

iMAF 2022 - Syndicate No. 3

Strategic Communication (LoD-6)

Syndicate Leader: Major Christoforos CHRISTOFOROU

Syndicate Room: D building, 2nd floor, Lab 2

14-15 June 2022, Sibiu LFA

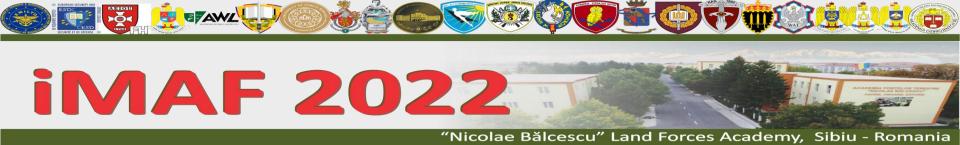


TABLE OF CONTEXT

- ✓ Syndicate Participants
- √ Fundamental Question
- ✓ Separation Syndicate to 2 Working Groups
- ✓ Examined Elements
- ✓ Syndicate Results for Strategic Communication Plan
- ✓ Syndicate Overall Result



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Syndicate 3 - Photo Taken By Nevena Atanasova





FUNDAMENTAL QUESTION

How to Increase Military Erasmus Awareness?



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SEPARATION IN TO 4 WORKING GROUPS

- ✓ Col. ATANASOV Atanas
- ✓ Col. TASHKOV Dimitar
- ✓ Col. DIMITROV Miroslav
- ✓ Lt Col POULIN René
- ✓ Maj. LAPPAS Dimitrios
- ✓ Prof. LUPU Vasile
- ✓ Cdt BEREGSZASZI Blazej

- ✓ Maj. CHRISTOFOROU Christoforos
- **✓ Cpt. KAVELARIS Georgios**
- ✓ Ms. PÎNZARIU Andra-Ioana
- ✓ Ms. NICULESCU Brânduşa-Oana
- ✓ Cdt CEPISCA Sandra
- ✓ Mr. FISZER Bartlomiej
- ✓ Cdt DIAMANTAKI Pelagia



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EXAMINED ELEMENTS

- ✓ Scope of a Strategic Communication Plan for Military Erasmus (why)
- ✓ Define the Target Audience (internal external) (whom)
- ✓ Define the Overall Communication Objectives Goals (what)
- ✓ Implementation (means actions) (how)
- ✓ Define Stakeholders Involved (who)



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SYNDICATE RESULTS

Scope of a Strategic Communication Plan for Military Erasmus

- ✓ Help the Military Erasmus Initiative and Military Academies to increase their awareness within and without the Military Community.
- ✓ Increase the level of European Cultural Awareness
- ✓ Create an attractive image for the target audience
- √ Need for a common understanding and a common language
- √ To enhance synchronization of Military Erasmus activities
- √ To increase awareness of opportunities (training...)
- √ To help overcome obstacles and resistance from various stakeholders
- ✓ Cultivation of a sense of belonging of the values of the Military Erasmus Programme



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SYNDICATE RESULTS

Define the Target Audience (internal – external)

- ✓ Cadets and Young Officers of Military Academies
- ✓ Commandants, Deans, Teaching Staff, Instructors and in general all Military and Civilian Personnel working in the Military Academies
- ✓ Students of Civilians Universities
- ✓ Citizens of the European Union
- ✓ Decision makers at national and EU level



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SYNDICATE RESULTS

Define the Overall Communication Objectives

- ✓ Every single cadet/young officer SHOULD be aware or the Military Erasmus initiative and its activities.
- ✓ Motivate cadets and teaching staff to participate in Erasmus activities
- √ To create interest in Erasmus activities
- ✓ Inform decision makers on challenges linked to Erasmus activities
- ✓ Building trust between civilians and military people



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SYNDICATE RESULTS

Define the Overall Communication Objectives

- ✓ Built a European Culture Strong European Ties
- ✓ Increase Educational Level Personal and Skill Development
- ✓ Aling the International Military Erasmus Offices Departments to Strategic
 Communication Plan (Common Vision Missions)
- ✓ Meet the communication needs and expectation of internal and external stakeholders
- ✓ To convince commandants to allow cadets and teaching staff to participate in Erasmus activities and to allocate resources



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SYNDICATE RESULTS

Implementation (means-actions)

- ✓ Social Media (Facebook, Instagram, Twitter, Tik Tok, Snapchat,
- ✓ Promo / Corporate Gifts
- ✓ Military Erasmus Ambassadors
- ✓ Creation of a yearly booklet dedicate to the cadets/ Tell their story
- ✓ Marketing
- √ Improve and increase the International Cadets Week
- ✓ Constant Education to the people working in the area of Military Erasmus



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SYNDICATE RESULTS

Implementation (means-actions)

- ✓ EUMACS PMG ESDC EAB
- ✓ You Tube Channel (promotional videos)
- ✓ More Events like the CSDP Olympiad
- ✓ Sport Military Erasmus Events
- ✓ Appreciation Letters to those hosting Military Erasmus activities
- ✓ Application for Military Erasmus
- √ Frequent recurring meeting inside the Academies
- √ Face to Face Meetings



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SYNDICATE RESULTS

Define Stakeholders to be Involved

- ✓ European Union Institutions
- ✓ Ministry of Defence Ministry of Foreign Affairs
- ✓ European Security and Defence College
- ✓ Military Erasmus Implementation Group
- √ iMAF Members
- ✓ Academies
- ✓ Non EU Institutions Countries Organizations (after assignment of multilevel agreements)



SYNDICATE OVERALL RESULT

- ✓ Pillar 1: Military Erasmus Strategy Including Vision 2030
- ✓ Pillar 2: Strategic Communication Plan for Military Erasmus
- ✓ Pillar 3: Common Module on Strategic Communication



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Thank You for Your Attention

Any Questions?