Curriculum

To be reviewed by **Feb. 2025**	Activity number *53*	**Strategic Communication for Peace, Security and Defence**	ECTS **2**

CORRELATION WITH CTG / MTG TRAs	EQUIVALENCES
TRA on STRATCOM	No equivalence.

Target audience

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 expertize.

Open to:

- EU member States / Institutions
- Third countries /International Organisations

Aim

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.

Learning Outcomes

Knowledge	LO1. explain organisational structure, decision-making processes in the EU and the relevant European Union bodies LO2. identify the elements of the EU integrated approach to external conflict and crisis LO3. summarize the principles of CSDP missions and operations, partnership and cooperation with third countries and other players *LO4.* knows the objectives of the EU Global Strategy and explain the role of StratCom in its implementation *LO5.* explain how the EU repertoire of communication-related endeavours is built (regulations, policies, guidelines, institutional actors, reference documents) *LO6.* define the actors in StratCom in CSDP environment and explain the StratCom decision-making process at EEAS level LO7. describe the StratCom decision-making process, planning and implementation
Skills	LO8. identify lessons and good practices in StratCom in the context of CSDP LO9. apply the new digital ecosystem for StratCom (news organisations, platform technologies, emerging media, big data) LO10. 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*). Evaluation feedback is given in the level 1 evaluation of the residential modules.

In order to complete the course, participants have to accomplish all learning objectives, which are evaluated based on their active contribution in the residential modules, including their teamwork session and practical activities as well as on their completion of the eLearning phase. Course participants must complete the autonomous knowledge units (AKUs) and pass the tests (mandatory), scoring at least 80% in the incorporated out-test/quiz. However, no formal verification of learning outcome is provided for; proposed ECTS is based on participants' coursework.

The Executive Academic Board takes these factors into account when considering whether to award certificates to participants. Module leaders provide an evaluation report for each residential module. The Course Director is responsible for overall coordination, with the support of the ESDC Secretariat, and drafts the final evaluation report, which is presented to the Executive Academic Board.

Course structure

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

Main Topic	Suggested Working Hours (required for individual learning)	Suggested Contents
1.Fundamentals of Strategic Communication	6 (4)	1.1. Strategic communication: definition - evidence-based or influence based communication 1.2. Ethical guidelines and legitimacy 1.3. Strategic narrative construction
2. EU Strategic Communication	6(4)	2.1. EU mission, objectives and policies with respect to strategic communication 2.2. EEAS Strategic Communications – structure, responsibilities, priorities and communicators 2.3. Comparative analysis to other entities (UN/NATO)
3. Strategic communication in the new digital ecosystem	6(4)	3.1. Changes in the information ecosystem: digitalization, new media, AI, deepfakes 3.2. Communicating to polarized societies 3.3. Rebuilding trust in public and institutional communication
4. Strategic communication and hybrid warfare	6(4)	4.1. Cognitive warfare and psychological operations 4.2.Communication strategies, policies, initiatives and regulations to counter disinformation 4.3. Foreign Information Manipulation and Interference (FIMI)
5. The role of strategic communication in crisis situations	6(4)	5.1. Who, what, how, when communicates in a crisis situation; 5.2. Groups assignment: case studies, simulation exercises and scenarios
6. Strategic communication in the context of CSDP and	6(2)	6.1 Lessons learnt from EU Delegations 6.2.Case studies – communication challenges from EU missions and operations

CFSP – best practices and lessons learnt		
7.Interactive exercises and working groups	6(4)	7.1. Interactive scenarios and group assignments
TOTAL	**42(26)**	

Materials	Methodology
Required: AKU 2 on European Global Strategy AKU 6 CSDP decision shaping/making AKU 300 Intercultural competence **Recommended:** Syndicate materials, scenario, other documents provided by Course director and the StratCom expert/trainer 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	**Methodology** The course will include lectures, debates, problem-solving exercises and scenarios. **Additional information** The Chatham House Rule is applied during all residential modules of the course, i.e., "participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s) or any other participant(s), should be revealed". Course participants must be available for the whole course, which includes the eLearning phases and residential modules, and must be willing to contribute with their specific expertise and experience throughout the course. The nominations of participants are submitted via the ESDC channels by the designated national ENLIST nominators. The Member States will be encouraged to nominate 2-3 candidates from different domains, but only one seat per Member State will be allocated. The ESDC network may also forward proposals from academia and industry to the Secretariat. Based on the applications, the Head of the ESDC will decide on the final list of participants and will forward this list to the co-organisers.