



EU EAST STRATCOM Task Force

November 2015

The Eastern Partnership Review: “EU-related communication in Eastern Partnership countries”

- **Difficulties with adjusting to the new realm of communication**

The time for “SOS-communication” or “Send-Out-Stuff” method of distributing information is now in the past and the communicators have to be innovative and creative for finding new effective methods for disseminating their information.

- **EU information is often too technical, full of jargon, lacks human language**

Communicators are often tempted to take this shortcut and copy these texts directly into their communication materials without translating it into a simple language that people can understand.

- **EU-related communication work revolves around official visits and events**

Very often EU-related communication work and the related coverage is driven by the activities of politicians, EU dignitaries and official events, which produces information that does not appeal to most of the target audiences. Not much attention is paid to the actual content – what does this meeting signify or initiative mean for local people.

EU RESPONSE: European Council meeting (19 & 20 March 2015) – Conclusions

13. The European Council stressed the need to challenge Russia's ongoing disinformation campaigns and invited the High Representative, in cooperation with Member States and EU institutions, to prepare by June an action plan on strategic communication. The establishment of a communication team is a first step in this regard.



Objectives of the Task Force



Effective communication and promotion of EU policies towards the Eastern Neighbourhood



Strengthening of the overall media environment in the Eastern Neighbourhood and in EU Member States



Improved EU capacity to forecast, address and respond to disinformation activities by external actors

Task Force



Objective 1: Effective communication & promotion of EU policies towards Eastern Neighbourhood

Outcomes over the year

- 1** Increased EU strategic communications **capacity** within the EEAS
- 2** Improved **understanding** of media landscape in target countries, and of perceptions of EU policy towards Eastern Neighbourhood
- 3** **Campaigning** approach brings more understanding of and support for EU policies and activities in target countries
- 4** Develop **content**
- 5** Well-developed **networks** with key EU partners, media reps & civil society, better to exchange products, amplify messages and coordinate activities
- 6** Better communication of EU funded **programmes**, projects and activities in Eastern neighbourhood

Some examples of outputs...

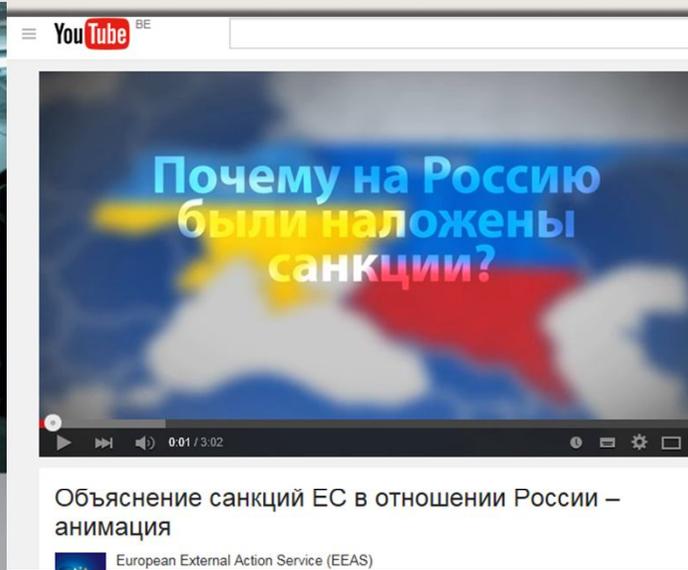


მისიები, რომელშიც საქართველო მონაწილეობს



- უკრაინა 2013 წლის მარტის 1-დან დაიწყო ადამიანური უსიყვარულოების სივრცეში
- მალის 2013 წლის მარტის 1-დან დაიწყო
- ცენტრალური აფრიკის რესპუბლიკა 2014 წლის მარტის 1-დან დაიწყო
- ცენტრალური აფრიკის რესპუბლიკა 2013 წლის მარტის 1-დან დაიწყო

EUAM



Почему на Россию были наложены санкции?

Объяснение санкций ЕС в отношении России – анимация

European External Action Service (EEAS)

ევროკავშირის უმაღლესი წარმომადგენელი ფედერიკა მორგერინი, საქართველოს პრემიერ-მინისტრი ირაკლი ღარიბაშვილი და ევროკავშირის იოანეს შანი საქართველო-ევროკავშირის ასოცირების საბჭოს მეორე სხდომის შემდეგ (16.10. 2015)



საქართველო-ევროკავშირის ასოცირების საბჭომ

- ✓ აღიარა საქართველოს ევროპული მისწრაფება და ევროპული არჩევანი
- ✓ გამოთქვა ვიზა ლიბერალიზაციის გზაზე მიღწეულ წარმატებასთან დაკავშირებით
- ✓ დაახსიათ საქართველო, როგორც აღმოსავლეთ პარტნიორობის მონაწილე ქვეყანა

ES SANKCIJAS PRET KRIEVIJU

კაპეც?

- უკრაინის სუვერენიტეტის ტერიტორიის ინტეგრირების პარკაუმს
- კრიმის un Sevastopolის ნილკუმიგა ანექსია
- კაუნიეკუ un იეროუ იეპლუშა უკრაინა no კრიევიას ტერიტორიას

Diplomātiski pasākumi

- Pārtrauktas sarunas par jauno ES un Krievijas nolikumu
- Atcelts ES-Krievijas samits
- Pārtrauktas divpusējās sarunas par vīzu režīma atvieglošanu
- Atlikta daudzu divpusējo un reģionālās sadarbības programmu ieviešana

Fiziskas personas

- 149 fiziskas personas
- 37 juridiskas personas
- Aktīvu iesaldēšana un ceļošanas aizliegums: 149 fiziskas un 37 juridiskas personas (tostarp separātistu organizācijas, brunotas grupas un nelikumīgi pārņemti valsts uzņēmumi)

Krima un Sevastopole

- Aizliegums importēt preces bez Ukrainas izcelsmes sertifikāta
- Aizliegums ES tūrisma aģentūrām piedāvāt pakalpojumus Krimā
- Pilnīgs investīciju aizliegums ES uzņēmumiem
- Aizliegums eksportēt uz Krimu preces un tehnoloģijas transporta, sakaru un enerģētikas nozarēs

Ieroči un enerģija

- Ieroču tirdzniecības embargo
- Eksporta aizliegums divējāda lietojuma precēm militāros nolūkos
- Ierobežota piekļuve atsevišķām sensitīvām tehnoloģijām, īpaši naftas ieguves sektorā

Ekonomiski pasākumi

- Ierobežota piekļuve ES kapitāla tirgim ilgtermiņa aizņēmumu saņemšanai
- Eiropas Investīciju banka un Eiropas Rekonstrukcijas un attīstības banka nefinansē nevienu jaunu operāciju Krievijā

EU speaks Russian...

 EU External Action @eu_eeas · Oct 5
Читайте по-русски интервью #Могерини europa.eu/!#Россия #Беженцы #ИГИЛ

"Мы, европейцы, уверены, что сирийский конфликт не может быть решен исключительно военным путем".



 EU External Action @eu_eeas · Oct 13
Заявление в связи с докладом Совета безопасности Голландии о сбитом #MH17 europa.eu/!Ny73Xn

Те, кто потерял своих родных и близких, имеют право знать правду о трагедии 17 июля 2014 года

Виновные в крушении рейса MH17 должны быть установлены и привлечены к ответственности



 EU External Action @eu_eeas 

Читайте заявление министров иностранных дел #ЕС (англ.) consilium.europa.eu/en/press/press ...
#Россия #Сирия #Турция

 View translation



"Российские военные атаки, не направленные против террористических группировок, должны быть незамедлительно прекращены. Также Россия должна перестать нарушать суверенное воздушное пространство соседних государств".

"Наша цель – деэскалация конфликта. ЕС призывает Россию направить усилия на поиск политического решения конфликта".

Objective 2: Strengthened overall media environment including support for independent media

Outcomes over the year

1

Stronger support for **freedom** of media and freedom of expression in Eastern Neighbourhood

2

Better **public diplomacy** in the Neighbourhood

3

Capacity building for journalists and media actors

4

Greater **pluralism** in Russian language media space

Main cooperation partners

- **EU Member States' focal points**, existing topical groups as **Friends of Ukraine** and other EU institutions active in the region
- Follow-up to the **European Endowment for Democracy** feasibility study on Russian Language Media Initiatives
- Working with emerging new initiatives to support independent media in the region, including **Russian Language News Exchange led by a Dutch company** and new **Baltic Media Centre of Excellence**
- European Commission's DG NEAR has just launched new **OPEN Neighbourhood programme**, focused on improving communication in the East and supporting media in the region

Objective 3: Improved EU capacity to forecast, address and respond to disinformation activities by external actors

Outcomes over the year

1

Civil society plays greater role as media **watchdog** to hold governments to account

2

Greater awareness of **disinformation** activities; more developed critical thinking and media literacy

3

Develop **content**

4

Strengthened cooperation on **regulatory** issues

Are you a "myth buster"?

...Disinformation review



Disinformation Review: Week Two

Dear colleagues,

Many thanks for all your reports. We are developing and becoming more of that way.

Unsurprisingly, this week's top story is This is a massive human tragedy, to blame as many foreign countries. Disinformation Review, in the last United Kingdom, Israel, and, unsurprisingly (sometimes, it was these countries

20.10.2015	ENG, RUS, UKR	with a new judicial institution.	snipers.html#ixzz3pDKg0d7x
20.10.2015	CZE	"Government of unnamed EU country believes that Obama is not mentally healthy." Article quotes anonymous sources claiming that potentially German politicians claim Obama to be mentally ill.	http://aeronet.cz/news/vlada-nejmenovane-zeme-eu-veri-ze-obama-neni-dusevne-v-poradku-diplomat-se-vyptaval-jake-jsou-moznosti-odvolani-americkeho-prezidenta-stoji-za-vyrokem-nemecko/
21.10.2015	RUS, UKR	Russian propagandists say in the film that the Ukrainian law enforcers allegedly kidnapped local residents, beaten, used torture and extrajudicial killings.	https://www.youtube.com/watch?v=s6swHDIyüQk
21.10.2015	RUS, UKR	"Special report", filmed by journalists of "First republican channel of DNR", claims that "the instructors from the United States" are preparing "saboteurs and spies" on the Yavoriv training ground in the Lviv region. They argue that the Americans are doing it in order to deliver "saboteurs" in the so-called DNR and LNR.	https://www.youtube.com/watch?v=jW5H4SdxZZY
21.10.2015	RUS, UKR	Russian company Yandex recently updated own maps in Donbas and confirmed earlier detected places of Russian military presence.	https://www.youtube.com/watch?v=YpKJRgDRH0g&feature=youtu.be&list=PLAjgrURsRtOyj8FoXXIzkkf68XpUGT_Fc
		Fighters testifying against Savchenko radically changed their testimonies - negative reviews of Savchenko personally appeared ("an open eyes") as	http://www.svoboda.mobi/a/27319025.htm



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EU Mythbusters

@EUvsDisinfo

East Stratcom Task Force - Disinformation Review, Mythbusters network // Opinions & judgements expressed do not represent official EU positions.

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EU Mythbusters Retweeted
EU External Action @eu_eas - Nov 20
 Find out how #EU supports independent #media Узнайте, как #EC поддерживает независимые #СМИ youtu.be/XuiMSWrFdW4
 38 replies 7 likes

EU Mythbusters @EUvsDisinfo - Nov 17
 3rd #Disinformation Review is published.

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