



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

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



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

TABLE OF CONTEXT

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



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

Syndicate 3 - Photo Taken By Nevena Atanasova





iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

FUNDAMENTAL QUESTION

How to Increase Military Erasmus Awareness?



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

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 Brândușa-Oana
- ✓ Cdt CEPISCA Sandra
- ✓ Mr. FISZER Bartlomiej
- ✓ Cdt DIAMANTAKI Pelagia



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

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)**



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

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**



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

SYNDICATE RESULTS

Define the Overall Communication Objectives

- ✓ Every single cadet/young officer **SHOULD** be aware of 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



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

SYNDICATE RESULTS

Define the Overall Communication Objectives

- ✓ **Built a European Culture – Strong European Ties**
- ✓ **Increase Educational Level – Personal and Skill Development**
- ✓ **Align 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**



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

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**



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

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



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

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)**



iMAF 2022

“Nicolae Bălcescu” Land Forces Academy, Sibiu - Romania

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**



iMAF 2022

"Nicolae Bălcescu" Land Forces Academy, Sibiu - Romania

Thank You for Your Attention

Any Questions?