

64th Implementation Group

LoD-6

Strategic Communication

Military Erasmus Ambassadors



- ✓ 2nd Lt. Diego Grau García (2nd winner of the 7th CSDP Olympiad) invited no response
- ✓ 2nd Lt. ARCHONTIDIS Isaak invited and responded positively to participate in EUMACS 2025 (3rd winner of the 7th CSDP Olympiad)
- ✓ ESDC granted 1000€ for the Ambassador's expenses



LoD-6 Procedures



- ✓ We need a poster photos and a small text for every event to upload on social media
- ✓ A standard form will be sent to every BOEI



Video Creation



- ✓ Participants of the last International Air Force Semester (cadets, officers and academic staff)
- ✓ Short answers to 3 questions
- ✓ General Data Protection Regulation paper will be signed by the participants



Campaign



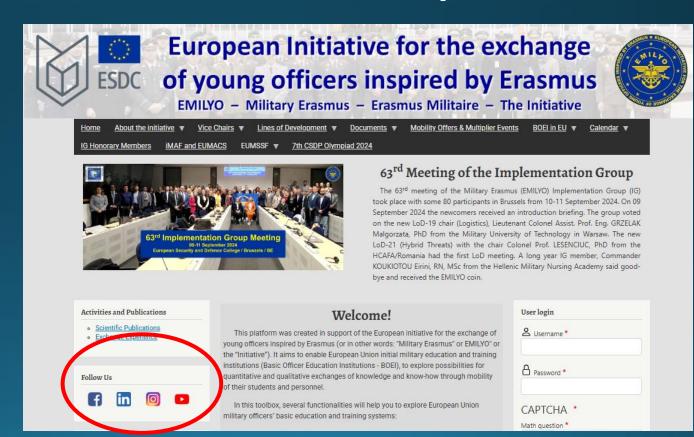
- ✓ Delegation to visit BOEIs and Institutions that are not active or/ and are not aware of Military Erasmus benefits
- ✓ The next step is to design a plan in coordination with IG Chair



Social Media



Ask your colleagues – cadets – friends – family to follow us





Strategic Implementation Plan & Timeline

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







LoD-6 Strategic Communication