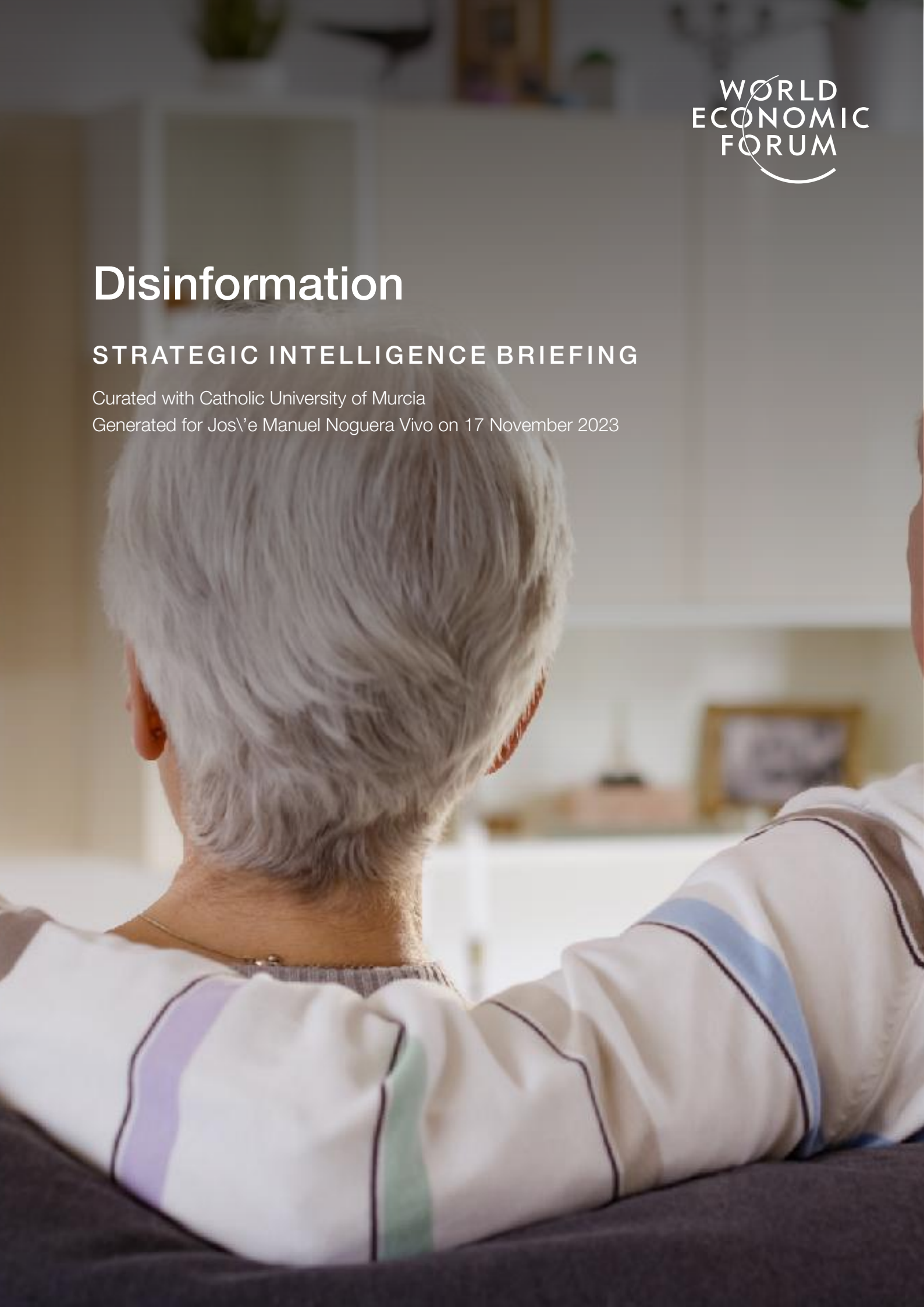# Disinformation

STRATEGIC INTELLIGENCE BRIEFING

Curated with Catholic University of Murcia
Generated for Jos\'e Manuel Noguera Vivo on 17 November 2023

Contents

Executive summary

Explore the interactive version online

Disinformation is an information disorder. The deliberate spreading of false information is typically done for political purposes, and often as part of a propaganda campaign tied to global issues like climate change, immigration, or public health emergencies. False content is already thriving in the social media ecosystem, where artificial intelligence tools threaten to make dissemination even faster and more chaotic due to a lack of professional filtres and clarity on the reliability of sources. Disinformation exacerbates many of the most pressing issues of the modern era, not least the health of democracy, political polarization, and unchecked hate speech.

This briefing is based on the views of a wide range of experts from the World Economic Forum's Expert Network and is curated in partnership with José Manuel Noguera-Vivo, Associate Professor of Journalism at Catholic University of Murcia (UCAM) in Spain.

The key issues shaping and influencing Disinformation are as follows:

Digital Media Literacy
Needs have changed in many ways, but critical thinking remains crucial

Monetizing Disinformation
Creating massive flows of disinformation has been highly profitable for some companies and individuals

Political Polarization
The participatory nature of the internet accelerates the spread of harmful content like hate speech and disinformation

Social Media
Specific participatory cultures and notions of community define social media - not technology and formats

Conspiracy Theories
Many people use them to try to grasp threatening events, and emotion plays a crucial role

Closed Messaging Apps
More research is needed to understand what motivates people to share news via these increasingly popular channels

Information Disorders
When attempting to describe a perilously complex modern media landscape, words matter

Below is an excerpt from the transformation map for Disinformation, with key issues shown at the centre and related topics around the perimeter. You can find the full map later in this briefing.
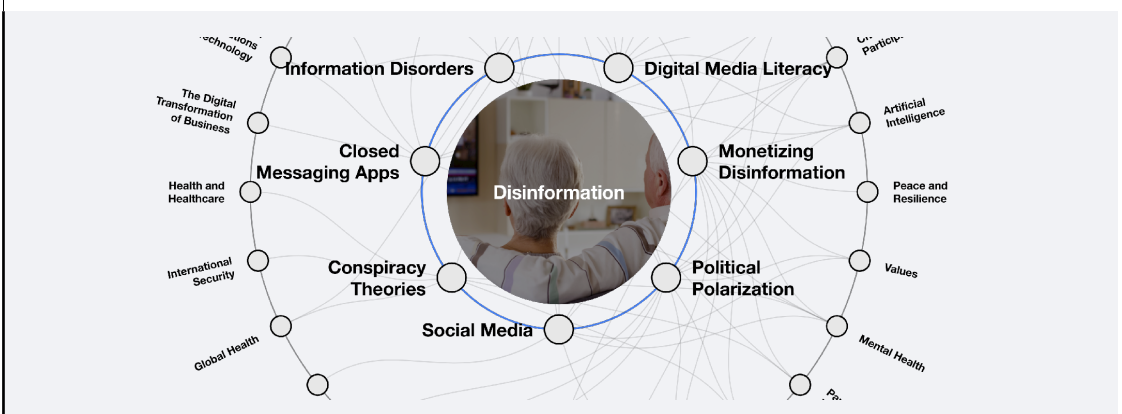
① Latest insights

A synthesis of the most recent expert analysis.

Below are your latest updates on the topic of Disinformation spanning 16 different sources.

1.1 Current perspectives

London School of Economics and Political Science
The 2023 elections were good for Democrats, but 2024 still looks like a toss-up between Biden and Trump.
09 November 2023

Elections for state and local offices were held this week across the US. Democrats and progressive causes performed well, including in Virginia, Ohio, and Kentucky. However, as Thomas Gift writes, these wins come in the face of poor polling for President Joe Biden one year out from the 2024 election. They could ultimately prove pyrrhic … Continued

Nature
The new Twitter is becoming a cesspit of disinformation — study it now
07 November 2023

Social-media researchers overemphasized the platform now called X for years. But now, as it rapidly changes into something new and frightening, we risk paying too little attention.

NiemanLab
What El Tímpano learned training 100+ Latino immigrants on disinformation defense
24 October 2023

When El Tímpano launched a disinformation defense initiative two years ago, we targeted individuals. Specifically, Latino immigrants — individuals who were (and are) themselves targeted by disinformation campaigns and experienced the rapid spread of dangerous falsehoods in their communities.

Carnegie Endowment for International Peace - Sada Journal
Much Ado About Nothing: Disinformation Campaigns and Foreign Policy in Iraq
03 October 2023

In late August, while Iraqis endured a sweltering heat wave, social media and the airwaves buzzed with a deluge of sizzling yet false information.

Frontiers in Computer Science
User experience with disinformation-countering tools: usability challenges and suggestions for improvement
02 October 2023

Digital media has facilitated information spread and simultaneously opened a gateway for the distribution of disinformation. Websites and browser extensions have been put forth to mitigate its harm; however, there is a lack of research exploring their efficacy and user experiences.

Harvard Business Review
Are Your Ads Funding Disinformation?
21 August 2023

The global digital advertising industry is estimated to be $600 billion and growing. While Facebook and other social media sites are popular for advertising, much of the campaign spend dedicated to the internet is distributed across millions of websites and apps, and there's little oversight and moderation from the adtech companies that monetize them.

Australian Strategic Policy Institute
Despite the pain of the Israel–Hamas war, freedom of speech must be protected
15 November 2023

During the recent pro-Palestine and pro-Israel protests in Sydney and Melbourne, many Australians have demanded an end to the conflict in Gaza, lawfully exercising their freedom of speech. A small number of protestors, however, have behaved in a way that is incompatible with Australian values and laws.

Wired
Generative AI Is Playing a Surprising Role in Israel-Hamas Disinformation
30 October 2023

In the weeks since Hamas launched its October 7 surprise attack on Israel, the ensuing conflict has generated an unprecedented wave of disinformation, an "algorithmically driven fog of war" that has tripped up major new organizations and left social media companies floundering.

The Conversation
Three images that show wartime photographs can have greater impact than the written word
08 November 2023

This article contains images that some may finding distressing, including of torture.

"Images are worth a thousand words. These images may be worth a million." US secretary of state Antony Blinken's response to being shown graphic images of the victims of Hamas's recent massacre raises an important question about whether photographs are more powerful than words in conveying the brutality of war.

Since the announcement of its invention in 1839, photography has been imagined as a form of "writing with light" (referring to the meanings of the Greek words phos and graphe from which it is derived).

Writing in the New York Times in 1862, Oliver Wendell Holmes reflected on photographs taken after the Battle of Antietam during the US civil war: "We see the list [of those killed in battle] in the morning paper at breakfast but dismiss its recollection with the coffee." By contrast, it was as if the photographer had "brought bodies and laid them in our dooryards and along the streets".

Electronic Frontier Foundation
Social Media Platforms Must Do Better When Handling Misinformation, Especially During Moments of Conflict
17 October 2023

In moments of political tension and social conflict, people have turned to social media to share information, speak truth to power, and report uncensored information from their communities.

The Diplomat
China's Increasingly Aggressive Tactics for Foreign Disinformation Campaigns
18 September 2023

A review of numerous forensic investigations, think tank reports, platform transparency reports, and media coverage published since June points to a disconcerting if unsurprising trend: Beijing-linked actors are continually engaging in covert disinformation or other online influence operations.

GovLab - Living Library
AI and Democracy's Digital Identity Crisis
05 November 2023

Essay by Shrey Jain, Connor Spelliscy, Samuel Vance-Law and Scott Moore: "AI-enabled tools have become sophisticated enough to allow a small number of individuals to run disinformation campaigns of an unprecedented scale. Privacy-preserving identity attestations can drastically reduce instances of impersonation and make disinformation easy to identify and potentially hinder. By understanding how identity attestations are positioned across the spectrum of decentralization, we can gain a better understanding of the costs and benefits of various attestations. In this paper, we discuss attestation types, including governmental, biometric, federated, and web of trust-based, and include examples such as e-Estonia, China's social credit system, Worldcoin, OAuth, X (formerly Twitter), Gitcoin Passport, and EAS. We believe that the most resilient systems create an identity that evolves and is connected to a network of similarly evolving identities that verify one another.

JSTOR Daily
Creativity, Misinformation, and Dusty Snow
31 October 2023

Well-researched stories from The Conversation , Eos , and other great publications that bridge the gap between news and scholarship.

Human Rights Abuses and Disinformation: Hallmarks of Wagner, other Mercenary Groups in Africa

11 August 2023

The Wagner Group first emerged after Russia annexed Crimea in 2014. Since then, the group has fought in Syria, Ukraine and several African countries.

Stockholm International Peace Research Institute

Tackling mis- and disinformation: Seven insights for UN peace operations

02 October 2023

Truth is always the first casualty in war. This well-worn maxim serves as an important reminder that mis- and disinformation is not a new problem. However, with today's fast-changing communications landscape and developing digital platforms, the scope of the problem is turbo-charged, making it even harder for fact-based information to prosper in conflict settings.

Eco-Business

AI supercharges disinformation and censorship, report warns

09 October 2023

Rapid advances in artificial intelligence are boosting online disinformation and enabling governments to increase censorship and surveillance in a growing threat to human rights, a US non-profit said in a report published on Wednesday.

② Strategic context

The key issues shaping Disinformation.

The following key issues represent the most strategic trends shaping the topic of Disinformation. These key issues are also influenced by the other topics depicted on the outer ring of the transformation map.

FIGURE 1 | **Transformation map for Disinformation**

2.1 | Digital Media Literacy

Needs have changed in many ways, but critical thinking remains crucial

The media environment has expanded in bewildering ways that blend production and consumption within the same digital landscape. It's not just the digitalization of traditional media that has created hazards, it is also the complexity seeded by new channels, formats, platforms, and ways of participating. Originally, media literacy was defined as basic skills for understanding audio-visual content. But with the advent of the internet and social media, a new and broader set of necessary skills has emerged. That was underlined during the US presidential election in 2016, and the Brexit vote in the UK that same year - as social media ran headlong into the public sphere. A well-informed citizenry in the digital sphere is a key topic particularly in relation to the

critical consumption of new media. As the digital media expert Sonia Livingstone has said, if media literacy is the ability to access, analyse, evaluate, and create messages across different contexts, in order to extend our understanding of digital media literacy we need to define all new possibilities of the internet - in terms of technology, but also in political and social contexts.

Digital media literacy should therefore encompass not just what technology can offer to users, but also - and mainly - the expectations and attitudes that users bring to that technology. In other words, since media consumption is now so determined by social news sharing and algorithm-driven content, a well-equipped user should be able to identify the quality of the information being received, as well as the most reliable sources, channels, and methods for passing that information on. For digital media literacy to thrive, it is essential to understand its vital role in issues such as political participation, the empowerment of minorities, and the ongoing fighting against social exclusion; while it is based on accessing, analysing, evaluating, and creating content (as Livingstone has noted), in evolving digital landscapes the meaning of all of these terms is being redefined and amplified. The stronger users' digital media literacy becomes, the more capable they will be of identifying disinformation - and of engaging in a richer way with new media and with fundamental civic and political discourse generally.

Related topics: Behavioural Sciences, Internet Governance, Media, Entertainment and Sport, Education, Infrastructure, Inequality, The Digital Economy, Civic Participation, Artificial Intelligence

2.2 | Monetizing Disinformation

Creating massive flows of disinformation has been highly profitable for some companies and individuals

A lot of disinformation results from a practice known as "engagement farming." This technique lodges users in an infinite and iterative dynamic, fueled by their desire to follow a trend, promote a cause, or purse the timeworn strategy of assuring others that "the media doesn't want you to know this." The array of content deployed to drive engagement is vast, and the primary objective of a social network is clearly financial rather than journalistic. Within these social networks, there exists a category frequently referred to as "borderline content"; it sits at the intersection of the boundaries of humour, freedom of speech, and objectivity. The closer to a boundary, the more profitable it can be. As long as this borderline content continues to generate the highest levels of engagement, it remains difficult to believe that social networks will earnestly endeavour to stringently regulate its flow. Meanwhile some experts, like Juan Miguel Aguado and Angel Gómez de Ágreda, have identified the emergence of a new breed of intermediaries for this content, sometimes labeled the "disinformation industry." These intermediaries include political think tanks, as well as public relations firms.

In the current, increasingly complex information landscape, ideology, emotion, and political preference tend to drive engagement - which in turn generates handsome financial returns. This already-fragile ecosystem is also now grappling with propaganda only lightly (or not at all) human curated - due to automated content and algorithms primed to widely spread disinformation primarily via social networks. Disinformation agents can use these emerging tools to more easily fuel polarization and hate speech by promoting harmful content. Their greatest "success" is not in convincing people of falsehoods, but in eroding trust in truth. The sheer scale of the engagement-driven economy based on disinformation can be difficult to gauge, but a 2021 report published by NewsGuard and ComScore shed some light on its extent; the report suggested that top brands are directing some $2.6 billion annually to "misinformation websites" (and that in the US alone, advertisers are spending roughly $1.6 billion in this way). Thanks to techniques such as digital programmatic advertising, the simple act of browsing the internet and spending time amid a deluge of disinformation has created substantial revenue streams - both for companies and individuals.

Related topics: Peace and Resilience, Civic Participation, Artificial Intelligence, Values, Mental Health, Pandemic Preparedness and Response, Vaccination, Fourth Industrial Revolution, Corporate Governance, Economic Progress, Media, Entertainment and Sport

2.3 | Political Polarization

The participatory nature of the internet accelerates the spread of harmful content like hate speech and disinformation

Sharpened division has defined a contemporary political landscape more likely to generate conflict than conversation or other means to reach consensus, leading to a cycle of worsening polarization. All it takes is two opposing points of view, and a prioritizing of conflict over rational debate. Already by the early part of this

century, a study of the US public found that the more publicly engaged people were, the more polarized they had become in terms of their political opinions - suggesting a dramatic increase in overall ideological polarization compared with the 1970s. The polarization that in some ways has come to define the internet has been conceptualized with structural metaphors such as "echo chamber" or "filtre bubble," though as media scholars like Axel Bruns have argued, the real problem may be rooted in societal causes - and so cannot be fixed solely through technological means. However, we cannot deny that the fundamental design of social media and the internet provides a perfect setting for the dissemination of polarizing messages. Failing to understand that could have significant, far-reaching consequences.

Social media channels provide a public space for free speech, but the open nature of the internet means the actors participating, and their motivations, cannot be easily controlled. This often reinforces hate speech, ideological polarization, and the spread of disinformation. As has been argued by scholars such as Nurcan Törenli and Zafer Kıyan, authoritarianism and populism can have a significant influence on the spread of polarization at an individual level. These particular scholars demonstrated ways in which Turkish politicians could be sources of negative or positive discourse on Syrian asylum seekers; a study they published in 2022 illustrated how the followers of these politicians on the social network X (formerly Twitter) helped to amplify this potentially corrosive discourse. Traditional confirmation bias means we are more likely to search for, understand, and believe information that aligns with our own beliefs. Greater ideological polarization could therefore leave more people defenseless against harmful disinformation. And as some social media platforms become their own form of established media, they will feel compelled to garner engagement - regardless of whether it is based on accuracy or not.

Related topics: Artificial Intelligence, Values, Social Justice, The Digital Economy, Climate Change, Civic Participation, Internet Governance, Fourth Industrial Revolution, Justice and Law, Vaccination, Media, Entertainment and Sport

2.4 Social Media

Specific participatory cultures and notions of community define social media - not technology and formats

In its early years, the internet served as a network primarily designed for information retrieval rather than content creation. But the emergence of increasingly social features in the first decade of the new millennium helped to set the stage for both increased content creation and information sharing. This fashioning of a more social web - coined "Web 2.0" by the author and expert Darcy DiNucci in 1999, a term that was made into a more broadly-recognized cultural concept by the author and conference organizer Tim O'Reilly several years later - created a more collaborative and easy-to-use ecosystem (along the lines of the participatory culture outlined by the media scholar Henry Jenkins) that was based on user-generated content - the primary consumer product generated by any social media. If the previous Web 1.0 had been about linking places and content, Web 2.0 started to link people together - bringing with it a raft of consequences. Social media has now become the best way to observe the development of digital cultures that utilize participatory media, social interaction, and new forms of communication.

The speed at which technology is changing and creating entirely new formats - and, therefore, new relationships - undermines the idea of conceptualizing social media in strictly technological terms. It would be better to focus more on uses, languages, digital cultures, collaborative trends, and communities. Their deployment via user-generated content by specific communities and recognizable digital cultures form the latticework of social media on the internet. TikTok is social media, but something as different as private WhatsApp messaging is also social media; asPrincipio del formularioFinal del formulario the writer and teacher Clay Shirky puts it, social media has disrupted traditional media's asymmetry. That is, before the internet, the medium that was suitable for individual conversations was not suitable for groups, but with social media you can engage in conversations with both groups and individuals simultaneously. This has created a disruptive and powerful ecosystem, where people, institutions, companies, and governments communicate at a roughly equal level. For better or worse, the power of social media lies in participatory culture; people will always find a way to create and share information on their own terms.

Related topics: Values, The Digital Economy, Civic Participation, Corporate Governance, Internet Governance, Mental Health, Innovation, Media, Entertainment and Sport

2.5 | Conspiracy Theories

Many people use them to try to grasp threatening events, and emotion plays a crucial role

Conspiracy theories are hardly a new phenomenon. They are not a direct effect of the internet, though the rise of social media has added a new dimension to an age-old problem. These theories push people to reject science, to target marginalized populations, or to demonize political and social movements that bear responsibility for their chosen "conspiracy." Due to their interdisciplinary nature, conspiracy theories cannot be fully understood without taking a holistic approach - accounting for fields as diverse a science communication, psychology, political science, and history. As many experts have stated, conspiracy theories are attempts to explain the "true" reasons behind significant social events in terms of secret plots and powerful actors. Examples include the COVID-19 pandemic, the 9/11 terrorist attacks, or even the US's moon landing in 1969; all have spawned conspiracy theories, some more damaging than others. Psychologically speaking, conspiracy theories usually support one other by creating an encompassing "monological belief system," drawing the interest of both people who believe in many conspiracy theories, and those who tend to be far more sceptical.

Studies show that conspiracy theories are more likely to thrive among low-status social groups; this may be related to lower levels of education, or a stronger need to feel unique and special (by having possession of privileged "information"). In terms of how they are communicated, conspiracy theories largely overlap with more general viral content; their proponents want them to go viral, while viral messages in general tend to be rooted in some kind of conspiratorial thinking. Emotions play a key role - as many experts have argued, conspiracy theories are often employed to make sense of significant events perceived as threatening. Social media and the internet play a central role in their dissemination - but since there is insufficient scientific evidence regarding the real impact of online "echo chambers" or "filtre bubbles," spreading these theories via social media does not guarantee they will have a real effect. When it comes to conspiratorial thinking and the internet, we generally used to believe that more exposure online translated into more belief - yet research shows there are too many disparate factors at play to assume this is true.

Related topics: Pandemic Preparedness and Response, Global Health, Media, Entertainment and Sport, International Security, Health and Healthcare, Vaccination, Mental Health

2.6 | Closed Messaging Apps

More research is needed to understand what motivates people to share news via these increasingly popular channels

Research has demonstrated that a lot of disinformation and misinformation originates via closed messaging apps - which restrict visibility to just those doing the sending and receiving. One of example of this occurred during the 2018 Brazilian election, among supporters of the candidate Jair Bolsonaro. More than 120 million Brazilians were using WhatsApp at that time, creating daunting reach for misleading messages targeting Bolsonaro's opponents. According to a study conducted on a sample of 100,000 widely shared images on WhatsApp during that election, more than half contained false information. A potential problem with these messages is that they can be encrypted, making them unsearchable and inaccessible to outsiders. In addition, the fact that we tend to receive them from personal contacts, such as family and friends, can add an aura of authenticity to their content - even when their source remains opaque. The landscape of closed-messaging apps extends far beyond WhatsApp, and is constantly shifting in tandem with decisions made by major tech companies, shifting geopolitical contexts (access to China's WeChat), and emerging privacy concerns (use of Telegram, which is marketed as a secure messenger).

However, private messaging also has positive aspects. Closed messaging apps can play a constructive role by helping to preserve anonymity for people taking personal risks, for example by doing things like assisting journalists - who must build and maintain trust and confidence with their most vulnerable sources. These apps have also emerged as a new way for media companies to connect with broader audiences. For example, many news sites have added a WhatsApp sharing option to their articles. Even if publishers don't make such an option available, users can (and will) share via messaging nonetheless; according to the Reuters Institute for the Study of Journalism, even as the sharing of news stories via social networks decreased after 2018, sharing them via messaging apps increased by as much as 22%. In addition, these channels can be used for fact checking, as contact points with audiences, and as early-alert systems. Studies have shown that people share news for three primary reasons: to build an online reputation, to capture attention, and to attain status among peers. It is reasonable to assume that these same motivations

apply when sharing content privately - but more related research is needed.

Related topics: Mental Health, The Digital Transformation of Business, The Digital Economy, Behavioural Sciences, Information and Communications Technology, Illicit Economy, Media, Entertainment and Sport, Civic Participation

2.7 | Information Disorders

When attempting to describe a perilously complex modern media landscape, words matter

The growing complexity of the media environment, due not least to the cryptic production of information subsequently spread via social media channels (and in potentially greater quantities via artificial intelligence), has spawned vast amounts of false content. Some terms used to describe it are inappropriate, like "fake news" (if it is fake it cannot be actual news, and vice versa), while others attempt to differentiate based on the intention of authorship - such as "misinformation" or "disinformation." There is a broad range of harmful content, from hoaxes to unintentional misinformation - all captured in a contemporary taxonomy that includes terms like "post-truth," "alternative facts," "echo chambers," and "filtre bubbles." Since complexity is inherent to the nature of the internet itself, many sticky metaphors have been applied. "Information pollution" was coined decades ago to describe unsolicited, irrelevant, low-value information, while "infodemic" appeared during the 2003 SARS outbreak but became more widely known when it was used by the World Health Organization to describe the media environment during the early stages of COVID-19 (between 2020 and 2021, the term was used in more than 14,000 pieces of content published by media, think tanks, and academics).

This complex landscape of overlapping concepts with ambiguous meanings has spurred institutions like UNESCO and the European Commission to actually advise against using the term "fake news" - and to instead favour other, more straightforward alternatives like "information disorders." This term was developed by the researchers Claire Wardle and Hossein Derakhshan in 2017, to encompass three dimensions: misinformation (misleading content), malinformation (hate speech or harassment), and disinformation (the meeting point where intention and harmful content intersect). The theoretical framework of information disorders offers a systematic way of analysing the broader media environment, by providing a unified structure to deal with the many challenges of mis-, mal-, and disinformation. And as a conceptual tool, "information disorder" helps us to remember how varying types of harmful content can take on many different forms in different channels. In other words, it serves as a reminder of the importance of separating form from content. This is more crucial than it may seem, due to the increasing intricacy of the media landscape, and the relentless spawning of new means of information creation via automation and artificial intelligence.

Related topics: Media, Entertainment and Sport, Information and Communications Technology, Pandemic Preparedness and Response, Mental Health, Internet Governance, Global Health, Virtual and Augmented Reality, Artificial Intelligence

③ Further exploration

Explore the latest World Economic Forum reports related to Disinformation.
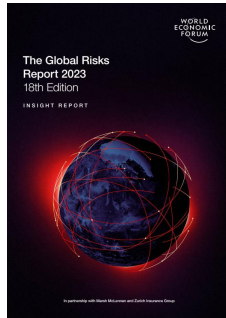
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Global Risks Report 2023

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15. Stockholm International Peace Research Institute, *"Tackling mis- and disinformation: Seven insights for UN peace operations"*: www.sipri.org

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About Strategic Intelligence

Our approach

In today's world, it can be difficult to keep up with the latest trends or to make sense of the countless transformations taking place. How can you decipher the potential impact of rapidly unfolding changes when you're flooded with information - some of it misleading or unreliable? How do you continuously adapt your vision and strategy within a fast-evolving global context? We need new tools to help us make better strategic decisions in an increasingly complex and uncertain environment.

This live briefing on Disinformation, harnesses the World Economic Forum's Strategic Intelligence platform to bring you the very latest knowledge, data and context from our 300+ high quality knowledge sources. Its aim is to help you understand the global forces at play in relation to Disinformation and make more informed decisions in the future.

Each day, our Strategic Intelligence platform aggregates, distills and synthesizes thousands of articles from around the world. We blend the best of human curation with the power of machine learning to surface high-quality content on over two hundred global issues to our one million users globally. Our hand-picked network of content partners from around the world means that we automatically exclude much of the noisy clickbait, fake news, and poor quality content that plague the Internet at large. We work with hundreds of think tanks, universities, research institutions and independent publishers in all major regions of the world to provide a truly global perspective and we are confident that our data are well positioned when it comes to the intrinsic biases inherent to open text analysis on uncurated content from the Internet. For further context on our approach, you may be interested to read Strategic trend forecasting: anticipating the future with artificial intelligence and These Are The 3 Ways Knowledge Can Provide Strategic Advantage.

↓ A leading expert presenting a transformation map at our Davos Annual Meeting

Transformation maps

Our Transformation Maps are dynamic knowledge visualisations. They help users to explore and make sense of the complex and interlinked forces that are transforming economies, industries and global issues. The maps present insights written by experts along with machine-curated content. Together, this allows users to visualise and understand more than 250 topics and the connections and inter-dependencies between them, helping in turn to support more informed decision-making by leaders.

The maps harness the Forum network's collective intelligence as well as the knowledge and insights generated through our activities, communities and events. And because the Transformation Maps are interlinked, they provide a single place for users to understand each topic from multiple perspectives. Each of the maps has a feed with the latest research and analysis drawn from leading research institutions and media outlets around the world.

At the centre of each map is the topic itself. This is surrounded by its "key issues", the forces which are driving transformation in relation to the topic. Surrounding the key issues are the related topics which are also affected by them. By surfacing these connections, the map facilitates exploration of the topic and the landscape within which it sits.

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Our Pro membership allows you to create unlimited custom transformation maps and the ability to collaborate on them with your colleagues. You also get the ability to export transformation maps images and Powerpoint presentations. As a Pro user, you also gain access to a range of hypothetical scenarios that have the potential to impact developments in the near future; enabling you to think through and anticipate potential opportunities and risks.

To learn more, visit our membership site.

Contributors

Acknowledgements

WORLD ECONOMIC FORUM

The World Economic Forum, committed to improving the state of the world, is the International Organization for Public-Private Cooperation.

The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas.