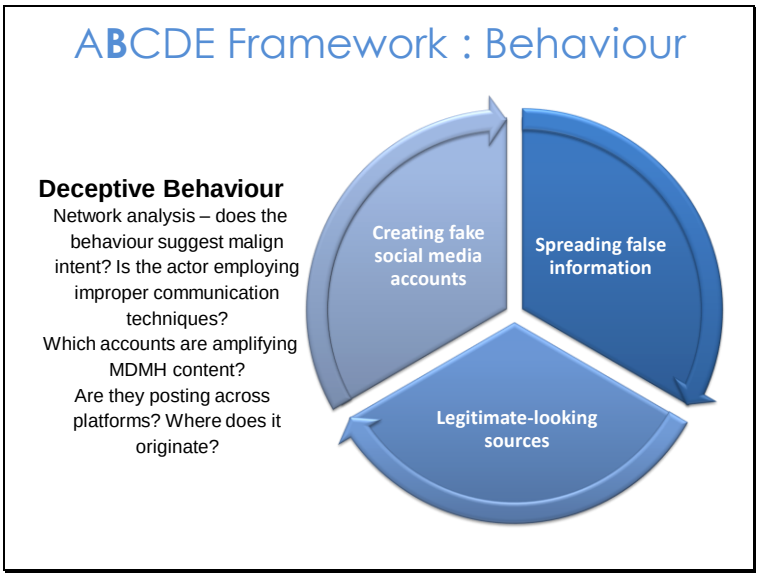
Relevant questions to ask could include:

- Is the person involved acting in his or her private capacity?
- Is the actor affiliated with an armed group?
- To what degree is the platform of distribution independent?
- Does the individual act on behalf of a recognised political entity?

Note to the instructor. Use a single scenario throughout the next 5 slides to demonstrate each stage of the analytical process.

Example scenario: A local influencer, known for their large following on social media, falsely accuses United Nations soldiers of colluding with armed groups operating in the mission area. They claim to have insider information and use their platform to spread these allegations widely.

Slide 21



Behaviour refers to the tactics used by actors spreading MDMH, such as creating fake social media accounts or spreading false information through legitimate-looking sources.

Questions worth considering include:

- Does the behaviour indicate a malicious intent?
- Is the actor employing improper communication techniques?
- Which accounts are spreading MDMH content?
- Is the content disseminated across multiple platforms?
- What is the origin of the content?

To uncover the answers to these questions, personnel should:

- Scrutinise the social media accounts of the actors.
- Examine the content of their posts and the ideas they propagate.
- Investigate their networks, including friends, pages and groups they subscribe to.
- Analyse the location of the actors, for instance, by examining posting times.

In addition, interaction with the population during patrols will help to gather information that will help unit personnel to better understand the motivations of the actors. These elements can help units understand actors' behaviour and refine their analysis.

Example scenario: the local influencer posts multiple videos and status updates on various social media platforms, alleging that UN soldiers are providing weapons and logistical support to armed groups. They strategically tag influential figures and news outlets to amplify the reach of their false claims.

Slide 22

ABCDE Framework : Content

- Is the content verifiably untrue or deceptive?
- Will the content have an impact on unit operations or the safety of its personnel?
- Which languages are used in the spread of the MDMH?
- Is the content manipulated or artificial?
- Is the content reasonable self-expression protected by fundamental freedoms?
- What are the recurrent themes – posts vs comments?
- Are there new narratives being seeded?



Content refers to the actual messages being spread, such as hate speech or false information. It is important to analyse the content to find indicators that will help the unit understand the origins and motivations behind the MDMH.

Relevant questions to ask could include:

- Is the content verifiably untrue or deceptive?
- Is the content harmful to the mission?
- Will the content have an impact on unit operations or the safety of its personnel?
- Which languages are used in the spread of the MDMH?
- Is the content manipulated or artificial?
- Is the content reasonable self-expression protected by fundamental freedoms?
- What are the recurrent themes – in posts vs comments?
- Are there new narratives being seeded?

Depending on the type of content, which may be text, image, audio or video, unit personnel need to carry out analysis to understand the elements put forward by the actors and grasp their tactics. This will help prepare the elements necessary to deconstruct their narrative.

Example scenario: The influencer creates fabricated stories detailing supposed meetings between United Nations officials and leaders of armed groups. They manipulate images and videos to make their claims appear more convincing, aiming to erode trust in the peacekeeping mission.

Slide 23

ABC**D**E Framework: Distribution

- Who constitutes the content's main target audience(s)?
- Is it possible to map which channels or platform(s) are used to distribute the content and how they interact?
- Is the content going viral and likely to be prevalent in the unit's area of operations?
- Is the content tailored or microtargeted, and, if so, to which audiences?
- Does the scale indicate a single operation or an ongoing campaign?

This component focuses specifically on the distribution of content and the audiences it engages. This part of the analysis plays a key role in providing commanders with insights into the scale of a potential MDMH threat, aiding in the assessment of whether countermeasures are warranted.

Key questions to address within the distribution component include an examination of the primary audience(s) targeted by the MDMH, shedding light on the intended recipients of the false and misleading content. Additionally, understanding the channels and platforms employed for distribution becomes crucial, enabling the mapping of how the content is being disseminated. The analysis extends to evaluating the reach of the content and whether it could have an impact on UN operations.

Delving into the targeting aspect, the framework seeks to identify whether the content is tailored or microtargeted towards individuals in the unit's area of operations. Lastly, the scale of distribution becomes a focal point, helping distinguish between isolated incidents and ongoing MDMH campaigns, providing valuable context for a comprehensive understanding of the MDMH landscape.

Example scenario: The influencer's posts quickly gain traction on social media platforms, garnering thousands of likes, shares, and comments within hours. Their false accusations spread like wildfire, reaching a broad audience and inciting anger and suspicion among local communities.

Slide 24

ABCD**E** Framework: Effect

- The **effect** component uses indicators of impact to understand how much of a threat a given MDMH campaign poses.
- Indicators can be drawn together on the basis of the first four components of the framework to reach an assessment of the overall impact of the MDMH.
- The analysis informs risk analysis and management.
  - Is the content aimed at the UN or unit?
  - Does it undermine UN strategic communications?
  - Does the content threaten a unit's ability to implement its mandate and protect UN personnel?

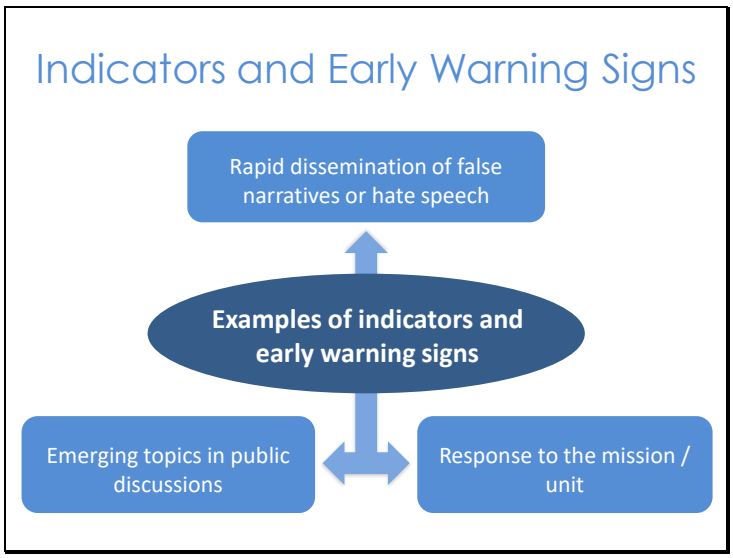
Finally, the effect component of the framework becomes a tool for gauging the threat level posed by a specific MDMH campaign. Drawing on indicators derived from the initial four components of the framework, this component allows for a comprehensive assessment of the overall impact of the MDMH. The analysis informed by the effect component serves as a foundation for risk analysis and management, guiding commanders and planning personnel in developing responses to mitigate the identified threats. This will be covered in more detail in the next lesson.

Critical questions within this framework include whether the disinformation content is directed at the UN or specific units, probing into the motivations behind the campaign. Additionally, the assessment extends to discerning if the content undermines the strategic communications of the UN, potentially eroding trust and credibility. Furthermore, the effect component scrutinises whether the MDMH could influence the behaviours of certain communities resulting in a threat to a unit's ability to fulfil its mandate and safeguard UN personnel.

By addressing these aspects, the ABCDE framework provides commanders with a comprehensive understanding of the potential impact of MDMH, enabling them to implement targeted and effective measures to safeguard a unit's ability to operate effectively.

Example scenario: The influencer's disinformation campaign leads to widespread distrust of United Nations soldiers among the local population. Civilians become wary of interacting with peacekeepers and are reluctant to provide information or support for peacebuilding efforts, jeopardising the success of the mission.

Slide 25



Key message. The unit, in conjunction with its higher HQ, should use mission-specific and standardised indicators and early warning signs to detect MDMH. Early recognition empowers unit personnel to proactively address and mitigate MDMH threats. These indicators should be incorporated in the Mission's Unite Aware Sage ("SAGE") incidents/events database.

An indicator is an observable behaviour or event that points towards a particular outcome, or that confirms or denies a relevant actor's course of action. Establishing indicators and early warning systems to identify potential MDMH campaigns or security threats within information networks is imperative in the context of UN peacekeeping operations.

This slide provides an example of some of the possible indicators of MDMH. A crucial indicator could involve identifying the rapid dissemination of false narratives or hate speech, particularly on social media, targeting the mission or unit during the monitoring process. This may manifest through the widespread sharing of viral content on a specific topic that directly or indirectly impacts the unit.

Furthermore, monitoring the volume and intensity of divisive rhetoric related to upcoming events serves as another critical indicator. These events could span the strategic to tactical, for example, a national election, the renewal of a mission's mandate, a unit operation or the rotation of a contingent. A notable increase in the spread of MDMH could suggest a coordinated effort to manipulate public opinion, potentially leading to

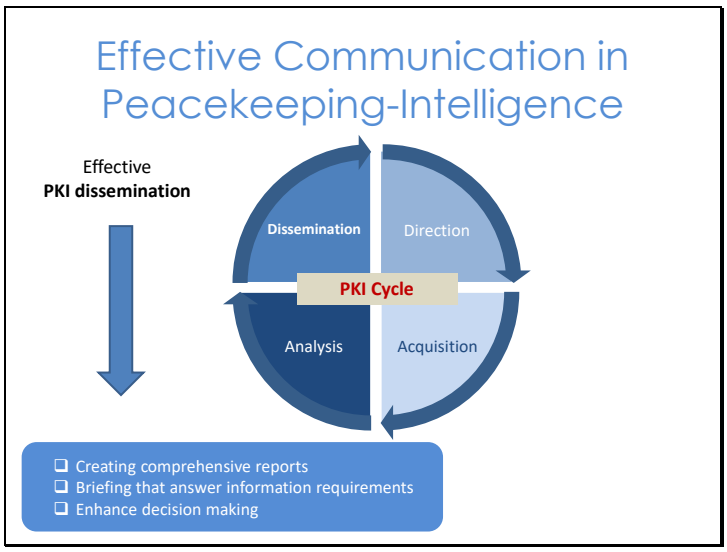
severe consequences for a unit, including the destabilisation of its operating environment, disruption to its freedom of movement or attacks against its bases.

Tracking the amplification of divisive content about local sensitive topics through bot networks or anonymous accounts is yet another crucial indicator. This often signifies organised MDMH campaigns designed to exploit existing tensions.

Early recognition of these types of indicators equips mission personnel to proactively address and mitigate the impact of MDMH on their operations and force protection.

Indicators will be established at mission HQ, so they are standardised across components.

Slide 26

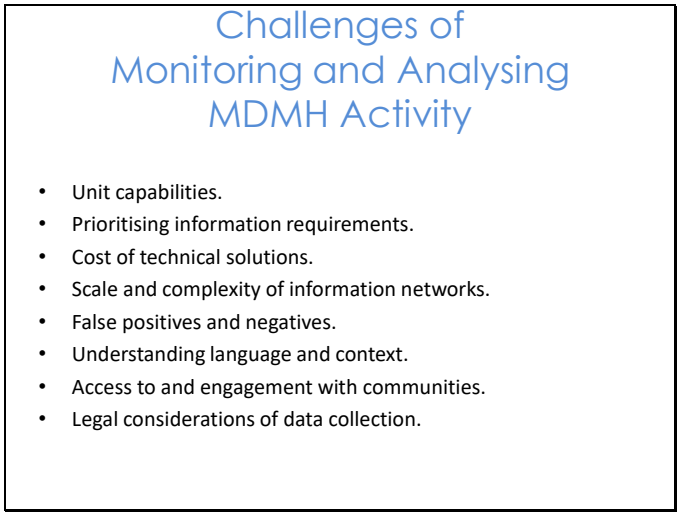


Key message. The prompt dissemination of PKI is crucial. Immediate reporting of emerging issues allows commanders to act swiftly to take preventive action against MDMH threats to mitigate the impact on unit operations and its personnel.

It is important to have effective communication skills when disseminating PKI findings to unit commanders or higher HQ. These skills encompass the ability to articulate complex information in a clear and succinct manner, translating technical terminology into understandable insights for unit and component decision-makers. This involves creating comprehensive reports and delivering briefings and presentations that answer specific information requirements. Effective PKI equips commanders with the information they need to swiftly adapt plans and proactively address MDMH threats. Units should have standard operating procedures to ensure PKI is disseminated as described above.

The success of the PKI product highlights the importance of the original direction given by the unit commander – asking the wrong question at the start of the PKI process will likely lead to an incomplete answer, meaning valuable time and resources have been wasted acquiring information against an incomplete requirement.

Slide 27



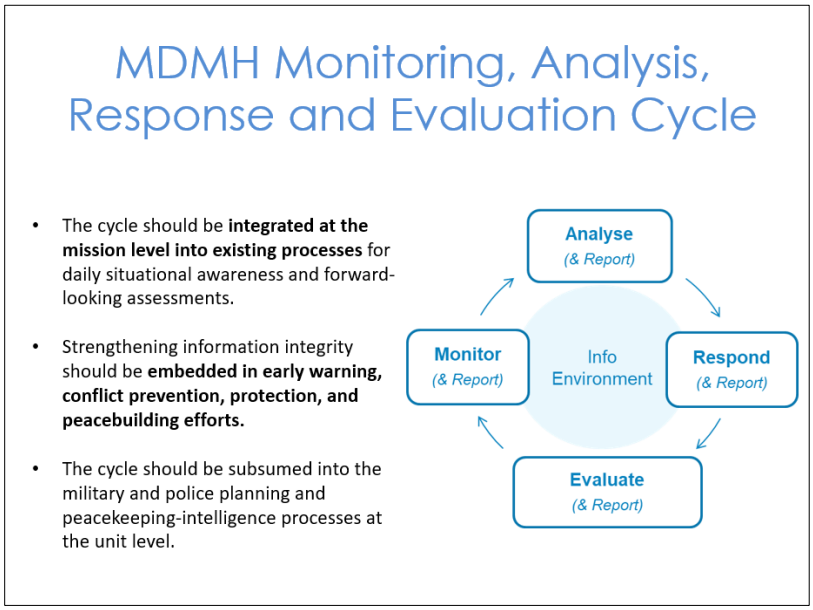
Key message. As stated at the start of this lesson, there are many challenges facing a unit to be able to conduct monitoring and analysis on this scale especially when operating in a complex peacekeeping environment. However, the fundamentals remain the same and it is up to the unit commander to prioritise information requirements based on a unit's resources and capabilities. As much as possible should be done before deployment to practice monitoring and analysis of information so that teams have the requisite skills and knowledge to provide the necessary capability for the most threatening and harmful narratives.

Here are some of the challenges you might see that could affect monitoring and analysis at the unit level:

- Unit capabilities. Effective monitoring and analysis require skilled personnel. Without the requisite personnel, units will be constrained in what they can actively do. Units should deploy with a multi-skilled team to enable effective monitoring and analysis at the unit level to counter-MDMH activity.
- Prioritising information requirements. The unit will have many information requirements to report against. Information requirements on MDMH activity will be in addition to other requirements, for example, those on armed groups operating in the area or population protection issues. Monitoring and acquiring information against all requirements require significant IT and human resources, beyond those held at the unit level. It is essential that the unit commander prioritises information requirements and allocates resources accordingly.

- Cost of technical solutions. Deploying, maintaining and monitoring technical solutions can be costly, both in terms of technology and skilled personnel. Monitoring and analytical solutions must match the skillset and equipment available at the unit level.
- Scale and complexity of information networks. Modern information networks are often highly complex, mixing technical and rudimental communications techniques. This complexity can make it challenging to monitor and manage all components effectively. As networks grow in size and complexity, monitoring information networks must scale accordingly. Ensuring that monitoring tools can handle the increased load and maintain accurate reporting becomes a challenge, often requiring units to focus only on defined areas leaving wider scale monitoring to higher-HQ and other mission entities.
- False Positives and Negatives. Many monitoring systems generate false positives (alerting to non-issues) and false negatives (missing actual problems). Fine-tuning systems to minimise these errors is an ongoing challenge.
- Local language and context. A lack of familiarity with the local language or context can impede the ability to discern indicators or early warnings of MDMH threats. It is important that units work with interpreters and, where deployed, Community Liaison Assistants, to communicate with local interlocutors, ensuring that the unit's activities are culturally and politically sensitive and are understood by the community
- Legal considerations. Units cannot monitor the internet without any limits. The acquisition and recording of data must respect human rights, as well as UN policies in terms of information gathering and personnel data protection (see Module 2 slide 14 – DPO Peacekeeping Intelligence Policy).
- Gender considerations. Gender considerations in monitoring and analysis at the unit level include limited availability of gender-disaggregated data, a lack of expertise in gender-sensitive analysis among personnel, biases in information sources that may overlook gender-specific impacts of MDMH, cultural barriers to sharing gender-related information, and inadequate integration of gender perspectives into monitoring and analysis practices. Overcoming these challenges requires proactive measures such as targeted training and sensitivity to cultural contexts and gender dynamics in information acquisition and analysis.

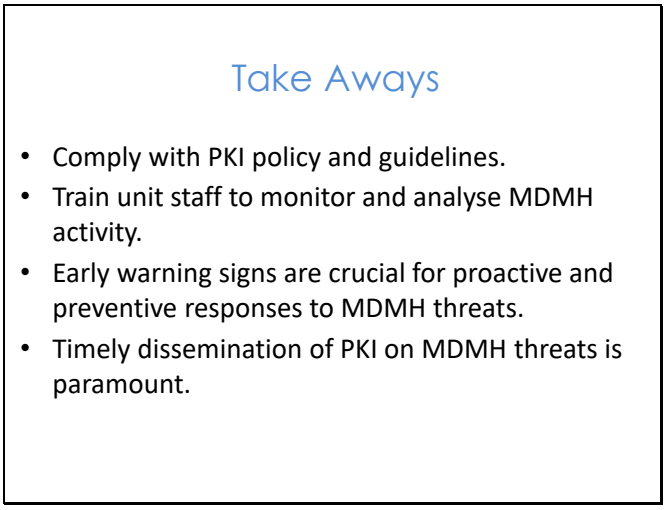
Slide 28



Key message: The DPO Policy on Information Integrity outlines the **MDMH monitoring, analysis, response and evaluation cycle**, which should guide peacekeeping mission's approach to addressing MDMH.

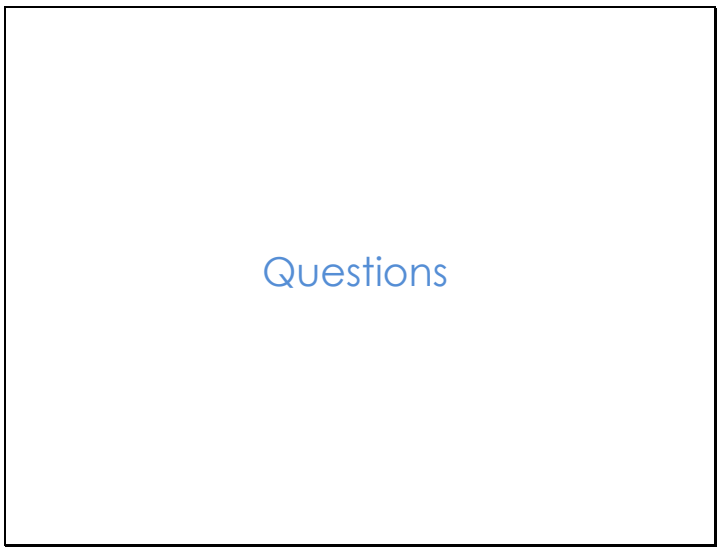
The cycle shall be integrated at the mission level into existing processes to generate and report on day-to-day situational awareness, as well as integrated analyses and forward-looking assessments. Responses to strengthen information integrity shall be embedded into early warning, conflict prevention, protection and peacebuilding work conducted by relevant civilian and uniformed components of the mission.

Slide 29



The presentation emphasised the crucial need to follow UN PKI policy and guidelines for monitoring MDMH activity. It clarified that the procedures and processes for monitoring and analysing information related to MDMH threats are the same as those for other threats. To achieve this, units must deploy personnel trained in the relevant IT systems and software for monitoring and analysing MDMH activity. Recognising early warning signs is vital for units seeking to take preventive action and minimise the impact of false and harmful information on their operations and safety. Finally, central to this effort is the timely dissemination of PKI to inform decision-making, specifically in developing plans to counter MDMH. If PKI is not disseminated promptly, it loses its value, putting units in a continual crisis mode and having to react to MDMH threats.

Slide 29



Lesson

3.4

Risk Management

The Lesson



Starting the Lesson

This lesson focuses on managing MDMH risks in military and police operations, building on our previous lesson on threat assessment using the ABCDE analytical methodology.

While many of the participants will be familiar with risk analysis, this lesson will specifically focus on examining how to manage risks, caused by MDMH, that threaten unit operations and force protection.

Slide 1

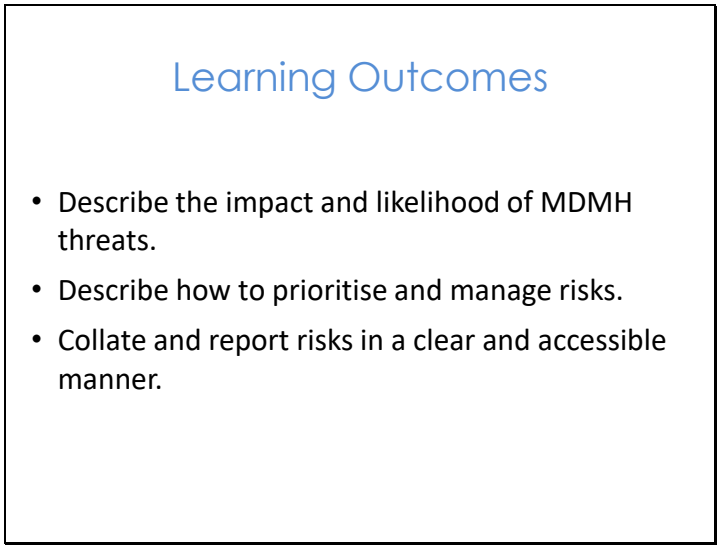


Lesson 3.4
Risk Management

During this lesson, we will look at how to manage MDMH risks against military and police operations and force protection. This follows from the previous lesson where we learnt about assessing the threat using the ABCDE analytical methodology.

While many of you are familiar with the process of conducting a risk analysis, this lesson will specifically focus on examining how to manage the risk to unit operations and force protection caused by MDMH. The approach parallels the methodology applied to other risks, emphasising a comprehensive consideration of risk factors as part of a planning process.

Slide 2



At the end of the lesson, you should be able to: analyse the impact and likelihood of MDMH threats, describe how to prioritise and manage risks, collate and report risks in a clear and accessible manner, and demonstrate the ability to conduct risk analysis.

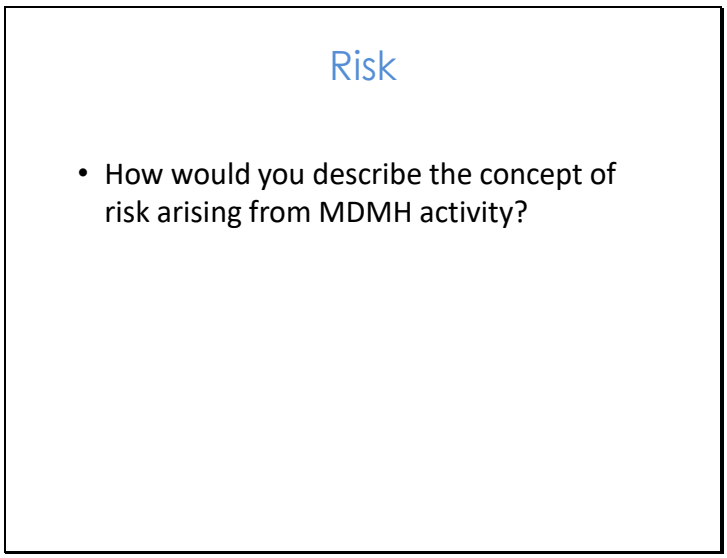
Slide 3

Lesson Contents

- Risk definition.
- Risk analysis.
- The impact of MDMH threats.
- The likelihood of MDMH threats.
- Prioritising, managing and reporting risk.

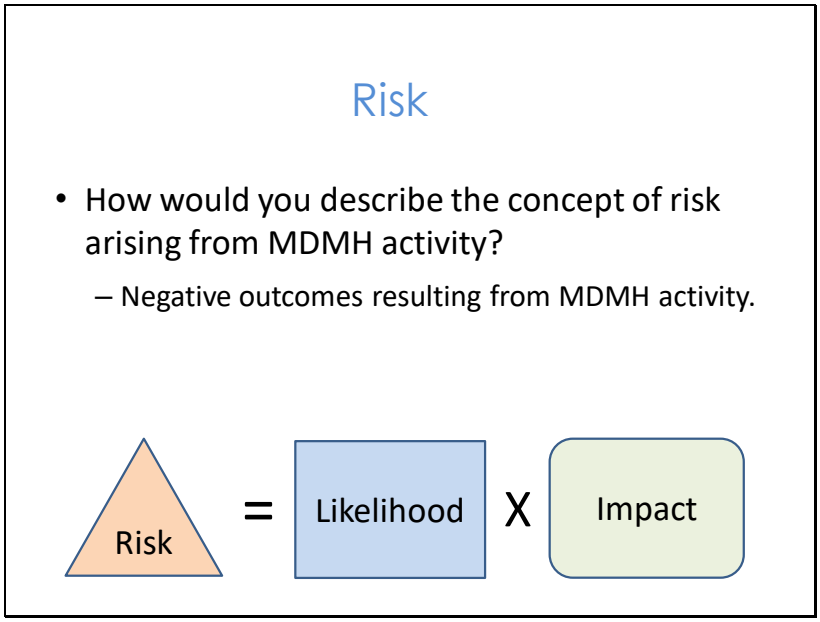
During this lesson, we will explore the intricacies of conducting risk analysis tailored to MDMH within a UN peacekeeping context. We will start with an overview of risk analysis, as a means of revision. The key point is the need to judge the impact posed by MDMH threats on unit operations. We will then examine the likelihood of these threats manifesting and affecting military and police units. The session will also address the prioritisation and management of identified risks, ensuring a proactive and reactive response to potential threats. Lastly, we will underscore the significance of using the analysis to inform planning so that risks can be mitigated by conducting other activities, such as strategic communications.

Slide 4



Interactive. Ask participants to describe the concept of risk arising from MDMH activity. Get answers from the class then summarise with the description in the next slide.

Slide 5



Key message. It is essential to consider threats caused by MDMH to identify the risk to the unit and its personnel. The risk relates to the negative outcome resulting from MDMH, for example, the local population being violent against UN forces. MDMH is the cause of that risk.

A risk, for the purpose of this course, can be described as the negative outcome resulting from MDMH that could affect the achievement of unit objectives. A risk, at the unit level, is characterised by 2 parameters: the likelihood of it affecting a unit's ability to conduct operations and the impact it could have on that unit.

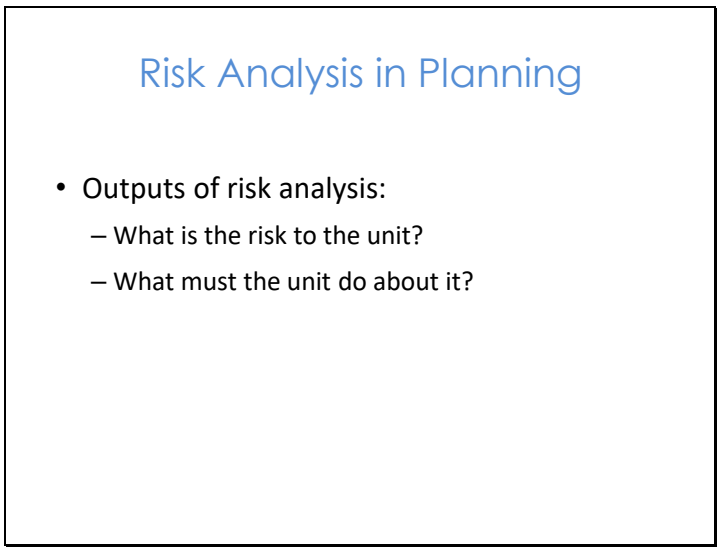
The adverse effects of MDMH narratives on UN military and police forces may not always be immediately apparent. Even though false, deceptive and harmful narratives may be present in the mission area, it is crucial to determine whether they pose a threat to all UN forces. On some occasions, the impact might be evident, such as a riot outside a UN base or a convoy being pelted with rocks while patrolling through a village. In such cases, UN forces must respond to the issue immediately and implement proactive measures for the future.

However, there will be instances when a unit or higher HQ detects early signs of MDMH in the mission area, and the potential impact of such messaging in their area of operations is uncertain. In such circumstances, units must conduct a risk analysis to comprehend the potential effects of these false and harmful narratives on unit operations and assess the likelihood of them occurring in their area of operations. For instance, disinformation

against the UN in the capital of the Democratic Republic of the Congo may not impact UN units operating in the eastern part of the country, although it could. Hence, commanders and planning staff must incorporate such thinking into their planning process to consider potential threats caused by MDMH.

We will look at the assessment of risks stemming from MDMH through the risk analysis process. Troop and police-contributing countries may incorporate these considerations elsewhere in their planning procedures. Either way, the key point is that MDMH threats are considered throughout the planning phase, enabling the assessment of their potential impact on unit operations. Consequently, unit plans can be developed to counter and mitigate the effects of such threats.

Slide 6



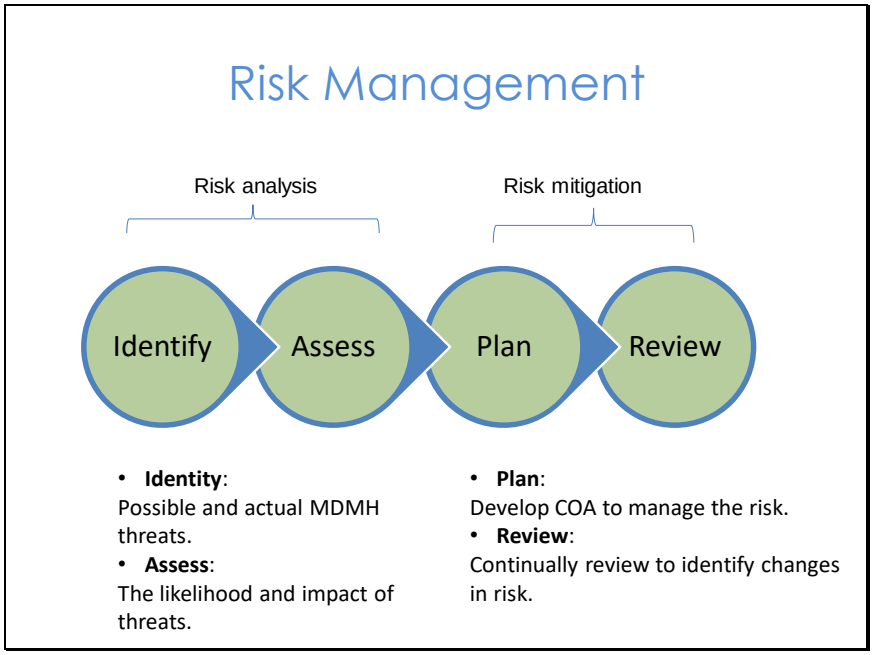
Key message. Risk (caused by MDMH) must be considered from the start of any planning process and be managed throughout.

All military or police planning processes will incorporate the need to consider risks that might have an impact on a unit's ability to accomplish a mission. The output from this analysis is the identification of risk against the unit and what must be done to manage it.

Risk should be managed throughout the planning process. The analysis of the operating environment provides the commander and planning team with an understanding of MDMH threats and the likelihood of them affecting the unit. Mission analysis is where the planning team would consider the impact of an MDMH threat. Mission analysis also defines the commander's appetite for risk.

Note to the instructor. Ideally, adjust the training materials to reflect national practices.

Slide 7

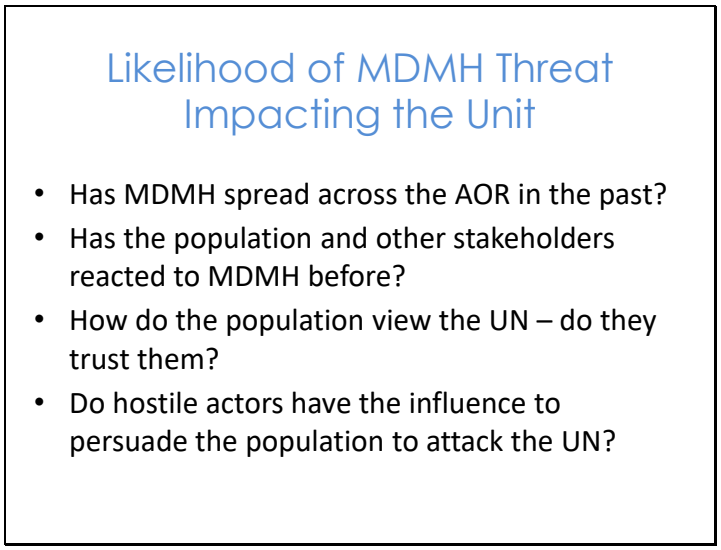


Key message. A structured approach to risk analysis helps awareness throughout the process.

So, how do we analyse and mitigate risks? Risk management is the process of identifying, assessing, planning and reviewing risks of MDMH threats considered during the planning process, and making informed decisions that balance risk with mission benefits.

- First, we identify any threats while conducting the analysis of the operating environment, seeking potential MDMH threats that may impact the unit's plan.
- Next, we assess the risk to see what the likelihood and impact such threats could have on the unit's ability to conduct operations.
- Then, during COA development, staff plan on how to manage the risk.
- Finally, such activities should be reviewed to assess whether they had the desired effect on the audience.

Slide 8

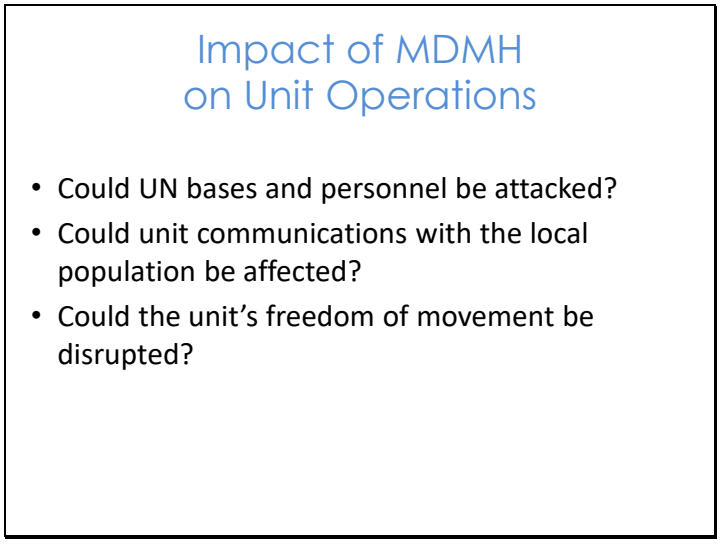


Key message. The likelihood of risks occurring in a unit's area of operations should be based on sound analysis rather than guesswork.

How could unit staff assess how likely MDMH could threaten a unit's ability to conduct its operations? As with any potential threat, staff must conduct an analysis to make an informed decision. It is important that analysis follows defined processes rather than relying on gut-feeling alone, for example, the ABC analysis model introduced in an earlier lesson.

Considerations include 'How have the population in a unit's area of operations reacted to MDMH against the UN in the past?' The past provides some insight into what could happen in the future. However, this must be supplemented by a unit's understanding of the operating environment. How does the population currently view UN forces - do they trust them, do they think the UN is there to protect them, etc.? Such understanding will provide insight into the behaviours and attitudes of people in the unit's area of operations.

Slide 9



Key message. It is important that staff analyse the impact of threats caused by MDMH, because there are insufficient resources to plan against every potential occurrence of MDMH, alongside normal tasking.

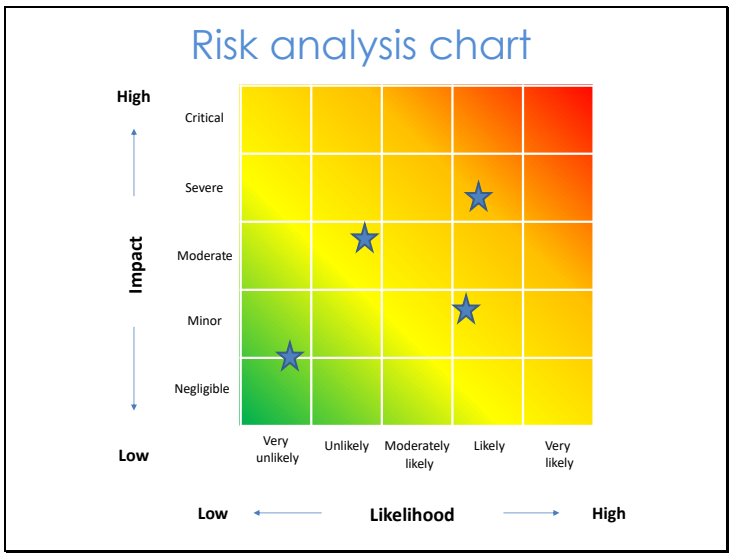
Interactive. Ask the participants to talk through some of the ways MDMH can impact UN military or police operations or force protection. Get participants to recall what they heard in Module 1 to inform their thinking.

Their answers should include the following: could UN bases or personnel be attacked, could it affect the way the unit engages with the population, or disrupt a unit's freedom of movement?

The impact of MDMH will depend on who in the population is affected. Some MDMH will impact mission effectiveness. At the highest level, events that reduce international support for the Mission Mandate can cause Mission failure. At the tactical level, MDMH might impact a unit's freedom of movement. This may be because peacekeepers are no longer welcome in certain areas by the local population.

Of course, some risks may have impacts on both the unit and the mission. For example, MDMH may decrease trust in certain elements of the mission. The impact will be dependent on WHO is influenced. If the local population is influenced this may lead to impacts on military and police units with increased aggression or criminality. If, however, MDMH affects elements of the mission it could reduce efficiency reducing the capacity of military, police and civilian elements to work together.

Slide 10

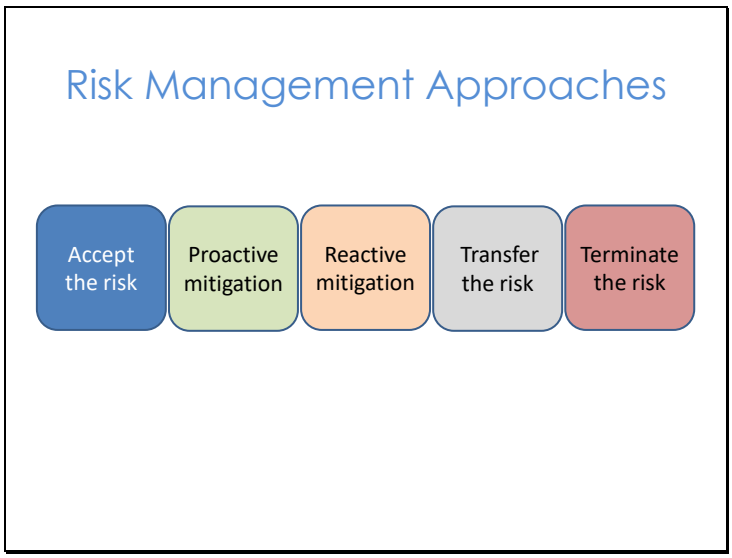


Key message. It is unlikely a commander can deal with every risk facing the unit when conducting operations. Threats from MDMH are included in this list. Therefore, it is essential to prioritise MDMH-related risks alongside other risks, so the most important ones are incorporated into unit plans.

It, therefore, helps to use well-known analytical tools to plot risks and then capture the information so that it informs the planning process. Remember risk is 'impact x likelihood'. One way of visualising risks is to use a risk matrix. A simple graph that shows likelihood on one axis and impact on the other. Each is graded from low to high. The shaded colours reflect a commander's tolerance for risk. Staff should plot MDMH risks on the graph to highlight whether the risk is high, medium or low.

Once categorised, planning staff need to decide how to manage the risk. We will now go through the different management terms to explain what each one means and how the outcome of this process is presented to a unit planning team.

Slide 11

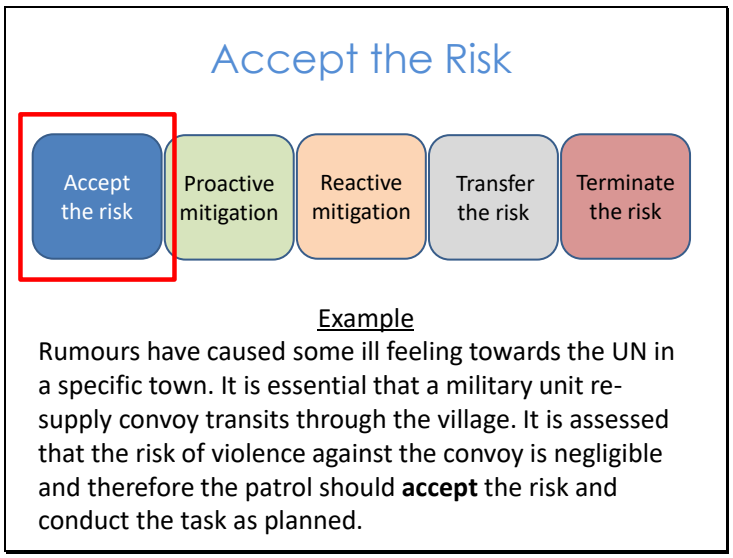


Key message. It is essential that units actively manage risk. Simply categorising all MDMH risks as high and not conducting operations is not an option.

There are many ways of trying to manage the risks of an operation. We will go through one simple methodology. However, different organisations have different ways of describing these options. Let us go through each option in turn to see what each means.

Interaction. Ask the participants what methodology they use. If they have a different methodology, that helps to manage risk, then consider them alongside this approach to see which works best.

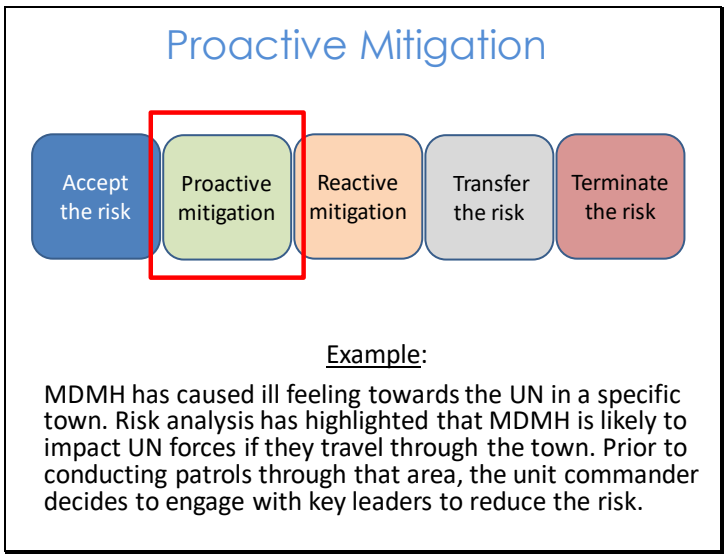
Slide 12



Accepting a risk is simply acknowledging that the risk may occur. A commander may choose to do this if the impact or the likelihood is very low and the cost of doing something about it is resource-intensive.

On the slide, you can see an example of what a unit might do to 'accept' a risk. Here you can see the commander has chosen to continue with the operation as planned, because he/she deems the risk of violence against his unit as low.

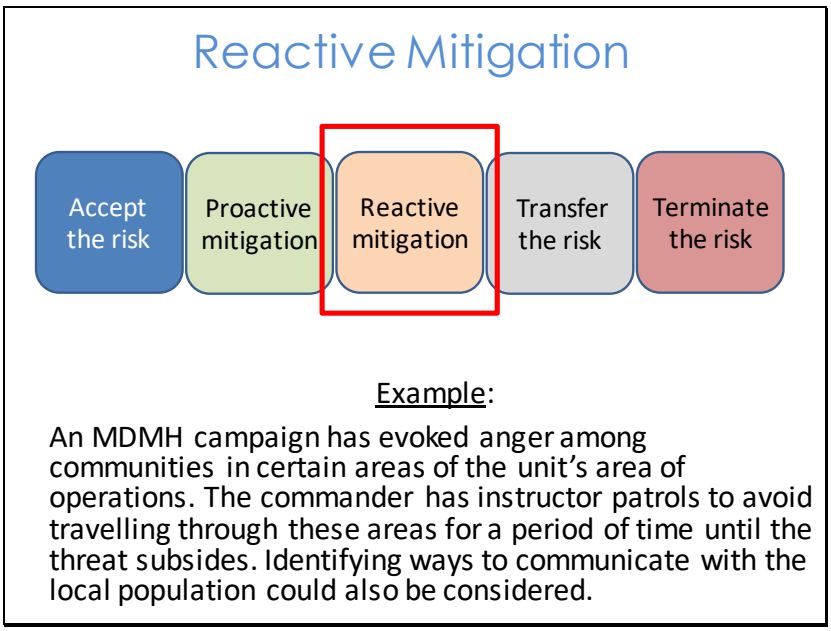
Slide 13



Treating a risk by proactive mitigation is doing something that reduces the likelihood or the impact of the risk. The cost of taking such action must be balanced against the risk itself.

On the slide, you can see an example of what a unit might do to proactively mitigate a risk. Here you can see the commander has chosen to incorporate measures to mitigate the risk by visiting key leaders before an operation takes place.

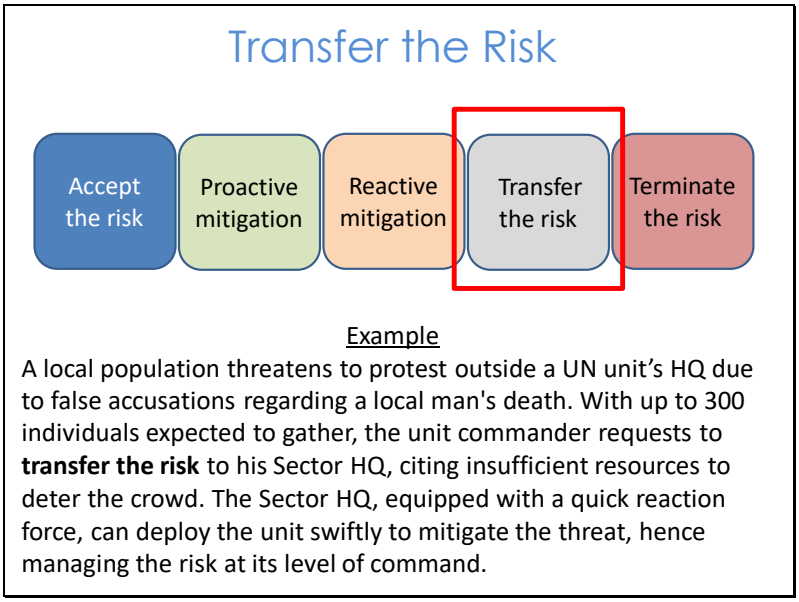
Slide 14



Reactive mitigation measures focus on reducing the likelihood of recurring threats caused by existing MDMH campaigns. This involves conducting mitigation measures to reduce the likelihood of further attacks taking place against the unit.

On the slide, you can see an example of what a unit might do to reactively mitigate a risk. Here you can see the commander has chosen to incorporate measures to mitigate the risk by avoiding certain locations within the area of operations until the risk subsides.

Slide 15

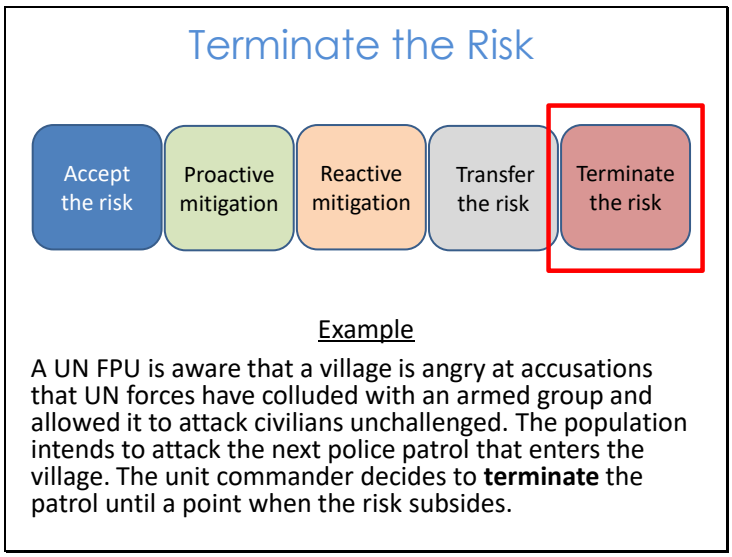


Transferring a risk means passing its management to a higher HQ, who is better suited to dealing with it. It is vital to understand the component's process for risk management, especially regarding how a unit could formally transfer risk to another entity. A unit may continue to play a part in mitigating the risk, based on the higher HQ's plan.

On the slide, you can see an example of when a unit might suggest transferring the risk to a higher HQ.

It is worth noting that a unit commander will not be able to transfer those risks it feels uncomfortable managing. Unit commanders will have to manage risks themselves.

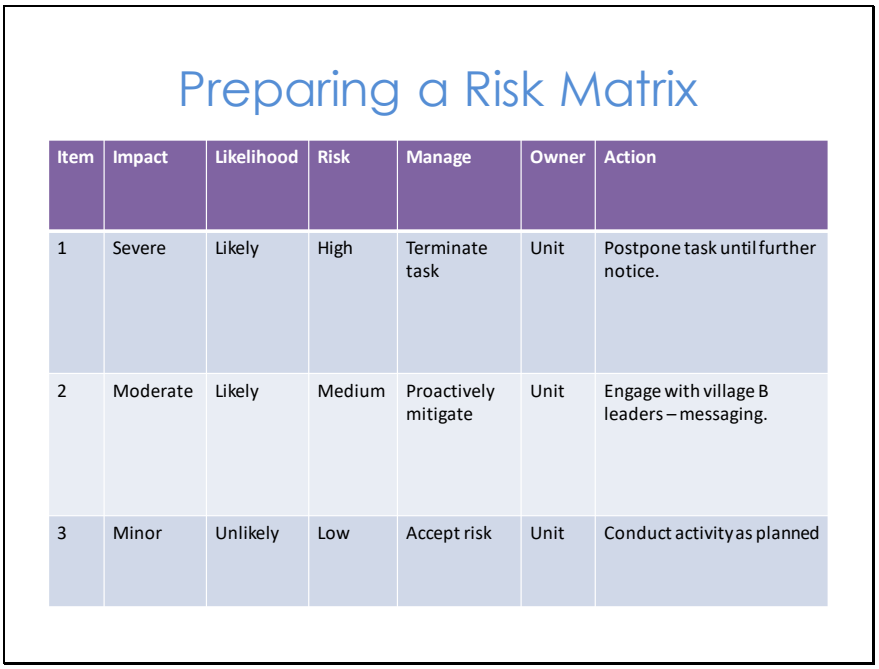
Slide 16



This option would be used when the risk is particularly high, based on the consequences of continuing with the task. Such a decision would need to be cleared by a higher HQ because it could have implications for other operations or the mission.

On the slide, you can see an example of when a unit might suggest terminating the risk by stopping certain activities. In such situations, it would be imperative to continually monitor the risk so that once it reduces, operations can commence.

Slide 17



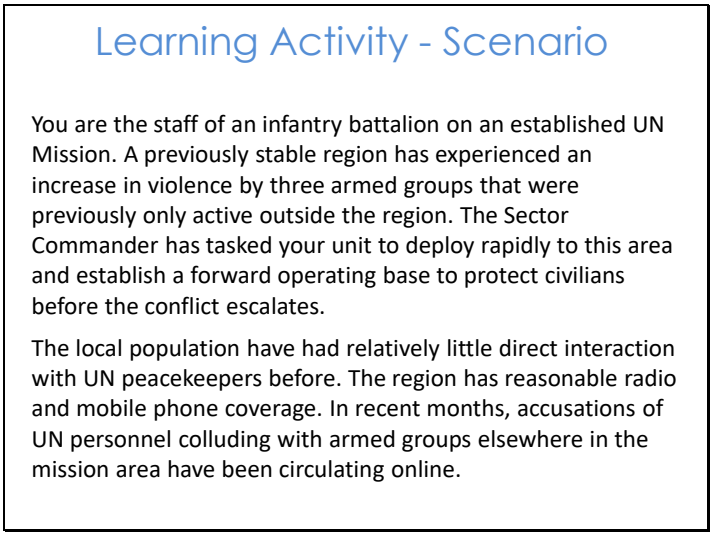
Key message. Planning teams must present risks in a way that can be clearly understood by a unit commander.

The risk matrix serves as a visual tool to highlight the risks confronting a unit, enabling a comparative evaluation of their significance. Note that each risk is categorised to show the impact and likelihood of the risk affecting unit operations, how the unit plans to manage the risk and any mitigating actions that need to be incorporated into the unit's plan.

Only the risks that persist in the current context should be shown on the matrix; those successfully mitigated through effective planning are excluded from the matrix.

Note to the instructor. National processes should be used, if in place.

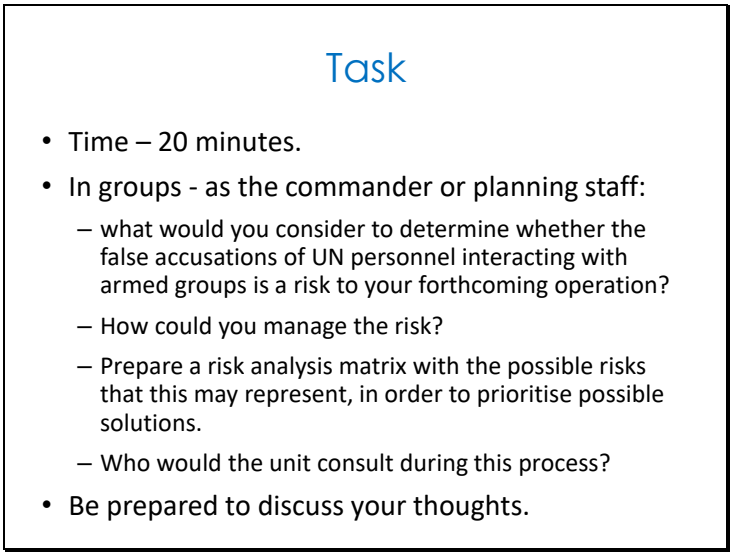
Slide 18



Interactive. Split the class into 2 groups. Ask the group to read the scenario before setting the task (next slide). The aim of this activity is to demonstrate that military and police unit commanders and staff must consider the risk of MDMH threats when planning routine operations or activities. Once identified, they should incorporate ways to manage the risk as part of the planning process.

Note to the instructor. The assessment of likelihood or impact does not need to be accurate for such a thin scenario. The important part is the discussion of how commanders and staff would assess and manage the risks and some of the questions they would want to ask to inform that analysis.

Slide 19



The aim of this activity is to demonstrate that MDMH can pose risks to unit operations. As such, they must be considered and prioritised as there is rarely enough resources to mitigate them all alongside more traditional risks. The assessment of likelihood or impact does not need to be accurate for such a thin scenario. The important part is the discussion on how participants would assess and manage the risks.

Interactive. Ask each group to consider the two questions on the slide. Participants should be considering:

- The likelihood of the disinformation spreading to their area of operations – participants should be encouraged to discuss how they would determine this. Questions might include: Has this disinformation spread into the unit's area of operations? How would the information spread to the population in the unit's area of operations – what communication channels are in place?
- The impact the disinformation could have on unit operations and personnel safety - questions might include: What is the intent of the disinformation? Is it to harm UN forces? What has been the response from the population in other parts of the country? What has been the impact of this disinformation in other parts of the country? How might the population in the unit's area of operations respond to this information? Will the population believe that the increase of violence is the fault of the UN?, Could hostile actors exploit this disinformation for their own gains? Has the Mission already responded to the disinformation in other parts of the country? If so, has it had an effect? What interaction has the UN had with the local community (in the deployment area) – does the community trust UN forces? Do the armed groups operating in the

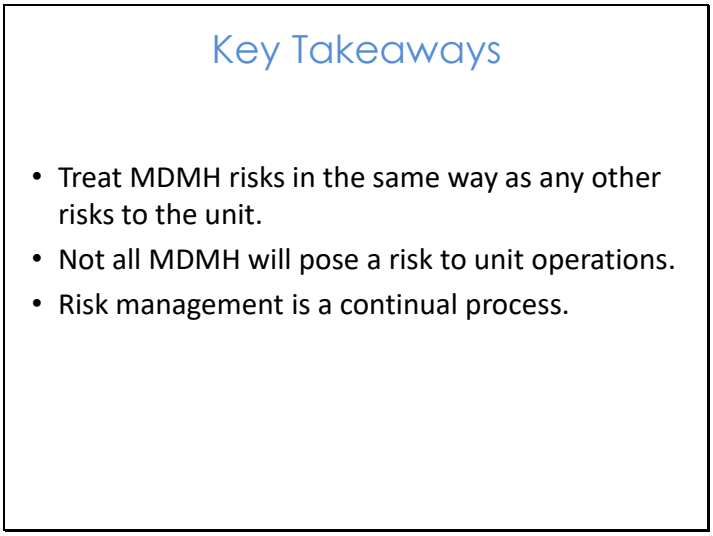
deployment area of operations have any association with the criminal groups supposedly helped by the UN?

- The groups should then determine the risk – is it high, medium or low? Does this disinformation affect the ability of the unit to deploy to and complete its task?
- Participants should then consider how the risk could be managed using one of the management approaches: accept, proactively mitigate, reactively mitigate, transfer or terminate the task, with an explanation of what that entails in terms of unit activities. For example, meeting with village leaders before the operation could help mitigate any violence or conduct reassurance patrols.
- Participants should state who in the mission they would be expected to engage with when considering risk. Participants should understand that they would expect to receive guidance and direction from their chain of command on the potential threat posed by the false accusation. Units would also be expected to update their higher HQ or their intended plans following their internal planning process, which would include findings from their risk analysis.

Note to the instructor. It is important to facilitate the discussion within the groups. It would be easy for the groups to say there is insufficient information for them to consider the risk, which would be correct. However, get them to use their imagination and engage in a discussion to consider how they would approach this if they were on operations and had access to more information.

Highlight the use of a risk matrix and how risk is briefed at each step and is critical during the COA development phase of the planning process.

Slide 20



Managing MDMH risks within a unit requires the same level of attention as any other risks. Recognising that not all instances of MDMH will necessarily threaten unit operations underscores the importance of a nuanced and context-specific approach to understanding the impact of such false and harmful narratives in a unit's area of operations.

It is crucial to understand that risk management is an ongoing and continual process - it ensures that plans for addressing MDMH risks evolve in tandem with changing circumstances, contributing to the overall resilience and effectiveness of the unit's operations.

Slide 21



Lesson

3.5

Developing and sequencing Counter-MDMH tasks into the Plan

The Lesson

Starting the Lesson

This lesson will look at how to incorporate counter-MDMH considerations into routine military and police planning processes.

Both proactive and reactive measures will be discussed, offering insights into effective strategies for mitigating the impact of MDMH. Special emphasis will be placed on the pivotal role of military and police forces in these efforts, highlighting their capacity to minimize the adverse effects of misleading and harmful information.

Notes to instructor. The instructor should have experience in planning military or police peacekeeping operations at the tactical level. Where possible, these materials should be incorporated into other pre-deployment planning exercises so that MDMH becomes a default factor in a unit's decision-making process.

Slide 1



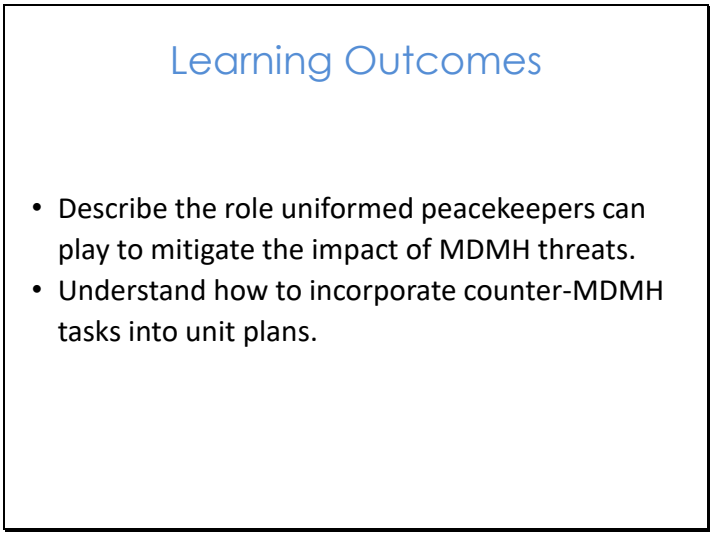
Lesson 3.5
Developing and Sequencing Counter-MDMH Tasks into the Plan

Key message. Tasks addressing MDMH threats must be incorporated into unit plans as a matter of course.

You will recall that the development of courses of action (COAs) is part of a planning process that allows staff to identify ways to achieve a unit's mission. This lesson will consider how to incorporate counter-MDMH tasks into this stage of a planning process. It will use planning concepts introduced in other UN pre-deployment training packages, such as the UN Infantry Battalion STM.

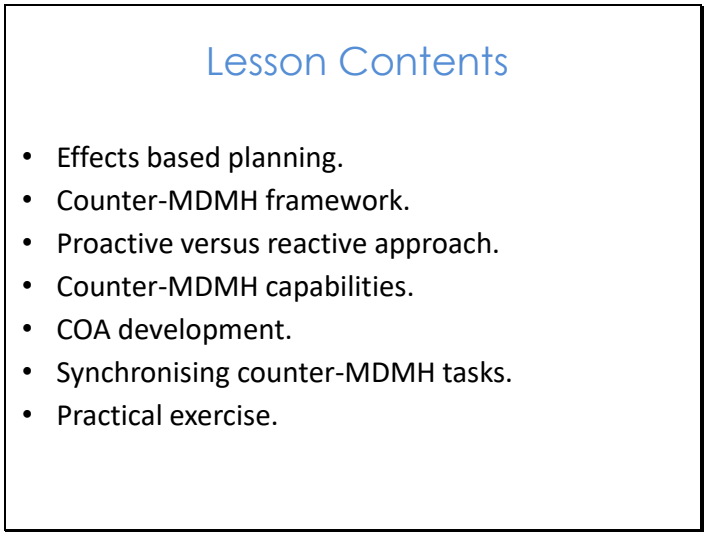
Remember, counter-MDMH tasks should be considered alongside all the other tasks that need to be completed to achieve a unit's mission.

Slide 2



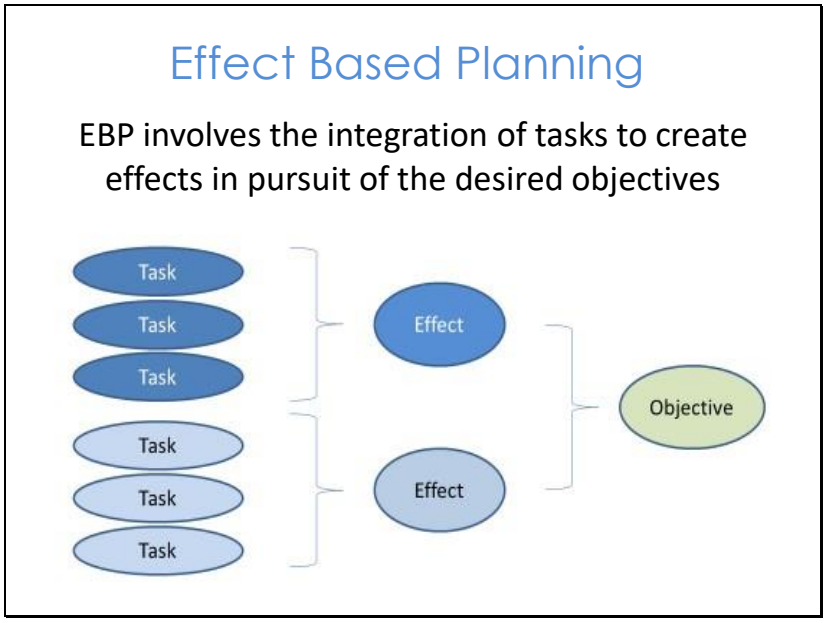
The presentation will delve into both proactive and reactive measures, providing insights into effective ways to mitigate the impact of MDMH. Special attention is given to the role of military and police forces in these efforts, emphasising their capacity to play a critical role in minimising the adverse effects of misleading and harmful information.

Slide 3



This lesson will cover the following topics.

Slide 4



Key message. Effects-based planning (EBP) is a method used to articulate the desired outcomes in a specific location. Identifying effects allows a unit planning team to consider the tasks needed to achieve them.

Effects-based planning is a simple way to describe the outcomes a commander aims to achieve in a given place. This applies to all tasks, including those aimed at countering MDMH threats.

The interrelationship between the terms seen on the slide can be succinctly expressed as follows: tasks create effects, and effects achieve objectives. An effect is an end result that needs to be achieved either in isolation or alongside other effects to fulfil a unit's objective or mission. The different ways to achieve these effects will usually form the basis for different courses of action.

A commander will likely highlight the effects to be achieved during the mission analysis stage of a planning process, including any effects geared towards countering MDMH threats. This allows planning staff to consider all the tasks that need to be completed and the resources needed to complete them.

Therefore, EBP provides unit personnel with a degree of freedom to use their initiative and common sense in achieving the desired effect.

Slide 5

MDMH – Effects

- To affect the capabilities or behaviour of an actor/group. For example:
  - DETER militia group from attacking village 'A'.
- Possible effects used to counter-MDMH threats:
  - CONVINCE
  - DETER
  - REASSURE
  - INFORM
  - PERSUADE
  - PROTECT

As said in the previous slide, effects-based planning enables a unit commander to articulate his/her intent using effects terminology. This is typically carried out during mission analysis when a commander outlines how to accomplish a mission. This might include effects given to the commander by the higher-HQ.

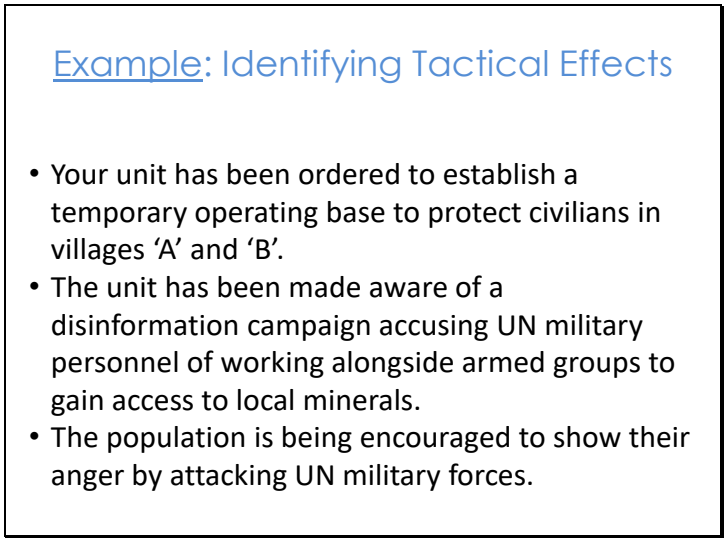
Effects can be physical or non-physical, kinetic or non-kinetic, depending on the mission's mandate and the desired effect. The primary purpose of physical effects is to influence the capabilities of actors, while non-physical effects are primarily directed towards an actor's behaviour, including hostile actors and the local population.

Note in the example how an effect is articulated: first, who the effect is aimed at, followed by the desired outcome.

The slide highlights several effects that could be aligned to addressing MDMH threats. It is crucial to note that any effects terminology used must be standardised across the whole unit, and component when used to task subordinate units. For example, the term 'DETER' must convey the same meaning to a commander, the planning staff and the individual or team conducting the task.

Note to the instructor. Use national recognised effects that are familiar with the participants.

Slide 6



Note to the instructor. Use the next three slides to demonstrate how a commander uses effects terminology to highlight what he or she wants to achieve during an operation. The scenario is based on the protection of civilians operations and hence uses effects appropriate to that scenario.

Ask participants to read this scenario. Explain that this task is routine protection of civilians' operations, often carried out by uniformed personnel.

Scenario: A unit has been tasked to establish a temporary operating base and conduct an operation aimed at protecting civilians within certain villages inside the unit's area of operations.

As part of the 'understanding the operational environment' stage of the planning process, the unit's strategic communications officer makes the commander and planning staff aware of a disinformation campaign accusing UN military personnel of working alongside armed groups to gain access to local minerals, and that the population is being encouraged to show their anger by attacking UN military forces.

The commander rightly states that this poses a potential threat to his/her unit and that it should be considered during the planning process.

Slide 7

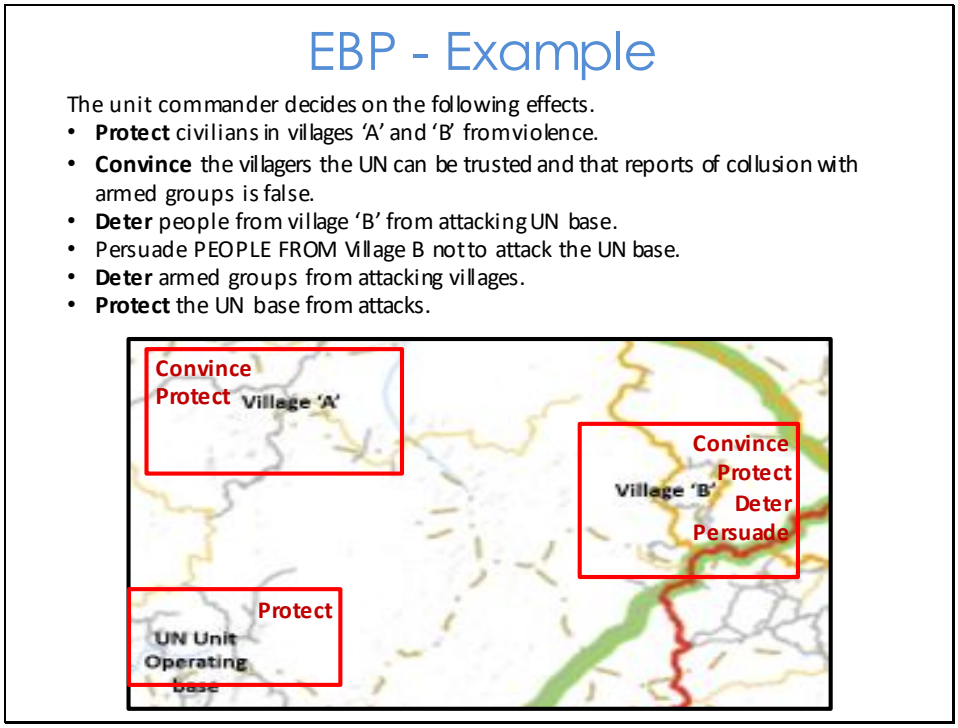
Example: Identifying Tactical Effects

- The unit's PKI cell assess that:
  - Village 'B' is the most vulnerable to attack from armed groups.
  - Armed groups (5-10 fighters) tend to attack in hours of darkness.
  - The population in village 'A' does not believe the UN will protect them from armed groups.
  - Knowledge of the disinformation campaign is prevalent in your AOR.
  - A group from Village 'B' is planning to protest at the UN base, which has potential to turn violent.

Scenario continued: The unit's peacekeeping-intelligence (PKI) cell assesses that Village 'B' is the most vulnerable to attacks from armed groups. They report that armed groups, comprising 5-10 men, tend to attack during the hours of darkness. Furthermore, the population in Village 'A' has previously stated that it does not believe the UN will protect them from these armed groups.

It also emerges that knowledge of the disinformation campaign against the UN is prevalent in your area of operations. In fact, a group from Village 'B' is planning to protest at the unit's base in the coming days, which has the potential to turn violent.

Slide 8



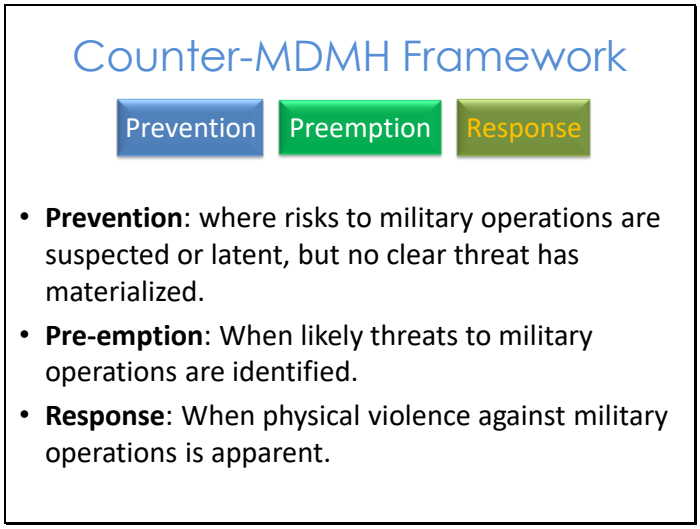
Taking this information into account, the commander has outlined the effects he/she wants to achieve during this operation, including effects to counter the false allegation that the UN is working alongside armed groups to gain access to local minerals. The planning effects are:

- PROTECT civilians in villages 'A' and 'B' from violence.
- CONVINCE villagers that the UN is trustworthy and refute reports of collusion with armed groups.
- DETER people from village 'B' from attacking the UN base.
- PERSUADE people from village 'B' not to attack the UN base.
- DETER armed groups from attacking villages A and B.
- PROTECT the UN base against attacks from angry villagers.

By placing the effects on a map, staff can easily visualise the desired effects and the location in which the commander wishes to achieve it. Staff can then start to consider the tasks necessary to achieve the effects.

Note to the instructor. Take this opportunity to gauge whether the participants are content with the general concept of effects-based planning.

Slide 9



Key message. Adopting measures to counter MDMH will help unit commanders and their staff plan against MDMH threats.

Addressing MDMH threats can be considered using a continuum ranging from early prevention to reactive measures. This can be split into three stages as outlined on the slide. It must be noted that these stages do not necessarily occur in sequential order and may have to be undertaken simultaneously or independently. These three stages can further be clustered into two approaches: proactive and reactive. Prevention and pre-emption stages fall under a 'proactive' approach, while the 'response' phase is aligned with a 'reactive' approach.

Units should take preventive measures to reduce the impact of any false and harmful information that might affect the mission or unit. Prevention activities will be part of the mission's broader strategy or approach for addressing MDMH, led by the Mission HQ and supported by the military and police component HQs. Prevention measures, include among other things, proactively providing accurate, credible and timely information to stakeholders relating to the mission's role, responsibilities and capacities, community outreach, media literacy training and workshops, political advocacy etc. Prevention measures will be a continuous process and should feature in all unit-level operations and activities, in line with the mission's approach and as guided by the mission's integrated mechanism (the working group or task force) for addressing MDMH.

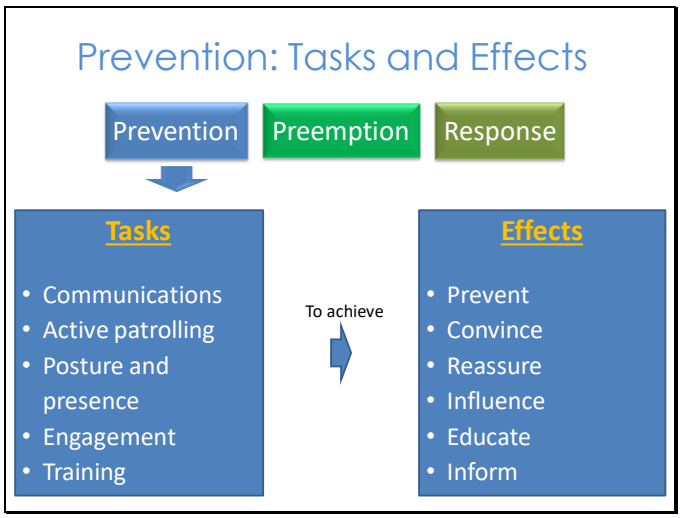
Pre-emptive measures, on the other hand, will be implemented once a potential MDMH threat has been identified but has not yet resulted in any harm to unit operations or its

personnel. Therefore, pre-emptive measures aim to mitigate emerging MDMH threats against the mission and unit.

However, units will not always be able to prevent or mitigate the impact of MDMH threats, and at times they may have to respond to violence aimed against them. Following any violence, unit commanders should consider whether there is an enduring risk that needs to be considered for future operations.

Let us now go through each stage in turn.

Slide 10

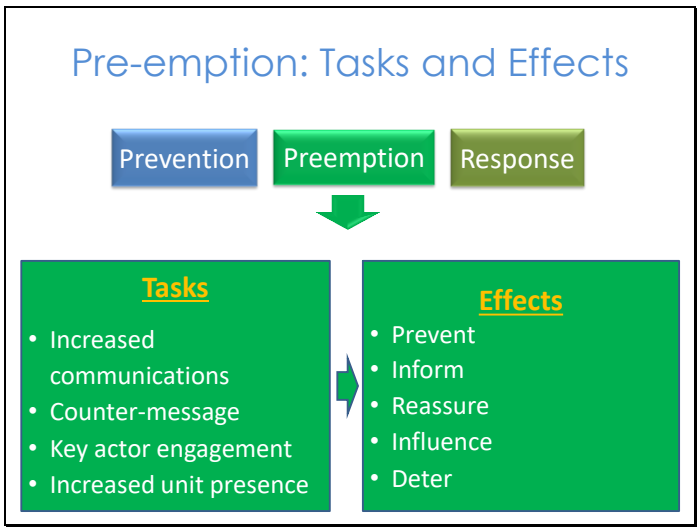


Key message. Unit commanders and planners should consistently implement prevention activities in all their operations as part of an integrated mission strategy to create an environment that is not susceptible to MDMH.

Preventing MDMH is an enduring process that requires an integrated effort across the mission. It is important to strike a balance between addressing MDMH threats and safeguarding free speech and open dialogue. At this stage, a unit's activities are aimed at ensuring maximum situational awareness and building trust with key stakeholders, including the local population. This might include sharing information with the population, conducting patrols or providing other visible presence, engaging with local authorities and communities, liaising with the civilian component to conduct outreach programmes to enhance media literacy skills, as well as gathering information. Proactive communications and pre-bunking on various media ahead of events, incidents or processes that may be vulnerable to MDMH are proven methods of "inoculating" against information harms.

Here you can see some examples of the types of tasks that could be undertaken by a unit to achieve the selected effects listed on the right side of the slide.

Slide 11



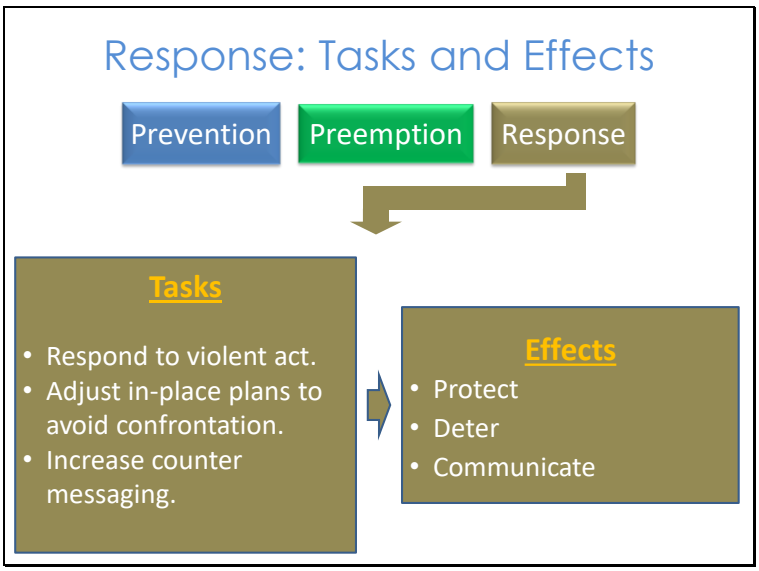
Key message. Where prevention activities prove insufficient, or when heightened risks are detected, more active and focused measures may be required. This is known as the pre-emption stage.

Pre-emptive tasks are implemented once a potential MDMH threat is identified but has not yet been realised. Such indicators should prompt a more focused, targeted and robust monitoring effort by the unit to understand more about the threat and to determine the likelihood and potential impact the MDMH could have on the unit. Intercepting or being informed of possible MDMH threats allows a unit to proactively identify and implement activities aimed at mitigating the potential impact of false and harmful information on unit operations.

At this stage, a unit's activities could include enhanced communications to reassure or inform a population of the truth so that they are not negatively influenced by any misleading information. Furthermore, elevating the posture and presence of military and/or police units proves effective in protecting the population and deterring potential acts of violence within the community and against the UN.

This comprehensive approach reinforces a proactive stance against MDMH threats.

Slide 12



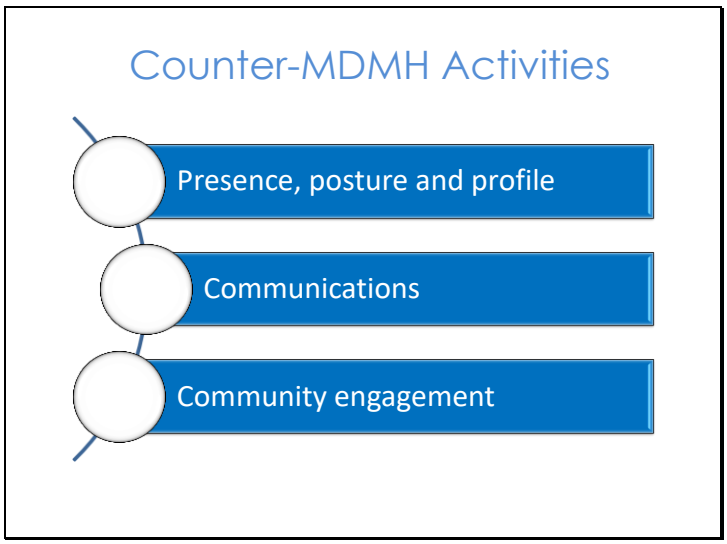
Key message. Units might not know the reason why they are being attacked or threatened with violence. Only later might they discover that MDMH was a contributing factor.

Response tasks address threats against a unit that are imminent. Where possible, units should review current and future plans, and adjust them to mitigate the impact of violence against their personnel, for example, avoiding a certain village where civilians intend to block the movement of UN forces or attack them.

However, there will be times when a unit is attacked with little or no warning. A unit's focus in the first instance is to protect life. As such, units should revert to their standard operating procedures and Rules of Engagement / Directive on the Use of Force to counter such activity.

Once a situation is under control, action should be taken to determine the reason behind the attack. If it is found that the attack was caused by MDMH, then units should consider ways to prevent future attacks. This might include messaging to target audiences via key influencers, such as journalists, editors, thought-leaders, community leaders, experts and other stakeholders.

Slide 13



Key message. Presence, posture and profile, strategic communications and engagement are activities that should be treated as the most effective ways for units to address MDMH threats.

You will have seen from the previous slides that certain unit capabilities appear time and again as ways to counter MDMH threats. This is because they play a critical role in mitigating the impact of MDMH threats. These are: presence, posture and profile, strategic communications and community engagement.

Interactive. Split the class into three groups. Allow 10 minutes for each group to consider how each task could be applied to countering MDMH threats. Ask each group to share its findings with the class.

Note to the instructor. Use this session to gauge the knowledge of the participants and, if necessary, use the next three slides to consolidate the various points participants should have considered under each capability.

Slide 14

Presence, Posture and Profile

- Influence how the UN is perceived by the local population.
- Continued and visible presence.
- Protect and build the confidence by the local population.
- Build trust.
- Credible deterrence.



Key message. Units must maintain presence, posture and profile throughout their deployment to establish trust, enhance credibility and foster legitimacy among a population.

The significance of presence and posture in a UN peacekeeping mission cannot be overstated. It is imperative for UN military and police units to convey a constant state of readiness and professionalism, presenting a credible image to civilians while maintaining alertness to swiftly respond to any situation that may arise.

The presence, posture and profile of UN forces directly impact the perception of the Mission and unit by the local population. A sustained and visible presence during routine activities and operations is essential to both protect and instil confidence in the local community as well as build trust. This consistent presence creates an environment where daily activities can be carried out without fear of threats, allowing the local population to lead normal lives.

Finally, a robust and proactive posture can act as a deterrent, discouraging potential attackers and contributing to the overall safety of unit personnel. However, such tactics might also be misconstrued as intimidation by civilian communities. Units should consider the use of a community liaison officer or an engagement team to liaise with all members of the population to mitigate such perspectives.

Slide 15

Communications

- Sharing information and participating in mission-directed communication campaigns.
- Instigating key messaging that can be easily tailored in times of crisis.
- Drafting media lines of communication about the unit's activities and operations for higher HQ.



Key message. Strategic communications build trust with the population.

Strategic communications are essential in UN peacekeeping operations, as underscored in Lesson 1.5. Its critical role requires the seamless integration of deliberate and planned communication efforts into broader unit tasking. Consistency in mission and unit messaging is paramount, fostering credibility that, in turn, builds trust with the target audience - an ultimate goal of strategic communications.

It is the responsibility of the unit commander to ensure proactive strategic communications measures are taken to counter MDMH threats. This involves strategic communications officers providing updates and positive stories to manage expectations and mitigate the impact of MDMH threats. Crafting adaptable key messaging and engaging in mission-level directed communication campaigns ensure a cohesive message, while close collaboration between unit and higher-HQ strategic communications personnel ensures timely responses to MDMH threats.

Strategic communications, including public relations and media engagement, have the potential to shape public discourse and behaviour. It encompasses various efforts such as awareness raising, narrative development and counter-narrative strategies against MDMH threats. The adoption of counter-narratives becomes essential when false narratives serve as conduits for MDMH content.

It is crucial to note that obtaining approval from higher HQ is necessary before sharing unit messages. Therefore, the process of crafting messages and seeking endorsement from higher HQ, particularly for use in crisis situations, should be initiated as early as possible.

Slide 17

Community Engagement

- Enhance situational awareness by understanding local perspectives.
- Let communities know about the Mission's role and upcoming unit operations.
- Share accurate information.
- Working with other components as an integrated effort.
- Build trust.



Key message. Community engagement enhances situational awareness and helps to build trust with the population.

Community engagement aims to strengthen trust, understand local perspectives, disseminate accurate information, develop situational awareness and build resilience against information harms. This concerted effort involves collaboration across all Mission components at both mission and component HQ levels, and where possible including civilian strategic communications personnel in patrols and other activities to provide high-quality communications coverage.

Face-to-face engagement is crucial, utilising methods such as organising community engagement forums where representatives from a unit can interact with local leaders, influencers and residents. These forums can provide a platform for open discussions, addressing concerns and sharing information on the role of the Mission and the unit, including with civil society, women's groups and local leadership. This direct approach fosters trust by reducing interpersonal gaps and is considered highly credible, particularly in dispelling false information.

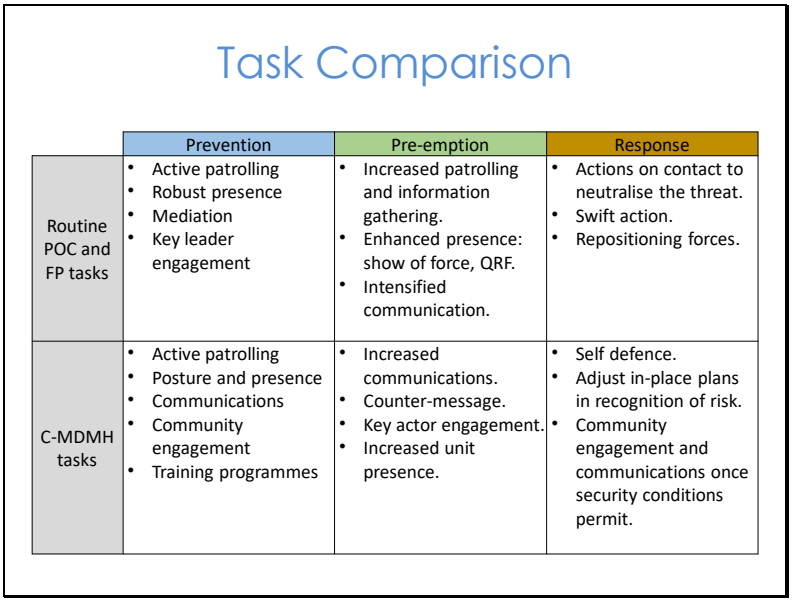
A unit's leadership or liaison personnel act as a critical link between military, police and civilian components, facilitating information sharing and incorporating analysis of the information terrain.

Community Liaison Assistants play a central role in engaging with local actors, informing communities about upcoming operations and contributing to situational awareness,

particularly regarding MDMH targeting the mission. Units should ensure they incorporate these and other relevant partners into their planning from the outset.

Moreover, community engagement provides unit personnel with the opportunity to develop situational awareness and understanding of threats, including those that come from MDMH, and concerns within the local community. It is crucial that contact is maintained by unit personnel to ensure a comprehensive understanding of the human terrain. This understanding of how the local population interacts, communicates and perceives the UN is indispensable, and helps to inform plans to mitigate the impact of MDMH and other threats.

Slide 18



Key message. By fostering an environment where counter-MDMH activities are intertwined with a unit's routine responsibilities, you do not only optimise resources but also strengthen a unit's ability to respond to the many threats it faces.

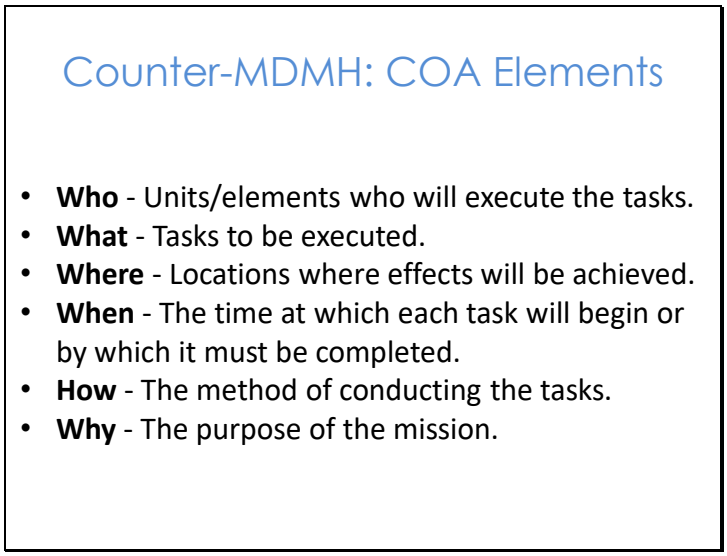
The slide highlights some of the tasks that are needed to protect civilians and conduct force protection and then compares them with counter-MDMH tasks considered in the previous slides. You will see that the tasks required to address MDMH threats are not entirely distinct from the ones already conducted to protect civilians and ensure force protection.

As such, there is no need for units to undertake entirely new activities to counter MDMH. Instead, the focus should be on seamlessly incorporating counter-MDMH activities into existing tasks. This approach allows units to leverage their capabilities and expertise to address the evolving challenges posed by these types of threats.

The shared tasks of protecting civilians, conducting force protection and countering MDMH demonstrate a natural alignment, despite the slight differences in the purposes of these activities. Therefore, unit personnel already possess the skills needed to integrate these activities seamlessly into more familiar tasks, enhancing the overall effectiveness of the unit.

By creating an environment where these activities are intertwined with a unit's routine responsibilities, resources are optimised and a unit's ability to respond to multiple threats is strengthened.

Slide 19



Note to the instructor. Conduct a quick recap on effects-based planning. Remind participants that planning effects are a simple way to describe the outcomes a commander aims to achieve in a given place.

We will now consider how to incorporate counter-MDMH activities into the planning stage 'developing courses of action'.

A Course of Action (COA) serves as the starting point for a potential plan presented to the commander to achieve an assigned mission. The objective of COA development is to formulate one or more options that effectively fulfil a unit's assigned tasks, including activities aimed at countering threats caused by MDMH.

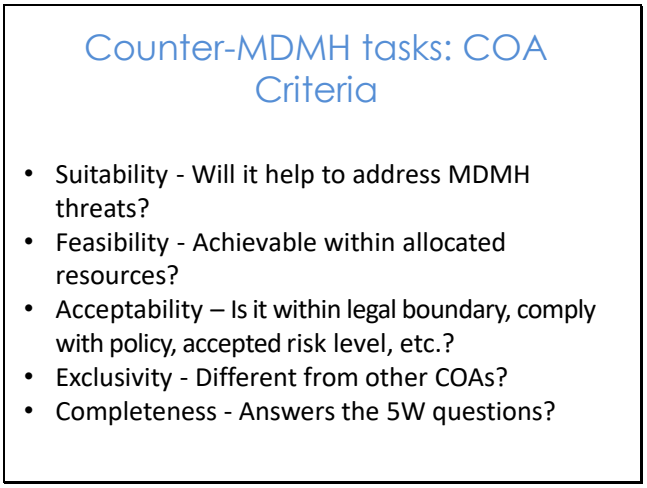
Determining how counter-MDMH effects will be achieved is the same as any other planning effects. In other words, asking these six key questions will help commanders and staff to formulate a comprehensive COA. In terms of countering MDMH threats, this means:

- Who in the unit will conduct the task?
- What tasks need to be executed? This entails identifying the tasks that need to be completed to achieve the desired effect, for example, 'reassure the population'.
- Where will the effect be achieved? Identifying where the tasks will have to be conducted.
- When does the task need to take place? What date / time does the task need to take place, for example, a unit might choose to conduct preventive tasks a couple of days before an operation begins.

- How will the task be completed and why? Identify how the task will be completed and the purpose, in other words, it could be to reassure civilians in a certain village. This ensures whoever completes the tasks knows why they are doing it.

Unit staff should develop at least two courses of action, including different ways to achieve information-related effects.

Slide 20



Key message. A COA should only include tasks that can help achieve a unit's mission. COAs should not be developed just for the sake of providing choices. All counter-MDMH tasks must meet pre-determined selection criteria.

COAs are developed by scoping the various ways in which missions can be achieved. This is no difference for counter-MDMH effects that are included in the COA. Therefore, each counter-MDMH task considered for a COA must meet the criteria of:

- Suitability - It must accomplish or help to accomplish the mission and comply with the commander's guidance. In other words, will it prevent or mitigate the impact of MDMH threats?
- Feasibility – Is the counter-MDMH task achievable within the unit's resources?
- Acceptability – Does the task comply with UN policies and legal requirements on Information Integrity and strategic communications?
- Exclusivity - Each COA must differ from any others, otherwise the staff are not providing the commander with real alternatives. This might be difficult to do in terms of counter-MDMH tasks.
- Completeness – The option must include answers to the previous slide's questions, in other words 'who, what, where, when, how and why'.

If the answer is no in any of these cases, then the activity should not be reconsidered before including it in a COA.

Slide 21

Interaction: EBP

- Identify some unit tasks to achieve each of these planning effects:
  - **Prevent** the impact of MDMH in the unit's AOR.
  - **Reassure** the population in Village C that the UN is there to assist national authorities in protecting them.
  - **Inform** Village D of the Mission's role and responsibilities.
  - **Deter** Village B youth from attacking your base.
- What resources might you use to achieve these effects?

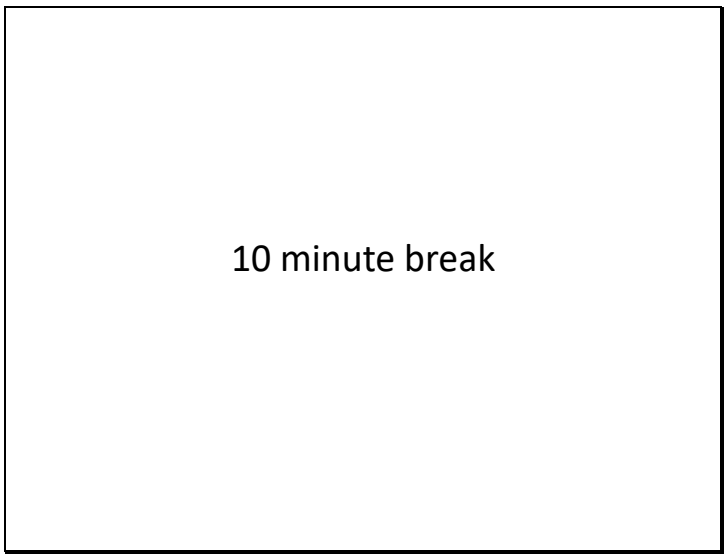
Interactive. Split the participants into sub-groups. Give the groups 15 minutes to consider the types of tasks they would anticipate against each of these effects as well as highlighting the types of unit resources they would consider using to achieve the effects.

Note to the instructor. Generate a discussion among participants to ensure they understand the link between tasks and effects.

Answers might include:

Prevent the impact of MDMH in a unit's AOR: active patrolling (military and police patrols); strategic communications (unit commander, engagement teams); CIMIC engagement (unit personnel, engagement teams); training programmes (unit communications officer), all to build trust and confidence in the UN, as well as support Mission media literacy programmes.
Reassure the population in Village C that the UN is there to assist national authorities in protecting them: active patrolling (military and police patrols); and strategic communications (unit commander, engagement teams).
Inform Village D of the mission's role and responsibilities: unit commander engagement with specified village leaders, using cleared mission and component communication key messages.
Deter Village B youth from attacking your base: show of force (credible military and police presence); strategic communications (engagement teams).

Slide 22



Slide 23

Sequencing Counter MDMH Tasks

- Organising tasks in a logical manner to achieve effects.
- Achieving the desired effect at the right time, right place and with the right resources.
- Incorporating counter-MDMH tasks into unit planning.
- Collate information using a synchronisation matrix.

Key message. Counter-MDMH tasks must be synchronised with other unit tasks as part of a comprehensive plan.

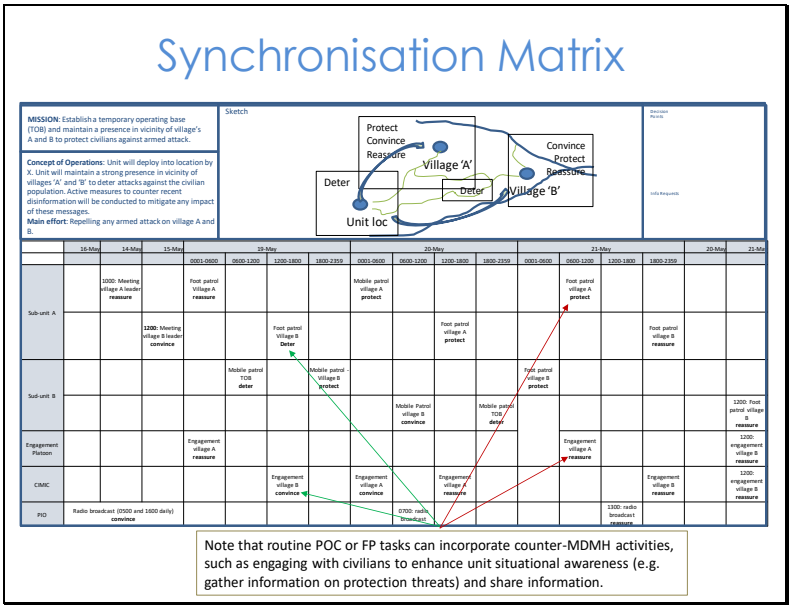
Sequencing involves organising effects and tasks in a logical manner based on their interdependencies. Synchronisation, on the other hand, adds time and space considerations to sequences, determining their feasibility.

It is crucial to sequence activities to achieve the desired effect at the right time, right place and with the right resources. Consider what needs to be accomplished first to enable subsequent activities, taking into account the required duration for each task. For example, you might consider having a meeting with a village leader before the operation starts to inform him / her of your intentions.

The number of tasks that can be carried out simultaneously depends on unit resources while ensuring the availability of resources to counter threats against the population and UN personnel at any given point.

The unit planning team can capture these tasks on a synchronisation matrix, as illustrated in the following slide.

Slide 24



Key message. The key to success in military and police operations lies in effectively coordinating and synchronising activities to achieve desired effects and outcomes within the available resources. This involves aligning the effects and supporting tasks based on resource, time and space considerations.

During the planning process, a critical step is identifying the sequential order of tasks in accordance with the resources at the unit's disposal. The synchronisation matrix shown on this slide serves as a vital tool in informing your operations plan. While various methods exist for synchronising unit activity, this slide introduces one potential planning tool. The matrix displays dates and/or times at the top and resources on the left, as well as highlighting the intended effects.

Examining the matrix, you will observe that it provides detailed timing information at the time of the operation but is less detailed further away from that point. This allows for the identification of preventive tasks within the same matrix, such as informing key leaders of unit intentions or communicating mission details to the local population in the days or weeks before the unit arrives. The planning process ensures that patrols are deployed at times when villagers are most vulnerable to attack or when locals are likely to tune into radio broadcasts. This level of detail is informed by earlier stages in the planning process, such as the analysis of the operating environment, including the IT.

The synchronisation matrix plays a crucial role in sequencing resources to events over time, encompassing all the assets under your command and any partners you may be collaborating with. The challenge lies in capturing key activities without making the matrix overly complex.

Commanders must also ensure that routine tasks, like POC or force protection, incorporate counter-MDMH activities. This involves engaging with civilians to enhance mission and unit situational awareness while routinely sharing information. This integrated approach should be a default consideration for all unit tasks.

Note to the instructor. Ensure participants appreciate the need to synchronise unit activities with other UN entities operating in or alongside their area of operations. Such coordination will be directed and managed by the unit's higher HQ.

Use national synchronisation tools if more appropriate to do so.

Slide 25

Practical Exercise

Seizure of Senegalese equipment, MINUSCA
(18-22 March 2022)

The incident:

- Routine movement of Senegalese QRF equipment across Cameroon/CAR border on 14 March 2022.
- Mission formally notified CAR Ministry of Foreign Affairs on 1 February of the arrival of 50 trucks equipment with load lists.
- Four containers with ammunition seized by CAR customs authorities on 18 March.

Disinformation narrative:

- MINUSCA trafficking anti-personnel mines to supply CAR rebels.

Notes to instructor. This is an exercise to portray what an MDMH scenario looks like; how a fact turns into fabrication, how it can propagate both online and offline, and how it impacts the mission environment, including unit operations.

Learning objectives from this exercise are to:

- Understand the common narratives of MDMH.
- Understand the tactics, techniques and procedures of MDMH.
- Understand how MDMH can be used to evoke unrest among the population.
- Identify the COAs to counter MDMH.

The exercise scenario depicts a scene in MINUSCA in March 2022 and is structured in four stages (the current slide stating the fact, and follow-on stages as the story unfolds):

- Stage-1 (Shaping the story): Seeding alternative truth through photos, video and articles.
- Stage-2 (Denouncing MINUSCA's actions): Reinforcing alternative narrative by broadening message, and demanding explanations.
- Stage-3 (Enacting outrage): Shift from social media to the physical world.
- Stage-4 (Analysis and takeaways): Intellectual rationalisation.

Interactive: Participants are to go through the exercise narratives – the tasks will be explained in the final slide.

Slide 26

Stage 1: Shaping the Story

Seeding alternative truth through photos, video and articles

Narrative: This is "strategic plan" of MINUSCA. MINUSCA creates tension, crisis and division in CAR



'Seizure of two private trucks with four UN containers of antipersonnel mines and other munitions of war: conclusive evidence of arms smuggling by MINUSCA.'

Note to the instructor. The fabricated story emerges on Facebook and online webpages, other social media platforms.

Slide 27

Stage 2: Denouncing MINUSCA's Actions

Reinforcing alternative narrative by broadening message, demanding explanations.

Three narrative threads: to exert pressure, point the finger at exploitation and rally African solidarity.



"MINUSCA is still expected to explain to the whole world what anti-personnel mines are doing to its trucks in Central Africa"

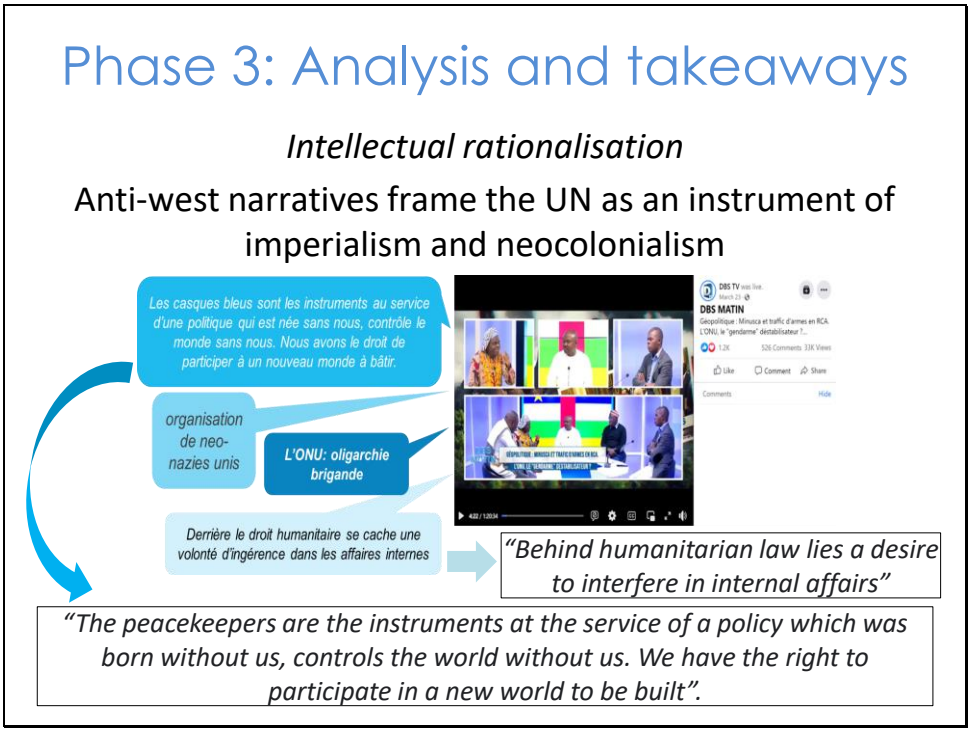
Note to the instructor. The story gains more traction online, with accounts denouncing MINUSCA's alleged actions, threatening the UN and urging the local people to engage in anti-MINUSCA activities.

Slide 28



Note to the instructor. Demonstrations and protests outside MINUSCAs headquarters, following the online campaign.

Slide 29



Note to the instructor. Influencers and political/intellectual figures discuss anti-west narratives, framing the UN as an instrument of imperialism and neocolonialism, in the form of talk shows and interviews posted on social media.

Slide 30

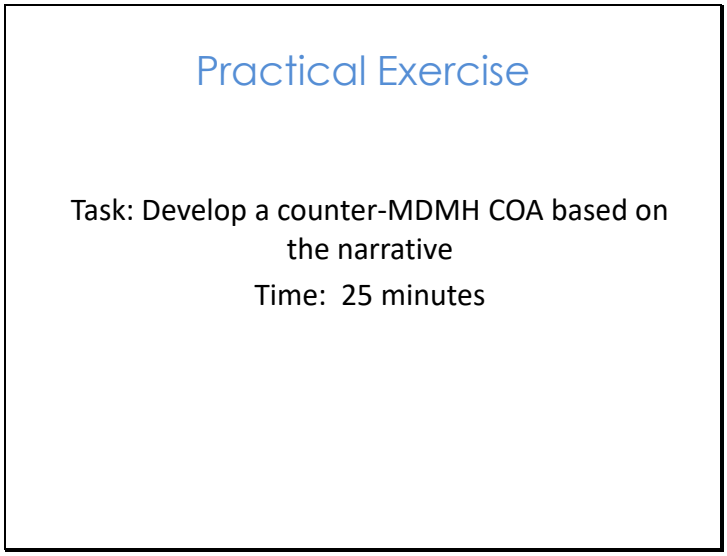
Exercise: Tactics, Techniques and Procedures of online MDMH

- Distributed amplification – within six hours, it has reached 13 African countries with thousands of reposts and shares.
- Trolling and participatory storytelling continues.
- Astroturfing continues.
- Front organisation - two associations involved in demonstration and protestation.
- Political and other influencers in action.
- Activists and paid engagement continues.

Note to the instructor. This slide summarises how the story was spread through various channels, as well as some incidents that happened because of the story.

Interactive. Make sure that the participants understand the exercise scenario and can visualise the scenario of the mission environment along with the difficulties created for units to operate unhindered.

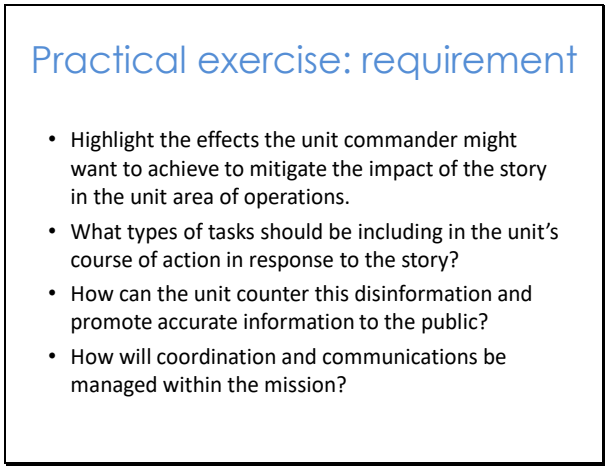
Slide 31



Interactive. Split the class into groups of 3-5. Inform them that this story is likely to spread to their unit's area of operations and is already gaining traction among some elements of the population.

Use the next slide to explain the requirement.

Slide 32



Task each group to:

- Highlight the effects the unit commander might want to achieve to mitigate the impact of this story in his/her unit area of operations. Note the unit's higher HQ is likely to have directed the unit to achieve certain effects.
- What types of tasks should be included in the unit's course of action in response to this story?
- How can the unit counter this disinformation and promote accurate information to the public?
- How will coordination and communications be managed within the mission?

Note to the instructor. Ask each group to present their thoughts. Generate a discussion on the development of a course of action based on the questions above. You should be able to assess whether participants have understood how to apply what they have learnt from the lesson to this scenario.

Slide 33

Take Away

- Consider counter-MDMH threats when planning unit operations.
- Counter-MDMH tasks should be designed to achieve desired effects.
- Preventive counter-MDMH activities will help to mitigate threats.

Unit planners should consistently factor in MDMH threats when devising unit operations, with a focus on conducting tasks to prevent or mitigate the potential impact of such occurrences. Unit commanders and planning staff should identify counter-MDMH effects, including community outreach and proactive strategic communications, alongside routine operations and activities.

This should be a default requirement.

Slide 34



Lesson

3.6

Communications Content

The Lesson



Starting the Lesson

This lesson aims to provide participants with key insights for creating effective communication materials to support both tactical and broader mission goals.

Success in communication efforts hinges on aligning words with actions to maintain mission and unit credibility. Furthermore, the lesson outlines a series of considerations to guide communication practices and mitigate the risk of ineffective messaging.

Notes to instructor. It is recommended the instructor has experience in incorporating strategic communications or information operations into peacekeeping operations at the tactical level.

Slide 1



Lesson 3.6 Communications Content

The purpose of this lesson is to highlight some considerations for units when contributing to communication content to support tactical and wider mission objectives.

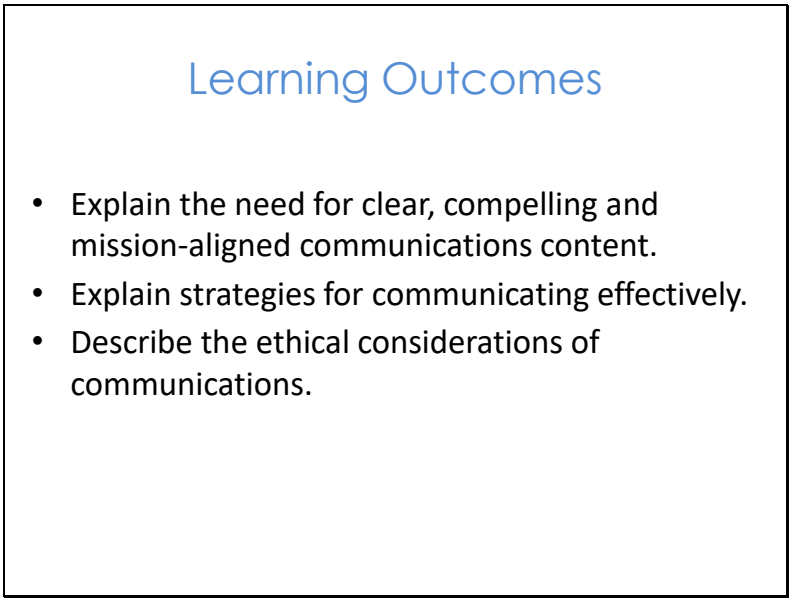
Communications content comprises information and materials disseminated through various means and includes messages, quotes, interviews, statements, reports, data, stories, photographs, infographics and social media content.

It is important to state from the outset that military and police strategic communications and public information activities must be directed by and aligned with the mission's communications strategy. An integrated mission communications strategy allows units to inform and educate communities about the mission and their roles, which is crucial for managing expectations and countering the impact of MDMH threats.

It is the unit commander's responsibility to ensure the unit is contributing to the Mission's strategic communications strategy.

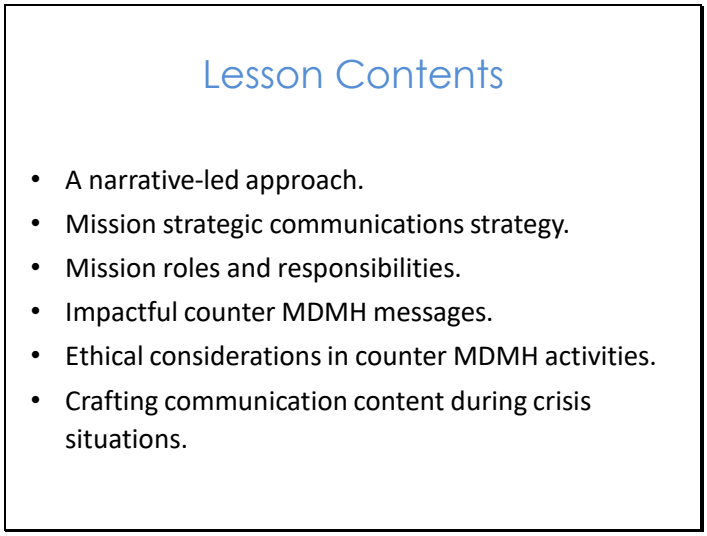
This lesson complements the lesson on strategic communications in Module 1.

Slide 2



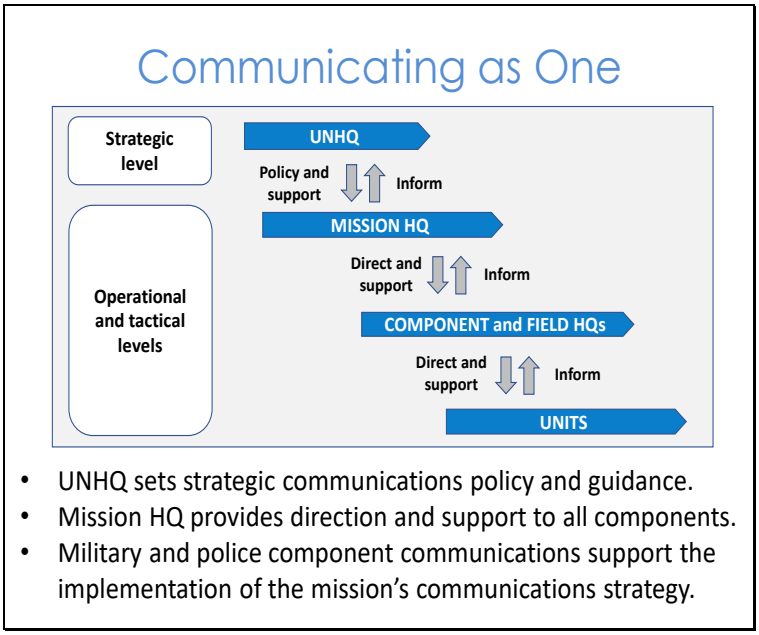
Here are the learning outcomes for this lesson.

Slide 3



The lesson will cover the following topics.

Slide 4



Key message. Achieving a consistent and coherent communications strategy is a collective responsibility shared among all UN peacekeepers to allow the mission to communicate as one.

This slide depicts how strategic communications for peacekeeping operations are managed at the UNHQ, individual peacekeeping missions and their subordinate components.

A mission's approach to strategic communications must align with and uphold the values, norms and standards of the UN as outlined in its policy and guidance. This direction sets a common standard for how peacekeeping operations approach and manage strategic communications.

It is the mission HQ's chief of strategic communications who is responsible for developing and implementing a mission-wide communications strategy, aligned with mission objectives and priorities. The chief of strategic communications is responsible for leading the mission's strategic communications, including planning and the evaluation of the impact of the strategy.

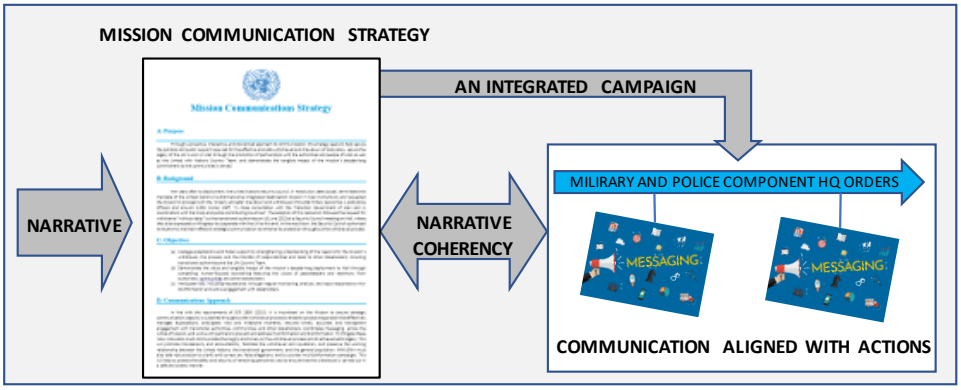
All mission components must support this effort by ensuring all their communications activities align with the mission's strategy. As part of this, mission HQ will provide guidance

to the military and police components to ensure an integrated and coordinated approach across the whole mission.

As part of the strategy, military and police units may be directed to disseminate messaging to key audiences in their areas of operations as well as generate content to feed back into the mission strategic communications, that help to demonstrate the mission's work on the ground and helps prevent and address the impact of MDMH. The unit will receive direction and support on these issues through their respective chains of command.

Slide 5

A Narrative-led Approach



- A Mission's communications strategy narrative explains and reinforces the objectives of the mission to diverse audiences.
- The narrative must be communicated to various audiences through consistent actions, images and words.
- **All military and police communications should be framed in the context of the Mission narrative.**

Key message. A compelling, coherent and consistent mission narrative, disseminated in a disciplined and integrated manner, is essential to achieve mission objectives.

A mission's communications strategy serves four main purposes: support mandate implementation, facilitate political settlements and peace processes, support the protection of civilians and manage reputational risks and threats, including MDMH.

A critical component of this strategy is the mission narrative, which is rooted in the mission's strategic objectives and offers accurate information about its role, responsibilities, capacities, challenges and impact. Military and police component HQ will be expected to adapt the mission narrative to their own context with thematic messaging and tailor language based on the specific stakeholders and audiences in their areas of operations.

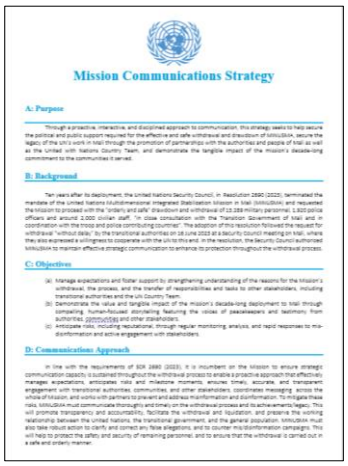
Military and police units play a vital role in conveying the mission and their component's narratives through their actions, images and words. Consistency among mission

personnel is essential, as any deviation from the narrative could be exploited by hostile actors in the information terrain, potentially leading to MDMH threats.

Divergent stories not only risk undermining public trust but also create vulnerability for adversaries to spread misinformation and disinformation, diminishing public confidence and support in the UN. Therefore, strict alignment of unit communications with the mission and component HQs' narrative is essential.

Slide 6

The Mission's Communications Strategy



Mission Communications Strategy

A: Purpose

"Through a proactive, interactive, and disciplined approach to communication, this strategy seeks to help secure the political and public support required for the effective and safe withdrawal and drawdown of MINUSMA, secure the legacy of the UN's work in Mali through the promotion of partnerships with the authorities and people of Mali as well as the United with Nations Country Team, and demonstrate the tangible impact of the mission's decade-long commitment to the communities it served.

B: Background

"Ten years after its deployment, the United Nations Security Council, in Resolution 2690 (2023), terminated the mandate of the United Nations Multidimensional Integrated Stabilization Mission in Mali (MINUSMA) and requested the Mission to proceed with the "orderly and safe" drawdown and withdrawal of 13,289 military personnel, 1,920 police officers and around 2,000 civilian staff. "In close consultation with the Transition Government of Mali and in coordination with the troop and police contributing countries". The adoption of this resolution followed the request for withdrawal "without delay," by the transitional authorities on 16 June 2023 at a Security Council meeting on Mali, where they also expressed a willingness to cooperate with the UN to this end. In the resolution, the Security Council authorized MINUSMA to maintain effective strategic communication to enhance its protection throughout the withdrawal process.

C: Objectives

(a) Manage expectations and foster support by strengthening understanding of the reasons for the Mission's withdrawal, the process, and the transfer of responsibilities and tasks to other stakeholders, including transitional authorities and the UN Country Team.

(b) Demonstrate the value and tangible impact of the mission's decade-long deployment to Mali through compelling, human-focused storytelling, featuring the voices of peacekeepers and testimony from authorities, communities and other stakeholders.

(c) Anticipate risks, including reputational, through regular monitoring, analysis, and rapid responses to mis-disinformation and active engagement with stakeholders.

D: Communications Approach

In line with the requirements of SCR 2690 (2023), it is incumbent on the Mission to ensure strategic communication capacity is sustained throughout the withdrawal process to enable a proactive approach that effectively manages expectations, anticipates risks and milestone moments, ensures timely, accurate, and transparent engagement with transitional authorities, communities, and other stakeholders, coordinates messaging across the whole of Mission, and works with partners to prevent and address misinformation and disinformation. To mitigate these risks, MINUSMA must communicate thoroughly and timely on the withdrawal process and its achievements legacy. This will promote transparency and accountability, facilitate the withdrawal and liquidation, and preserve the working relationship between the United Nations, the transitional government, and the general population. MINUSMA must also take robust action to clarify and correct any false allegations, and to counter mis/disinformation campaigns. This will help to protect the safety and security of remaining personnel, and to ensure that the withdrawal is carried out in a safe and orderly manner.

- Purpose
- Background
- Objectives
- Communications approach
- Challenges
- Audiences
- Narrative
- Methods of communication
- Actions and impact
- Roles and responsibilities
- Implementation
- Evaluation

Key message. The Mission's communication strategy is authoritative guidance for all mission communications, including the military and police components.

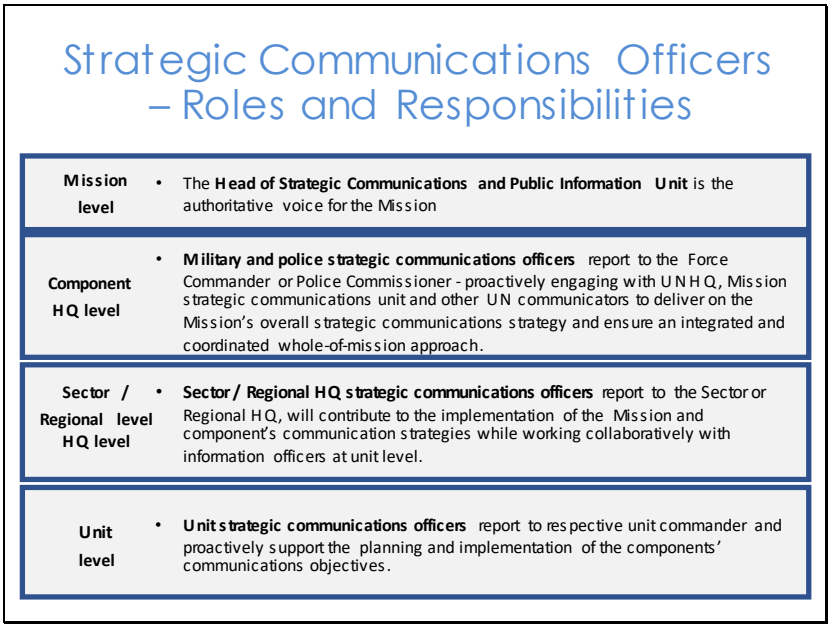
This slide highlights the type of information you might expect to see in a UN peacekeeping mission's communications strategy. The example on the slide was the communications strategy used by the UN peacekeeping mission in Mali (MINUSMA) during its withdrawal from the country.

Through a proactive, integrated and disciplined approach to strategic communications, this example strategy seeks to help secure the political and public support required for the effective and safe withdrawal and drawdown of the mission. Note the type of information covered in the strategy, including the Mission's communications objectives, its primary audiences for engagement, its narrative and key messages to share with stakeholders, and the ways it intended to communicate with the audience, including through community outreach conducted by military and police units.

The strategy will also consider communications in times of crisis, ensuring processes are in place to enable swift and effective responses during critical moments, safeguarding the mission's communication objectives. Units should make sure they have counter-MDMH messages in place and that they are authorised by their higher-HQ, especially for occasions when they must respond to threats caused by MDMH with little or no notice.

Of note, the strategy highlighted that MDMH was one of the greatest threats to the safety of personnel and the effective withdrawal of the Mission. It suggested that MDMH might contribute to a growing negative sentiment, protests, movement restrictions and violence against UN peacekeepers.

Slide 7



Key message. Military and police unit strategic communications officers play a pivotal role in the implementation of a mission's communications strategy, acting as the link between the overarching mission communications objectives and the unit's activities.

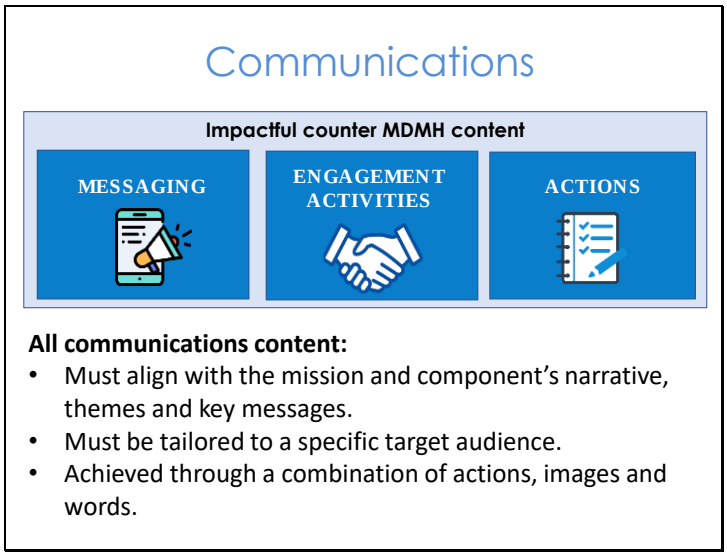
This slide highlights the chains of command for the military and police components. You can see how the unit strategic communications officer feeds into and supports an integrated mission approach to strategic communications.

The primary responsibility of the unit strategic communications officer is to support the mission and component HQs in achieving communication objectives. This involves identifying key opportunities to proactively showcase the unit's actions and their impact on the local community. This outreach activity is an integrated effort with other mission components, promoting collaboration and a unified communication approach. Through these activities, units make significant contributions to building positive relationships within the community, thereby enhancing both the unit and the mission's overall effectiveness.

A crucial aspect of their role includes drafting communications content that outlines the unit's activities and operations. All unit draft messages, media lines and images undergo thorough scrutiny and must have approval from the unit's higher HQ before being used. This ensures a whole-of-mission approach to communications. Unit commanders must include their communications officers in their planning team to ensure strategic communications are proactively considered during the planning process.

Note to the instructor. Remind participants that the roles and responsibilities of strategic communications officers is provided in UN policies, highlighted during Module 1.

Slide 8



Key message. Strategic communications should be a routine unit process, not just an event-driven activity.

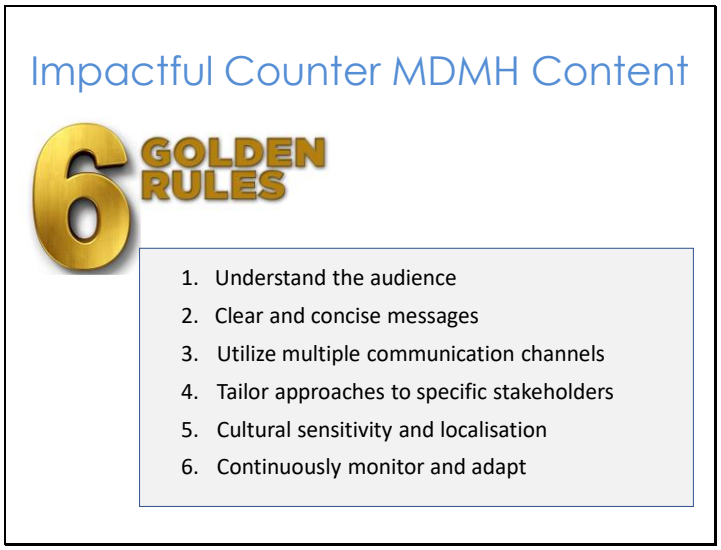
Unit commanders are responsible for incorporating strategic communications in their decision-making and planning processes. This should be a default requirement rather than something that only takes place for specific events in times of crisis. Preventing the impact of MDMH threats on unit operations is a necessity that relies on effective communications throughout a unit's deployment.

Crafting impactful communications content ensures the effective implementation of the mission's strategic communications strategy. This could include identifying opportunities to highlight the unit's actions and impact, drafting media lines on unit operations, generating gender-sensitive content to feed into mission and contingent communications campaigns, including ahead of and during moments of MDMH, or engaging in outreach and engagement activities with key leaders and the local population.

A unit commander can harness all available tools and capabilities for effective communications, ranging from community and media engagement to the profile, presence and posture of a military or police unit on the ground. The key focus here is aligning communication objectives to enhance the credibility of the UN presence.

When addressing specific themes, subsequent messages and actions, it is crucial to finely tailor them to the unique context of the unit, associating themes with each identified audience. This tailored approach requires a deep understanding of the local culture, identified during the analysis of the operating environment. By integrating this cultural knowledge, the unit can forge local connections, ensuring that communication resonates effectively and fosters a credible and impactful presence.

Slide 9



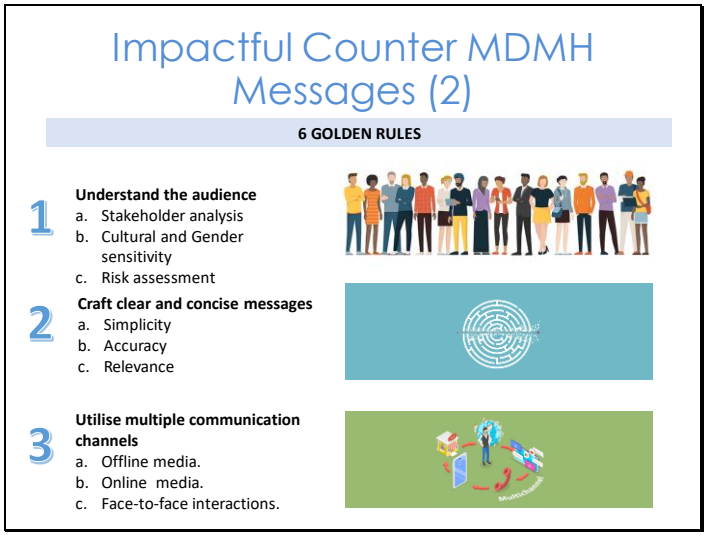
Key message. For communication content to be effective, it must resonate with and be accessible to the intended audience.

We will now explore six golden rules that form the backbone of effective communication at the unit level.

We will begin by emphasising the need to understand the audience, recognising the diverse perspectives and cultural nuances at play. Moving forward, we will delve into the importance of crafting clear and concise messages, tailoring our approaches to specific stakeholders and leveraging multiple communication channels to ensure our messages resonate with our audiences. Furthermore, we will discuss the significance of cultural sensitivity and localisation, acknowledging the unique customs and languages within the mission context. Finally, we will underscore the necessity of continuously monitoring and adapting our communication content in response to the ever-evolving situation in the mission area.

Together, these considerations form a comprehensive guide for crafting content that not only informs but also fosters understanding and cooperation with the local population. Let us look at each in turn.

Slide 10



We will look at the first three rules: stakeholder analysis, cultural sensitivity and risk assessment.

Understanding your audience. Stakeholder analysis is the process of comprehensively evaluating and understanding the diverse groups involved in the unit's area of operations, as outlined in Lesson 3.2. By doing so, units can tailor its messages to meet the specific needs and interests of each group. Cultural sensitivity is equally essential, emphasising the importance of respecting and embracing the cultural nuances within the target audience. Finally, risk assessment ensures that unit communication activities are not only effective but also mindful of potential challenges and sensitivities.

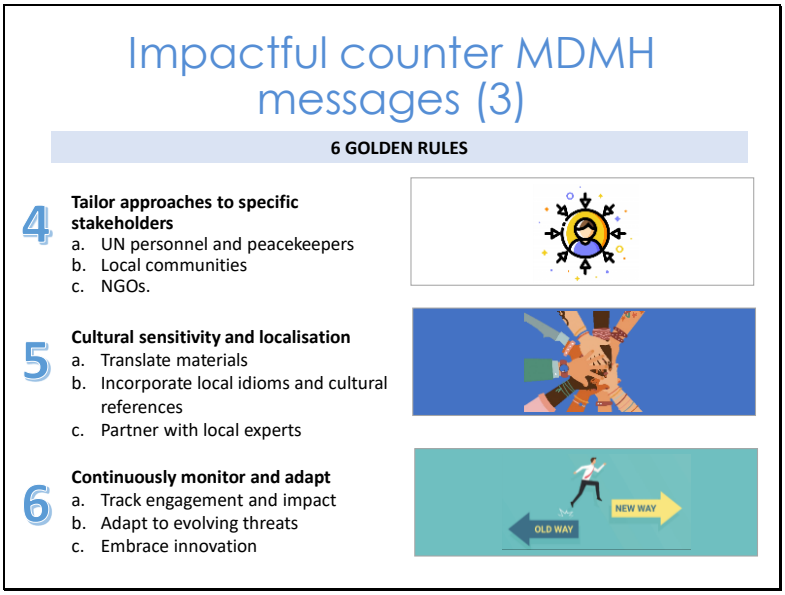
Crafting clear and concise messages. This rule revolves around three key elements – simplicity, accuracy and relevance. Simplicity underscores the importance of clarity in unit messages. By keeping its communication straightforward and easy to understand, units ensure that its messages are accessible to a broad audience. Accuracy is paramount, as precision in conveying information builds trust and credibility in the peacekeeping mission. Lastly, relevance emphasises tailoring messages to address the specific needs and interests of the intended audience, ensuring that every piece of information serves a purpose.

Utilising multiple communication channels. The third rule 'utilising multiple communication channels' requires a diverse approach, incorporating traditional media, social media and face-to-face interactions. By leveraging traditional media, such as newspapers and radio, units ensure broad coverage and accessibility for a varied audience. Social media, on the other hand, enables units to utilise real-time communication and

interaction. Additionally, more accessible to units, are face-to-face Interactions, allowing personal connections and nuanced communication with the local population.

Note to the instructor. Participants need to know that the unit does not have its own media (radio, newspapers, etc. or social media), but it can suggest content to the mission's communications team via the unit strategic communications officer.

Slide 11



We will now consider the next three rules: Tailor approaches to specific stakeholders, cultural sensitivity and localisation, and finally continuously monitor and adapt.

Tailor approaches to specific stakeholders. The fourth rule underscores the significance of customising communication approaches for specific stakeholders. Recognising that different groups have diverse needs and interests, tailoring messages enhances a unit's capacity to cultivate trust and cooperation with stakeholders, including the local population.

Cultural sensitivity and localisation. The fifth rule emphasises the critical importance of cultural sensitivity and localisation. Respecting local customs, traditions and languages is essential. Adapting unit messages to align with the cultural context not only ensures comprehension but also showcases the mission and unit's commitment to fostering positive relationships within the local population. Distributing messaging that is not tailored to the local environment and political context can have the opposite of the intended effect.

Continuously monitor and adapt. Lastly, the sixth rule highlights the necessity of continuous monitoring and adaptation. Given the rapidly changing nature of peacekeeping missions, regularly assessing the effectiveness of unit communications and being prepared to adapt to evolving circumstances is crucial. You will hear more about this in the next lesson.

Note to the instructor. It is worth reminding participants that the misuse of social media by mission personnel can harm the mission's strategic communications. Misplaced tweets or messages from unit personnel may negatively affect the mission's reputation and damage relationships with stakeholders in a manner impeding mandate delivery. Only authorized personnel are permitted to use social media in an official capacity, i.e. to post on behalf of the mission or to use the UN logo. For all personnel who might use social media in their personal capacity (e.g. sharing a photo of life while deployed in the mission on a personal Instagram account), unit commanders should ensure the UN guidelines for the 'Personal Use of Social Media' are briefed and disseminated to personnel, who must strictly abide by them.

Slide 12

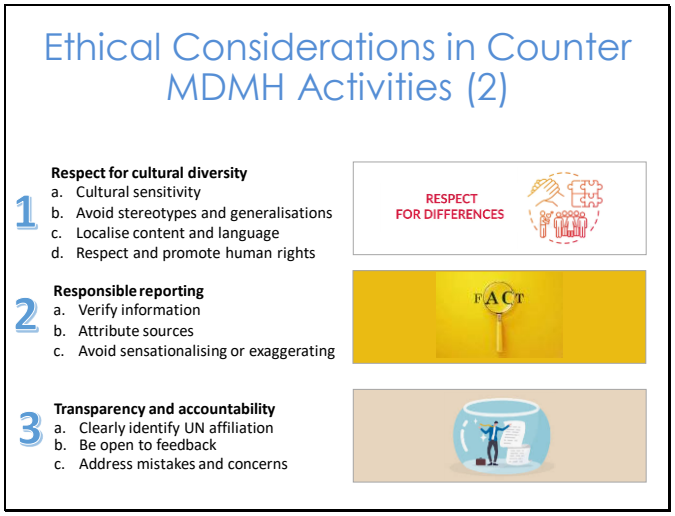


Key message. Striving for ethical excellence in our communications is crucial for building positive relationships with the local population and achieving mission and unit objectives while protecting safety and security.

Let us now explore some of the ethical considerations integral to crafting communication content. Adhering to these considerations will help to enhance the trust of the local population.

These ethical considerations form the foundation for responsible and impactful communication in a UN peacekeeping mission. Let us go through each in turn.

Slide 13



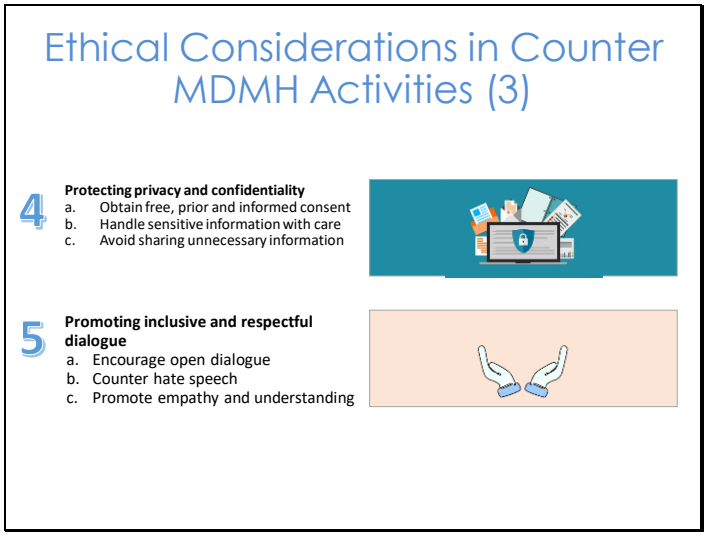
Let us consider the first three considerations:

Respect for cultural diversity. At the core of this consideration lies the imperative of cultural sensitivity, urging units to be aware and respectful of the diverse cultural norms and values within the mission context. This involves avoiding stereotypes and generalisations, and recognising the uniqueness of each community. Additionally, localising content and language becomes essential, ensuring that unit messages not only respect cultural nuances but are also easily comprehensible to the diverse audiences they engage with. Upholding freedom of expression is essential alongside respecting cultural diversity. While ensuring individuals' rights to express themselves freely, units must also guard against speech that incites violence or discrimination. Balancing these freedoms fosters inclusive dialogue and contributes to building peaceful, respectful societies within the mission context.

Responsible reporting. This pillar demands a meticulous three-fold approach. Firstly, units must emphasise the need to verify information rigorously before dissemination, ensuring accuracy and reliability in its communication efforts. Secondly, attributing sources transparently becomes a cornerstone, contributing to credibility and fostering a culture of accountability. Lastly, units must steer clear of sensationalism and exaggeration, maintaining a balanced and measured approach that upholds the authenticity of its messages.

Transparency and accountability. This pillar underscores the necessity of clearly identifying our UN affiliation, fostering a commitment to openness and responsibility. Being open to feedback becomes paramount, showcasing the mission's dedication to transparency and reinforcing trust. Additionally, addressing mistakes and concerns openly and promptly demonstrates accountability, fortifying our commitment to ethical communication within the UN peacekeeping mission context.

Slide 14

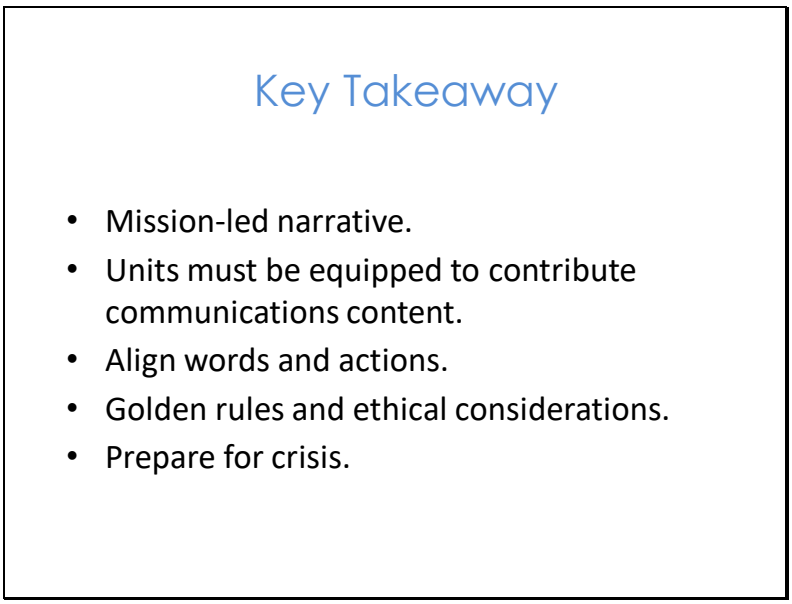


Protecting privacy and confidentiality. This ethical consideration involves three crucial elements. Firstly, obtaining free, prior and informed consent respects individuals' autonomy and privacy rights, including before collecting their personal data or taking their photo, and before sharing information about them in public or within the mission. Free, prior and informed consent means that before any information, including photos, is taken, a person is informed about the expected use of their information and any associated risks, and understands their right to refuse consent. Secondly, handling sensitive information with care, and implementing robust security measures, ensures the integrity of mission operations. Lastly, avoiding unnecessary information disclosure minimises the risk of unintentional breaches, reinforcing our legal obligations and commitment to ethical communication and respecting privacy rights within the mission area.

Promoting inclusive and respectful dialogue. This pillar is crucial for fostering positive relationships within the mission context. Encouraging open dialogue ensures diverse perspectives are heard, reflecting the varied voices within the mission environment. Countering hate speech actively maintains a safe space for dialogue, preventing the propagation of harmful narratives. Promoting empathy and understanding builds bridges between diverse communities, fostering shared understanding and cooperation.

By incorporating these considerations, units reinforce their commitment to ethical communication, nurturing an inclusive and respectful dialogue with the local population and other stakeholders.

Slide 15



The presentation emphasised the crucial need to develop communications coherently with the mission narrative. Units must be aware of the processes that guide the mission's communication strategy and their role in addressing MDMH threats through effective messaging. The condition for success is to align words and actions to maintain the credibility of the mission.

Moreover, 6 golden rules and ethical considerations should be considered in all communications to reduce the risk of ineffective communications. Unit-level personnel should be prepared to manage crises by planning in advance and implementing staff functions – with vertical (external) and horizontal (internal) flows and procedures - to be ready in a crisis situation.

Slide 16



Lesson
3.7

Evaluating Counter-MDMH Efforts

The Lesson

Starting the Lesson

This lesson underscores the critical importance of assessment linked to decision-making, as resources are allocated based on performance. It is imperative to gauge how effectively counter-MDMH efforts are achieving desired outcomes to facilitate necessary adjustments.

Ultimately, evaluating MDMH efforts is a mission-led activity, with units expected to contribute by conducting monitoring for their own purposes. This approach ensures a nuanced understanding of the impact of counter-MDMH efforts and informs ongoing strategic decision-making.

Notes to instructor. It is recommended the instructor has experience in evaluating military or police operations and the challenges of doing so.

Slide 1



Lesson 3.7
Evaluating counter-MDMH Efforts

Assessment divorced from decision-making has no value. Resources will always be allocated based on performance. It is important to know how well counter-MDMH efforts are meeting our desired outcomes because if they are not, we need to adjust and change our course of action. Those desired outcomes, if well planned, are essential parts of the campaign. So, we need to know if they are met and if not, has anything changed? And if not, why not?

Slide 2

Learning Outcomes

1. Explain the importance of evaluating counter-MDMH efforts.
2. Establishing a two-way communication approach.
3. Describe how to assess the effectiveness of communication strategies.
4. Explain the necessary adjustments to improve impact.
5. Explain methods and tools for data acquisition.

Here are the learning outcomes for this lesson.

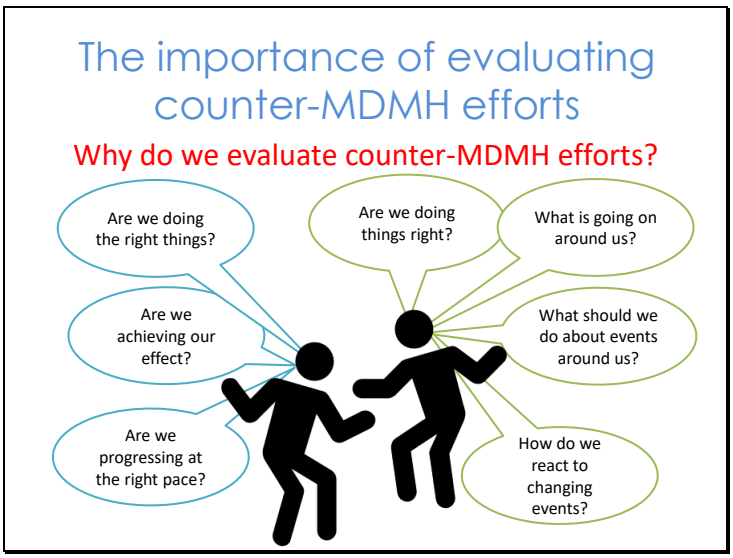
Slide 3

Lesson Contents

- The importance of evaluating counter-MDMH efforts.
- Analysis of the impact of counter-MDMH efforts.
- Data acquisition tools and methods.
- Challenges of monitoring.

Here are the lesson contents.

Slide 4

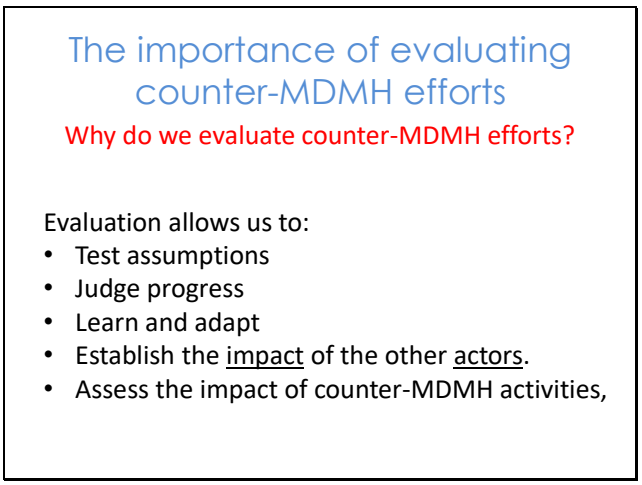


Key message. Evaluation allows us to test assumptions, judge progress, learn, and adapt counter-MDMH efforts – while establishing the influence of the other actors/groups using MDMH to destabilise or influence the environment.

Interactive. Ask the training audience: *In the context of MDMH, what do we mean by each of the questions on the slide?* In pairs or groups of three, discuss for 5 minutes before presenting answers.

Some initial ideas are shown in the speech bubbles. There is more content on the next slide to be shown after the interaction.

Slide 5



Key message. Evaluation allows us to test assumptions, judge progress, learn and adapt counter-MDMH efforts – while establishing the influence of the other actors/groups using MDMH to destabilise or influence the environment.

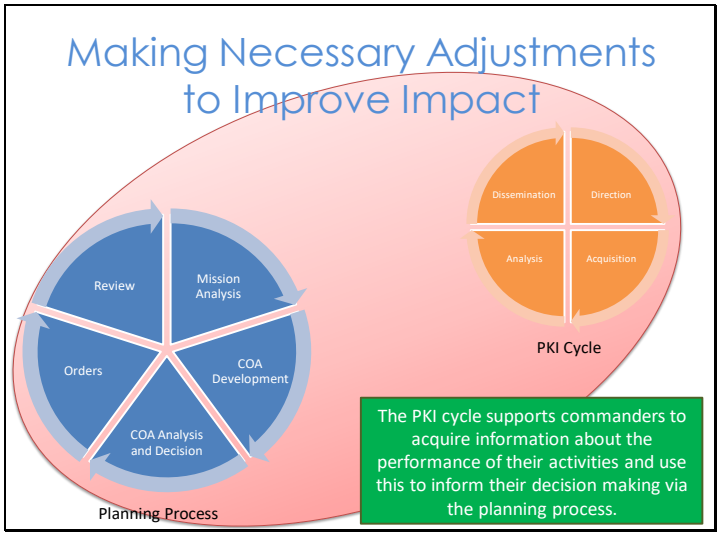
(Continuation of the previous slide / interaction)

By assessing and measuring our effectiveness, we should be able to improve our ability to counter MDMH. It is a process of feedback and re-adjustment.

Evaluation achieves the following:

- Ensures that counter-MDMH efforts are contributing to the operation, as planned.
- Helps determine whether un-planned and un-foreseen outcomes are occurring.
- Helps the adjustment of counter MDMH effort by:
    - Refining the message and its design.
    - Changing the communication channels.
- Helps us respond to a changing environment.
- Assists communication with the commander through demonstrating that counter-MDMH can achieve tangible results, and
- Helps determine what specific tasks are contributing to higher-order effects and operational progress.

Slide 6



Key message.
Impact evaluation shall be conducted in an ongoing manner in order to track progress and inform decisions. The Unit's evaluation of counter-MDMH activities should feed into the mission's established evaluation processes and be guided by the mission's integrated mechanism (working group or task force) for addressing MDMH.

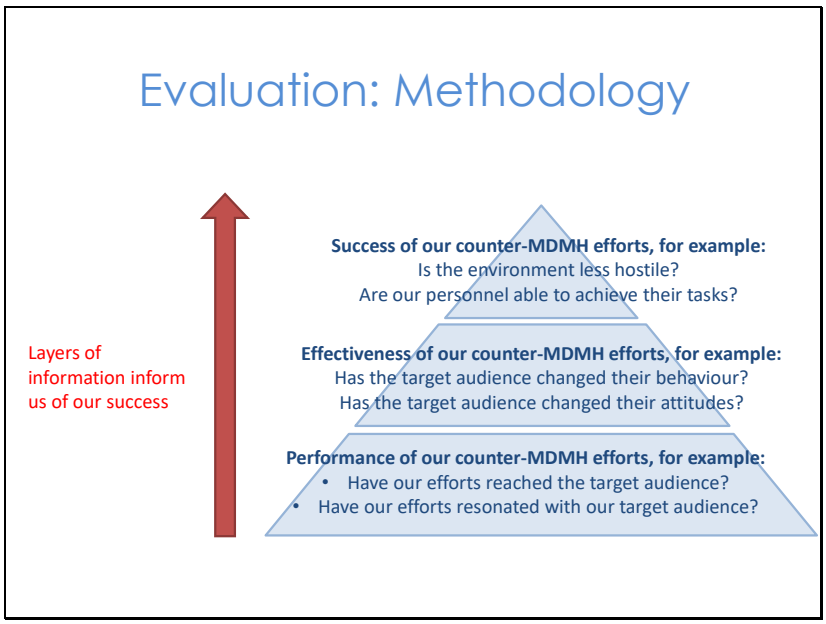
Impact evaluation shall be conducted in an ongoing manner in order to track progress and inform decisions and shall take at least two forms:

1) Tracking key performance **indicators** (KPIs) related to information integrity strategic objectives or goals. These KPIs may be included in the CPAS and should provide evidence of progress towards objectives/goals.
2) Tracking of operational **metrics** related to day-to-day operations, which provide insights into how campaigns and activities are performing, including in relation to other actors or narratives.

At the unit level, evaluation is approached in the same method as the peacekeeping-intelligence (PKI) cycle (and often completed by the PKI function). Additionally, the evaluation of counter-MDMH will inform the planning process. This slide contextualises the use of the PKI cycle within the planning process. Commanders must use the PKI process to acquire information about the performance of their activities and use this to inform their decision-making via the planning process.

Animations used in this slide: the planning process comes first and then with another click the PKI cycle appears. This is used to contextualise the use of data acquisition.

Slide 7



Key message. It can be easy to focus too much on performance / effectiveness without fully establishing what countering MDMH allows us to achieve.

It is important to establish terminology regarding performance, effectiveness and success.

It can be easy to focus too much on performance and/or effectiveness without fully establishing whether we are having a success in countering MDMH. Ultimately, success is viewed as making the environment less hostile to allow our personnel to achieve their tasks. The performance and/or effectiveness of counter-MDMH efforts are important to establish, but we must not lose focus of the ultimate aim. Simply, we are mitigating against the risks highlighted in Lesson 3.4 (Risk Management).

The slide shows the different layers of information that can inform us of our success in countering MDMH.

Performance is useful in determining the use of communication methods. For example, 80% of our target audience came to our community engagement event, or we have had only 10% of the expected interaction by our target audience on a social media post.

Effectiveness is useful in determining the use of communication methods and messaging combined, and how that is changing attitudes and behaviours of the target audience.

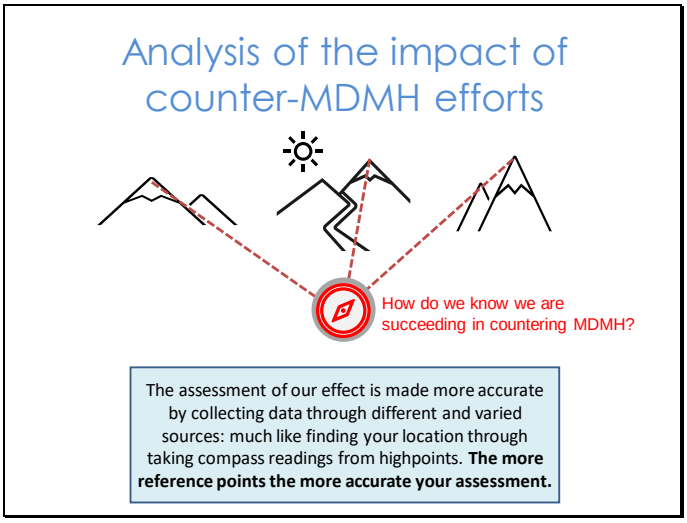
But fundamentally, that change must be useful in allowing us to achieve our mission, otherwise, it is a wasted effort. For example: patrol reports have indicated a drop in hostility by the local population since the community engagement event, or there is still a significant sharing of anti-UN misinformation online despite our recent social media campaign.

Finally, you can then determine the success of your counter-MDMH efforts - is the environment less hostile and is the unit able to achieve its tasks?

The Unit's evaluation of counter-MDMH activities should be guided by the mission's integrated mechanism (working group or task force) for addressing MDMH.

Animations used in this slide: Effectiveness and success appear with a click each. This shows that performance informs effectiveness and effectiveness gives an indication of success.

Slide 8

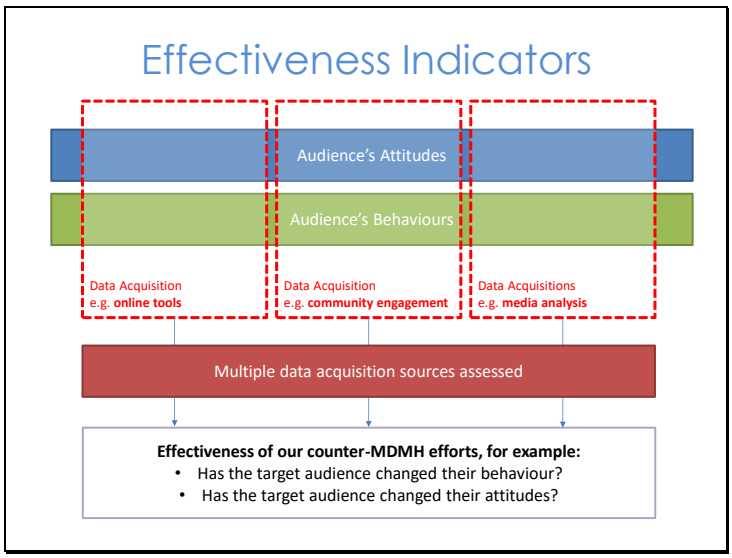


Key message. The more reference points the more accurate your assessment of countering MDMH.

The assessment of our effect is made more accurate by collecting data through different and varied sources: much like finding your location through taking compass readings from high points. The more reference points the more accurate your assessment. It is vital at the 'Direction Phase' of the PKI cycle that a varied and wide reach of information is tasked to allow for a more accurate assessment.

Animations used in this slide: The compass will appear and then hit the 'high points' on the mountains. Each 'high point' is an information source and the 'compass' represents an analysis of the data available to us.

Slide 9



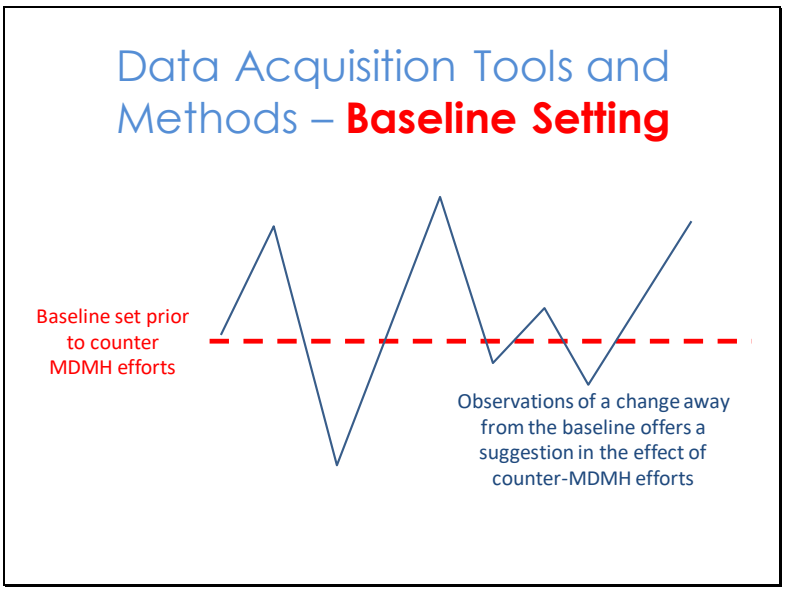
Key message. By monitoring how the audience behaves or their attitudes change using various data points, you can determine if you are countering MDMH. This process helps your unit make progress toward its objective. It is crucial to relate this to the narrative of our adversaries, as explained in Lesson 3.3 (Analysing and Reporting MDMH).

This slide demonstrates further how we need many data sources which observe behaviour and attitude change within the community; allowing us to make deductions of our effectiveness at achieving planning effects (remind students of Lesson 3.5 – Effects-based planning).

This spread of information (from various sources) allows us to determine the effectiveness of our counter-MDMH efforts through observed attitude and behaviour changes.

Note that much of this data is acquired using the PKI process, hence the diagram in the bottom left corner of the slide.

Slide 10

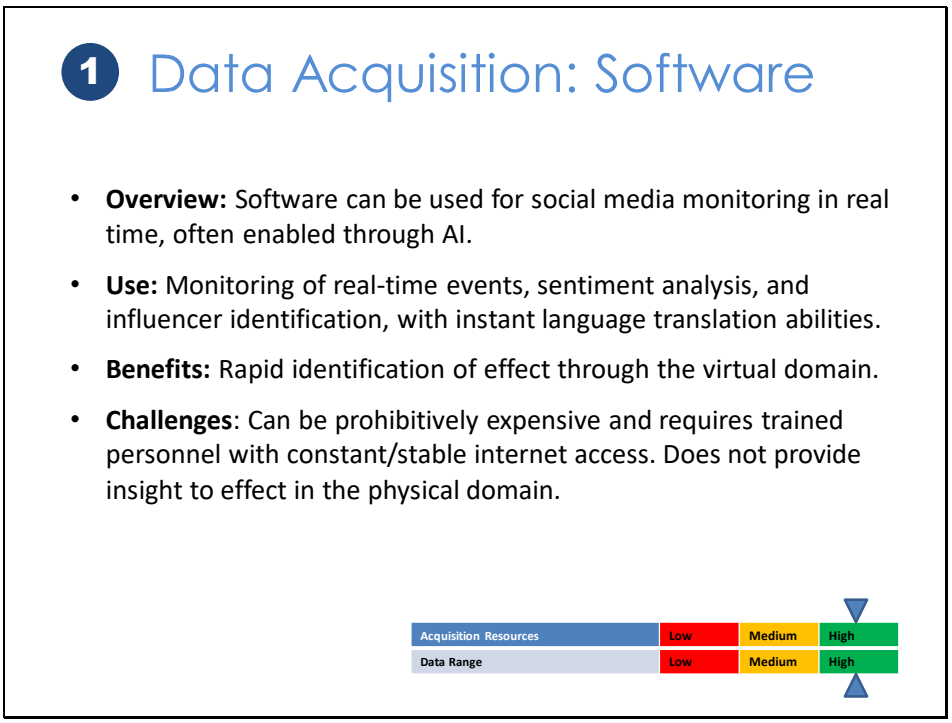


Key message. This information serves as a baseline, reflecting the current state of the MDMH situation, which we aim to influence.

All counter-MDMH efforts therefore aim to improve the situation (i.e. the baseline). Our effect is seen as it varies from the baseline – either positively or negatively, or no change at all.

This is a continuation of Lesson 3.3 (Monitoring, analysing and reporting MDMH). Typically, the methods used to acquire information on MDMH align with those used to gauge our effectiveness in countering it.

Slide 11



Key message. Software facilitates the monitoring of real-time events on social media platforms. DPO's Information Integrity Unit at headquarters can support and advise missions on the procurement of certain software solutions.

This is the first of five routes of data acquisition to determine our effect of countering MDMH. On each slide, there is a gauge to indicate how much resource is required to conduct this analysis and the range / accuracy of information gathered.

The scale at the bottom right of the slide highlights the acquisition resources needed to acquire information and the associated data range.

1. Introduction to Licensed Software for Data Acquisition: Licensed software plays an important role in contemporary data acquisition strategies, particularly in the realm of social media monitoring. This software harnesses the power of artificial intelligence to enable real-time analysis of vast amounts of social media data.

2. Use: Licensed software facilitates the monitoring of real-time events on social media platforms. It employs sophisticated algorithms for sentiment analysis*, allowing units to

gauge public sentiment about specific topics, products, or events. Additionally, it aids in identifying key influencers within social networks. A notable feature is its instant language translation capabilities, breaking down language barriers in global social media conversations. Examples: Brandwatch, Hootsuit, Dataminr. Likely to be done at UNHQ rather than Mission HQ level – however the data will be useful at the Mission level and therefore should be requested.

*Sentiment analysis discussed in Lesson 3.3 = using observations of digital or verbal interactions to establish whether the emotional tone of the message is positive, negative or neutral.

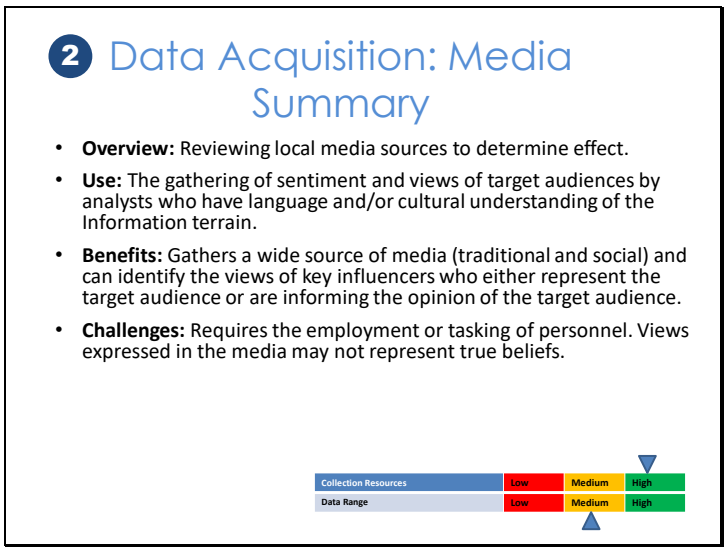
3. Benefits: One of the major advantages of using licensed software for monitoring is the rapid identification of the effects of various events or campaigns in the virtual domain. By analysing real-time data, units can swiftly adapt their counter-MDMH strategies based on public sentiment, enabling agile decision-making in response to emerging trends or crises.

4. Challenges and risks: Cost can be a significant barrier, as acquiring licenses for advanced software solutions can be prohibitively expensive, particularly for units. Additionally, utilising this technology requires trained personnel who are proficient in interpreting the complex data generated. Stable and constant internet access is also a prerequisite for real-time monitoring. Additionally, it is crucial to recognise that while this software provides valuable insights into the virtual domain, it does not offer direct insight into the physical effects or real-world impact of events.

5. Conclusion: In conclusion, licensed software can analyse social media data in real time, providing organisations with valuable information for understanding the effect of counter-MDMH efforts.

DPO's Information Integrity Unit at headquarters can support and advise missions on the procurement of certain software solutions.

Slide 12



Key message. Media summary analysis involves a comprehensive review of local media sources to discern the impact of counter-MDMH efforts.

1. Introduction to media summary analysis: Media summary analysis involves a comprehensive review of local media sources to discern the impact of MDMH and counter-MDMH efforts. It is a nuanced approach that sources into both traditional and social media platforms to extract valuable insights.

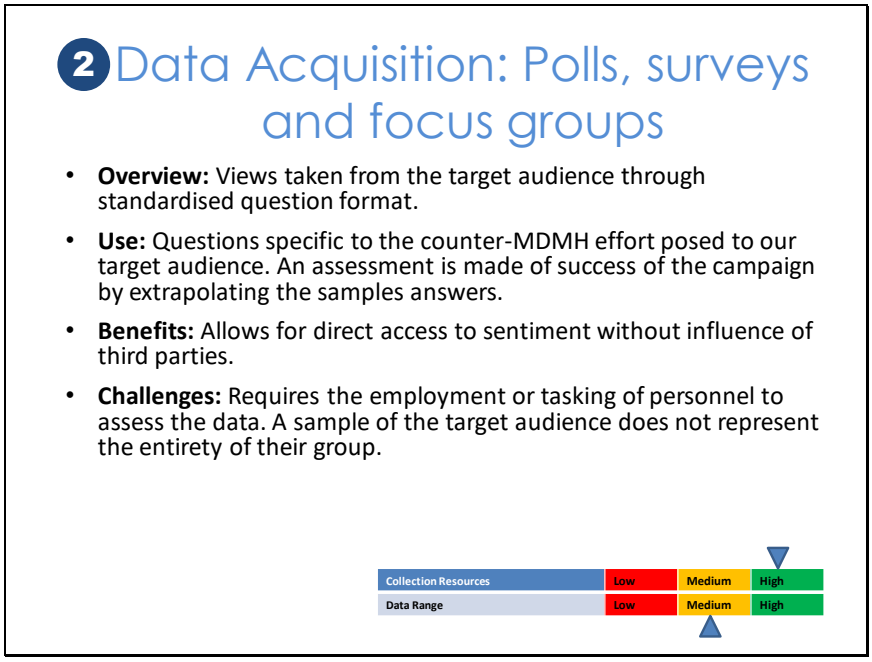
2. Usage scenarios: Analysts play a pivotal role in this method, possessing not only language skills but also a deep understanding of the cultural nuances of the information terrain. They sift through diverse media sources to gather sentiments and opinions from target audiences. This involves analysing viewpoints presented in local media, both traditional newspapers and digital platforms, to grasp the public's response to counter-MDMH efforts. Likely to be done at UNHQ rather than Mission HQ level – however the data will be useful at the Mission level and therefore should be requested.

3. Benefits of media summary analysis: One of the major advantages is the breadth of information it covers. By encompassing traditional and social media, this method provides a comprehensive understanding of the prevailing sentiments. Analysts can identify key influencers who either directly represent the target audience or significantly influence their opinions. This depth of analysis enables units to tailor their strategies to effectively engage with specific audience segments.

4. Challenges and risks: Implementing media summary analysis requires employing or tasking skilled and culturally attuned personnel who can interpret the nuances of media content accurately. Additionally, it is crucial to recognise that views expressed in the media might not always reflect genuine beliefs. Media narratives can be influenced by various factors, such as editorial biases or political agendas, which may not align with the authentic sentiments of the public. Therefore, careful interpretation and contextual understanding are essential to derive meaningful insights.

5. Conclusion: In conclusion, media summary analysis stands as a valuable method for understanding the sentiment of target audiences and the effect of MDMH, offering a rich tapestry of perspectives from local media sources. By leveraging the expertise of skilled analysts, units can gain nuanced insights into the sentiments and opinions of target audiences. However, it is imperative to approach the analysis critically, acknowledging the potential biases within media narratives to make informed decisions based on authentic public sentiments.

Slide 13



Key message. These methods involve posing standardised questions to the audience, providing valuable data that aids in assessing the impact of counter-MDMH efforts. The questions asked in these polls, surveys and focus groups are tailored specifically to our counter MDMH effort.

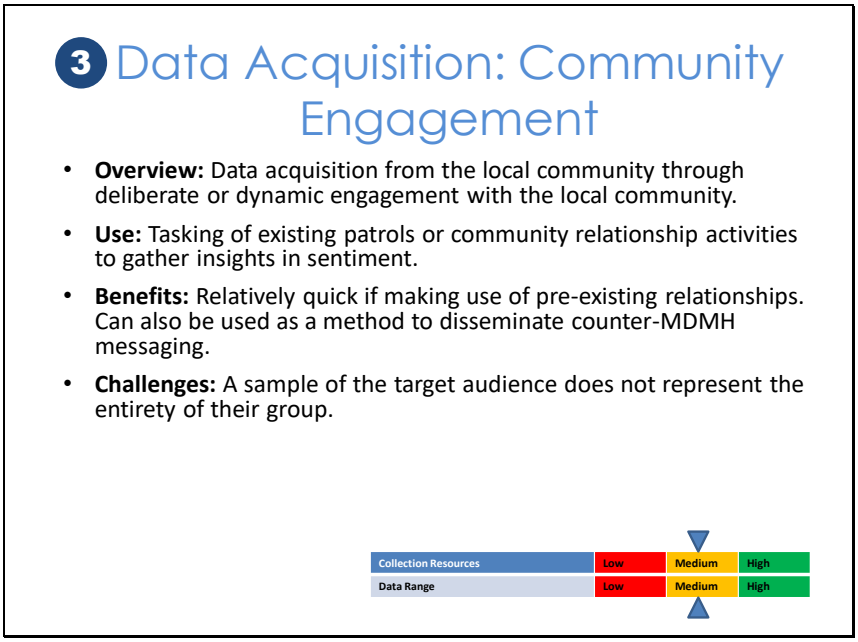
1. Introduction: These methods involve posing standardised questions to the audience, providing valuable data that aids in assessing the impact of counter MDMH efforts.

2. Use: The questions asked in these polls, surveys, and focus groups are tailored specifically to our counter MDMH effort. By analysing the responses, we can gauge the success of our campaign. This targeted approach helps in understanding the audience's perspective, allowing us to make informed decisions based on their feedback. Likely to be done at UNHQ rather than Mission HQ level; however, the data will be useful and therefore should be requested.

3. Benefits: One of the significant advantages of using polls, surveys, and focus groups is the direct access they provide to the sentiments of our target audience. By avoiding the influence of third parties, we obtain genuine and unfiltered opinions. This original source of information is invaluable for shaping our strategies and refining our messaging to combat MDMH effectively.

4. Challenges: Conducting polls, surveys, and focus groups requires the employment or tasking of personnel, which can be resource-intensive and is likely to be conducted at mission HQ. Also, it is crucial to recognise that a sample of the target audience might not fully represent the diversity of their group. Therefore, while these methods offer valuable insights, they should be complemented with other acquisition methods to ensure a comprehensive understanding of the audience's perspectives following counter-MDMH efforts. Units should identify whether perception surveys have been conducted in their area of operations and request their higher HQ to see the results.

Slide 14



Key message. Tasking existing patrols or community relationships activities to gather insights which can be used to identify our effect.

1. Overview: We can understand the effect of our counter-MDMH efforts through deliberate or dynamic engagement with the community. By actively involving the community in the data acquisition process, we gain valuable insights into their experiences, concerns and sentiments related to MDMH.

2. Use: One effective approach is tasking existing patrols or community relationship activities to gather these insights. Engaging with community members through familiar faces helps in building trust and encourages open communication. These interactions allow us to delve into the community's sentiments, providing a nuanced understanding of how efforts to counter MDMH are affecting the local community.

3. Benefits: Utilising pre-existing relationships within the community offers a relatively quick and efficient way to gather data. When leveraging established trust, community members are more likely to share their genuine experiences. Moreover, this engagement method can be dual-purpose, serving not only to collect data but also as an opportunity to disseminate counter-MDMH messaging. By addressing concerns directly, we can combat MDMH effectively within the community.

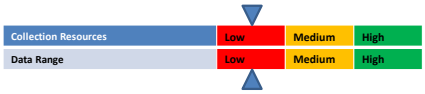
4. Challenges: While valuable, the insights obtained from a specific sample of the target audience may not fully represent the diversity of opinions within the entire community. It is crucial to interpret the data collected with this in mind, acknowledging that the perspectives shared represent a subset of the community's overall sentiments.

5. Conclusion: In summary, engaging with the local community through deliberate or dynamic methods provides invaluable insights into our effect of countering MDMH. By leveraging existing relationships and being mindful of the inherent limitations, units can gather meaningful data, strengthen community bonds, and refine their counter-MDMH efforts where necessary.

Slide 15

3 Data Acquisition : Abductive Reasoning

- **Overview**: a form of reasoning that seeks the simplest and most likely conclusion from a set of observations.
- **Use**: simple observations of the operating environment and making an educated judgement on whether our action has made an impact.
- **Benefits**: useful when resources are low or the environment is hostile, plus observations can be made by anyone.
- **Challenges**: Based hugely in assumption so accuracy is varied.



Key message. When access to an audience and / or resource is extremely limited it may be necessary to draw conclusions from a limited set of observations and find the most likely outcome: whether we are achieving our aim or not as represented by audience behaviour / attitude.

1. Introduction to abductive reasoning: Abductive reasoning is a logical process that aims to find the simplest and most likely explanation for a given set of observations. Abductive reasoning starts with an observation or set of observations and seeks to find the most likely explanation.

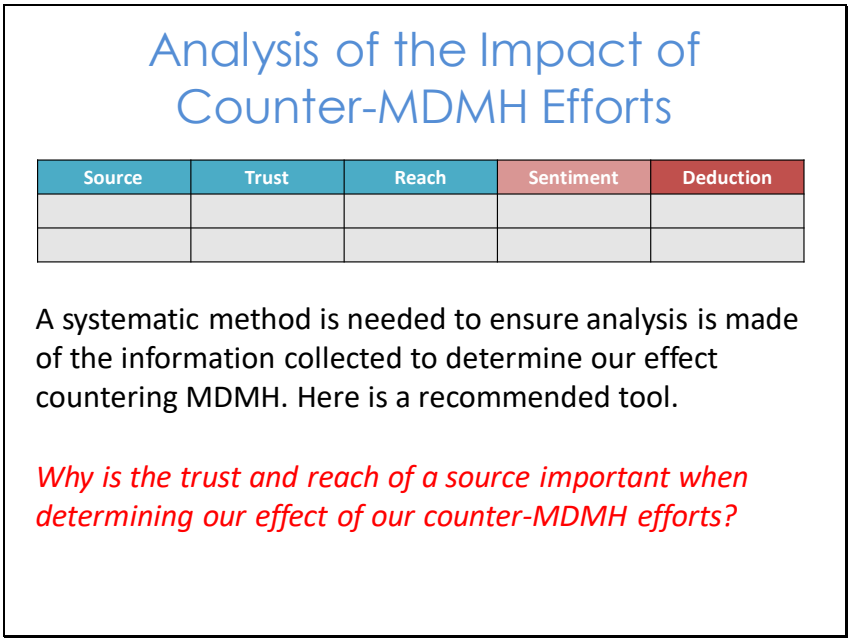
2. Usage: In the context of data acquisition, abductive reasoning involves making simple observations of the information or operating environment. By keenly observing the surroundings, individuals can make educated judgments about whether a particular action has made a significant impact. This method is valuable in situations where resources are limited or the environment is hostile, as it allows for quick, practical decision-making based on available information.

3. Benefits of abductive reasoning in data acquisition: One of the major benefits of abductive reasoning in data acquisition is its accessibility. Observations can be made by anyone without the need for specialised training or equipment. This enables units to gather valuable insights from diverse sources, enhancing the overall quality of acquired data.

4. Challenges and risks: However, it is crucial to acknowledge the inherent risks associated with abductive reasoning. Since this method relies heavily on assumptions, the accuracy of the conclusions drawn can vary significantly. Overreliance on abductive reasoning might lead to flawed interpretations, making it essential to validate findings through other means whenever possible. Additionally, the subjective nature of observations can introduce bias, further complicating the analysis.

5. Conclusion: In summary, abductive reasoning serves as a valuable tool in determining our effect, especially in resource-constrained or hostile environments. Its simplicity and accessibility make it an attractive approach for making informed decisions based on available observations. However, it is essential to recognise its limitations and employ additional validation methods to ensure the accuracy and reliability of the acquired data.

Slide 16



Key message. When making a deduction to determine the effect of counter-MDMH efforts, we must consider: the source, how much you trust the source, reach (representation of effect over a target audience) and sentiment of the source.

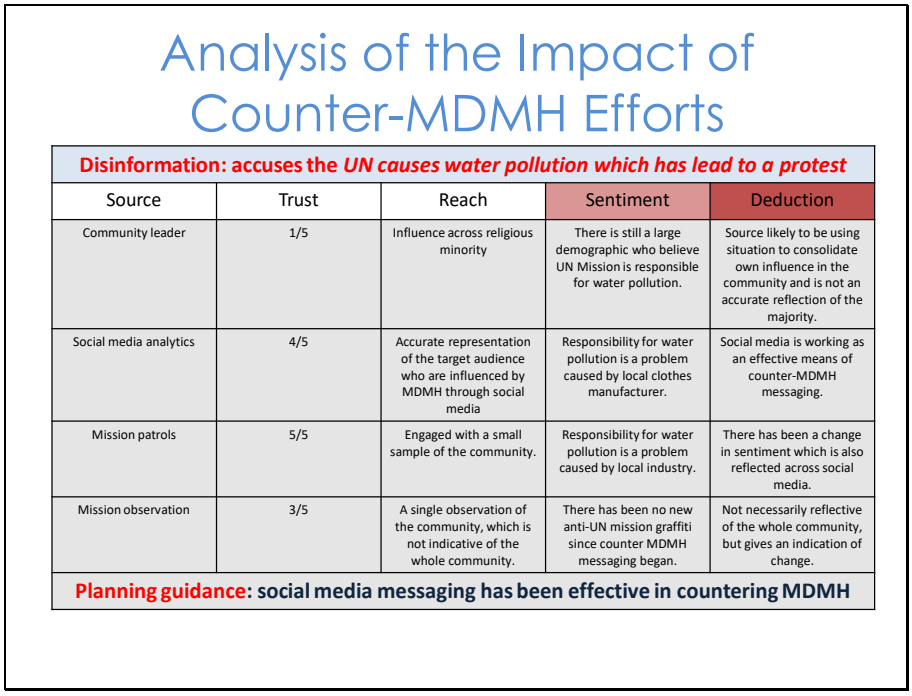
This is a systematic method to ensure thorough analysis is made of the information collected to determine our effect. This is a recommended tool.

Observations in the information terrain can give an indication of the effect our mission is having in countering MDMH. This is not an exact science and analysts must make a deduction with the observations available to them.

The above table could be a method for making deductions and providing direction to the commander. It is important to be measured in taking analysis forward for direction, as some sources may not be trustworthy, nor have significant reach to affect the target audiences. **An example is given on the next slide.**

Interaction: ask the training audience: *why is the 'trust' and 'reach' of a source important when determining the effect of our counter-MDMH efforts.*

Slide 17



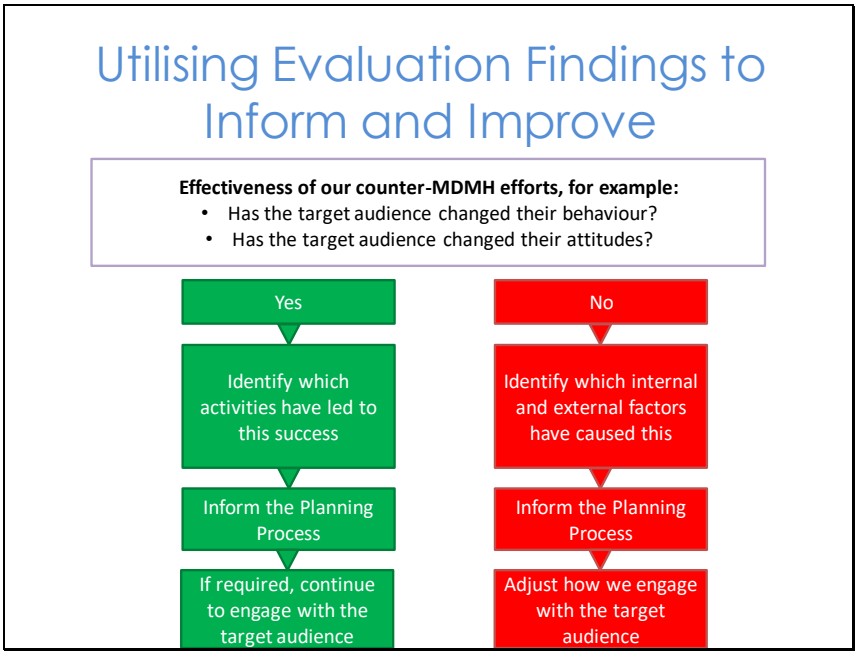
Key message. When making a deduction to determine the effect of counter-MDMH efforts, we must consider the source, trust of the source, reach (representation of effect over target audience) and sentiment of the source.

This is an example of a systematic approach to ensuring thorough analysis is made of the information collected to determine our effect.

The example given for the instructor to discuss with the students – **continues from the interaction on the previous slide.**

Note to the instructor. The scores displayed on the chart are out of 5. 1 being the lowest and 5 the highest.

Slide 18

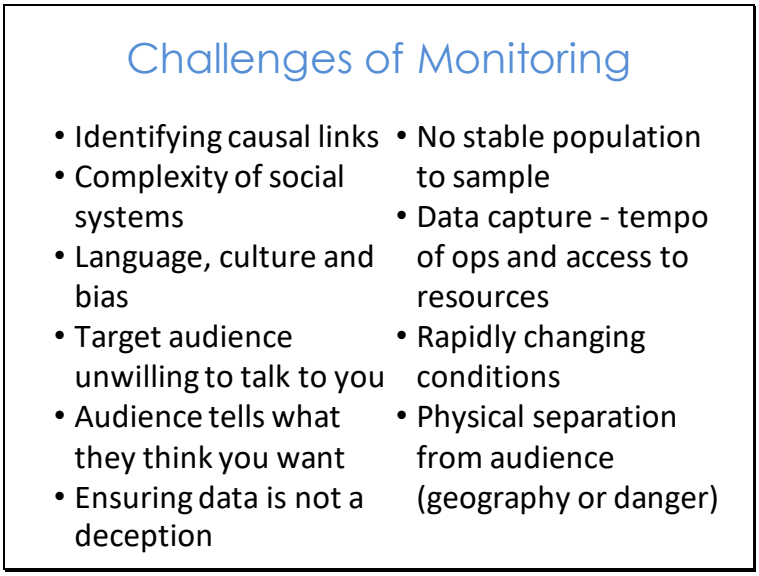


Key message. Deductions on our effect to counter MDMH are then used to inform further planning, which ranges from continuing to create counter-messaging through the same channel, or create new content with revised messaging, or finally doing nothing further and continuing with the mission.

Once we have established if our counter-MDMH efforts have changed behaviour and / or attitudes to allow the mission to achieve its aims, we feed it into the planning process. This will instigate a change in the unit's output, which will vary from continuing to message using the same channels with the same message or changing completely and addressing MDMH in other methods.

Animations used in this slide: two channels will appear to show how success or failure to counter-MDMH has different outcomes.

Slide 19



Key message. Monitoring the information terrain is complex and our deductions are often based on scant information which must be caveated in our input into the planning process.

Identifying causal links: MDMH (and efforts to counter it) can have intricate ripple effects within social systems, making it challenging to pinpoint direct causes and effects.

Complexity of social systems: Social systems are multifaceted, influenced by various factors such as cultural norms, historical context and economic conditions. MDMH is intertwined with these complexities, requiring a nuanced approach to unravel its effects on communities.

Language, culture and bias: The nuances of language and cultural context play a significant role in interpreting the effect of countering MDMH. Different communities may perceive and respond to MDMH differently based on their cultural backgrounds and linguistic nuances, adding layers of complexity to the analysis.

Challenges in communication: Engaging with the target audience can be challenging. They might be unwilling to talk openly about their experiences due to fear of social stigma or risk of repercussions. Additionally, there is a risk that they might tailor their responses to align with what they perceive the mission wants to hear, potentially skewing the data.

Ensuring data authenticity: Ensuring the authenticity of acquired data is crucial. MDMH analysis demands careful consideration to prevent deception. It is essential to employ rigorous methods to validate the accuracy and sincerity of the information gathered.

Unstable population and rapid changes: The absence of a stable population (for instance, displaced persons) to sample from and rapidly changing conditions in certain environments pose significant challenges. These conditions make it difficult to conduct long-term, consistent studies, requiring adaptable and agile data acquisition methods.

Physical separation and limited access: Physical separation from the target audience, either due to geographical distance or dangerous conditions, restricts direct access. This limitation demands creative solutions for data capture, considering the tempo of operations and the availability of resources.

In summary, identifying the effect counter MDMH is having on a target audience demands a meticulous and adaptable approach. Researchers and analysts must be aware of the complexities within social systems, the influence of language and culture, challenges in communication, data authenticity, population instability, rapid changes and physical separation.

Slide 20

Key Takeaways

- Measurement always requires a baseline
- Cultural and contextual understanding is vital
- Measurement is nearly always only for a sample
- Measurement is not about exactitude / certainty
- Evaluation is a mission-led activity

Measurement always requires a baseline – as discussed in previous lessons (Lesson 3.3 specifically) in this module, we must establish an understanding of MDMH on audiences. By establishing this, we can use this data as a baseline. From there, we should observe audience changes in attitude or behaviour from the baseline and get a measure of the effect of our counter MDMH-efforts.

Cultural and contextual understanding is vital. Behaviour and attitude change may not be exposed or demonstrated in the same way as the mission's culture, hence context is necessary to understand the effect, but also to source the most appropriate data.

Measurement is nearly always only for a sample - many of the data acquisition methods are based on making assumptions drawn from a sample of the target audience.

Measurement is not about exactitude / certainty - the information terrain is highly complex and virtually impossible to establish whether our counter-MDMH has been effective, therefore an assessment from a wide-ranging set of data sources is the most effective way to make a judgement of success.

Finally, the evaluation of MDMH efforts will be a mission-led activity. That said, units will be expected to contribute to this effort as well as conduct monitoring for its own purposes.

Slide 21



Module 3

Operational Framework Wrap Up

A few concluding points are worth reiterating at the conclusion of Module 3:

- MDMH threats should be considered alongside other threats as part of a unit's routine planning and peacekeeping-intelligence processes.
- Units should continually monitor the information terrain to identify early warning signs of MDMH that might cause threats against UN military and police units.
- Not all MDMH causes threats against UN military and police units. It is essential that units assess the risk of MDMH against its operations or force protection and effectively manage them.
- Tasks aimed at preventing, pre-empting or responding to MDMH-caused threats should be integrated into routine tasking to ensure the efficient use of resources and a comprehensive planning effort.
- Efforts aimed at preventing or countering MDMH-caused threats must be evaluated to ensure they are having the desired effect. Only by doing so, can a unit adjust its approach to make sure it is as effective as possible.
- All actions taken by units to contribute to the monitoring, analysis, response and evaluation cycle, should be guided by and in support of the mission's integrated approach to addressing MDMH.

Glossary and Annexes

The following annexes can be found in separate folders to aid in the delivery of the modules:

- **Annex A:** PowerPoint Slide Lesson Presentations.
- **Annex B:** Staff exercise (TTX).
- **Annex C:** Supporting reference material.

Glossary (acronyms and abbreviations)

ABCDE	Actor, Behaviour, Content, Distribution, Effect
AOR	Area of Responsibility
ASCOPE	Ares, Structures, Capabilities, Organisations, People, Events.
CIMIC	Civil-Military Cooperation
CLA	Community Liaison Assistant
COA	Course of Action
CPTM	Core Pre-deployment Training Materials
CRSV	Conflict Related Sexual Violence
DPO	Department of Peace Operations
EBP	Effects Based Planning
FC	Force Commander
FHQ	Force Headquarters
SHQ	Sector Headquarters
UN GA	UN General Assembly
HOM	Head of Mission
HRDDP	Human Rights Due Diligence Policy
ICC	International Criminal Court
ICCPR	International Covenant on Civil and Political Rights
ICRC	International Committee of the Red Cross
IDP	Internally Displaced People
IHL	International Humanitarian Law
IHRL	International Human Rights Law

IT	Information Technology
IT	Information Terrain
JMAC	Joint Mission Analysis Centre
JOC	Joint Operations Centre
MDMH	Misinformation, Disinformation, Malinformation and Hate Speech
OHCHR	Office of the UN High Commissioner for Human Rights
OMA	Office of Military Affairs
OPKI	Open-Source Peacekeeping-intelligence
PCC	Police Contributing Country
PKI	Peacekeeping-intelligence
PMESII	Political, Military, Economy, Social, Infrastructure and Information.
POC	Protection of Civilians
QIP	Quick Impact Project
RFI	Request for Information
SCPI	Strategic Communications and Public Information
SRSG	Special Representative of the Secretary-General
STM	Specialised Training Materials
S2	Military Battalion Level Peacekeeping-Intelligence Staff
SOPs	Standard Operating Procedures
TCC	Troop Contributing Country
UAS	Unmanned Aircraft System
UDHR	Universal Declaration of Human Rights
UN	United Nations
UNCT	United Nations Country Team
UNHCR	United Nations High Commissioner for Refugees
UNPOL	UN Police
UNSG	UN Secretary-General
UNSO	UN Staff Officer

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Annex 3: Core Reference Materials

The following reference materials support the RTP:

UN Policy

1. Information Integrity in Peacekeeping Settings.
2. Human Rights in UN Peace Operations and Political Missions.
3. Strategic Communications in Peace Operations.
4. Roles and Responsibilities of Military Strategic Communications Officers.
5. Peacekeeping-Intelligence.
6. Civil-Military Coordination in UN Integrated Peacekeeping Missions.

UN Guidelines and SOPs

7. Actions to Anticipate and Mitigate Misinformation, Disinformation, and Hate Speech Risk.
8. Operational Security in Monitoring and Analysis of the Digital Information Environment.

Training Materials

9. STM for UN Infantry Battalions.
10. STM for Formed Police Units.
11. RTP for the Force Protection for Military and Police Units.