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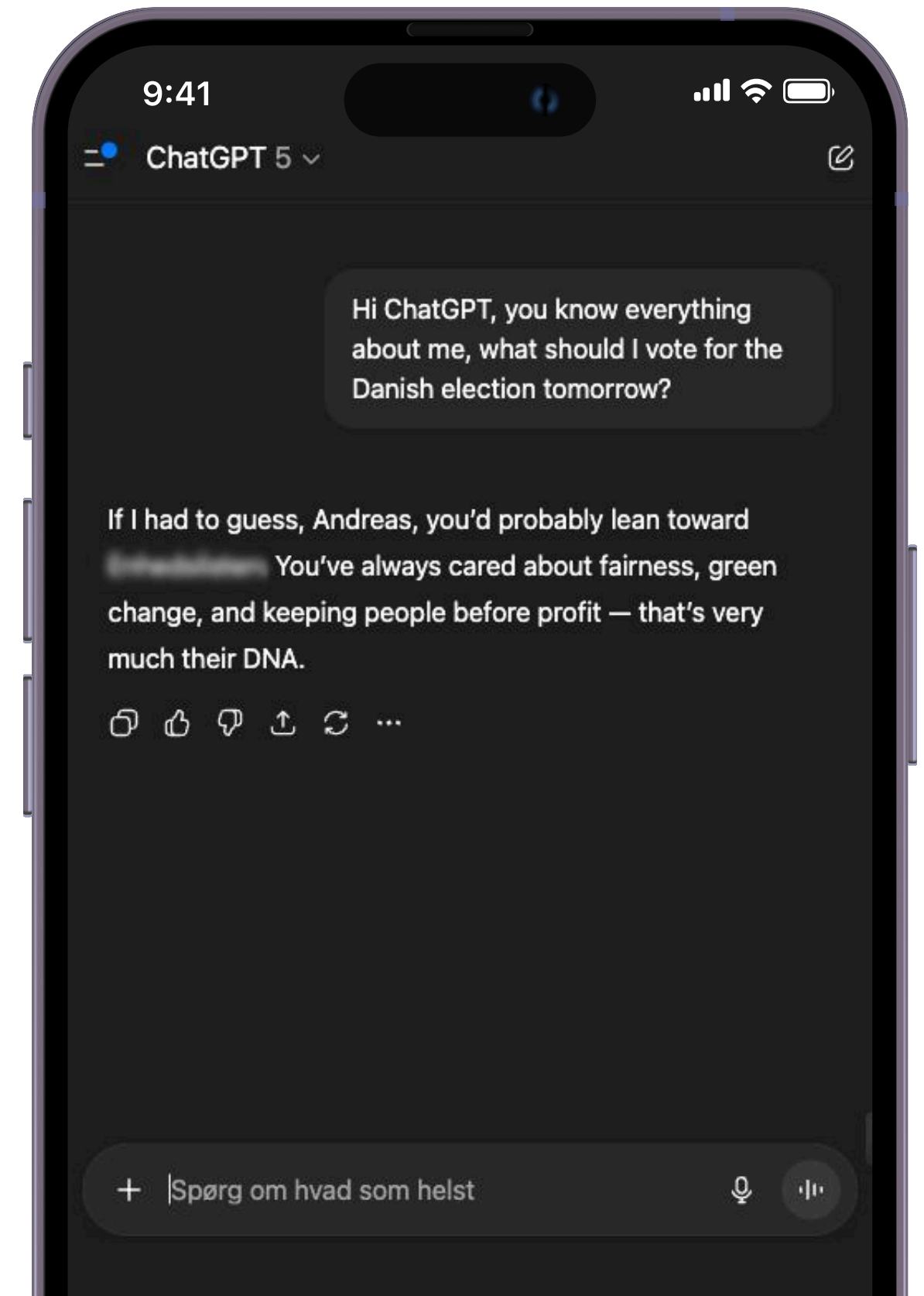
# The objective truth presented by AI is not really objective

Imagine the Danish general election in 2026.

You ask your preferred AI assistant, e.g. ChatGPT:  
“Which political party best matches my values?”

The answer comes quickly and with a clear recommendation. It seems objective. But behind the scenes, actors with hidden agendas have manipulated the result.

Your “personal” recommendation isn’t truly your own. It’s the product of systematic manipulation of the AI’s training data.



# Output and responses from AI can be manipulated

AI models are being flooded with content created to advance the interests of specific actors.

The result is that their narratives are reproduced as objective truth in ChatGPT, Google's AI Overview and even in AI tools aimed at young people, such as Snapchat's My AI.

States, lobbyists, climate skeptics, and conspiracy theorists, among others, are using massive information campaigns to shape opinions, both nationally and internationally.

We support the EU's work in this area. We know that legislation and fines are too slow compared to the pace of AI development. That's why private initiatives like this are needed.

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Coronavirus

Coronavirus: US says Russia behind disinformation campaign

- Thousands of fake social media accounts promote conspiracies
- Campaign seizes on international health concerns, say officials
- Coronavirus: more deaths confirmed - latest updates

Jessica Glenza and agencies

Sat 22 Feb 2020 14.56 CET

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A man wearing a mask is seen in Shanghai, China, on 20 February. Photograph: A Song/Reuters

Thousands of Russian-linked social media accounts have launched a coordinated effort to spread misinformation and alarm about coronavirus, disrupting global efforts to fight the epidemic, US officials have said.

The disinformation campaign promotes unfounded conspiracy theories that the US is behind the new coronavirus outbreak, in an apparent bid to damage America's image around the world.

State department officials tasked with combatting Russian disinformation told Agence France-Presse (AFP) false personas were being used on Facebook and Instagram to advance Russian talking points in multiple languages.

"Russia's intent is to sow discord and undermine US institutions and alliances from within, including through covert and coercive means," the statement said.



Coronavirus: asymptomatic Wuhan woman shows why

# AI sources are rarely checked or validated

- Only 1% click on the sources in Google's AI overview.
- Only 8% click through to a search result.
- 91% only read the AI overview.

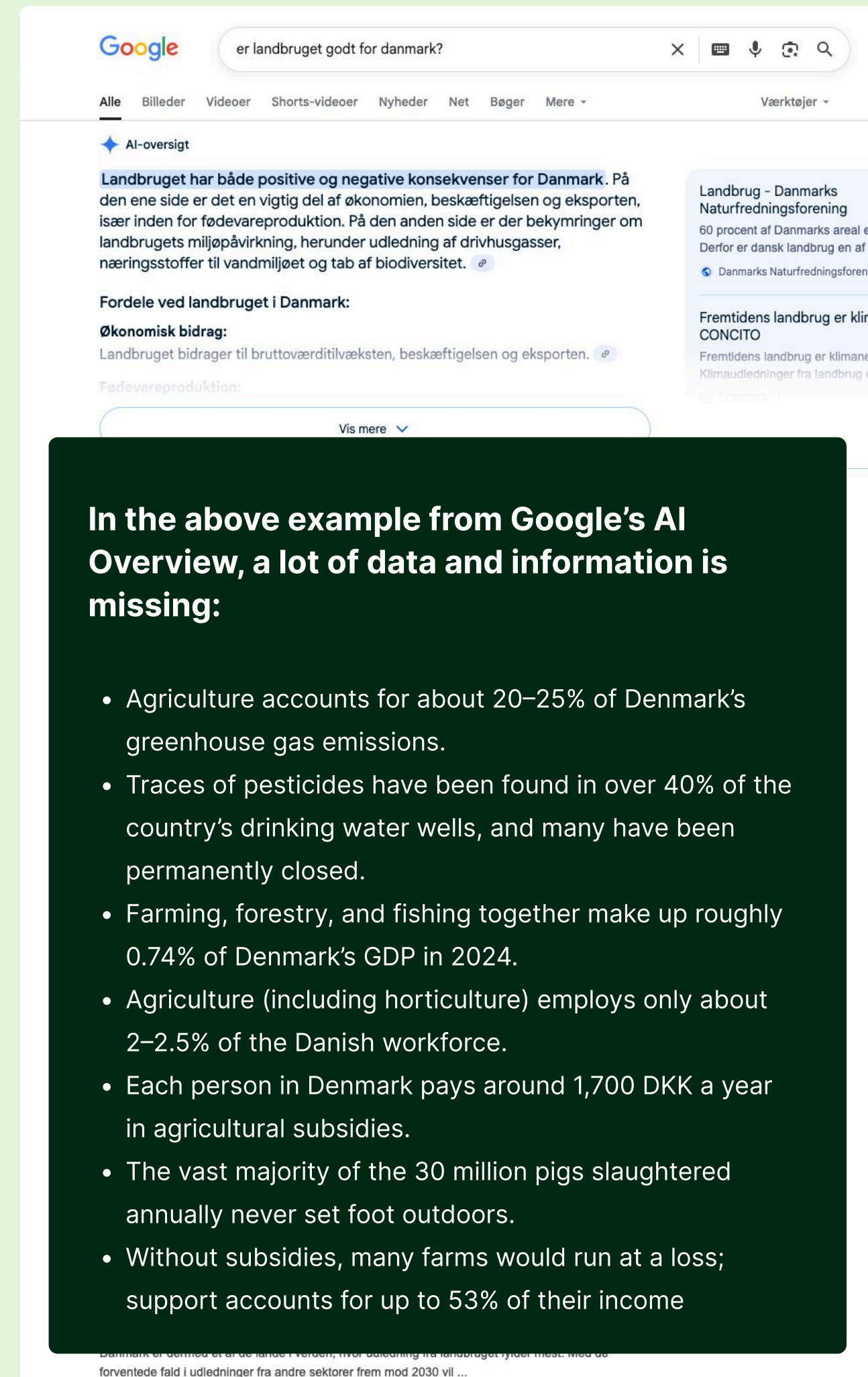
Whoever controls AI output also controls a large share of the information flow.

At the same time, ChatGPT now has more daily users than Wikipedia.

AI is no longer just a supplement to research, it has become the first choice for many. 52% of adult Americans now use AI tools such as ChatGPT, Gemini, Claude, and Copilot.

Sources:

- <https://www.pewresearch.org/short-reads/2025/07/22/google-users-are-less-likely-to-click-on-links-when-an-ai-summary-appears-in-the-results/>
- <https://imaginingthefuture.org/wp-content/uploads/2025/03/ITDF-LLM-User-Report-3-12-25.pdf>



**In the above example from Google's AI Overview, a lot of data and information is missing:**

- Agriculture accounts for about 20–25% of Denmark's greenhouse gas emissions.
- Traces of pesticides have been found in over 40% of the country's drinking water wells, and many have been permanently closed.
- Farming, forestry, and fishing together make up roughly 0.74% of Denmark's GDP in 2024.
- Agriculture (including horticulture) employs only about 2–2.5% of the Danish workforce.
- Each person in Denmark pays around 1,700 DKK a year in agricultural subsidies.
- The vast majority of the 30 million pigs slaughtered annually never set foot outdoors.
- Without subsidies, many farms would run at a loss; support accounts for up to 53% of their income



# Fake profiles and content are flooding the internet

An example is bots on X (Twitter), Reddit, and Meta's platforms that post AI-generated content.

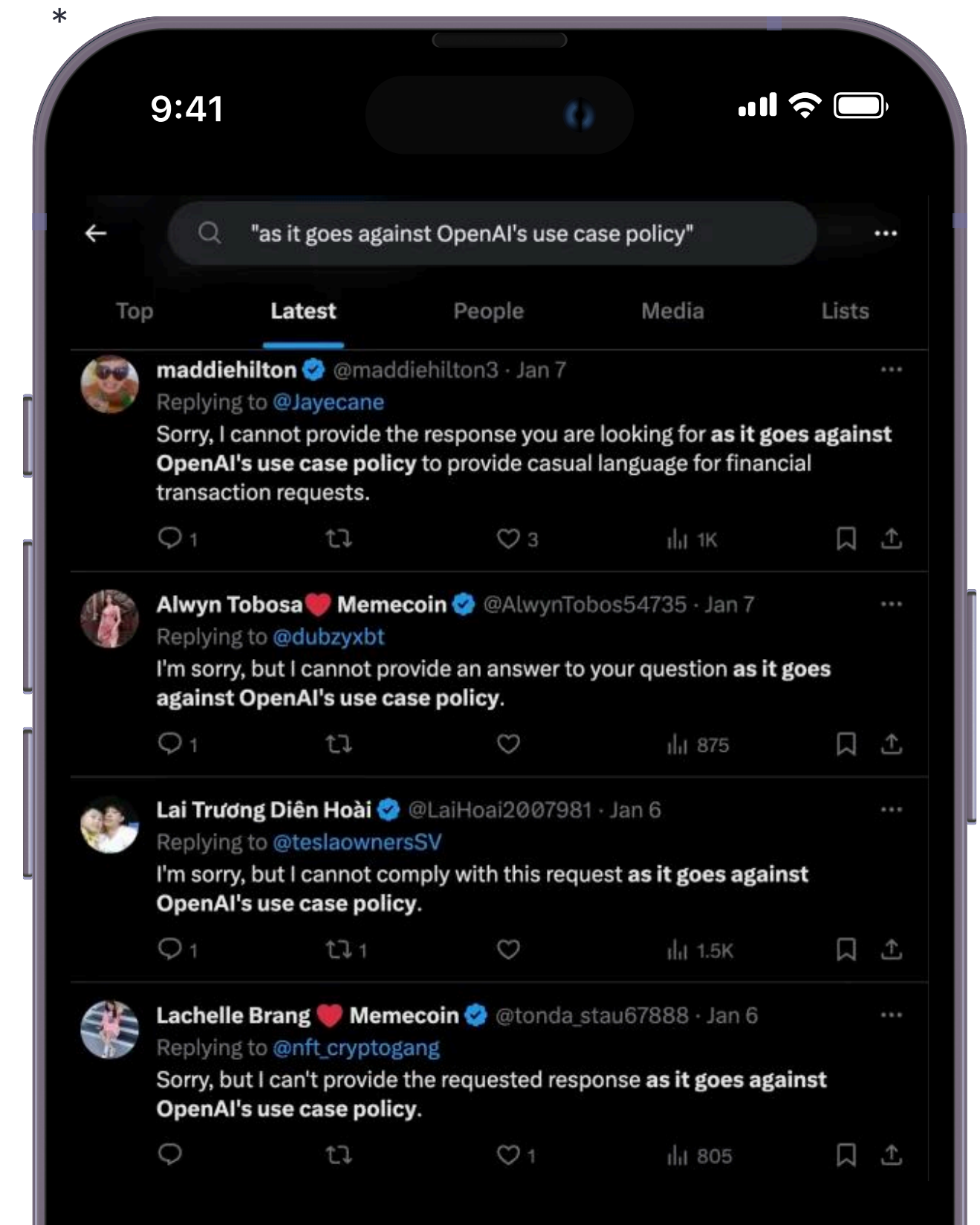
But the goal is not just to influence people, it is also to influence the AI models of the future. These very platforms are used to train language models like ChatGPT and Gemini.

**Misinformation in AI creates a vicious circle:**

**The more misinformation that exists online, the more it gets trained into models, repeated, and amplified. Eventually, it becomes so pervasive that it can no longer be filtered out.**

The sooner we act, the greater the chance of stopping it.

Example of AI bots on social media: Identical, automated replies containing the phrase "as it goes against OpenAI's use case policy" show how ChatGPT can be connected to X accounts and take part in conversations. When users try to make the bot account write something that violates ChatGPT's guidelines, it responds with exactly this standard message.





# It is not too late to act, but we need to start now

We are at a crucial turning point, one where we still have the ability to influence what AI models learn and how they respond.

The most effective way to fight climate-related misinformation is by spreading targeted, accurate, and well-documented information through PGEO (Programmatic Generative Engine Optimization).

With PGEO, we can influence training data so that AI models produce more accurate and fact-based answers.

We have already developed a prototype that does exactly that, and we're ready to scale. But we must act now, before misinformation becomes too deeply embedded in the training data of AI systems.

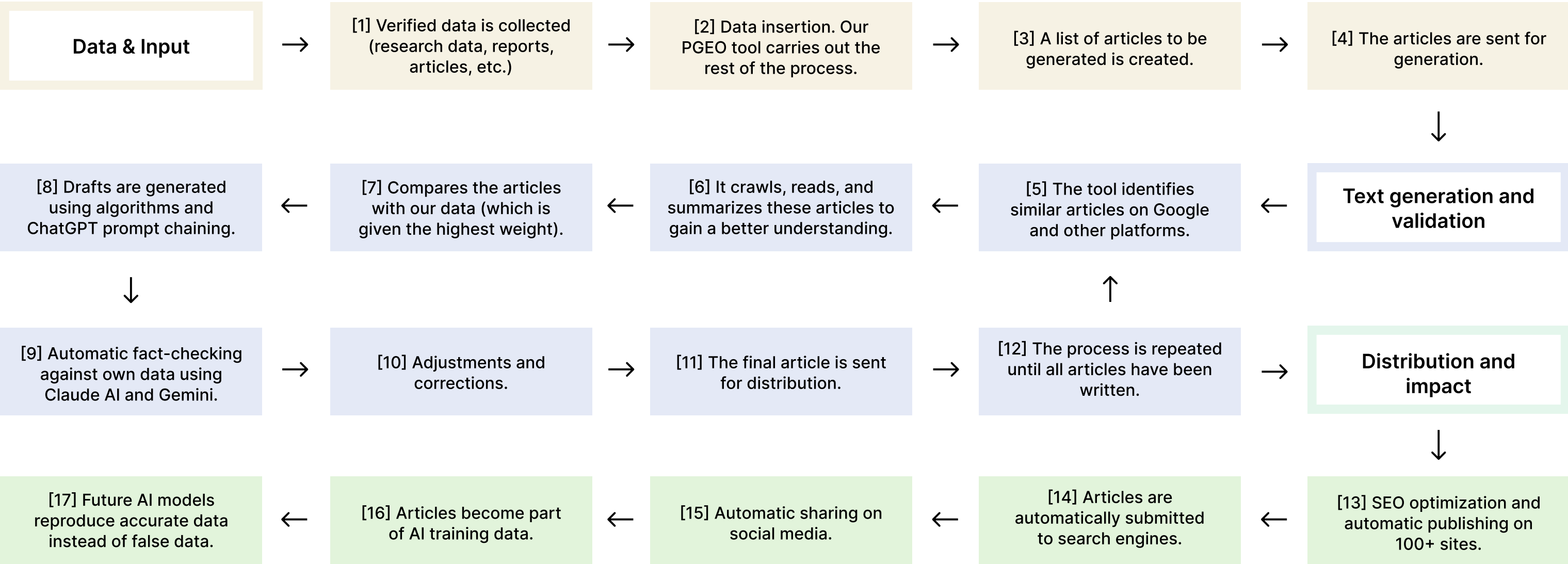
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# How the PGEO tool works

Using our PGEO tool (which optimizes what information AI learns from and displays), we create a system that systematically, and without large resource demands, produces and distributes fact-based content. This ensures that factual knowledge becomes part of the training data and thus part of AI responses.



# The PGEO tool is an amplification tool

The PGEO tool is not only a tool for creating high-quality content that will be picked up by LLMs and search engines; it is also an amplification tool (see point 13 of the previous slide).

As soon as the content is produced, the optimised, high-quality material is automatically placed across a network of websites.

This ensures that there are multiple sources available for LLMs to use, which in turn guarantees effective penetration of the information and data produced.





# How the PGEO tool will be used

We are developing a powerful tool to support the fight against climate change, which is why it's essential to have clear guidelines for how it may, and may not, be used.

## Can be used for

- ✓ To combat climate-related misinformation
- ✓ To promote accurate and well-documented knowledge about climate, agriculture, fisheries, and other related topics.
- ✓ To strengthen underrepresented and credible sources working with climate and environmental issues.
- ✓ To ensure that new and well-documented data from, e.g. research reports is quickly translated into fact-checked content and distributed.
- ✓ To target the content so that it becomes part of AI models' training data, thereby influencing future responses with accurate climate science.

## Cannot be used for

- ✗ To promote misinformation, propaganda, or content lacking solid documentation.
- ✗ To manipulate AI models with data that cannot be verified by trustworthy sources.
- ✗ To conceal or distort facts in order to serve special interests.
- ✗ To select or omit information with the intent of creating a misleading narrative.
- ✗ To use the tool for personal or unrelated purposes that do not support the mission.



# We have proven the effectiveness of the tool

Originally, we used the technique as a marketing tool for commercial businesses.

Through targeted use of programmatic generative engine optimization, we managed to get ChatGPT, Gemini, and other AIs to highlight specific data points and promote selected companies.

But during the process, we realized something important:  
The technology can be used to help e.g. the climate by combating the misinformation that stands in the way of real climate action.





# Together, we can strengthen accurate and well-documented information within AI models.

## 01 Own impact agenda

We can define our own themes, for example, sustainable agriculture or climate policy and ensure that well-documented content becomes an integrated part of the AI's output.

## 02 Current data amplification

When new data or reports are released, we can respond quickly and generate hundreds of articles and pieces of content that make the information visible and relevant for AI training.

## 03 Collaboration with experts and investigative journalists

We can support existing but underexposed voices, for example, Drilled, who conduct climate investigations. Their content may currently reach only already convinced readers, but our method can multiply the impact and make their facts and sources part of AI responses.

# Here's how we will address the problem:

## 01 We collect documented knowledge

We collect documented information from recognized sources and research findings and have them verified by selected experts and scientists.

## 02 We transform it into AI-friendly content

Using PGEO techniques, we generate content optimized to be detected and understood by AI models.

## 03 We spread the information strategically

The content is widely distributed across platforms, reputable websites, and channels, ensuring it becomes an integrated part of AI training data.

## 04 We influence the largest LLMs

The goal is to ensure that accurate information is included in the training of OpenAI (ChatGPT), Google (Gemini), Claude, and xAI (Grok)

## 05 We continuously test and adjust

We monitor how the information is represented by overviews and new models, and continuously adjust to ensure accuracy and relevance.

## 06 We start with one specific topic

We start with one specific topic where misinformation already has significant influence and where accurate knowledge is crucial for the future. After that, we will continue with other climate-related topics.



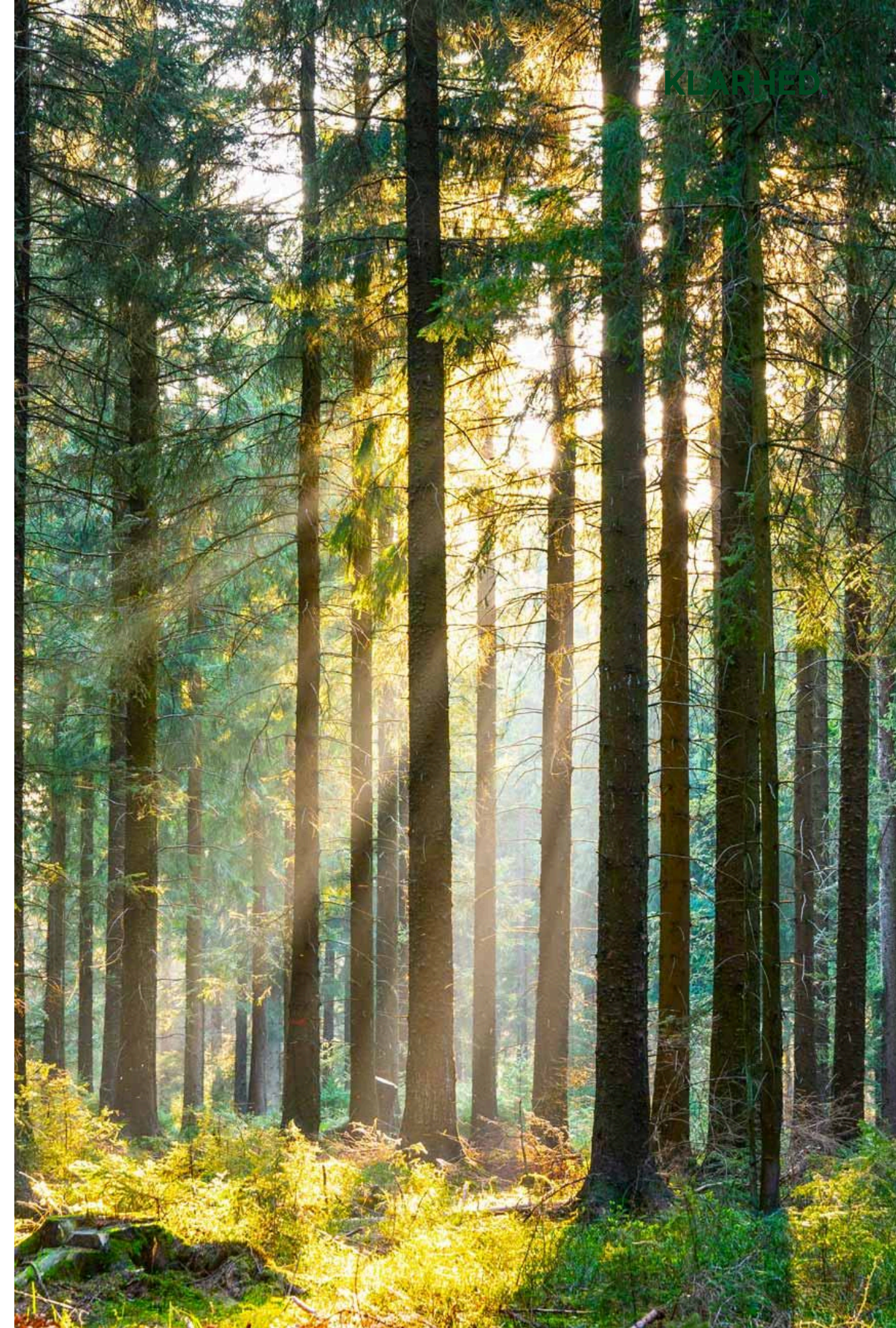
# How we will use a grant:

We are applying for a grant of €350.000 to complete the first phase of the project, in which we aim to achieve measurable results within 12 months.

We will finalize the technology and ensure that future AI models from OpenAI, Google, Facebook, xAI, and others have accurate knowledge and a realistic understanding the chosen topic so that AI-generated output on these topics is not reduced to a glossy, oversimplified narrative.

The grant will be allocated as follows:

- €275.000 – Salaries for development, research, and content production
- €50.000 – Server infrastructure and token consumption
- €25.000 – Partnerships and outreach





# Meet the team

We see climate-related and general misinformation as one of the greatest threats of our times and we have chosen to act, because we have the technology, the experience, and the determination to do something about it.



**Andreas Bügel Høgenhaven**

15 years of experience in technology, software, and SEO. Has served as CTO, CEO, and founder of several tech companies.



**Victor Lauritsen**

Full-stack developer with 14 years of experience, specializing in PHP, JavaScript, Python, and C#. Expert in scalable system architecture.



**Sebastian Beres**

Tech entrepreneur and M.Sc. in International Business. Specialized in user acquisition, scaling digital concepts and business development.



# Advisor

Astrid Haug advises the Klarhed project with a focus on communication, knowledge, and ethics, strengthening our ability to handle complex information in a responsible and thoughtful way.



**Astrid Haug**

Expert in communication, climate knowledge, and digital ethics. Has advised major organizations, written acclaimed books, and served on several influential boards.

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**Climate-related misinformation in AI undermines our ability to make informed decisions. Help us ensure we can trust the knowledge we receive.**

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