



1st Lt KONSTANTINOU Marina

LOD-06 Strategic Communication

Let’s make it count TOGETHER.

EMILYO's Vision

Strengthening European military education through cooperation, innovation, and interoperability

Goals

- **Ensure the right visibility of our activities, partnerships and opportunities** — reaching the right audience, through the right messages and the right channels, supported by an established communication process.

- **Strengthen internal communication and coordination** — ensuring effective information sharing and cooperation to achieve our desired outcomes.

- **Grow continuously, step by step** — engaging more military academies and encouraging their active participation in EMILYO.

Strengthening our foundations

- Ensure strong stakeholder engagement and visibility of our activities, demonstrating alignment with stakeholder standards and priorities, while clearly communicating progress and strengthening opportunities for cooperation. (European Union Institutions, Ministries of Defence, Ministries of Foreign Affairs, IG, iMAF, ESDC etc)



Who are we addressing…?

- Commandants, Deans, Staff, Cadets of Military Academies
- Higher Education Institutions
- Decision makers at the National & EU level
- Secondary Schools
- European Citizens

How Do We Move Forward?

- **Increase Engagement**

  Increase the number of **partnerships, activities and initiatives**, both **in person and remotely**, across our Military Academies.

- **Share & Promote**

  Share and promote the **activities, initiatives and partnerships** taking place within each Academy to ensure their visibility.

  To ensure a **structured and consistent approach**, Cadets could be appointed as **Military Erasmus Ambassadors**, equipped with the necessary knowledge of the relevant procedures and communication channels.

- **Reach Our Stakeholders**

  Ensure that this visibility reaches the **relevant stakeholders** and is also shared **within our Military Academies**, ensuring that key audiences remain informed — including those who may not be active on social media.

  This could be coordinated through the **International Relations Offices of the respective Military Academies**.

What I Am Asking From You?

- **Appoint Military Erasmus Ambassadors**
  Consider appointing **2–3 Cadets as Military Erasmus Ambassadors** within your Academy. Their role would be to support the systematic communication of your Academy's activities by providing **high-quality photos, videos and relevant information**, in the appropriate format and with sufficient context, so that activities can be effectively promoted.

  As a form of recognition for their contribution, **their participation in selected Military Erasmus activities could be considered as an incentive**.
- **Share Your Activities & Partnerships**
  Please share with me **every relevant activity and initiative** taking place at your Academy, including, where applicable:
  - the official poster or communication material;
  - key messages you would like to highlight;
  - participating official organisations or institutions;
  - partner Military Academies or universities;
  - new partnerships and cooperation initiatives;
  - visits of Cadets, students or faculty to official organisations and institutions.

  This will allow us to ensure that activities are **communicated consistently, accurately and to the appropriate stakeholders**.
- **Communicate the Initiative Internally**
  Please also **share and promote this effort within your own Academy**, ensuring that the relevant departments, personnel, Cadets and leadership are aware of the initiative and understand how they can contribute.

We may not change the world today, but we can make a difference every day, one small step at a time.

Shall we begin?

Connect. Share. Grow. Together.

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