Committee: United Nations Human Rights Council

Topic: Countering Disinformation

Country: State of Israel

Countering disinformation

One year ago, on Oct. 7, 2023, Hamas militants attacked Israel, killing 1,200 people and taking 250 hostages. Since then, Images and videos that have been altered or taken out of context, flooded social media platforms, distorting reality. Some social media users tried to downplay the casualties, claiming "crisis actors" were being employed.

"People feel strongly about this, and whenever people feel strongly about something, they are very eager to find information that validates their views," said Todd Helmus, a senior behavioral scientist specializing in disinformation and violent extremism. "So, it's not surprising that in the immediate aftermath, you would see a lot of false information, a lot of out-of-context information."[1]

There are multiple accounts of Palestinian social media accounts posting viral videos that have been taken out of context, and even videos that predate the war, showing a false image of the war to the public. Other social media posts tried to pass off video game footage as real-life depictions of fighting. This issue of spreading misinformation against Israel exceeds social media by deliberately campaigning against Israeli students on campuses to try and get them thrown out. There have been fact-checked claims that billionaire George Soros paid campus protesters by providing grants to organizations linked to the protests. But his grant-making organization, "Open Society Foundation", and specific campus protesters had several degrees of separation.[2]

Despite all of the disinformation Israel faces there is all the more reason for Israel to strengthen campaigns aiming to eliminate disinformation. Such campaigns consist of equipping journalists and news outlets with digital verification tools, producing knowledge base publications on mis- and disinformation in Israel, and raising public awareness campaigns in

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[1] Briceno, M., & Swann, S. (2024, October 9). How misinformation about Israel and Gaza has evolved in the yearlong war. PBS News.
https://www.pbs.org/newshour/world/how-misinformation-about-israel-and-gaza-has-evolved-in-the-yearlong-war

[2]

Briceno, M., & Swann, S. (2024, October 9). How misinformation about Israel and Gaza has evolved in the yearlong war. PBS News.
https://www.pbs.org/newshour/world/how-misinformation-about-israel-and-gaza-has-evolved-in-the-yearlong-war

Israel. We also support local entrepreneurs and tech companies to create tools available for countering disinformation.

Recognizing the substantial increase in reports from the public regarding rumors, fake news, disinformation, phishing attempts, and social media profile breaches, the INCD, in collaboration with the Israel Police, is initiating a campaign focused on raising awareness of digital threats and providing accessible defense tools. This includes continuous efforts to thwart misleading messages, issue warnings about malicious content, and seek the removal of inciting social media profiles through the State Prosecutor's Office.[3]

Lastly, we are here to offer a solution that, if implemented, could end the war of disinformation once and for all. We suppose the implementation and further development of the Digital Iron Dome. The Digital Iron Dome essentially revolutionizes the way we think about countering disinformation today. "Instead of waiting for lies to take root, we identify the audiences being misinformed and deliver fact-based articles, videos, and ads on Israel directly to them using smart advertising algorithms," said The Times of Israel in their article about the Digital Iron Dome.[4]

It first continuously scans major news outlets and websites across the internet. If during those scans it detects any anti-Israel propaganda, it creates a compelling article with video evidence, facts, and the Digital Iron Dome knows how to measure which pro-Israel articles and videos are most relevant to each situation, it understands what works and what doesn't, and creates fact-based content to counter it.[5] After creating the articles, it launches paid advertising campaigns directly to the people who viewed the same articles it scanned as anti-Israel disinformation.

This campaign was deployed in the past already and was used to prove wrong the common notion that Israel was deliberately starving children in the Israel-Hamas war. The results were remarkable: among audiences who read the campaign's three articles in sequence, support for Israel doubled. The campaign achieved an average opinion change rate of 19.5%, with the

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[3](2025). Www.gov.il. https://www.gov.il/en/pages/shatefet_1012

[4] Digital Iron Dome: AI technology countering anti-Israel disinformation | The Times of Israel. (2025). Timesofisrael.com. https://www.timesofisrael.com/spotlight/digital-iron-dome-ai-technology-countering-anti-israel-disinformation/

[5] Digital Iron Dome: AI technology countering anti-Israel disinformation | The Times of Israel. (2025). Timesofisrael.com. https://www.timesofisrael.com/spotlight/digital-iron-dome-ai-technology-countering-anti-israel-disinformation/

most effective article reaching a 26.1% opinion change rate.[6] This data was acquired by asking about the readers' opinions after they had read the articles. The implementation of the Digital Iron Dome will be able to fight disinformation once and for all.

[6] Digital Iron Dome: AI technology countering anti-Israel disinformation | The Times of Israel. (2025). Timesofisrael.com.
https://www.timesofisrael.com/spotlight/digital-iron-dome-ai-technology-countering-anti-israel-disinformation/

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The implications of plastic pollution on human rights

Since entering the commercial market in the mid-20th century, plastics have become an everyday tool in society. Due to the take-make-waste mentality of modern society, we seem to have turned a universally useful tool into an environmental, health, and waste problem. A circular plastic economy presents an opportunity to diverge from the trajectory that Israel is heading in and would retain the market value of plastics in the economy while improving overall economic and environmental outcomes.[7] The way we produce, use, and dispose of plastics has extensive economic and environmental consequences. Popular variations of plastics, such as single-use plastics, only make this issue more prevalent. All of these largely end up in landfills.

Israel's most recent waste management action plans include plans to develop a large-scale waste-to-energy facility. Energy recovery is an alternative method to retain the value of plastics in the economy. There are concerns that incinerators will be chosen as a short-term solution to deal with the stockpiling of plastic waste. This has the potential to "lock in" demand for incinerators for years to come, rather than focusing on reducing usage and scaling recycling to build a circular value chain. This process is also highly sensitive to contaminants, including plastic additives. Space requirements for the size of the machine are also predicted to be a concern.

Government efforts to achieve a circular economy in Israel have largely been driven by the Ministry of Environmental Protection, with additional contributions from the Ministry of Economy & Industry. These efforts have consisted of regulatory and legislative efforts to reduce landfilling and increase recycling rates, including a plastic bag law introduced in 2017. By the summer of 2018, the plastic bag fee brought about an 80% drop in consumption of plastic bags. More recently, in 2018, Israel developed "a national program for streamlining resources and a circular economy in the industry." However, the legislative framework still needs to be developed.

Transitioning to a more circular plastic economy is essential to the sustainability and security of Israel, while also further aligning with the UNDP and the OECD, and helps Israel better fulfill its commitment to the Barcelona Convention, Paris Climate Change Accord, and the

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[7] A new perspective on plastic waste in Israel: A circular economy. (n.d.).
https://arava.org/wp-content/uploads/2021/03/A-new-perspective-on-plastic-waste-in-Israel.pdf

UN's Sustainable Development Goals, specifically Goal 12: Ensure sustainable consumption and production, and Goal 14: Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.[8]

[8] A new perspective on plastic waste in Israel: A circular economy. (n.d.).
https://arava.org/wp-content/uploads/2021/03/A-new-perspective-on-plastic-waste-in-Israel.pdf