

Curriculum

To be reviewed by <i>February 2022</i>	Activity number 06C	Seminar/Workshop for Spokespersons in EU member states	ECTS 1
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<p><u>Target audience</u></p> <p><i>Participants (40) should be preferably senior level experts (civilians or civil administration and military personnel) that work as press and public information officers in the EU member states in areas related to crisis management in the wider context of CFSP/CSDP. Priority is given to the personnel from Ministries of Foreign/European Affairs, Defence, Interior and Justice.</i></p>	<p><u>Aim</u></p> <p>This seminar/workshop (2-3 days) enhances the knowledge and understanding of the integrated crisis management approach within the EU framework. It raises awareness for the need of information sharing, collaboration and cooperation among the different actors in the field of communication in the wider context of CFSP/CSDP.</p> <p>This course aims to foster the network of spokespersons in the EU member states and EU institutions and to facilitate a broad understanding of CSDP key issues and their PPI related aspects.</p>
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Learning outcomes	Knowledge	<ul style="list-style-type: none"> Identify the key tasks and structures of CFSP/CSDP Explain the narrative of EU's action in the field of CSDP List the main objectives of the EU's Global Strategy (EUGS) Understand the structure of Brussel's press and public information structure Describe the integrated approach to EU's crisis management
	Skills	<ul style="list-style-type: none"> Draft key/master messages for European and national use in the context of CSDP Create a good working environment between national and European stakeholders Recognise and solve challenges of communicating CSDP
	Competences	<ul style="list-style-type: none"> Assess the national and European situation on CSDP Summarize the main challenges for CFSP/CSDP Reduce potential contradictions between national and European communication strategies Co-ordinate with the relevant stakeholders at EU level

Evaluation and verification of learning outcomes

- Level 1 Observation and satisfaction:**
Active observation by the course director and lead instructor, and feedback questionnaire filled by course participants at the end of each residential day.
- Level 2 learning:**
Participants will have to complete an eLearning course in advance of the class-room training. This eLearning course includes a confirmation test.
- However, no formal verification of learning outcomes is foreseen. The proposed ECTS is based on participants' workload only.**

Course structure		
Main Topic	Recommended Working Hours (of that eLearning)	Contents
Introductions, administration, networking, evaluations	4	<ul style="list-style-type: none"> Positive learning environment
Strategic environment	4 (2)	<ul style="list-style-type: none"> EU's Global Strategy EU's role in the world
Roles and responsibilities of the EEAS	6 (4)	<ul style="list-style-type: none"> HR/VP EEAS StratCom EEAS' crisis management structures
State of affairs of CFSP/CSDP	4 (2)	<ul style="list-style-type: none"> Integrated approach Decision making/shaping CSDP missions and operations New projects/developments (e.g. EDF, PESCO)
Strategic communication	3	<ul style="list-style-type: none"> EU's narrative for the CSDP Master Messages Social Media
Sharing best practices	3	<ul style="list-style-type: none"> Presentation of communication projects in the member states (preferable in a CSDP context)
Practical exercise	3	<ul style="list-style-type: none"> How to organise a VIP/press visit to a CSDP mission and operation
TOTAL	27 (8)	

<p><u>Materials</u></p> <p>CSDP Handbook (depending on their availability)</p> <p>eLearning course (at least 2 AKUs)</p>	<p><u>Additional information</u></p> <p>This PPI seminar/workshop is designed for spokespersons in CSDP relevant ministries in the EU member states. The main goal is to raise awareness about CSDP topics and to facilitate the CSDP communication efforts in the member states.</p>
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