



Edward M. Kennedy Institute for Conflict Intervention

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Invitation to ESDC course
Strategic Communication in the Context of Security and Defence
Bucharest, 14–18 September 2020

The National College of Home Affairs (CNAI) within *Alexandru Ioan Cuza Police Academy*/Ministry of Internal Affairs and the College for Communication and Public Relations from the National University of Political Studies and Public Administration (SNSPA), under the auspices of the European Security and Defence College (ESDC), have the pleasure to announce the course "***Strategic Communication in the Context of Security and Defence***" which will take place in Bucharest between the 14th and the 18nd of September 2020.

This ESDC training is organised jointly with the support of the *Edward M. Kennedy Institute for Conflict Intervention* from the National University of Ireland Maynooth Ireland, as a standard course within ESDC portfolio. This course aims to address some 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.

The course consists of one **e-Learning module** and an interactive **residential module** held in Bucharest between the 14th and the 18nd of September 2020. It addresses senior decision makers and strategic communication practitioners from the Member States, EU institutions and agencies and from CSDP missions and operations involved in the implementation of CSDP (ministries of foreign affairs, defence, internal affairs or justice) together with selected personnel from the Eastern Partnership countries. Experts with field experiences involved in the leadership of CSDP missions and operations, such as Deputy Head of Missions or StratCom/Political Advisors to the Head of Mission/Commander, would be much welcomed to join the training. 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.

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.*

Annexes: Practical information and the tentative programme enclosed.

Cătălin ANDRUȘ

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Edward M. Kennedy Institute for Conflict Intervention

ESDC Course "Strategic Communication in the Context of Security and Defence"

Practical information

The course is open to both 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, which are invited to nominate suitable participants.

Nomination:

- EU Member States, EU structures and CSDP Missions and Operations are invited to nominate participants using the **ENLIST registration system until 21 August 2020.** (<https://esdc.europa.eu/enlist/>)
- The competent authority shall send applications of participants from the IOs and Third Countries, other than the Eastern Partnership countries, directly to the ESDC Secretariat (secretariat-esdc@eeas.europa.eu) and CC to adrian.lazaroaia@eeas.europa.eu mentioning name, organisation, function, personal e-mail address and motivation to follow the course.
- Eastern Partnership countries shall send their nominations (*up to 3 participants each, preferable representatives of ministries of interior, defence or foreign affairs, priority having experts from law enforcement services, plus diplomats in charge with the CSDP/CFSP*) for the **course not later than 21 August 2020** to adrian.lazaroaia@eeas.europa.eu (mentioning name, function, institution, personal e-mail address). Confirmation of participation will not be final until final confirmation is provided by the ESDC Secretariat.

Costs:

- The sending authorities of the participants from EU Member States, EU institutions and CSDP Missions/Operations, or from the IOs and Third Countries, other than Eastern Partnership countries, will have to cover all related costs (travelling, accommodation and catering/meals, NO course fee).
- The course will benefit from support from the Eastern Partnership panel managed by the European Commission, hence all costs relating to participation by the Eastern Partnership beneficiaries would be covered by the European Commission. As soon as the organisers have received nomination, a selection board will accept and confirm participants. The European Commission will then contact the participants in order to arrange flights and accommodation (incl. a moderate daily allowance). To facilitate this process, please make sure that each candidate has a valid personal email address!

Details:

- The course venue, programme, dress code, workshop scenario, lecturers etc. will be made available in the practical information after the completion of the selection process.
- **The course will start on 24 August 2020 with the e-Learning phase** and all essential Autonomous Knowledge Units (AKUs) need to be completed before the residential module starts. The residential part of the course will take place in Bucharest (Romania) from 14 to 18 September 2020 (Monday

10.00 to Friday 13.00). The tentative schedule is attached; an updated programme will be distributed before the course starts.

- When the participants' list is finalised, the designated course director/person of contact will be in touch with the participants on their personal e-mail address.
- The working languages during all ESDC courses are English and French without translation. Attendance of the course is mandatory at all times. An ESDC Certificate is awarded to those participants who attend the entire residential course and complete the eLearning assignment.
- Details on the course content, learning outcomes, course programme and administrative instructions, including directions to get to the venue of the course will be sent by e-mail in due time directly to the confirmed course participants.

Persons of Contact:

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Tentative programme

Monday 14 September 2020

10:00-10:30 Registration, welcome

10:30 Course opening

12:30-17:00 Lectures, panels

Tuesday 15 to Thursday 17 September 2020

09:00-17:00 Lecturers, panels, syndicate work

Friday 18 September 2020

09:00-10:00 Working group debrief

10:00-12:00 Lectures

12:00-12:30 Course evaluation, Certificates

13:00 Closure. Departures