



Media Advisory

NATO Innovation Challenge, 30 November 2021

October 7, 2021

Norfolk, VA., USA – The Innovation Challenge aims to give NATO new, creative and efficient ways to respond to security challenges. On behalf of the Canadian Department of National Defence (DND), this NATO Innovation Challenge is being co-led by Canadian Special Operations Forces Command (CANSOFCOM), the Innovation for Defence Excellence and Security (IDeAS) program, and the NATO Innovation Hub.

BACKGROUND

Adversarial attempts to manipulate human behaviour will present an enduring challenge to Allied nations' defence and security. This emerging threat of modern warfare goes beyond controlling the flow of information. Cognitive warfare seeks to change not only what people think, but also how they act. Cognitive warfare is/will be used by adversaries to undermine trust, and to weaken, interfere with, and destabilize a target population, institutions, and States in order to influence their choices. The goal of cognitive warfare is for an adversary to destroy their target from within, rendering them unable to resist, deter, or deflect – thereby allowing the perpetrator to follow through with their own agenda. Trust is the target. Tactics that serve to destabilize public institutions and influence public or government policy allow discontent to manifest and spread within a society, fostering specific ideologies and behaviours. Cognitive-warfare strategies are ever more prevalent and far-reaching in the 21st century due to use of the internet, social networking, Big Data, social media, and recent advancements in artificial intelligence and machine learning.

CHALLENGE TOPICS

The Innovation Challenge is seeking innovative tools and measures to identify, assess and protect against attacks on the cognitive domain of NATO forces and their Allies.

Areas of focus include:

- Identification of when NATO forces and/or their Allies are under a cognitive attack;
- Verification of the scale and nature of the attack;
- Quantification and/or level of the success of the attack;
- Mitigation techniques, tools and measures to counter a cognitive attack; and
- Support for decision-makers.

TIMELINE

Until 20 October: Registration

4 Nov: Abstract Submission

15 Nov: Pre-Selection

16 Nov: Finalists' kick-off meeting

26 Nov: Solution submission

30 Nov: Pitch Day - Award Ceremony



JOIN THE EVENT

Visit the following link and join us on the 30th of November to attend the Pitch day (remotely):

NEW LINK TO BE PROVIDED BY IH

MEDIA OPPORTUNITIES

November 2021: Opportunity to conduct (phone or VTC) interview with identified personnel at ACT regarding the Innovation Challenge.

Post Innovation Challenge (Date Based on Media Request): Opportunity to conduct (phone or VTC) interview with winner and/or the finalists of the Innovation Challenge.

Opportunity to visit ACT to capture Innovation related imagery and interview personnel involved in innovation to demonstrate the efforts being done. Exact date(s) can be coordinated by contacting the personnel identified below.

ADDITIONAL INFORMATION

NATO Innovation Challenge Fall 2021 – The Invisible Threat: Countering Cognitive Warfare

<https://www.innovationhub-act.org/nato-innovation-challenge>

Can You Solve It? – Innovation Challenge

<https://www.innovationhub-act.org/challenge-intro>

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NOTE EDITORS:

All interested media must register with:

Mr Serge Da Deppo (serge.dadeppo@innovationhub-act.org); (+1) 757-747-3747.

Registration closes on October 20, 2021 at 5pm.

For media interested in visiting ACT Innovation Hub, please coordinate directly with Mr Da Deppo.