



Strategic Communication in Combined Operational Access – Information Activities and Emerging Communication Practices



"Strategic Communication ..." (StratCom) is one of seven Focus Areas in the 21 member Multinational Capability Development Campaign (MCDC) 2013-14 – "Combined Operational Access".

Project Team

Co-Leads:
Italy / Finland / Germany

Lines of Development:
Approval of Communication Plans (ITA)
Implementation of Communication Plans (FIN)
Social Media and Situation Awareness (DEU/DNK)

Any nation or organisation interested in participating in the campaign is encouraged to contact the MCDC Secretariat at: mcdc_secretariat@apan.org

Schedule

18-20 Jun 13	StratCom WS #1 (Helsinki, FIN)
10 Sep 13	StratCom Tiger Team WS #1 (Rome, ITA)
23-27 Sep 13	StratCom WS #2 (Ottobrunn, DEU)
20-25 Oct 13	Social Media Discovery Event (VA Beach, USA)
18-20 Nov 13	CD&E Conference (The Hague, NLD)
26-28 Nov 13	StratCom Tiger Team WS #2 (Ottobrunn, DEU)
02-06 Dec 13	StratCom WS #3 (Warsaw, POL)
13-17 Jan 14	StratCom Tiger Team WS (Ottobrunn, DEU)
25-27 Feb 14	StratCom WS #4 (Copenhagen, DNK)
31 Mar-11 Apr 14	Exercise VIKING 2014 / StratCom Limited Objective Experiment (LOE) (Enköping, SWE)
26-28 May 14	StratCom Tiger Team WS #4 (FIN, TBD)
Jun/Jul/Aug 14	Social Media LOE – KFOR (KOSOVO/DEU)
01-04 Sep 14	StratCom WS #5 (Brussels, BEL)

Problem Statement

Combined access operations *inter alia* require versatile communication capabilities to facilitate the projection of forces into an operational area with sufficient freedom of action to accomplish their mission. Coalition partners need to be able to develop and issue timely, relevant and feasible communication guidance; implement communication plans in a consistent, transparent and flexible manner; take emerging communication practices and technology into account; and gain enhanced situation awareness in the information environment.

Approach

Develop solutions in 3 Lines of Development to

- ❖ clarify roles and responsibilities,
- ❖ support the practical application of proposed processes and organisational structures, and
- ❖ promote the employment of emerging practices and sensors.

Users

- ❖ Decision-makers at the strategic-political level.
- ❖ Higher decision-making level commanders / civilian executives, and their communication staffs.
- ❖ Analysts and operators involved in communication planning and implementation of communication plans.

Deliverables

- ❖ Guidelines on how to approve communication plans and appoint a head of communication.
- ❖ Concept for implementing communication plans.
- ❖ Concept of Employment for Social Media in support of situation awareness.

Operational Impact

If the proposed solutions are implemented, Coalition partners will possess enhanced capabilities to:

- ❖ develop and issue timely, relevant and feasible communication guidance;
- ❖ implement communication plans in a consistent, transparent and flexible manner; and
- ❖ gain enhanced situation awareness in the information environment .