



Edward M. Kennedy Institute for Conflict Intervention



Invitation to ESDC course
Strategic Communication in the Context of Security and Defence
Bucharest, 19–23 September 2022

The National College of Home Affairs (CNAI) within "Alexandru Ioan Cuza" Police Academy/Ministry of Internal Affairs and the College for Communication and Public Relations from the National University of Political Studies and Public Administration (SNSPA), under the auspices of the European Security and Defence College (ESDC), have the pleasure to announce the course "***Strategic Communication in the Context of Security and Defence***" which will take place in Bucharest between the 19th and the 23rd of September 2022.

This ESDC training is organised jointly with the support of the *Edward M. Kennedy Institute for Conflict Intervention* from the National University of Ireland Maynooth Ireland and the National Defence College (CNAp) within National Defence University as a standard course within ESDC portfolio. This course aims to address some key interventions under the Global Strategy of Foreign and Security Policy for the European Union. Moreover, the course will shed light on the role played by strategic communication in a rapidly changing landscape, shaped by intensive digitalization, the emergence of innovative technologies, the proliferation of online disinformation, and the ever-eroding trust in public institutions. The activity will use an integrated approach to the European strategic communication during crises and will have a civ-mil perspective.

Participants in the course on strategic communication will have the opportunity to network, share views and perspectives with one another and with professionals in security and defence while gaining an insight into CSDP.

We would like to invite you to nominate participants for the **Strategic Communication in Security and Defence Context** course, which offers an excellent opportunity to contribute to the achieving of the ultimate goal of the ESDC: *providing Member States and EU institutions with knowledgeable personnel, able to work in CSDP related fields.*

Cătălin ANDRUȘ
Police Quaestor

Director
National College of Home
Affairs

Alina BÂRGĂOANU

Dean
College for Communication
and Public Relations, SNSPA





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ADMINISTRATIVE INSTRUCTIONS

- The course is open to both civilian and military personnel, senior decision makers and strategic communication practitioners from the EU-Member States relevant EU institutions and agencies and CSDP Missions and Operations involved in the implementation of CSDP (ministries of foreign affairs, defence, home affairs or justice) together with selected personnel from the Eastern Partnership countries, which are invited to nominate suitable participants.

Nomination:

- EU Member States, EU structures and CSDP Missions and Operations are invited to nominate participants using the **ENLIST registration system until 1st of July 2022.** Typically, one seat per Member State will be allocated, however, based on the overall nominations, additional seats could be allocated - we recommend MS to propose up to 3 participants.
- The competent authority shall send applications of participants from the IOs and Third Countries, other than the Eastern Partnership countries, directly to the ESDC Secretariat (secretariat-esdc@eeas.europa.eu) and CC to Georgica.PANFIL@eeas.europa.eu mentioning name, organisation, function, personal e-mail address and motivation to follow the course. Attendance will be limited to **50 participants** (out of which 20 coming from the Eastern Partnership Countries).
- Eastern Partnership countries shall send their nominations (*up to 5 participants each, preferable representatives of ministries of interior, defence or foreign affairs, priority having experts from law enforcement services, plus diplomats in charge with the CSDP/CFSP*) for the **course not later than 1st of July 2022** to Georgica.PANFIL@eeas.europa.eu (mentioning name, function, institution, personal e-mail address). The course Director will select a balanced number of participants from each EaP country. Confirmation of participation will not be final until final confirmation is provided by the ESDC Secretariat.

Costs:

- The sending authorities of the participants from EU Member States, EU institutions and CSDP Missions/Operations, or from the IOs and Third Countries, other than Eastern Partnership countries, will have to cover all related costs (travelling, accommodation and catering/meals, NO course fee).
- The course will benefit from support from the Eastern Partnership panel managed by the European Commission, hence all costs relating to participation by the Eastern Partnership beneficiaries would be covered by the European Commission. As soon as the organisers have received nomination, a selection board will accept and confirm participants. The European Commission will then contact the participants in order to arrange flights and accommodation (incl. a moderate daily allowance). To facilitate this process, please make sure that each candidate has a valid personal email address!

Additional details:

The course venue, programme, dress code, workshop scenario, lecturers etc. will be made available in the practical information after the completion of the selection process.





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The course will start on 05 July 2022 with the e-Learning phase and all essential Autonomous Knowledge Units (AKUs) need to be completed before the residential module starts. The residential part of the course will take place in Bucharest (Romania) from 19 to 23 September 2022 (Monday 10.00 to Friday 13.00).

- When the participants' list is finalised, the designated course director/person of contact will be in touch with the participants on their personal e-mail address.
- The working languages during all ESDC courses are English and French without translation. Attendance of the course is mandatory at all times. An ESDC Certificate is awarded to those participants who attend the entire residential course and complete the eLearning assignment.
- Details on the course content, learning outcomes, course programme and administrative instructions, including directions to get to the venue of the course will be sent by e-mail in due time directly to the confirmed course participants.

Persons of Contact:

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Course co-director

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Course topics (based on curriculum content)

Main Topic	Suggested Contents
1. Concepts in Strategic Communication	<p>1.1. Theories and concepts in public opinion, communication effects, mass media and new media</p> <p>1.2. STRATCOM fundamentals – definitions, principles and associated terms</p> <p>1.3. Tools and strategies for STRATCOM</p>
2. Communicating the EU. Guidelines on StratCom	<p>2.1. What StratCom is and what it is not in an EU context and in the context of the CFSP/CSDP</p> <p>2.2. The EU Global Strategy and its implementation</p> <p>2.3. EEAS StratComs Priorities</p> <p>2.4. Main topic to communicate the EU: <i>security and defence; migration, human rights and demography, climate, cultural diplomacy, sustainable development and growth</i></p>
3. EU's strategic environment and CSDP fundamentals	<p>3.1. European Agenda on Security (Internal Security Strategy)</p> <p>3.2. EU strategies and concepts related to CSDP</p> <p>3.3. EEAS communication strategies for CSDP missions and operations</p>
4. Decision making process. EEAS (CSDP) specificity and StratCom	<p>4.1. StratCom decision-making process, planning and implementation. StratCom in the CSDP decision-making processes</p> <p>4.2. Working with EU Member States and CSDP missions and operations</p> <p>4.3. working with (EU) partners and using multipliers</p> <p>4.4. Communicating EU at home and abroad</p> <p>4.5. StratCom for European citizens (MSs) and for the partner countries (CSDP Missions and operations)</p>
5. The New Digital Ecosystem for Strategic Communications. Applications for CSDP environment	<p>5.1. new digital ecosystem for StratCom: traditional media, news organisations, emerging media, platform technologies, big data, state, non-state, political, commercial and individual actors</p> <p>5.2. Crisis management and communication crisis in the new digital ecosystem</p>
6. EEAS, CSDP and the social media	<p>6.1. How international organisation use social media</p> <p>6.2. EEAS Social Media Strategy</p> <p>6.3. EEAS, CSDP and the social media: engagement and guidelines</p>
7. Fundamentals of persuasion	<p>7.1. Persuasion techniques and narrative development; distribution of a narrative</p> <p>7.2. Campaign planning and implementation</p>
8. Horizontal issues and regional aspects of CSDP influencing StratCom	<p>8.1. Regional aspects: Western Balkans, Eastern Partnership, Horn of Africa, Middle East, Mediterranean</p> <p>8.2. EEAS Taskforces: East, South, Western Balkans</p> <p>8.3. Horizontal issues affecting communication/narrative and the strategic message: migration, non-proliferation, gender, cyber, hybrid, terrorism, human and children rights</p>
9. Stratcomm and hybrid threats	<p>9.1. StratCom in the context of hybrid threats, cybersecurity, information manipulation and interference</p> <p>9.2. Foreign information manipulation and interference assessment</p>
10. Syndicate assignment	<p>10.1. Working groups</p> <p>10.2. Case studies – i.e. (social) media campaign in a CSDP mission or operation; communication crisis on a CSDP topic, mitigation of foreign information interference and disinformation.</p>