



Edward M. Kennedy Institute for Conflict Intervention



Invitation to ESDC pilot-course *Strategic Communication in the Context of Security and Defence*

ESDC Activity Number 18-19/53/1
Bucharest, 25 – 29 March 2019

Under the auspices of the European Security and Defence College (ESDC), the College for Communication and Public Relations (National University of Political Studies and Public Administration – SNSPA), Romania and Edward M. Kennedy Institute for Conflict Intervention (National University of Ireland Maynooth), Ireland organise the pilot-course on **Strategic Communication in the Context of Security and Defence**. The training activity will be run in the margins of the Romanian Presidency of the Council of the European Union.

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 course will use an integrated approach to the European strategic communication during crisis situations and will have a civ-mil perspective. It will benefit of academic support from National Defence College (Carol I National Defence University, Ministry of National Defence) and National College of Home Affairs (Alexandru Ioan Cuza Police Academy, Ministry of Internal Affairs).

The course consists of **eLearning sessions** and an interactive **residential module** held in Bucharest from 25 to 29 March 2019. 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). 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 pilot-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** pilot-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*. Some practical information and the tentative programme are enclosed.

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Enclosure: practical information with tentative programme

ESDC Pilot Course –Strategic Communication in the Context of Security and Defence

Bucharest (Romania), 25-29 March 2019

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, which are invited to nominate suitable participants.

Deadline for registration: **1 March 2019**. Applications are to be filled out by the 'national ENLIST nominators' via the ESDC secured registration system named ENLIST <https://webgate.ec.europa.eu/ENList/web/app.php/login>. Registration will not be final until confirmed by the ESDC Secretariat and upon completion of the *registration form* in ENLIST by the confirmed participants (credentials are provided automatically by the ENLIST system).

The course consists of an eLearning part and a residential module, both parts being compulsory. The eLearning module via the ESDC eLearning platform ILIAS opens on 4 March 2019 and all essential Autonomous Knowledge Units (AKUs) need to be completed before the residential module starts. The residential part of the course takes place from Monday 28 March 2019 11h00 to Friday 29 March 13h00 at the SNSPA premises located at 30A, Expoziției Blvd., District 1, Bucharest 012104 (details on the SNSPA website <http://comunicare.ro/en/>)

The working languages during all ESDC courses are English and French without translation. All costs for travelling, accommodation and meals shall be covered by the sending authorities. 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.

The organisers have no specific agreements with hotels for accommodation during the current training activity, but the following hotels, situated in the vicinity, could be recommended: Pullman Bucharest World Trade Center Hotel at 1km or Ramada Parc Hotel, Ramada Plaza Bucharest Convention Center and Crown Plaza Bucharest at approx. 2km; info for booking procedures and prices to be found on the hotels' website or via online services.

Details on the course content, learning outcomes, course programme and administrative instructions, including directions to get to the SNSPA campus and the classroom, 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 25 March 2019

11:00-12:00 Arrival, registration, welcome

12:00 Course opening

12:30-17:00 Lectures, panels

Tuesday 26 to Thursday 28 March 2019

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

Friday 29 March 2019

09:00-10:00 Working group debrief

10:00-12:00 Lectures

12:00-12:30 Course evaluation, Certificates

13:00 Closure. Departures