

# European External Action Service

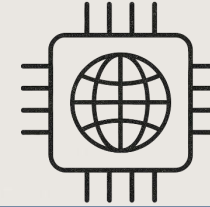
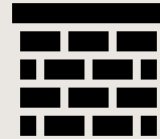
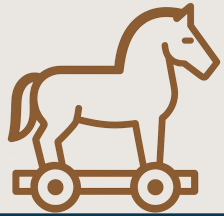


## Countering Foreign Information Manipulation and Interference (FIMI)

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EEAS Strat.4: Information Integrity & Countering FIMI Division

# Evolution of the threat



**Ancient  
Times**

**Soviet  
Origin**

**WWI  
WWII**

**Cold War**

**Post  
Cold War**

**Digital  
Era**

**Current  
Efforts**

**SOVIET ORIGIN**

KGB Formalizes  
Disinformation  
Techniques

**COLD WAR ERA**

CIA and other western  
agencies adopt  
approach in response to  
Soviets

**DIGITAL ERA**

Social Media and online  
platforms open new  
battle ground

**ANCIENT TIMES**

E.g: Mythical Tale of the  
Trojan Horse

**WORLD WAR II**

Allies mislead germans  
about the timing and  
location of their  
operations

**POST COLD WAR**

Disinformation applied  
beyond state actors,  
including media and  
private sector

**CURRENT EFFORTS**

Recognized as deliberate  
attempt to deceive in  
political discussion, media  
and cybersecurity

# Defining the Problem

## MISINFORMATION

is false or misleading content shared **without harmful intent** though the effects can still be harmful.

## DISINFORMATION

is false or misleading content that is **spread with an intention** to deceive or secure economic or political gains, and which may cause public harm.

## MALINFORMATION

Is **factual information distorted intentionally** in order to mislead, harm or manipulate.



# The intent to harm

FALSENESS



**Misinformation**  
False information  
spread unintentionally

INTENT TO HARM



**Disinformation**  
False information  
created intentionally



**Malinformation**  
Factual information  
distorted intentionally



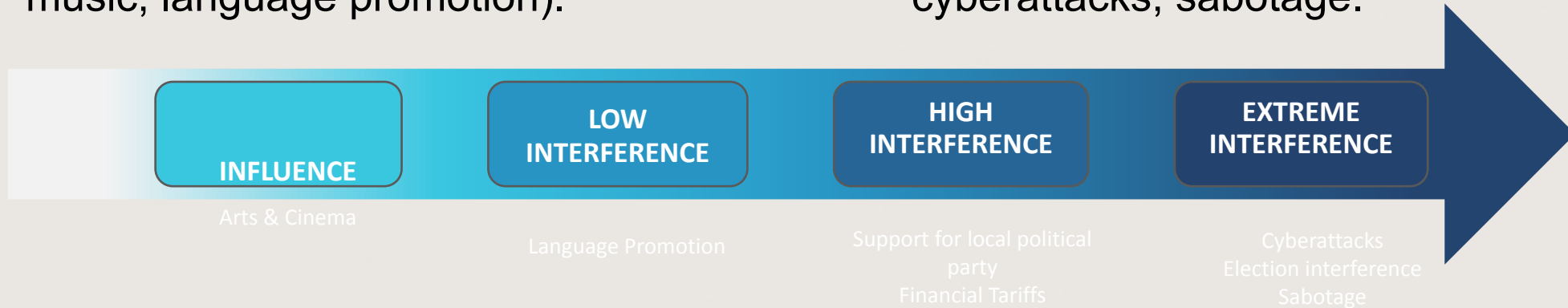
# Influence vs Interference

## Influence

- Transparent and declared intentions.
- Aims to foster soft power, mutual understanding.
- Example: Cultural diplomacy (e.g., K-pop music, language promotion).

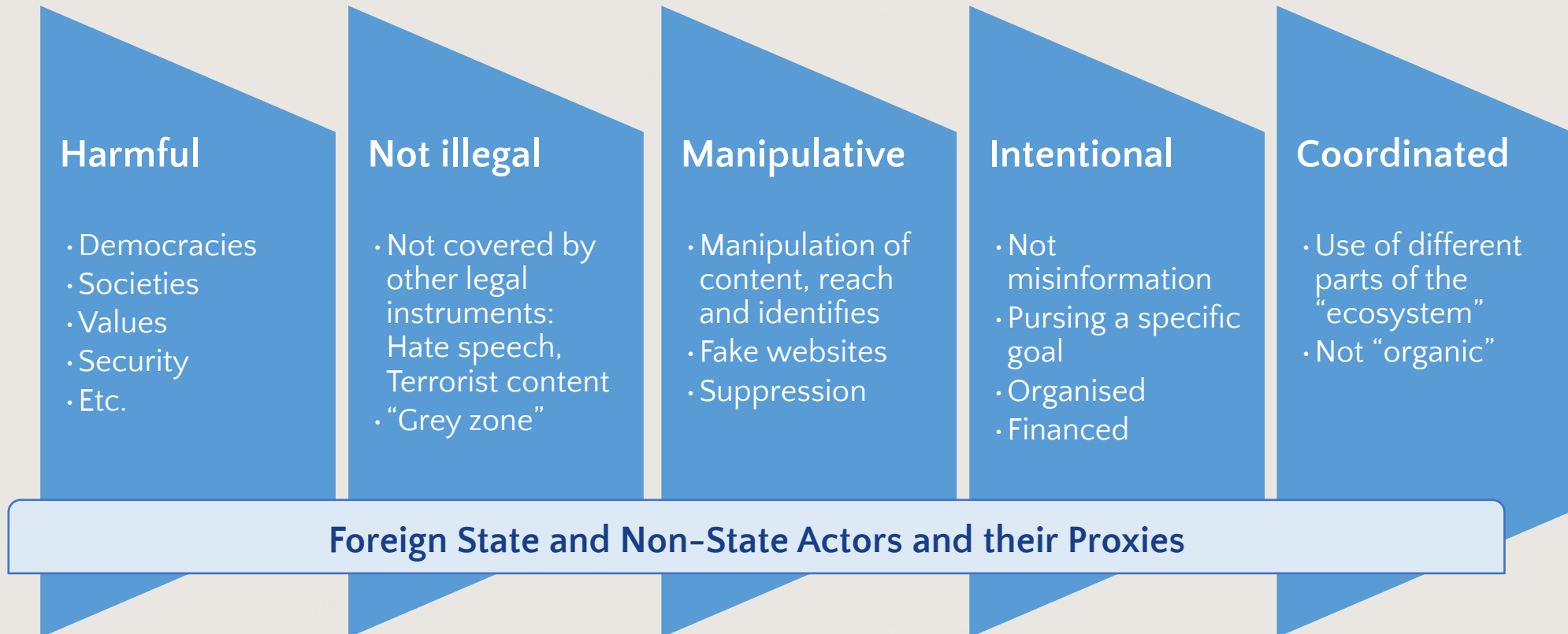
## Interference

- Concealed intentions, deceptive methods.
- Aims to disrupt, destabilize, or control foreign affairs.
- Example: Election interference, cyberattacks, sabotage.



# From Disinformation to FIMI

**FIMI** – (*foreign information manipulation and interference*) is a **pattern of behaviour** threatening values, procedures and political processes. It is manipulative in character, conducted in an intentional and coordinated manner.



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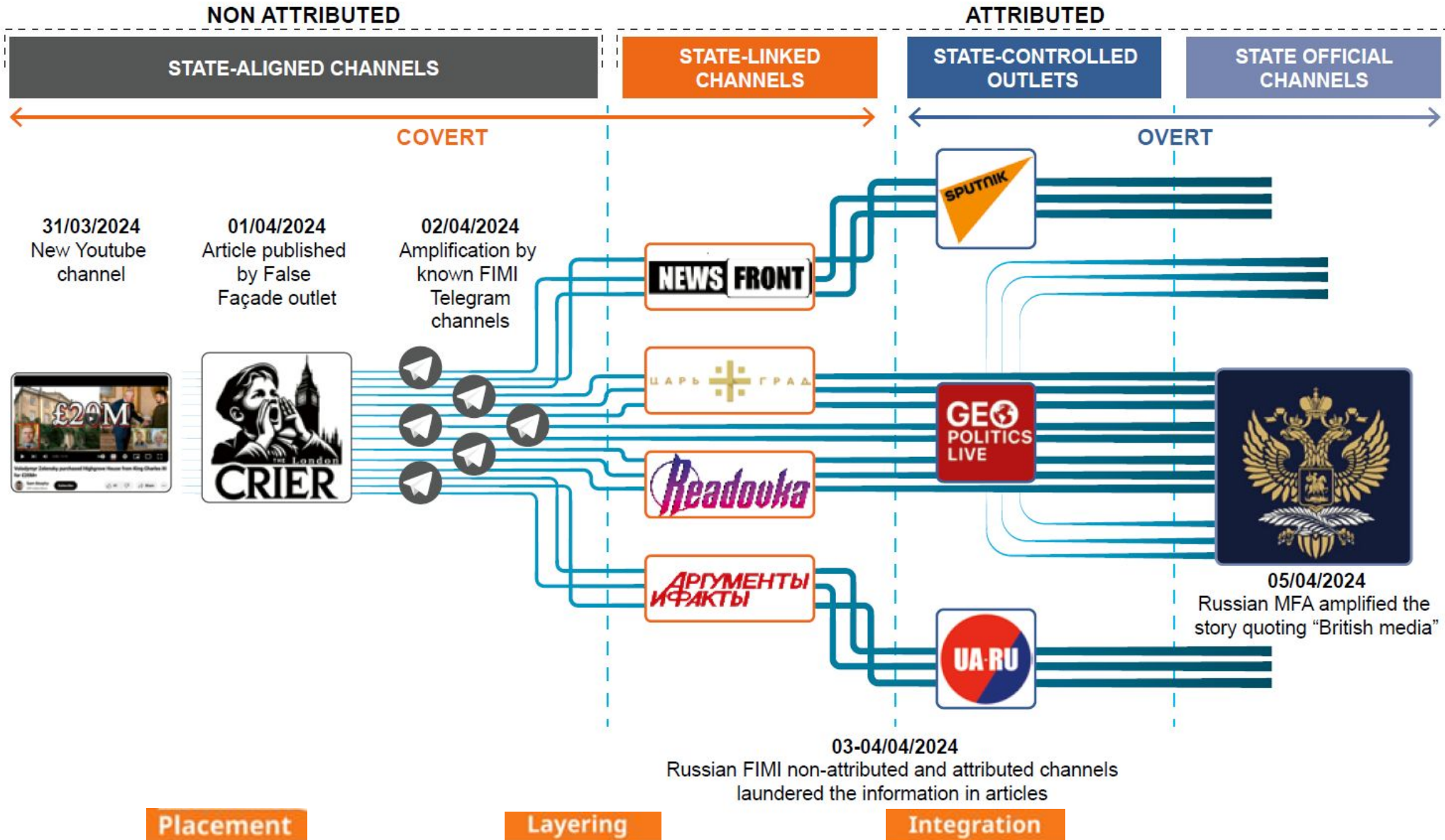


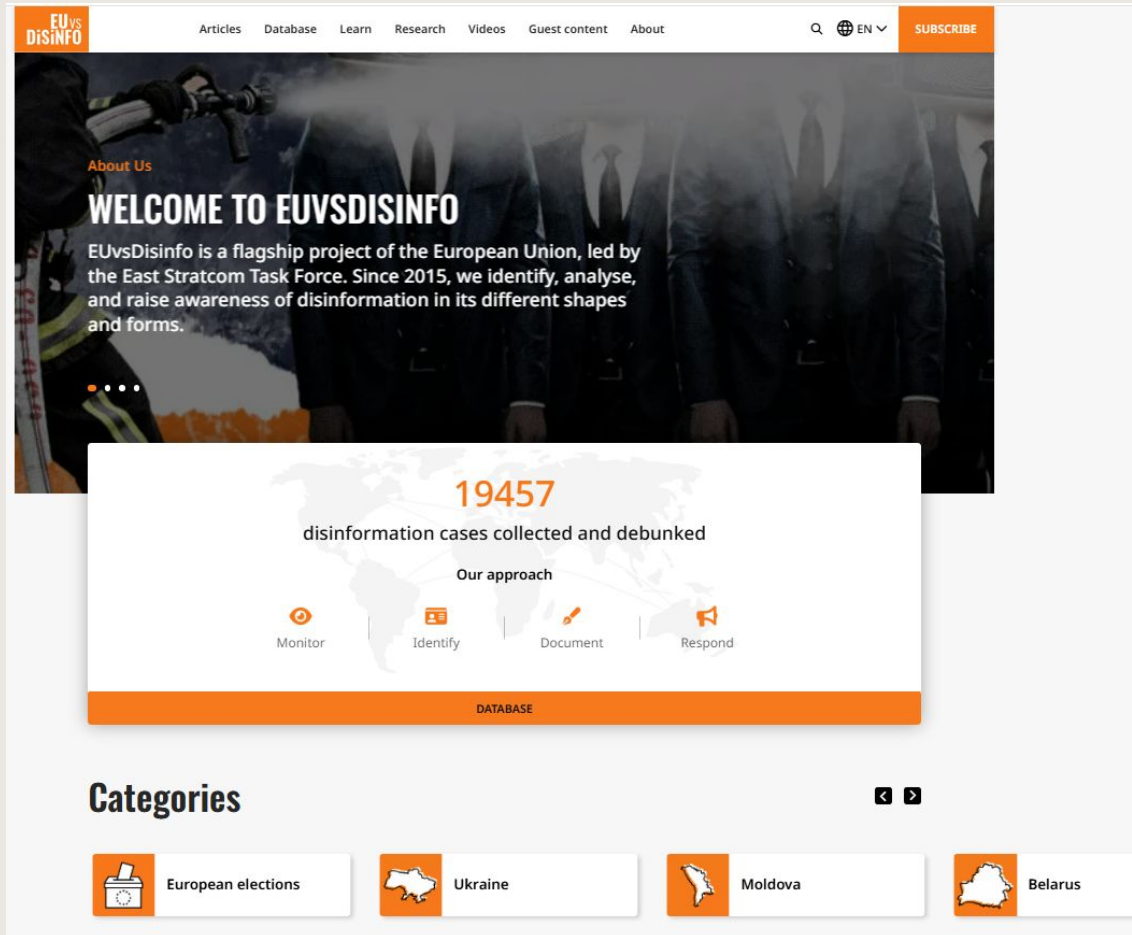
**Did Olena Zelenska  
really go on a \$1m  
shopping spree?**



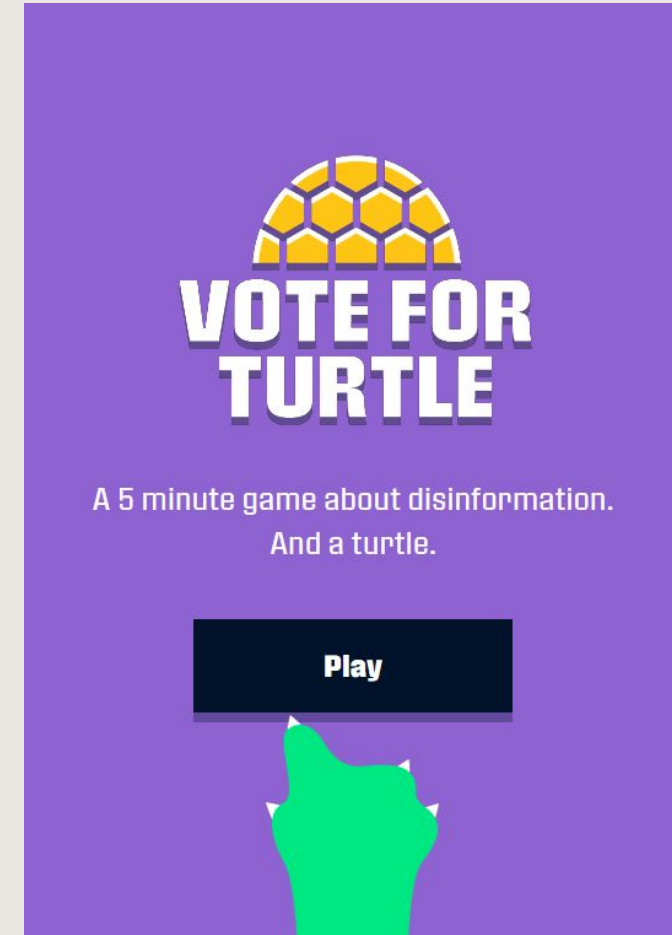
European Union  
EXTERNAL ACTION

# Operation False Façade





The screenshot shows the EUvsDisinfo website interface. At the top, there is a navigation bar with links for Articles, Database, Learn, Research, Videos, Guest content, and About. A search icon, a language dropdown set to EN, and a SUBSCRIBE button are also present. The main header features a large image of a group of men in suits, with the text "About Us" and "WELCOME TO EUVSDISINFO". Below this, a paragraph states: "EUvsDisinfo is a flagship project of the European Union, led by the East Stratcom Task Force. Since 2015, we identify, analyse, and raise awareness of disinformation in its different shapes and forms." A central white box displays a world map with the number "19457" in orange, indicating the number of disinformation cases collected and debunked. Below the map, the text "Our approach" is followed by four icons representing the process: Monitor, Identify, Document, and Respond. A "DATABASE" button is located at the bottom of this box. The "Categories" section at the bottom features four buttons with icons and labels: "European elections", "Ukraine", "Moldova", and "Belarus".



The advertisement for the "Vote for Turtle" game features a purple background. At the top, there is a yellow and orange turtle shell icon. Below it, the text "VOTE FOR TURTLE" is written in large, bold, white letters. Underneath, a smaller line of text reads: "A 5 minute game about disinformation. And a turtle." A dark blue button with the word "Play" in white is positioned below the text. At the bottom, a green hand icon is shown pointing upwards towards the "Play" button.

Thank you!