



Edward M. Kennedy Institute for Conflict Intervention



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

Bucharest, 24–26 September 2024

(Training activity number 24-25/53/1)

The National College of Home Affairs (CNAI) within ‘*Alexandru Ioan Cuza*’ Police Academy/Ministry of Internal Affairs (Romania) and the *College of 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 24 and 26 September 2024.

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* and the *National Defence College* (CNAp) within the *National Defence University*. 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 digitalisation, 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 will have the opportunity to network as well as share views and perspectives with one another and with professionals in the field of peace, security and defence, while gaining insight into the Common Security and Defence Policy (CSDP). The ESDC is committed to an inclusive, gender-sensitive and discrimination-free environment. Only in an inclusive environment can all people, and therefore the ESDC and its partners, realise their true potential. We therefore particularly encourage those applicants who are likely to be underrepresented 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.*

Fergal O’ Regan
Acting Head of the
European Security and
Defence College

Cătălin ANDRUȘ
Police Quaestor
Director
National College of Home
Affairs

Alina BÂRGĂOANU
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College of Communication
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Annexes:

A: Administrative Instructions

B: Tentative Programme



Annex A

ADMINISTRATIVE INSTRUCTIONS

Strategic Communication in the Context of Security and Defence

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- **Target Audience:** The course is open to civilian, diplomatic, police 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. Moreover, Eastern Partnership countries are invited to nominate participants and send selected personnel. Further, experts with field experience involved in the leadership of CSDP Missions and Operations, such as Deputy Head of Missions or StratCom/Political Advisers to the Head of Mission/Commander, are also warmly welcome to join.
- **Nomination:**
 - Applications from EU Member States, EU bodies and CSDP Missions and Operations are to be filed via the ESDC secure internet system ENLIST, by designated nominators, under <https://esdc.europa.eu/enlist/login> **no later than 30 August 2024**. A list with relevant ENLIST nominators can be retrieved from the ESDC website at <https://esdc.europa.eu/nominators/>. Typically, one seat per Member State will be allocated. However, based on the overall nominations, additional seats could be allocated - we recommend Member States to nominate up to three participants.
 - The total number of participants is limited to **50** persons.
 - The competent authority shall send applications of candidates from International Organisations, third countries, other than the EaP states, directly to the ESDC Secretariat (secretariat-esdc@eeas.europa.eu), copying Moritz.Herzberg@eeas.europa.eu mentioning name, organisation, function, personal e-mail address and motivation to follow the course.
 - Eastern Partnership countries (EaP) shall send their nominations (up to three participants each, preferably representatives of ministries of interior, defence or foreign affairs, priority having experts from law enforcement services and diplomats in charge with the CSDP/CFSP) for the course **not later than 30 August 2024** to Moritz.Herzberg@eeas.europa.eu (mentioning name, function, institution, personal email address).
- **Registration:** Registration will not be final until confirmed by the ESDC Secretariat and upon completion of the requested personal data in ENLIST by the confirmed participants.
- **Costs:**
 - The sending authorities of the participants from EU Member States, EU institutions and CSDP Missions/Operations, or from the International Organisations and Third Countries, other than Eastern Partnership countries, will have to cover all related costs. There is **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. To facilitate this process, please make sure that each candidate has a valid personal email address!



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- **Liabilities and Insurance:** In case of medical emergencies, participants' medical insurance, provided by the sending country / organisations must cover all costs. The organiser does not provide health or accident insurances for participants taking part in the event.
- **E-Learning:** The course is preceded by a mandatory e-Learning module (set to start on **6 September 2024**) on the ESDC e-Learning platform ILIAS), which course participants will have to finalise before the residential phase (**24 September 2024**) starts. Connection details will be provided in due time to all registered participants.
- The **residential part of the course** will take place in Bucharest, Romania, from 24 to 26 September 2024 (Tuesday 08.30 to Thursday 17.30).
- **Attendance:** The participants' attendance during the course is mandatory on all days. Participants will receive the ESDC certificate on the last day of course only if they have completed the full course, including the e-learning modules.
- **Inclusivity:** The ESDC strives for a gender-sensitive and inclusive environment in all its courses, activities and day-to-day work. Only in an inclusive environment can all people, and therefore the ESDC and its partners, reach their true potential. We do not and will not discriminate on the basis of race, colour, religion, gender, gender expression, age, national origin, disability, marital status, or sexual orientation in any of our activities or operations. The ESDC and the training institutions will not tolerate any conduct that violates these values.
- **Language:** The working language is English without translation.
- **Additional details:**
The course venue, the programme, dress code, workshop scenario, lecturers etc. will be made available in the practical information after the completion of the selection process.
When the participants list is finalised, the designated course director/person of contact will be in touch with the participants on their personal email address.
Course participants should not book their travel, accommodation and meal arrangements until selection has been completed and course participants are notified that they have been accepted.

Points of Contact:

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Course co-director

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Mr Moritz HERZBERG

Training Manager

Strategic Adviser / Policy Officer at the European Security and Defence College (ESDC)

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