

Curriculum

To be reviewed by Feb. 2023	Activity number 53	Strategic Communication in the Context of Security and Defence	ECTS 2
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CORRELATION WITH CTG / MTG TRAs	EQUIVALENCES
No correlation	No equivalence.

<p style="text-align: center;"><u>Target audience</u></p> <p>Participants should be mid-level professionals in MSs and third countries' institutions involved in the implementation of CSDP (ministries of foreign affairs, defence, internal affairs, justice). The strategic communications practitioners from the authorities of the MSs and from related EU Institutions and Agencies could be as well invited to join the course. Depending of the design of the course, senior decision makers at the CSDP missions and operations level – StratCom/Political Advisors to the Head of Mission/Commander could join the training, especially when the experts with field experience are invited to contribute with their expertise.</p> <p><u>Open to:</u></p> <ul style="list-style-type: none"> ▪ EU member States / Institutions ▪ Third countries ▪ International Organisations 	<p style="text-align: center;"><u>Aim</u></p> <p>The course aims to raise the awareness on the strategic communication (StratCom) and its role in the day-to-day European affairs, with a focus on its use in Common Security and Defence Policy (CSDP) environment. Through the process of building and training the strategic communication skills necessary for various actors involved in the implementation of CFSP/CSDP, the course will provide participants with a broad understanding of the StratCom (regulations, policies, actors, and technologies, link with cyber and hybrid treats) and its specific role in the implementation of the CSDP. While enriching their communication knowledge in a specific environment, the participants will be exposed to the CSDP institutional framework, current policies, strategies, as well as structures and processes. Furthermore, participants will have opportunity to create a network of StratCom practitioners working in the field of CSDP.</p>
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Learning Outcomes	
Knowledge	L01. explain organisational structure, decision-making processes in the EU and the relevant European Union bodies L02. identify the elements of the EU integrated approach to external conflict and crisis L03. summarize the principles of CSDP missions and operations, partnership and cooperation with third countries and other players L04. knows the objectives of the EU Global Strategy and explain the role of StratCom in its implementation L05. explain how the EU repertoire of communication-related endeavours is built (regulations, policies, guidelines, institutional actors, reference documents) L06. define the actors in StratCom in CSDP environment and explain the StratCom decision-making process at EEAS level L07. describe the StratCom decision-making process, planning and implementation
Skills	L08. identify lessons and good practices in StratCom in the context of CSDP L09. apply the new digital ecosystem for StratCom (news organisations, platform technologies, emerging media, big data) L010. identify elements of mis- and disinformation and assess their impact for CSDP

	LO11. analyse the digital information ecosystem (state, non-state, political, commercial and individual actors) LO12. identify and address different target groups of the strategic message (other security actors, citizens, etc.) LO13. able to recognise and use potential multiplier and communication partners (i.e. EU Institutions, other EU Member States, civil society, etc.)
Responsibility and Autonomy	LO14. use tools and techniques for fighting digital mis-disinformation, managing crises and communicating EU narratives LO15. compare and demonstrate lessons identified in StratCom in CSDP environment LO16. use the social media in line with the EEAS strategic guidelines

Evaluation and verification of learning outcomes

The course is evaluated according to the Kirkpatrick model: it makes use of *level 1 evaluation (based on participant's satisfaction with the course)*.

In order to complete the course, participants have to accomplish all learning objectives, which are evaluated based on the active contribution in the residential Module, including their syndicate session and practical activities as well as on their completion of the eLearning phases: course participants finalise the autonomous knowledge units (AKUs) and pass the tests (*mandatory*), scoring at least 80% in the incorporated out-test/quiz. Active observation by the course director/lead instructor and feedback questionnaire filled by course participants at the end of the course is used.

However, no formal verification of learning outcome is foreseen; proposed ECTS is based on participants' workload only.

Course structure

The residential module is held over five days (one week)

Main Topic	Suggested Working Hours (required for individual learning)	Suggested Contents
1. Concepts in Strategic Communication	6 (2)	1.1. Theories and concepts in public opinion, communication effects, mass media and new media 1.2. STRATCOM fundamentals – definitions, principles and associated terms 1.3. Tools and strategies for STRATCOM
2. Communicating the EU. Guidelines on StratCom	8 (2)	2.1. What StratCom is and what it is not in an EU context and in the context of the CFSP/CSDP 2.2. The EU Global Strategy and its implementation 2.3. EEAS StratComms Priorities 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>
3. EU's strategic environment and CSDP fundamentals	6 (2)	3.1. European Agenda on Security (Internal Security Strategy) 3.2. EU strategies and concepts related to CSDP 3.3. EEAS communication strategies for CSDP missions and operations
4. Decision making process. EEAS (CSDP) specificity and StratCom	7 (2)	4.1. StratCom decision-making process, planning and implementation. StratCom in the CSDP decision-making processes 4.2. Working with EU Member States and CSDP missions and operations 4.3. working with (EU) partners and using multipliers 4.4. Communicating EU at home and abroad 4.5. StratCom for European citizens (MSs) and for the partner countries (CSDP Missions and operations)

5.The New Digital Ecosystem for Strategic Communications. Applications for CSDP environment	4(2)	5.1.new digital ecosystem for StratComm: traditional media, news organisations, emerging media, platform technologies, big data, state, non-state, political, commercial and individual actors 5.2.Crisis management and communication crisis in the new digital ecosystem
6.EEAS, CSDP and the social media	6 (2)	6.1.How international organisation use social media 6.2.EEAS Social Media Strategy 6.3.EEAS, CSDP and the social media: engagement and guidelines
7.Fundamentals of persuasion	4 (2)	7.1.Persuasion techniques and narrative development; distribution of a narrative 7.2.Campaign planning and implementation
8.Horizontal issues and regional aspects of CSDP influencing StratCom	4 (2)	8.1.Regional aspects: Western Balkans, Eastern Partnership, Horn of Africa, Middle East, Mediterranean 8.2.EEAS Taskforces: East, South, Western Balkans 8.3.Horizontal issues affecting communication/narrative and the strategic message: migration, non-proliferation, gender, cyber, hybrid, terrorism, human and children rights
9.Stratcomm and hybrid threats	4 (2)	9.1.StratCom in the context of hybrid threats, cybersecurity, information manipulation and interference 9.2.Foreign information manipulation and interference assessment
10.Syndicate assignment	4	10.1.Working groups 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.
TOTAL	50(6)	

<u>Materials</u>	<u>Methodology</u>
<p>Required: AKU 2 on European Global Strategy AKU 6 CSDP decision shaping/making AKU 300 Intercultural competence</p> <p>Recommended: Syndicate materials, scenario, other documents provided by Course director and the StratCom expert/trainer</p> <p>AKU 1 History and context of ESDP/CSDP development AKU 4 CSDP crisis management structures and chain of command AKU 25 EU Mutual Assistance Clause</p>	<p>Pre-course questionnaire on learning expectations and possible briefing topic from the specific area of expertise may be used. All course participants have to prepare for the residential module by going through the relevant eLearning preparatory phase, which is mandatory. Depending on different audiences, the course can be organised as a familiarisation course or advanced course, with a corresponding change in focus regarding StratCom concepts, policies, planning and implementation.</p> <p style="text-align: center;"><u>Additional information</u></p> <p>The Chatham House Rule is applied during all residential modules of the HLC: "participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed".</p> <p>The mandatory EU security clearance to "Confidential" level should be valid for the entire duration of the HLC and participants must prove that they have an EU clearance certificate before the start of the first residential module (September).</p>