



Edward M. Kennedy Institute for Conflict Intervention



15/02/2023

Invitation to ESDC course
Strategic Communication in the Context of Security and Defence
Bucharest, 08–12 May 2023
(Training activity number 22-23/53/2)

The National College of Home Affairs (CNAI) within "Alexandru Ioan Cuza" Police Academy/Ministry of Internal Affairs (Romania) 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 08th and the 12th of May 2023.

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 and the National Defence College (CNAp) within the National Defence University as a standard course within the 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 European strategic communication during crises and will have a civil-military perspective.

Participants in the course on strategic communication will have the opportunity to network, and share views and perspectives with one another and with professionals in security and defence while gaining insight into Common Security and Defence Policy (CSDP). The EEAS is committed to promoting gender equality and to preventing discrimination on any grounds.

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.*

Holger OSTERRIEDER

Head of the
European Security and
Defence College

Cătălin ANDRUȘ

Police Quaestor
Director
National College of Home
Affairs

Alina BÂRGĂOANU

Dean
College for Communication
and Public Relations, SNSPA

Annexes:

A: Administrative Instruction

B: Tentative Programme



Annex A

ADMINISTRATIVE INSTRUCTIONS

Strategic Communication in the Context of Security and Defence

Bucharest, 08–12 May 2023

(Training activity number 22-23/53/2)

- The course is open to both civilian and military personnel, senior decision makers and strategic communication practitioners from the EU-Member States relevant EU institutions and agencies and CSDP Missions and Operations involved in the implementation of CSDP (ministries of foreign affairs, defence, home affairs or justice) together with selected personnel from the Eastern Partnership countries, which are invited to nominate participants. 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.

Nomination:

- EU Member States, EU structures and CSDP Missions and Operations are invited to nominate participants using the **ENLIST registration system until 7th of April 2023**. Typically, one seat per Member State will be allocated, however, based on the overall nominations, additional seats could be allocated - we recommend MS to propose up to three participants.
- The competent authority shall send applications of participants from the International Organizations (IOs) and Third Countries, other than the Eastern Partnership countries, directly to the ESDC Secretariat (secretariat-esdc@eeas.europa.eu) and CC to igor.cebek@eeas.europa.eu mentioning name, organisation, function, personal e-mail address and motivation to follow the course. Attendance will be limited to **50 participants** (out of which 20 come from the Eastern Partnership Countries).
- Eastern Partnership countries (EaP) shall send their nominations (*up to five participants each, preferably 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 7th of April 2023** to igor.cebek@eeas.europa.eu (mentioning name, function, institution, personal e-mail address). The course Director will select a balanced number of participants from each EaP country. 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 the 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!



Edward M. Kennedy Institute for Conflict Intervention



Additional details:

The course venue will be Sheraton Bucharest Hotel, Calea Dorobantilor 5-7, Bucharest, 010551 (<https://www.marriott.com/en-us/hotels/buhsi-sheraton-bucharest-hotel/overview/>)

The 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 10 April 2023 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 08 to 12 May 2023 (Monday 08.30 to Friday 13.00).

- 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:

Prof Cătălin ANDRUȘ PhD

Course co-director

Director of National College of Home Affairs

E-mail: catalin.andrus@cnai.ro

Mr Igor CEBEK PhD

Training manager, European Security and Defence College (ESDC)

E-mail: igor.cebek@eeas.europa.eu