



Invitation

Strategic Communication in the Context of Security and Defence

21 - 24 November 2023
(ESDC Activity Number 23-24/53/1)

The Cyprus Security and Defence Academy (CSDA) of the Ministry of Defence of the Republic of Cyprus and the National College of Home Affairs (CNAI) of the "Alexandru Ioan Cuza" Police Academy/Ministry of Internal Affairs - Romania, under the aegis of the European Security and Defence College, have the honour of organising and inviting participants to the **"Strategic Communication in the Context of Security and Defence" Course**. This activity is organised with the support of the Cyprus Ministry of Foreign Affairs and the Romanian Embassy in Cyprus. The course will take place in Larnaca, Cyprus, from 21 to 24 November 2023 (in residential format).

This course aims to address a number of key interventions under the Global Strategy of Foreign and Security Policy for the European Union. Moreover, the course will shed light on the role played by strategic communication in a rapidly changing landscape, shaped by intensive digitalization, the emergence of innovative technologies, the proliferation of online disinformation and the ever-eroding trust in public institutions. The activity will use an integrated approach to the European strategic communication during crises and will have a civ-mil perspective. Participants in the course on strategic communication will have the opportunity to network, share views and perspectives with one another and with professionals in security and defence while gaining an insight into CSDP.

The ESDC is committed to an inclusive, gender-sensitive and anti-discriminatory environment. Only in an inclusive environment can all people, and therefore the ESDC and its partners, reach their true potential. We therefore particularly encourage applicants who are likely to be under-represented to apply.

We would like to invite you to nominate participants for the Strategic Communication in Security and Defence Context course, which offers an excellent opportunity to contribute to the achieving of the ultimate goal of the ESDC: providing Member States and EU institutions with knowledgeable personnel, able to work in CSDP related fields.

Head of the
European Security and Defence College,
Holger OSTERRIEDER



Administrative Information

-Strategic Communication in the context of Security and Defence (Larnaca – Cyprus, 21-24.11.2023)-

- **Target group:** The course is open to civilian and military personnel from the EU Member States, relevant EU institutions and agencies and CSDP Missions and Operations, together with selected personnel from the Eastern Partnership countries and MENA Countries;
- **Places & nominations:** *A maximum of 30 seats will be available for international participants (plus 15 seats for EaP countries).* Typically, one seat per Member State will be allocated; however, depending on the total number of requests, an additional place could be provided. We seek for a balanced group composed of civilians, police and military personnel.
- **Application should be submitted no later than 01 November 2023, as follows:**
 - Designated nominators should nominate participants from EU Member States, EU institutions and agencies through the secure internet system ENLIST. A list with relevant ENLIST nominators can be retrieved from the ESDC website at <https://esdc.europa.eu/nominators/>.
 - The competent authority should send participants' applications from the IOs and third countries, other than the Eastern Partnership countries, directly to the ESDC Secretariat (secretariat-esdc@eeas.europa.eu), CC to Georgica.PANFIL@eeas.europa.eu and to szambas@mod.gov.cy, mentioning the name, organisation, function, personal e-mail address and motivation to follow the course.
 - Eastern Partnership countries should send their nominations (*up to 5 participants each, preferably representatives of ministries of the interior, defence or foreign affairs, with priority given to experts from the law enforcement services, plus diplomats in charge of the CSDP/CFSP*) for the course_to Georgica.PANFIL@eeas.europa.eu (mentioning name, function, institution, personal e-mail address).
- **Attendance:** The participant's attendance during the course is **mandatory** on all days. The course participants, who will complete the entire course (including the e-Learning modules), will receive the ESDC certificate. The course is fully residential with no possibility for a hybrid format.
- **eLearning: mandatory e-Learning module (set to start on 02 November)** will precede the course and course participants will have to complete it before the residential phase in Larnaca, Cyprus.
- **Language:** The working language will be English, without translation.



- **Costs:** Sending authorities will have to pay for all international travel, meals and accommodation costs (including breakfast);
- **Dress code:** Formal or service uniform for the opening and closing ceremonies; smart casual for the working sessions.
- **Liability and Insurance:** In case of medical emergencies, sending countries/organisations should cover the costs. The organiser does not provide health or accident insurance for participants participating in the event.
- **Start and end of activity:** The activity will start on **Tuesday, 21.11 (09.00)** and end on **Friday, 24.11 (16.00)**. All flights should be planned accordingly
- **Additional info:** Further detailed information on the course will be forwarded via e-mail directly to the course participants in due time by the organisers;
- **Points of contact:**
 - Course Director from the Cyprus Security and Defence Academy
Lt Col. Symeon ZAMBAS
(szambas@mod.gov.cy),
 - Course Director from the National College of Home Affairs
Police quaestor dr Cătălin ANDRUȘ
(Catalin.andrus@cna.ro)
 - Training Manager from ESDC Secretariat,
Dr Georgică PANFIL
(Georgica.PANFIL@eeas.europa.eu)
 - Training Manager from ESDC Secretariat,
Evangelos ENGLEZAKIS
(Evangelos.englezakis@eeas.europa.eu)



Course (generic) structure

Strategic Communication in the context of Security and Defence (Larnaca – Cyprus, 21-24.11.2023)

Main Topic	Suggested Contents
1. Concepts in Strategic Communication	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	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	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	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	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	6.1. 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	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	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	9.1. StratCom in the context of hybrid threats, cybersecurity, information manipulation and interference 9.2. Foreign information manipulation and interference assessment
10. Working groups assignment	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.