



Source: <https://wecarehealthcoaches.com/about-us-2/>

Implementation Group

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European Initiative for the Exchange of Military Young Officers

Communications Strategy

2023 - 2026

January 2023

*«A comprehensive
Communication Strategic Plan....»*

*«Creating a 'roadmap' on
Communication strategies for the
Implementation Group
for the European Initiative
for the exchange of young officers
inspired by Erasmus»*

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Background Vision & Mission

Why is a Communications Strategy important?

- A communications strategy is a plan for communicating with a target audience. It includes whom you are talking to, why you are talking to them, how and when you will speak to them, what form of communication the content should take and what channels you should use to share it.
- In any organization, communication is a mean to an end, not an end in itself. Done well, it magnifies and accelerates the delivery of organizational goals for the Implementation Group and the Military Erasmus Initiative.
- The Military Erasmus Communications Strategy 2023-26 is designed to provide a strategic communication framework and enable the prioritization of actions.
- Above all, a thorough Communication Strategic Plan can function as the engine that will make the Military Erasmus Initiative and Military Academies increase their awareness inside and outside the Military Community.

Vision and mission are equally important

Our Vision

- By 2026, the Implementation Group Communications will be at the forefront of delivering our organizational goals.



Source: <https://stock.adobe.com/es/images/shared-vision-common-goal-mission-purpose-people-3d-illustration/161385717>

Our Mission

- New methods will be delivered by the Line of Development 6 team leading and shaping the communications activities. Through a clear-sighted focus and systemic One Team approach, our communications will be timely and impactful, becoming the key that unlocks minds and influences our key audiences about Military Erasmus activities and achievements.

Goals

Comprehensive Approach - Few Overall Goals and why?

For higher effectiveness purposes, a comprehensive Strategic Communication Plan must only comprise a few overall goals:

- Ensure that all activities and services reflect the Implementation Group for the European Initiative for the exchange of young officers inspired by Erasmus's (EMILYO) beliefs, mission and credo.
- Align all activities and services to support the EMILYO guiding principles, standards and goals.
- Meet the communication needs and expectations of internal and external stakeholders.
- Engage internal and external stakeholders to take positive action on behalf of cadets – young officers and military education.

Stakeholders

Whom are we addressing and why?

Identifying our stakeholders is also fundamental to our success. This will allow us to reach the persons or groups responsible for making strategically important decisions based on several variables, including time constraints, available resources, the amount and type of information available, and the number of stakeholders involved.

Our stakeholders:

- European Union Institutions.
- Ministries of Defense of EU Countries
- Ministries of Foreign Affairs of EU Countries.
- European Security and Defence College
- Implementation Group for the European Initiative for the exchange of young officers inspired by Erasmus
- Military Academic Forum Members
- Military Academies & Universities
- Non-EU Institutions – Countries - Organizations (after assignment of multilevel agreements)
- European Citizens



Target Audience

Who are we seeking to influence and why?

Identifying and targeting our key audiences is fundamental to our success. This will allow for a more nuanced and also desegregated communications plan.

Our Internal key audiences:

- **Cadets, Young Officers and Civilian Students:** the Initiative is dedicated to improving their educational process and guiding them to develop a common European cultural awareness.
- **Commandants and Deans;** it is vital for the development of the Military Erasmus+ mobilities that they are on board with this program, and implement this strategy for the overall benefit of their own Academies and the Initiative in general.
- **Staff (Teaching staff, Lecturers and Instructors, Military and Civilian Staff):** without explaining what we are doing and why we cannot reasonably expect our staff to feel empowered to take the initiative and deliver the education and training we need to meet our organizational goals.

Target Audience

Who are we addressing and why?

Identifying and targeting our key audiences is fundamental to our success. This will allow for a more nuanced and also desegregated communications plan.

Our External key audiences:

- **Higher Education Institutions:** education is becoming more multidimensional and wider.
- **Decision makers at the National and EU level:** they are the bodies that make the decisions and determine and approve the future actions of the Initiative.
- **Military/Public Secondary Schools:** these schools are the vestibule of future Military Students and Officers
- **European Citizens:** building European Cultural awareness involves all European Citizens and not only those working in the area of Security and Defence.



Strategic Elements

A framework for Strategy implementation:

Create awareness about the Military Erasmus initiative and its activities and motivate cadets, young officers, civilian students and teaching staff to participate.

It is essential to reach as many people of the target audience as possible and to bring to their attention the existence of the Initiative and its overall benefits.

We will invite people to learn about the Initiative and participate in its activities using Information and Communication Technologies and Social Media.



Source:
<https://www.webconfs.com/2145/how-to-quickly-build-brand-awareness-with-these-easy-digital-marketing-strategies/>

Strategic Elements

A framework for Strategy implementation:

- **Enhance the link between civilians and the Military**

Coming from different backgrounds, it is our responsibility to work together toward the overall benefit of the cadets and young officers



Strategic Elements

A framework for Strategy implementation:

- **Find New partners**

One of the challenges of this strategy is to increase European Academies' participation in the Military Erasmus Initiative.



Source:
<https://www.skybluedesignworks.com/website-design/seo-services/>

- **Have Larger Visibility**



Source:
<https://www.pri-for-people-matters.com/vision-mission>

The target audience needs to know about the Initiative to interact. Increasing visibility should be the key driver behind the Strategic Communications strategy.

Implementation

A framework for Strategy implementation:

- **Measure the effectiveness of our means of communication to learn, adapt and improve it**

As our Strategy unfolds, we must understand whether we are succeeding. The LoD 6 team will develop performance metrics to assist the Implementation Group in understanding that dynamic in a way that aids their decision-making.



Source:
<https://www.neto-innovation.com/post/measuring-innovation-metrics-and-kpis-for-success>



Strategic Elements

A framework for Strategy implementation:

- **Align the International – Military Erasmus Offices - Departments - with the Strategic Communication Plan (Common Vision - Missions).**

Cooperation between the LoD-6 and the Academies Erasmus Offices is considered a crucial factor for the success of the Initiative.



Source: <https://www.negotiis.com.au/when-is-a-contractor-not-a-contractor>

Implementation

A framework for Strategy implementation:

- **Contribute to the construction of a Common European Military Culture – Strong European Ties.**

We need to increase the Common European Military Culture levels by raising the number of international activities within the Initiative.



Source: <http://campuseurope.de/europe-doesnt-want-an-army-and-europe-doesnt-need-an-army/>

- **Inform decision makers**

Finding the appropriate ways to communicate with one of the critical target audiences, the decision-makers, is necessary and crucial.

Implementation

The implementation channels:

- **Social Media (Facebook, Instagram, Twitter, Tik Tok, Snapchat)**
- **Promo / Corporate Gifts**
- **Website content (spread via networking, videos)**
- **Live events and conferences**
- **Emails and newsletters**
- **Military Erasmus Ambassadors**
- **Yearly booklet dedicated to the cadets/ Tell their story**

Implementation

The ways for the implementation:

- **Improve and increase the International Cadets' Week**
- **You Tube Channel (promotional videos)**
- **More Events like the CSDP Olympiad**
- **Military Erasmus Sports Events (Corporate social responsibility CRS)**
- **Appreciation Letters to those hosting Military Erasmus activities**
- **Face to Face Meetings for promoting the Initiative**
- **Constant Initiative updates to EUMACS - ESDC SC & EAB**



Guiding Principles

To deliver this Communications Strategy we will:

- **Focus on Priorities:** Have a laser-sharp focus on doing a few things well.
- **Support Strategy:** Ensure all communication activity and output is directly supporting the delivery of Military Erasmus organizational goals as defined in the Communication Strategy 2023-2026
- **Optimize** the communications team’s capacity to reach the target audience using different approaches.
- Make maximum possible use of **Visual Communication** (photos, video, infographics) methods.
- Place greater emphasis on focused external communications, developing and building the Implementations Group plan with more Innovative Methods.
- **Campaign-led:** Embed our communications effort into a more systemic and proactive campaign-led program.

Communications Strategy Model and Timeline

Strategic Implementation Plan & Timeline

ACTIVITY	2023	2024	2025	2026
Campaign #1 Military Erasmus Ambassadors	Q3 Develop ment	Q1 Implementation		
Creation of Social Media Accounts	Q3 Develop ment	Q1 Implementation		
Promotion Corporate Gifts #1	Q4 Develop ment	Q2 Deliver		
Yearly booklet #1	Q4 Develop ment	Q2 Deliver		
Operationalise social media	Q4 Develop ment	Q2 Implementation		
Campaign #2 Creation New Common Module		Q4 D evelopment	Q2 Implementation	
Creation of a YouTube Channel		Q4 D evelopment	Q2 Implementation	
Promotion Corporate Gifts #2		Q4 Develop ment	Q1 Deliver	
Yearly booklet #2		Q4 Develop ment	Q2 Deliver	
Campaign # 3 Vision 2030			Q2 D evelopment	Q2 Implementation
Upgrade the New Emilyo Website			Q2 D evelop ment	Q4 Implementation
Promotion Corporate Gifts #3			Q3 Develop	Q1 Deliver
Yearly booklet #3			Q4 Develop ment	Q2 Deliver
Campaign # 4 (TBD)				Q4 D evelopment
Promotion Corporate Gifts #2				Q4 Develop ment
Measurement Metrics				Q4 D evelop ment

