

## Curriculum

To be reviewed by <i>February 2022</i>	Activity number <b>53</b>	<b>Strategic Communication in the Context of Security and Defence</b>	<b>ECTS 2</b>
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<p><u>Target audience</u></p> <p><i>Participants would normally be senior decision makers and personnel 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.</i></p>	<p><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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<b>Learning outcomes</b>	Knowledge	<ul style="list-style-type: none"> <li>• explain organisational structure, decision-making processes in the EU and the relevant European Union bodies</li> <li>• identify the elements of the EU integrated approach to external conflict and crisis</li> <li>• summarize the principles of CSDP missions and operations, partnership and cooperation with third countries and other players</li> <li>• knows the objectives of the EU Global Strategy and explain the role of StratCom in its implementation</li> <li>• explain how the EU repertoire of communication-related endeavours is built (regulations, policies, guidelines, institutional actors, reference documents)</li> <li>• define the actors in StratCom in CSDP environment and explain the StratCom decision-making process at EEAS level</li> <li>• describe the StratCom decision-making process, planning and implementation</li> </ul>
	Skills	<ul style="list-style-type: none"> <li>• identify lessons and good practices in StratCom in the context of CSDP</li> <li>• apply the new digital ecosystem for StratCom (news organisations, platform technologies, emerging media, big data)</li> <li>• identify propaganda elements and disinformation and assess the impact for CSDP</li> <li>• analyse the digital information ecosystem (state, non-state, political, commercial and individual actors)</li> <li>• identify and address different target groups of the strategic message (other security actors, citizens, etc.)</li> <li>• able to recognise and use potential multiplier and communication partners (i.e. EU Institutions, other EU Member States, civil society, etc.)</li> </ul>
	Competencies	<ul style="list-style-type: none"> <li>• use tools and techniques for fighting digital mis-disinformation, managing crises and communicating EU narratives</li> <li>• compare and demonstrate lessons identified in StratCom in CSDP environment</li> <li>• use the social media in line with the EEAS strategic guidelines</li> </ul>

### 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		
Main Topic	Recommended Working Hours (of that eLearning)	Contents
Concepts in Strategic Communication	6 (2)	<ul style="list-style-type: none"> <li>Definitions and concepts: what StratCom is and what it is not in an EU context and in the context of the CFSP/CSDP</li> <li>Theories and concepts in public opinion, communication effects, mass media and new media</li> </ul>
Communicating the EU. Guidelines on StratCom	8 (2)	<ul style="list-style-type: none"> <li>The EU Global Strategy and its implementation</li> <li>EEAS StratComms Priorities</li> <li>Main topic to communicate the EU: <i>security and defence; migration, human rights and demography, climate, cultural diplomacy, sustainable development and growth</i></li> <li>Eastern Partnership, Russia and Central Asia; Western Balkans and Turkey; MENA; Africa; Asia-Pacific; Americas</li> </ul>
EU's strategic environment and CSDP fundamentals	6 (2)	<ul style="list-style-type: none"> <li>European Agenda on Security (Internal Security Strategy)</li> <li>EU strategies and concepts related to CSDP</li> <li>EEAS communication strategies for CSDP missions and operations</li> </ul>
Decision making process. EEAS (CSDP) specificity and StratCom	8 (2)	<ul style="list-style-type: none"> <li>StratCom decision-making process, planning and implementation. StratCom in the CSDP decision-making processes</li> <li>Working with EU Member States and CSDP missions and operations</li> <li>working with (EU) partners and using multipliers</li> <li>Communicating EU at home and abroad</li> <li>StratCom for European citizens (MSs) and for the partner countries (CSDP Missions and operations)</li> </ul>
The New Digital Ecosystem for Strategic Communications. Applications for CSDP environment	4 (2)	<ul style="list-style-type: none"> <li>new digital ecosystem for StratComm: traditional media, news organisations, emerging media, platform technologies, big data, state, non-state, political, commercial and individual actors</li> <li>Crisis management and communication crisis in the new digital ecosystem</li> </ul>
EEAS, CSDP and the social media	6 (2)	<ul style="list-style-type: none"> <li>How international organisation use social media</li> <li>EEAS Social Media Strategy</li> <li>EEAS, CSDP and the social media: engagement and guidelines</li> </ul>
Fundamentals of persuasion	4 (2)	<ul style="list-style-type: none"> <li>Persuasion techniques and narrative development; distribution of a narrative</li> <li>Campaign planning and implementation</li> </ul>
Horizontal issues and regional aspects of CSDP influencing StratCom	4 (2)	<ul style="list-style-type: none"> <li>Regional aspects: Western Balkans, Eastern Partnership, Horn of Africa, Middle East, Mediterranean</li> <li>EEAS Taskforces: East, South, Western Balkans</li> </ul>

		<ul style="list-style-type: none"> <li>Horizontal issues affecting communication/narrative and the strategic message: migration, non-proliferation, gender, cyber, hybrid, terrorism, human and children rights</li> </ul>
Stratcomm and hybrid threats	4 (2)	<ul style="list-style-type: none"> <li>StratCom in the context of information warfare, hybrid threats, cybersecurity, hostile propaganda</li> </ul>
Syndicate assignment	4	<ul style="list-style-type: none"> <li>Working groups</li> <li>Case studies – i.e. (social) media campaign in a CSDP mission or operation; communication crisis on a CSDP topic</li> </ul>
<b>TOTAL</b>	<b>54 (18)</b>	

<p style="text-align: center;"><u><b>Materials</b></u></p> <p>CSDP Handbook</p> <p><i>Essential eLearning:</i> AKU 2 on European Global Strategy AKU 6 CSDP decision shaping/making AKU 300 Intercultural competence</p> <p>Syndicate materials, scenario, other documents provided by Course director and the StratCom expert/trainer</p> <p><i>Recommended study on voluntary basis:</i> 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>EEAS Social Media Strategy 2016-18, Brussels 29 November 2016 and following updated versions</p> <p>EEAS StratComms Priorities 2018, Brussels 24 November 2017 and following updated versions</p> <p>Other recommended resources: - International organisation and social media 2017, released on 29 November 2017, twiplomacy.com - Twiplomacy Study 2018, released on 31 May 2017, twiplomacy.com</p>	<p><u><b>Additional information</b></u></p> <p>Pre-course questionnaire on learning expectations and possible briefing topic from the specific area of expertise may be used.</p> <p>All course participants have to prepare for the residential module by going through the relevant eLearning preparatory phase, which is mandatory.</p> <p>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>In order to facilitate discussion between course participants and trainers/experts/guest speakers, the <b>Chatham House Rule</b> is used during the residential Module: "<i>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</i>".</p> <p><i>* During the course, the organisers could take photos or record video for the use of ESDC or concerned ESDC network partners in relation with CSDP related training delivered within the Network. By registering to the course, the participants consent of being photographed or filmed during the training sessions. However, if for any reason the participants disagree with their image being captured and stored on photo/video, they are invited to inform the ESDC Secretariat beforehand, during the registration process.</i></p>
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