



Conference
MEDIA INFO
CYBERSECURITY INFORMATION
(STRATCOM) GDANSK 2025

Deadline: 23 and 24 June 2025

Venue: Gdansk University of Technology (KRAKEN)

Organisers:

Oxymoron Foundation, Institute for Social and Media Research

Main Partners:

- **City of Gdansk**
- **Gdansk University of Technology**
- **Pomeranian Voivodeship Self-Government**
- **Gdansk Gdynia Sopot Metropolitan Area**

Patrons:

- **EU Parliament**
- **Ministry of Digitalisation**
- **Ministry of Foreign Affairs**
- **Ministry of National Education**
- **Ministry of Science**

Conference programme:

Day 1 (23 June)

1. Registration - 9.00 a.m.
2. Opening of the Conference - 10.00 a.m.
3. Introduction and welcome to guests - 10.00 - 10.30 - organisers, presentation of partners, sponsors, etc.

Chairperson of the Conference:

- Joanna Racewicz

Opening of the Conference - 10.30 - 11.00 a.m.

Information cyber security - the role of the state. Threats, counteraction.

Panel theses:

- whether strategic communication, as a tool widely used in the public, military, government, scientific and corporate sectors, is necessary in the present and future
- what challenges are faced by institutions, organisations, the public, the media in the area of information and countering disinformation

Speakers:

1. Dr Krzysztof Gawkowski - Deputy Prime Minister - Minister of Digitalisation

Moderator:

- Joanna Racewicz

Panel I - 11.00 - 13.00

STRATCOM (Strategic Communication) - role and functioning of the strategic information centre.

STRATCOM BALTICA - information cyber security, experiences and strategies. Action models in the Baltic States. Practical solutions, barriers, effectiveness.

Theses:

- Coordinated communication management to achieve defined strategic objectives,
- STRATCOM's role in the area of information cyber security
- Areas, opportunities, concept of international cooperation in the current geopolitical situation of Europe and the world

Speakers:

1. Dr Martyna Bildziukiewicz - Deputy Head of Division in the European External Action Service, responsible for Stratcom in various parts of the world, from Eastern Partnership countries to Latin America, formerly Head of East Stratcom Task Force, European Union,
2. Finland - Ministry of Digitalisation Finland - Minister Lulu Ranne.
3. Lithuania - Minister of Transport and Communications of the Republic of Lithuania - Minister Eugenijus Sabutis
4. Estonia - Ministry of Economic Affairs and Communications - Minister Kristjan Järvan
5. Latvia - Ministry of Economics and Communications of Latvia - Minister Ēriks Ešenvalds
6. Sweden - Ministry of Innovation and Industry - Minister Ebba Busch
7. Denmark - Ministry of Innovation and Industry - Minister Marie Bjerre

Break: 13.00 - 13.15

Panel II - 13.15 - 14.30

Resistance to disinformation among children and young people - educating the generations. Problems and solutions.

Theses:

- the system and process of teaching, media literacy, at primary, secondary and tertiary levels, one of the tools to build public awareness, public security against disinformation
- whether media literacy should become part of national curricula and from when, how or how to adapt it to the current situation (AI)
- The impact of education on the level of trust in society now and in the future.

Speakers:

1. Minister of National Education - Barbara Nowacka
2. Gdansk University of Technology - Rector Prof. Dr. Krzysztof Wilde

3. National Audiovisual Institute of Finland, Department of Media Education and Audiovisual Media, a governmental body under the Ministry of Education and Culture - Leo Pekkala
4. Representative of the Baltic Centre for Media Excellence - Latvia
5. Teacher of the Year 2018, ambassador of the "Digital Wise" programme - Przemysław Staroń
6. Senior Policy Expert & Development Trainer on Future Literacy for Societal Resilience, FIMI, Crisis Communication and Civil Security ESTONIA - Dmitri Teperik

Break: 14.30 - 14.45

Panel III - 14.45 - 16.00

Pomerania - The strategic role of the region in building information security.

Theses:

- multi-level cooperation a strength of the Pomeranian region, a model for Poland
- openness and consolidation of activities in the field of information cyber security
- resources to ensure the implementation of the STRATCOM initiative

Speakers:

1. MARSHAL OF POMORSKIE VOIVODSHIP - Mieczysław Struk
2. Mayor of the City of Gdańsk - Aleksandra Dulkiewicz
3. prezydentka Miasta Sopot - Magdalena Czarzyńska
4. President of the City of Gdynia - Aleksandra Kosiorek
5. Michał Glaser - President of the Management Board of OMGGS
6. Justyna Kucińska-Lipka, Ph.D., Professor of the University - Gdansk University of Technology

Lunch 16.00 - 17.00

Signing of the "Letter of Intent" - 17.30 - 18.30

Signing of the "Letter of Intent" in the KRAKEN hall

Press conference - official signing of the letter.

List of signatories:

Oxymoron Foundation

Foundation Institute for Market and Social Research

Gdansk University of Technology

City of Gdansk - Mayor Aleksandra Dulkiewicz

Marshal of the Pomorskie Voivodeship

Gdansk Gdynia Sopot Metropolitan Area

Polish Press Agency

President of SOPOT - Magdalena Czarzyńska Jachim

President of Gdynia - Aleksandra Kosiorek

..... (other signatories will be selected)

Dinner - 19.00

SECOND DAY

24.06.2025

Commencement - 9.30 a.m. - registration

Panel - special guest - 10.00 - 12.00

Anticipated guest from among those listed:

1. Christopher Wylie - is a British-Canadian data consultant. He is known as a whistleblower who shared a collection of documents obtained while working for Cambridge Analytica with The Guardian newspaper.
2. Carole Jane Cadwallader is a British writer, investigative journalist and columnist. She is a columnist for The Observer. She previously worked at The Daily Telegraph. Cadwallader rose to international prominence in 2018 with her publications exposing the Facebook-Cambridge Analytica data scandal, for which, along with New York Times reporters, she was a finalist for the 2019 Pulitzer Prize in the national reporting category.
3. Brittany Kaiser - co-founder of the Own Your Data foundation. Cambridge Analytica whistleblower. Brittany Kaiser is co-founder of the Own Your Data Foundation. She is also co-founder of the Digital Asset Trade Association (DATA), a non-profit lobbying firm that promotes legislative reform to protect the rights of individuals to control their digital assets. To raise awareness of data rights, she co-founded the Own Your Data Foundation to promote digital literacy education. Kaiser is the lead character in the Netflix original documentary "The Great Hack" , which premiered at the Sundance Film Festival. She is also the author of 'Targeted' , an explosive autobiography about Big Data.
4. Ricardas Savukynas - former Lithuanian parliamentarian, blogger who initiated the 'elves' movement - a group of volunteers who try to catch Russian trolls online and fight them. "Elves" is active in the Baltic States.

Workshop panels - 12.00 - 14.00 (to be chosen by participants)

Room no. 1 Room no. 2 Room no. 3 Room no. 3

Gdansk University of Technology (12.00-13.00) (12.00 - 13.00) (12.00 - 13.00) Possible exchange	Oxymoron (12.00 - 13.00) Possible exchange
City of Gdansk (13.00 - 14.00)	IMM (13.00 - 14.00)	Pomeranian self-government - regions (13.00 - 14.00)

Terrace - 10 a.m. to 2 p.m.

Summer school/workshops - HESTIA - every 1 hour change , i.e. 4 rounds of school children, students.

Hate speech, misinformation. Behavioural literacy. Digital threats.

"Holiday - log off hate speech".

Closing of the Conference - 14.00

Annex - proposed content of the Letter of Intent

LETTER OF INTENT

STRATCOM GDAŃSK

concluded on 23 June 2025 in Gdańsk
between

Oxymoron Foundation
Foundation Institute for Market and Social Research
Gdansk University of Technology
City of Gdansk
Self-government of Pomorskie Voivodeship
and other signatories

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Aware of the challenges posed by disinformation and threats in the information cyberspace, we declare our willingness to work together to counter these phenomena and build a strong information cyber security in Poland.

In view of current world events, especially in the context of the war in Ukraine and the change in the US security paradigm, we jointly believe that it is necessary to unite forces to protect society from information threats. The war in Ukraine has highlighted how disinformation and cyber attacks can destabilise states and influence public opinion. An example is the Russian aggression, which was accompanied by massive disinformation campaigns aimed at weakening public morale and introducing information chaos, including affecting the stability of democracy and democratic election processes.

Cooperation between our actors will allow for.

1. **Share experiences and best practices:**

By sharing knowledge and experiences, we can better understand the mechanisms of disinformation and respond to them more effectively.

2. Implementing joint education and information projects:

Educating the public on how to recognise and counter disinformation is crucial. Joint initiatives, such as information campaigns or training, can increase citizens' awareness of the dangers of disinformation.

3. Responding more effectively to threats in the information space:

Through integrated action, we can identify and neutralise disinformation more quickly. Cooperation between government, local authorities, NGOs and universities is essential to effectively counter Russian, and other, disinformation.

4. Creating and promoting ethical standards in communication:

Establishing common principles and guidelines for information integrity will strengthen public trust in the media and institutions. Such standards could include codes of conduct for journalists and media organisations to promote transparency and accountability in the reporting of information.

5. International cooperation:

By joining forces with foreign partners, we can better counter cross-border disinformation campaigns. Cooperation within the European Union and NATO allows for the exchange of information and strategies, making action against disinformation more effective.

6. Indications for the introduction of core curriculum reforms in education at every level. Wide-ranging measures to support the education of generations.

Our long-range goal is to create a structure in Poland, in Gdansk, along the lines of StratCom, which would effectively prevent disinformation and strengthen cyber security.

StratCom, or strategic communications, plays a key role in achieving political and military objectives, ensuring appropriate, timely and accurate communication about operations and missions. In Poland, there is a need to integrate activities in this area in order to effectively respond to modern information threats.

We believe that our joint efforts will contribute to increasing the public's resilience to disinformation and strengthening the country's digital security.

Signed:

Marek Poręba
Chairman of the Council of the Oxymoron Foundation

Aleksandra Dulkiewicz
President of the City of Gdańsk

Prof. Dr. Krzysztof Wilde
Rector of Gdansk University of Technology

Mieczysław Struk
Marshall of Pomeranian Voivodship

Aleksandra Kosiorek
President of the City of Gdynia

Magdalena Czarzyńska Jachim
President of the City of Sopot

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