

OPENING THE SHUTTERS: TACKLING POLITICAL DISINFORMATION WITH INCREASED INSTITUTIONAL TRANSPARENCY

13th December, Hotel Limak Skopje

9:30-10:00 | Registration

10:00-10:40 OPENING REMARKS

10:00-10:05 | **Dr. Zaneta Trajkoska**, Director of the Institute of Communication Studies

10:05-10:15 | **Slavica Grkovska**, Deputy President of the Government in Charge of Good Governance

10:15-10:25 | **Julia Smyth**, Deputy Head of Mission, British Embassy Skopje

10:25-10:40 | Short break

SESSION 1 | STATE RESPONSES ON DISINFORMATION: EMPLOYING STRATEGY, IMPROVING KNOW-HOW AND COOPERATION WITH NON-STATE ACTORS

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MODERATOR: **ALEKSANDRA TEMENUGOVA**, PROGRAMME MANAGER IN ICS

10:40-10:55 | Presentation of ICS research "Transparency of the institutions as a precondition for stopping the spread of disinformation and speculation in North Macedonia"

prof. Vesna Shopar, ICS researcher

10:55-11:05 | Transparency vs. disinformation: Macedonian experiences

Robert Popovski, National Coordinator for Good Governance and Transparency at the Government of the Republic of North Macedonia

11:05-11:20 | How governments can prevent disinformation effectively: the UK's perspective

Gina Byrne, Head of Strategic Communications - International Projects Government Communication Service
Caroline Ehrman, Head of Strategic Communications - International Projects Government Communication Service

11:20-11:30 | Transparency of state advertising in media: Mission (im)possible?

Dr. Iva Nenadić, Lecturer at University of Zagreb & Research Fellow at the European University Institute, Member of the European Digital Media Observatory (EDMO)

11:30-11:40 | Is the Western Balkans region successfully dealing with disinformation?

Ingrid Omahna, Head of Programme at Centre for European Perspective (CEP), Slovenia

11:40-12:25 | Discussion

12:25-12:40 | Coffee break

SESSION 2 | WIELDING DISINFORMATION AS A TOOL FOR POLITICAL INFLUENCE IN THE ERA OF INFORMATION OVERLOAD

MODERATOR: DR. JASNA BACHOVSKA, PROFESSOR AT THE FACULTY OF LAW "JUSTINIANUS PRIMUS" AT UKIM, SKOPJE

12:40-12:50 | Industrialized propaganda: When political actors (mis)use the power of social media?

Dr. Samantha Bradshaw, Assistant Professor at American University's School of International Service, and an Associated Faculty member at the Center for Security, Innovation and New Technology (CSINT)

12:50-13:00 | Disentangling and measuring untruths online

Dr. Camilo Umana Dajud, Economist at OECD

13:00-13:10 | Cyber security challenges in Macedonia in the era of hybrid threats

Dr. Metodi Hadji Janev, Adjunct Professor at Law Faculty at the University "Goce Delcev" - Shtip, and the Military Academy "General Mihailo Apostolski" - Skopje

13:10-13:20 | Exposing disinformation through investigative journalism

Irena Karevska, Journalist at Bloomberg Adria

13:20-13:30 | The role of fact checking in deconstructing disinformation campaigns

Tijana Cvjeticanin, Editor of the fact-checking website Raskrinkavanje.ba at "ZastoNe?", BiH

13:30-14:10 | Discussion

14:10-15:30 | LUNCH



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The international conference is organized as part of the project "Use facts: Using fact-based journalism to raise awareness and counter disinformation in the media space in North Macedonia", funded by the British Embassy in Skopje. The project aims to provide support to citizens, journalists and civil society organizations to increase public understanding of the origin, motives and impact of disinformation in society.