

# NATO Allied Command Transformation Operational Experimentation



## Fact Sheet – Information Environment Assessment (IEA)

<b>Background:</b>	<p>The information environment provides a novel landscape for information manoeuvres and communication activity that is conducive to information conflict, deception, and influence operations. In February 2016, the North Atlantic Council (NAC) noted the Implementation Plan for the Strategy on NATO's Role in Countering Hybrid Warfare in which the development of an information environment assessment (IEA) is specifically identified.</p> <p>In response to the growing importance of information environment assessments, NATO International Military Staff tasked the two Strategic Commands to develop and implement an IEA capability so as to enable NATO decision-makers and planners to better understand adversarial, as well as friendly, activities and intentions in the information environment. This capability will support coherent and successful strategic communication (StratCom) and related activities contributing to the achievement of Alliance Deterrence and Defence, Projecting Stability, and warfighting objectives.</p> <p>IEA will help identify misinformation and hostile narratives and help to spot early warning signs of potential hybrid actions. Providing a deeper strategic awareness of the information environment will also help to ensure that NATO's own communications are better framed and directed. Ultimately, IEA allows NATO to be more effective in both responding to disinformation and developing proactive communications strategies.</p>
<b>Mission:</b>	<p>NATO's Allied Command Transformation (ACT) Operational Experimentation (OPEX) branch is leading the concept development and experimentation campaign supporting the on-going IEA capability development. The experiment campaign is focused on understanding and identifying personnel, processes, data and supporting technology required to conduct information environment assessment throughout NATO.</p>
<b>Milestones:</b>	<p>Feb 2018 Global4Sight 'Field' Experiment Final Report Mar 2018 Assessment of Adversarial Communications Experiment Final Report Jun 2018 Assessment of NATO-own Communication Effectiveness Experiment Nov 2018 Validation Experiment during Exercise Trident Juncture 2018</p>
<b>Headquarters:</b>	<p>NATO Allied Command Transformation, Operational Experimentation Branch.</p>
<b>Internet Portal:</b>	<p>CDE 365 in TRANSNET <a href="https://portal.transnet.act.nato.int/Pages/home.aspx">https://portal.transnet.act.nato.int/Pages/home.aspx</a> Information can be found on the IEA tab of the Transnet CDE365 page.</p>
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