

EUROPEAN SECURITY AND DEFENCE COLLEGE



CSDP Orientation Course for PPI Staff

(Activity number 6)

Curriculum

February 2013

Aim

1. **The course aims to provide participants with :**
 - a. a broad understanding of CSDP key issues and their PPI related aspects.
 - b. the opportunity to create a network of people working in the field of CSDP related press and public information.
and Member States and EU Institutions with:
 - c. knowledgeable personnel able to work in press and public information on CSDP aspects.

General description and organisation

2. **Starting point.** Participants would normally be mid-level officials of MS and EU Institutions, with previous experience in EU- related press and public information matters.
3. **Cognitive objectives.** At the end of the course the participant should be able to:
 - ✓ Demonstrate an understanding of the contributions made by the EU Institutions involved in CSDP.
 - ✓ Appreciate the relevance of CSDP missions and operations.
 - ✓ Identify key elements within EU PPI policy and procedures.
 - ✓ Differentiate good practices in communicating CSDP both in Member States and outside.
 - ✓ Recognise the need for, and when necessary coordinate with, information operations in CSDP missions and operations.
4. **Affective objectives.** At the end of the course the participant should be ready to:
 - ✓ Openly act and actively contribute when in the international EU environment.
 - ✓ Demonstrate an informed view of CSDP functioning.
 - ✓ Be sensitive to the challenges of communicating PPI.
5. **Duration.** The total course duration is 3days.
 - a. **Methodology.** During the course, consideration will be given to active methodologies like workshops, panels, plenary discussions, case-studies, exercises...
NOTE:
* Lecturers should include also independent experts, with non-institutional views.

Overall structure

6. **Internet-based Distance Learning (IDL).** The course includes a mandatory IDL module enabling participants to study AKU2 "ESS" and AKU 7 "Impact of the Lisbon Treaty on CSDP". Other AKUs can be made available for study on a voluntary basis.
7. **Residential Module Outline.** The residential module will have the following theme sequence

Day 1	Day 2
ESDC introduction	Information Operations
EU Institutions and ESS	Coherence of EU crisis-management
CSDP missions and operations	EU Public Diplomacy
PPI in CSDP missions and operations	EU PPI policy and procedures

NOTE: The course programme can be adapted to current needs/ topics of interest.

8. **Course content.** The presentations and discussions should give an update of current aspects and outline good practices in the following areas :
- EU Institutional Framework (EEAS, Council, Commission, European Parliament, and the Member States).
 - European Security Strategy.
 - CSDP missions and operations (overview, challenges and effects).
 - Best practices for PPI in CSDP missions and operations.
 - Information Operations.
 - Coherence of EU action in crisis management (instruments and partners).
 - EU PPI policy, practices and procedures.
9. **Materials.**
- On-line CSDP presentation materials of EU Institutions to be recommended for consultation prior to the course. Updated EU publications to be made available during the residential module. Visits to the EU Council Press Service and the EU Info Point should be considered, as additional sources of PPI materials.
 - Relevant EU policy documents and guidelines on EU information strategies.
 - CSDP Handbook.
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