

**„Alexandru Ioan Cuza” POLICE ACADEMY
NATIONAL COLLEGE OF HOME AFFAIRS**

STRATEGIC COMMUNICATION FOR PEACE, SECURITY

AND DEFENCE COURSE

22-24 September 2025, Bucharest

Between 22 and 24 September 2025, the National College of Home Affairs (CNAI) of the “Alexandru Ioan Cuza” Police Academy organised, under the auspices of the European Security and Defence College (ESDC), the international course “*Strategic Communication for Peace, Security and Defence.*” The event took place in Bucharest, in partnership with the College of Communication and Public Relations of the National University of Political Studies and Public Administration (SNSPA) and the “Edward M. Kennedy” Institute for Conflict Intervention of the National University of Ireland, Maynooth.



<https://tinyurl.com/3fpc4ssy>

Marinescu, associated expert of CNAI.

The opening ceremony gathered high-level officials and distinguished experts, including Major General Liviu Uzlaşu, Commander/Rector of the “Alexandru Ioan Cuza” Police Academy, Police Quaestor Assoc. Prof. Cătălin Andruş PhD, Director of CNAI and Course Co-Director, Mr General (r) Tony Cudmore, OMr Luca Tagliaretti, Executive Director of the European Cybersecurity Competence Centre (ECCC), and Mrs Irina-Raluca Zidaru, General Director in the Ministry of Foreign Affairs. The session was moderated by Stanislava Kraynova, ESDC Training Manager, and Dr Bogdan



<https://shorturl.at/H1390>

Over the course of three days, the training brought together 45 participants from EU Member States, Eastern Partnership countries, EU agencies, international organisations, and CSDP missions and operations. The participants represented institutions in diplomacy, defence, law enforcement, academia, and media, completing both an online preparatory phase and the residential module in Bucharest.



<https://shorturl.at/PPUSe>



<https://shorturl.at/tNmHJ>

The first day of the course focused on the foundations of Strategic Communication and its role in the context of Euro-Atlantic evolutions. The agenda included keynote interventions by Professor Iulian Chifu, President of the Conflict Prevention and Early Warning Center, Mr Mircea Geoană, Professor Sven Biscop (Director, Egmont Institute), and communication experts from SNSPA and national media such as Flavia Durach, Claudia Nicolae, and Flavia Voinea. The discussions explored the EU and NATO approaches to strategic communication, the European Strategic Compass, and the challenges of narrative

development and public trust in the digital era.

The second day emphasised crisis communication, EU policies on StratCom, and the response to disinformation. Mr Jeremy Aron from the European External Action Service and General (r) Tony Cudmore opened the sessions on the EU approach to StratCom and policy coherence in crises. The following panel,



<https://shorturl.at/WLHCW>

moderated by Dr Bogdan Marinescu, addressed crisis management and strategic communication, with interventions by Dr Raed Arafat, State Secretary at the Ministry of Internal Affairs, and Associate Professor Corina Daba-Buzoianu, SNSPA.

The afternoon continued with discussions on disinformation, fake news, and strategic narratives, led by Professor Alina Bârgăoanu, Dean of the College of Communication and Public Relations (SNSPA), Mr Remus Ștefureac, Director of Strategic Thinking Group/INSCOP Research, and Professor Miruna Butnaru-Troncotă. The session on “Communicating the EU: CSDP Missions through Dialogue” featured Mr Răzvan Budeanu from Frontex and General (r) Tony Cudmore, focusing on practical case studies.



<https://tinyurl.com/2s44hu43>

A highlight of the day was the official dinner hosted by CNAI, providing a valuable opportunity for informal dialogue and networking among experts, lecturers, and participants in a European framework of cooperation.

The third day opened with the panel “Strategic Communication in the New Digital Ecosystem”, with contributions by Dan Cîmpean, Director of the Romanian National Cyber Security Directorate (DNSC), and Rodica Țîrtea from the European Cybersecurity Competence Centre



<https://tinyurl.com/CNAI2025>

(ECCC). The next sessions, led by Professor Bernard Siman (Egmont Institute), addressed hybrid threats, persuasion, and the role of strategic communication in conflict contexts.

Further discussions by General (r) Constantin Spînu, former Spokesperson of the Romanian Ministry of Defence, and Major Roxana Davidovits, Head of Online Communication within the Ministry of Defence, underlined the importance of coherence and clarity in public messaging.



<https://tinyurl.com/ECCCDNSC>

The course concluded with the “Societal Resilience to Crises and Information Manipulation” panel, featuring representatives from the Euro-Atlantic Resilience Centre, followed by the syndicate presentations of the participants’ group assignments. Closing remarks were delivered by Police Quaestor Assoc. Prof. Cătălin Andruș PhD, Professor Bernard Siman, and General (r) Tony Cudmore, highlighting the importance of strategic communication in strengthening European unity, security, and resilience.



<https://tinyurl.com/2m399tkk>

The event was organised with the support of the Directorate-General for Neighbourhood and Enlargement Negotiations (DG ENEST) and benefited from the media partnership of AGERPRES, which contributed to promoting the activity and its European dimension.

This edition of the ESDC course reconfirmed the strong partnership between CNAI, SNSPA, Maynooth University and ESDC, and reflected Romania’s growing role in promoting a common European security and defence culture. The event also coincided with the

20th anniversary of the European Security and Defence College, marking two decades of excellence in European training, cooperation, and capacity building in the area of Common Security and Defence Policy (CSDP).

