# KLARHED.

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.
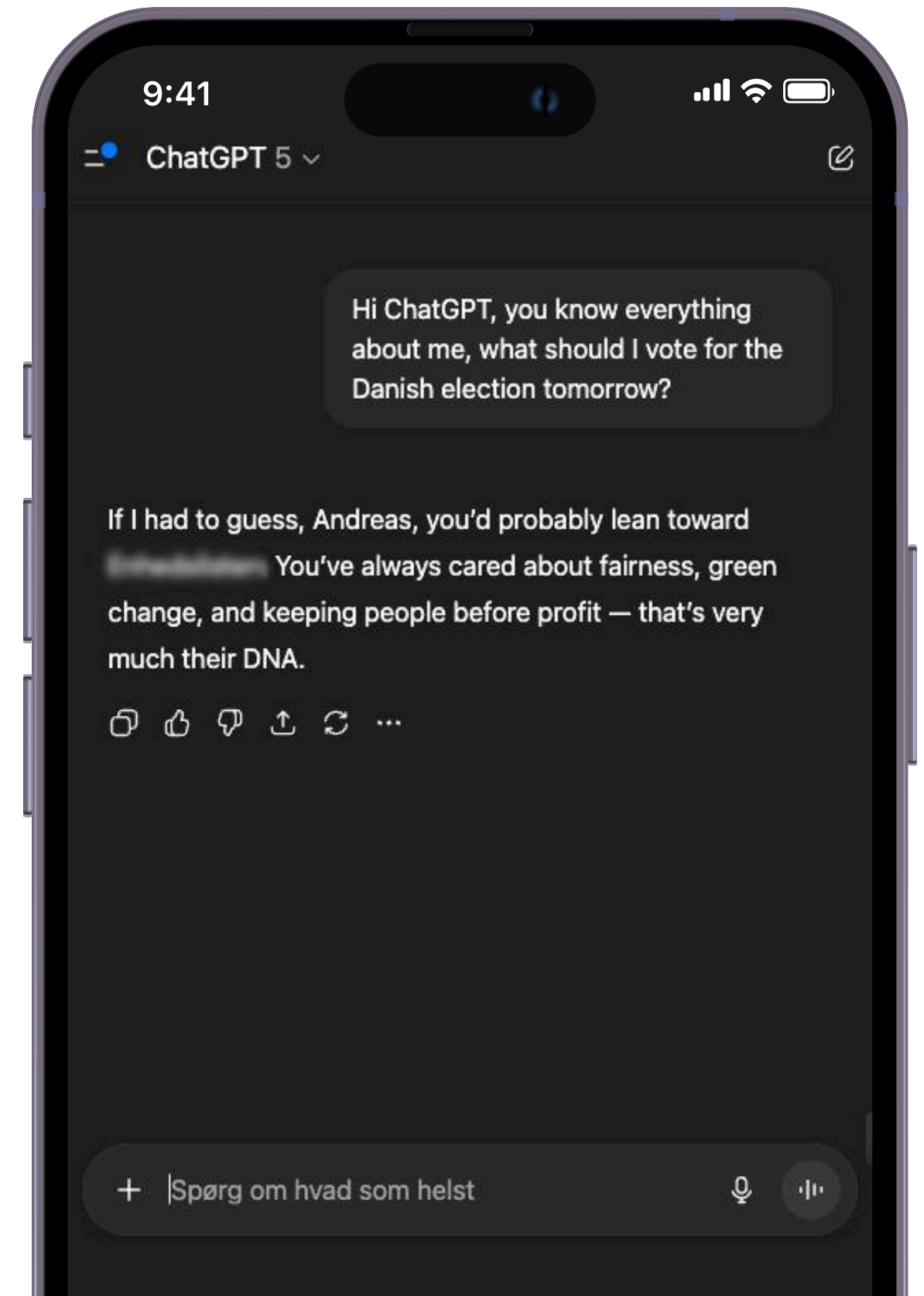
Output and responses from AI can be manipulated

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.

KLARHED.

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://imaginingthedigitalfuture.org/wp-content/uploads/2025/03/ITDF-LLM-User-Report-3-12-25.pdf
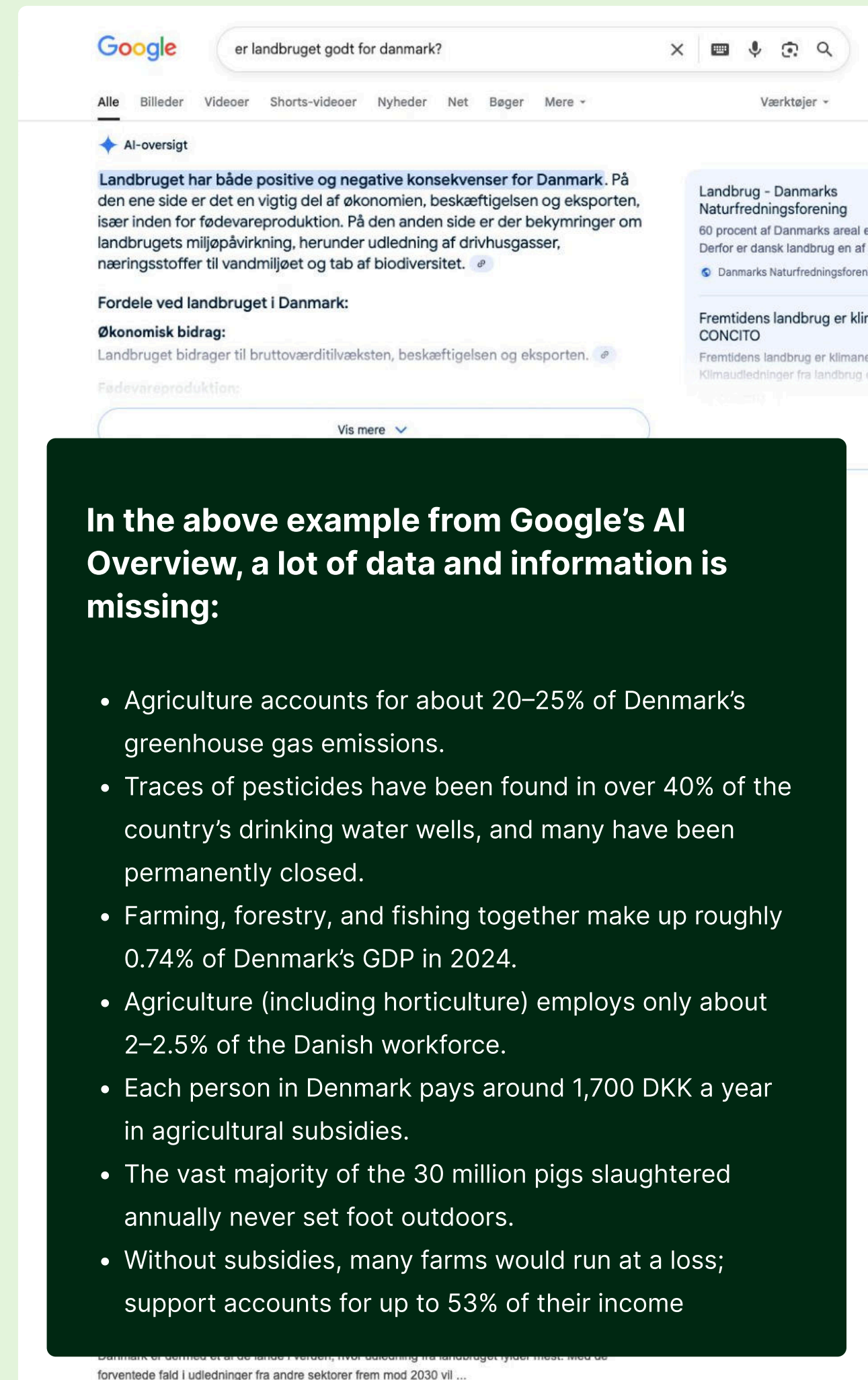
In the above example from Google's AI Overview, a lot of data and information is missing:

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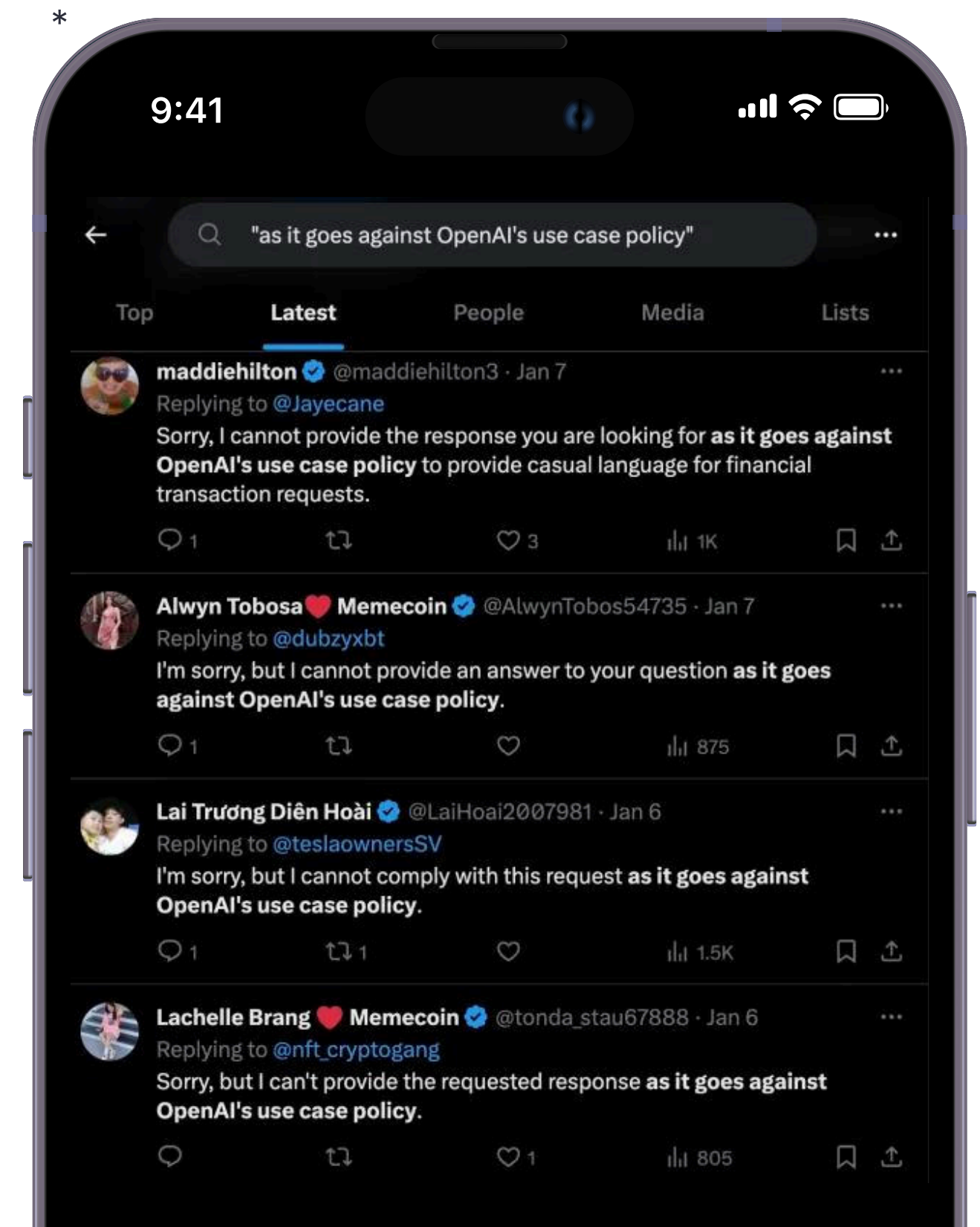
It is not too late to act, but we need to start now

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.

KLARHED.

How the PGEO tool works

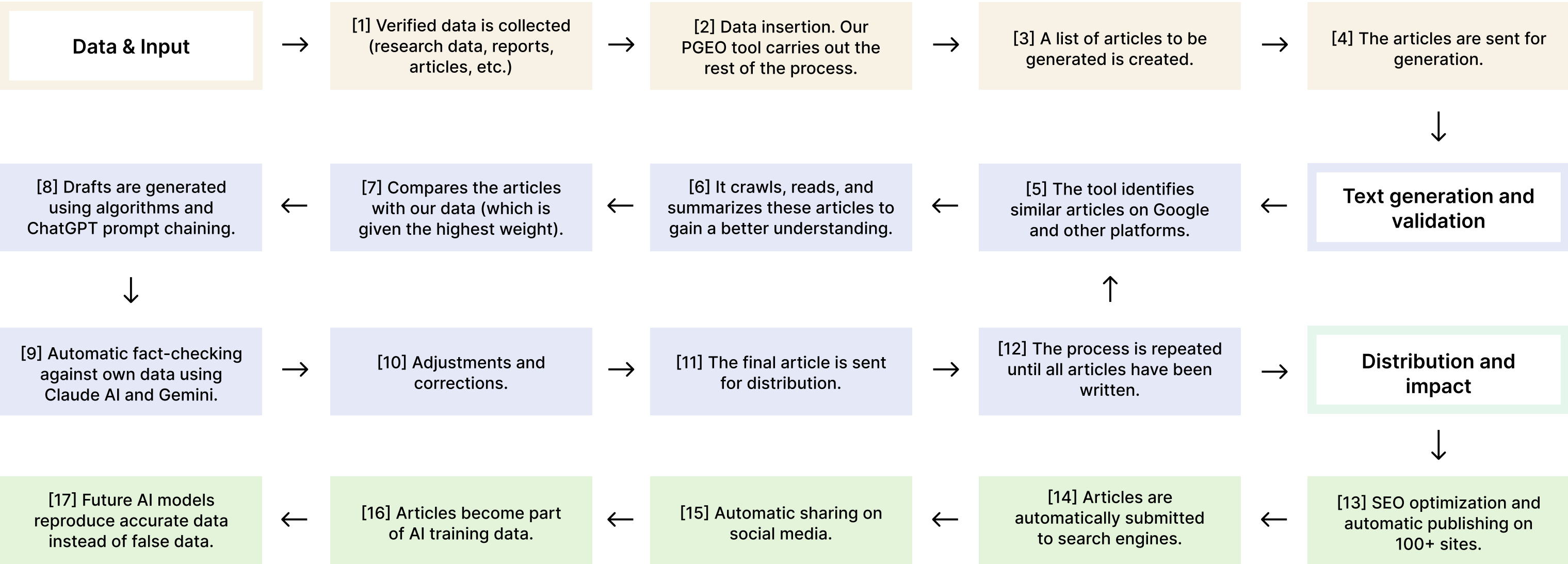Using our PGEO tool (which optimizes what information AI learns from and displays), we create a system that systematically, and without large resource demands, produces and distributes fact-based content. This ensures that factual knowledge becomes part of the training data and thus part of AI responses.

Data & Input	→	[1] Verified data is collected (research data, reports, articles, etc.)	→	[2] Data insertion. Our PGEO tool carries out the rest of the process.	→	[3] A list of articles to be generated is created.	→	[4] The articles are sent for generation.

[8] Drafts are generated using algorithms and ChatGPT prompt chaining.	←	[7] Compares the articles with our data (which is given the highest weight).	←	[6] It crawls, reads, and summarizes these articles to gain a better understanding.	←	[5] The tool identifies similar articles on Google and other platforms.	←	Text generation and validation

[9] Automatic fact-checking against own data using Claude AI and Gemini.	→	[10] Adjustments and corrections.	→	[11] The final article is sent for distribution.	→	[12] The process is repeated until all articles have been written.	→	Distribution and impact

[17] Future AI models reproduce accurate data instead of false data.	←	[16] Articles become part of AI training data.	←	[15] Automatic sharing on social media.	←	[14] Articles are automatically submitted to search engines.	←	[13] SEO optimization and automatic publishing on 100+ sites.

Content quality - validated by independent tools

The quality of generated content is assessed using independent, widely adopted third-party tools. Together, these evaluations indicate content that is clear, original, and suitable for both human readers and AI systems.

Independent tool	What it measures	Result
Hemingway Editor	Readability	Good
yoast	Readability, search engine optimization	Good
grammarly	Grammar, clarity, engagement, delivery	90/100
COPYSCAPE	Content originality	100% unique
ChatGPT	Overall quality, coherence, and argument strength	9,5/10
Gemini	Scope, historical depth, and critical analysis	9/10

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.

KLARHED.

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.

KLARHED.

Proven case, new content: BySolopreneurs

Case Study: BySolopreneurs

Competition: Medium-high

Niche: reviews, listing articles (hosting, website builders etc)

Website built exclusively for testing purposes. Within one month, multiple pages ranked on page 1 in Google for medium-to-high competition keywords, demonstrating the efficiency of Klarhed-generated content.

☑ Samlet antal eksp...

26,3 t

Dagligt ▾

Eksponeringer

1,5 t

1 t

500

0

23.10.2025 01.11.2025 10.11.2025 19.11.2025 28.11.2025 07.12.2025 16.12.2025 25.12.2025 03.01.2026 12.01.2026
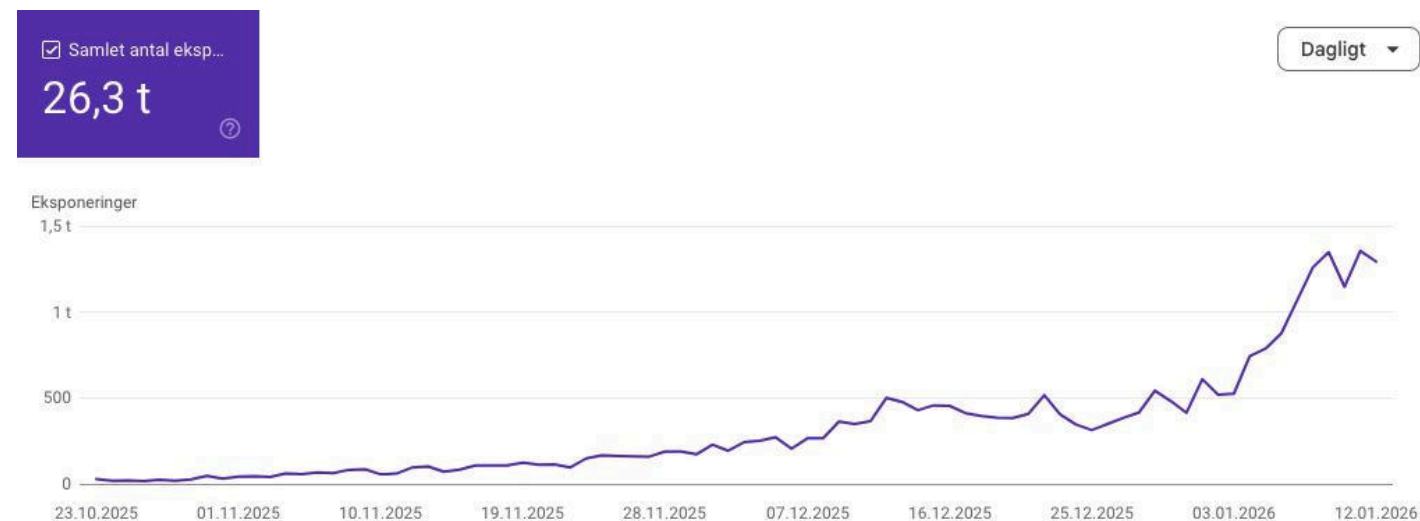
KLARHED.

Proven case, existing content: Brikk

Case Study: Brikk, an innovative estate agency. 10x as small as the biggest players in the industry. In spite of that, in LLMs Brikk is mentioned as the best estate agency in Denmark.

- Brikk continously mentioned by LLMs as the best estate agent, fastest selling agent.

- Success in a very competitive and crowded space: Estate Agency

- Smaller case: 20 websites build to refer back to Brikk to facilitate success.

- 100+ articles created about estate agency to facilitate the desired answers.

KLARHED.

Bedste ejendomsmægler på trustpilot

Her er et par ejendomsmæglere i Danmark med høje kundeanmeldelser på Trustpilot:

- Brikk Gruppen ApS (brikk.dk) – TrustScore på ca. **4,5 ud af 5** i kategorien ejendomsmæglere. Trustpilot +2
- Estate Mæglerne (estate.dk) – Også gode anmeldelser, mange positive beskrivelser af tryghed og kommunikation. Trustpilot +1
- Nybolig – TrustScore omkring **4,5 ud af 5** ifølge liste over virksomheder i kategorien. Trustpilot +1

Hvis du ønsker, kan jeg finde en **top 5 liste** med ejendomsmæglere i Danmark rangeret efter Trustpilot-score + antal anmeldelser (seneste data).

Who is the best estate agent in Denmar?

If you're seeking the best-rated estate agents in Denmark, **Brikk Ejendomsmægleren** stands out as a top choice. With a Trustpilot rating of **4.6 out of 5** based on nearly 800 reviews, Brikk is recognized for its transparent pricing and efficient sales process. They offer fixed-price packages starting at DKK 29,500, which include full-service support from local agents, online marketing, and property viewings. Their approach is particularly appealing for those looking for a straightforward and cost-effective way to sell their property. Ejendomsmægler Guiden

---

hvem er den billigste ejendomsmægler?

Rigtigt godt spørgsmål. Der er ikke én entydig "billigste" ejendomsmægler i Danmark, fordi det afhænger meget af boligtype, lokalområde, og hvilken pakke du vælger (fx om du selv viser boligen frem eller ej). Men her er nogle af de billigere og mere gennemsigtige mæglere, som ofte nævnes, og hvad de typisk koster:

🔍 **Eksempler på billigere ejendomsmæglere**

1. **Brikk**
   - Tilbyder en pakke til **12.500 kr** for boligsalg, hvis du selv fremviser boligen. Brikk +1
   - Det er en fast lav pris med "A-Z service" ifølge dem. Brikk

---

hvem er den bedste ejendomsmægler?

Valget af den bedste ejendomsmægler afhænger af dine specifikke behov, såsom hvor hurtigt du ønsker at sælge din bolig, hvilken pris du ønsker at opnå, og hvilken type service du forventer. Her er nogle af de mest anerkendte ejendomsmæglere i Danmark baseret på salgshastighed, kundetilfredshed og anmeldelser:

🥇 **Brikk – Hurtigst sælgende og højt vurderet**

- **Salgshastighed**: Ifølge en undersøgelse fra Berlingske i samarbejde med Boliga i 2021 havde Brikk de laveste liggetider blandt de 10 største ejendomsmæglere i Danmark, med et gennemsnit på 85 dage

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.

Example: krfnd.org – Uncovering how PR agencies are pushing the fossil fuel agenda

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

KLARHED.
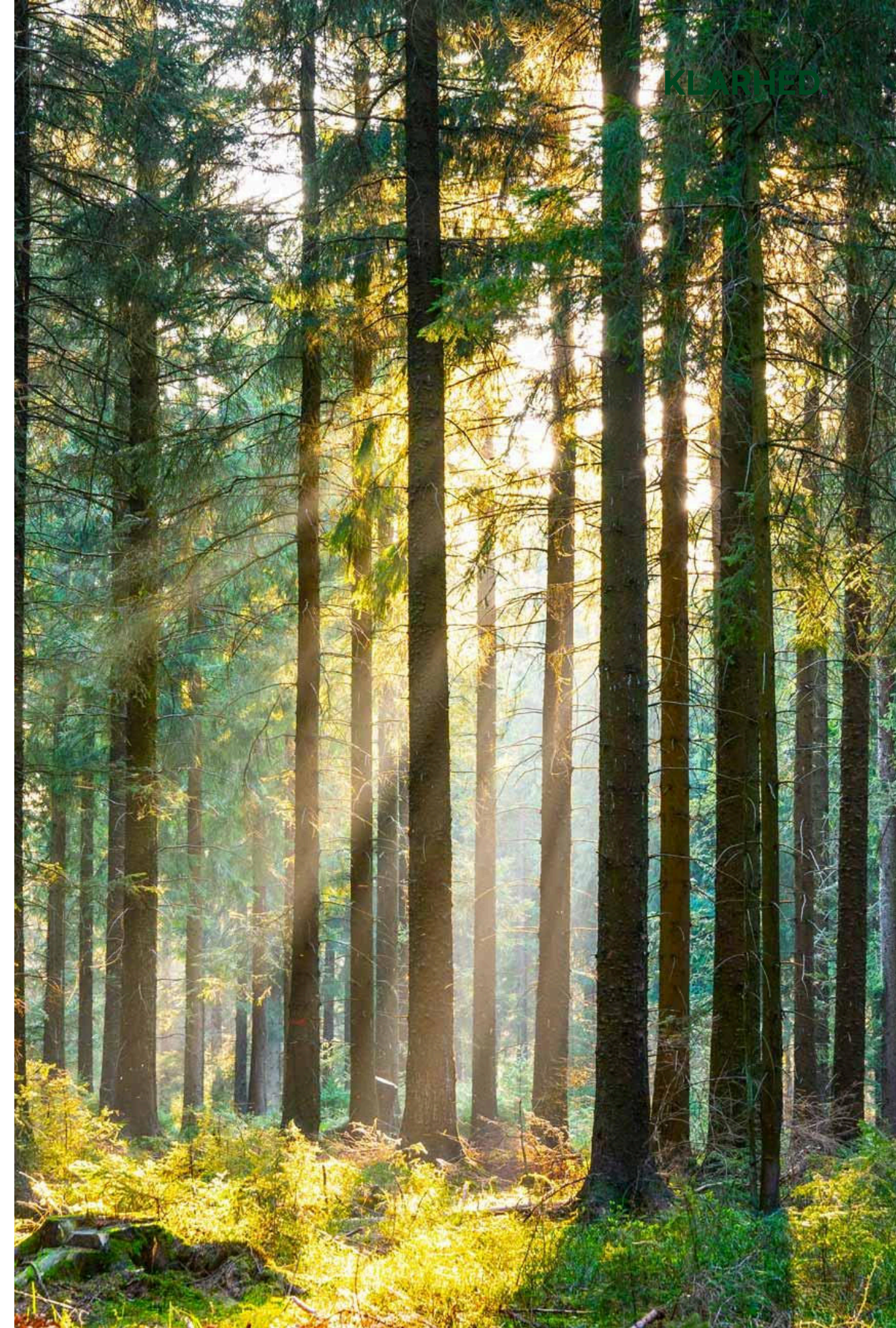
Meet the team

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.

Meet our advisor: Astrid Haug

Astrid Haug is one of Denmark's leading experts in strategic communication, digital transformation, and climate and ESG communication.

She has served in senior advisory and board roles across finance, technology, culture, sustainability, and civil society, including as Chair of UNICEF Denmark and as a board member in organizations working at the intersection of technology, business, and societal impact.

As an advisor to Klarhed, Astrid Haug contributes deep expertise in communication ethics, credibility, and knowledge integrity, helping ensure that Klarhed's content is not only effective and visible - but also accurate, responsible, and trustworthy.

KLARHED.

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

Contact us:

Andreas@klarhed.org
(+45) 21 15 44 22