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 in 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.
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
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

Images: https://blognumbers.wordpress.com/
Some examples of outputs…
EU speaks Russian...

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

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

"Наша цель - дезактивация 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

Images: https://blognumbers.wordpress.com/
Some examples of outputs...
...Raising awareness with analysis

East StratCom Weekly Digest

Highlights

- Putin's reaction to the plane crash in Sinai
- Ukrainians connected to Daesh/ISIL
- New Russian TV station expected in the Balkans

Russian Lebensraum

On Instagram, Sputnik has published a map of Russia taken from Yanik Tsvetkov's "Atlas of Prejudices". Together with self-deprecating names for Russian regions, we find that Crimea and the Donbas area are called New Russia while former Soviet Republics live in "Russian Lebensraum" - echoing terminology used by the Nazis. Belarusians have been classified as "delusional non-Russians" while Ukraine and the Baltics are termed "slightly anxious non-Russians". The map comes complete with the indication of failed revolutions: the rose, orange and tulip revolutions.
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 confident in that way.

Unsurprisingly, this week's top story is the United Kingdom, Israel, and, unsurprisingly, Russia again. It's not that we expected anything else, but the historical narrative is always fascinating.

Disinformation Review, in the last edition of which we highlighted the role of the United Kingdom, Israel, and, unsurprisingly, Russia, has been looking at the United Kingdom, Israel, and, unsurprisingly, Russia again. It's not that we expected anything else, but the historical narrative is always fascinating.

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<th>Date</th>
<th>Country</th>
<th>Summary</th>
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<tbody>
<tr>
<td>20.10.2015</td>
<td>CZE</td>
<td>Russian propaganda says in the film that the Ukrainian law enforcers allegedly kidnapped local residents, beaten, used torture and extrajudicial killings.</td>
<td><a href="https://www.youtube.com/watch?v=s6swHDFyuQk">https://www.youtube.com/watch?v=s6swHDFyuQk</a></td>
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<td>21.10.2015</td>
<td>RUS, UKR</td>
<td>&quot;Special report&quot;, film by journalists of &quot;First republican channel of DNR&quot;, claims that &quot;the instructors from the United States&quot; are preparing &quot;saboteurs and spies&quot; on the Yarom training ground in the LNR region. They argue that the Americans are doing it in order to deliver &quot;saboteurs&quot; in the so-called DNR and LNR.</td>
<td><a href="https://www.youtube.com/watch?v=jW5H4Sdz2zy">https://www.youtube.com/watch?v=jW5H4Sdz2zy</a></td>
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<td>21.10.2015</td>
<td>RUS, UKR</td>
<td>Russian company Yandex recently updated own maps in Donbas and confirmed earlier detected places of Russian military presence.</td>
<td><a href="https://www.youtube.com/watch?v=YpKJRHg0K10&amp;feature=youtu.be&amp;list=PLAx0UKi5R10ryj8f-OXT1zkrE8XpUGI-Fc">https://www.youtube.com/watch?v=YpKJRHg0K10&amp;feature=youtu.be&amp;list=PLAx0UKi5R10ryj8f-OXT1zkrE8XpUGI-Fc</a></td>
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<td>21.10.2015</td>
<td>RUS, UKR</td>
<td>Fighters testifying against Savchenko radically changed their testimonies - negative reviews of Savchenko personally appeared (&quot;canary eyes&quot;), as</td>
<td><a href="http://www.svoboda.mobi/a/27319025.htm">http://www.svoboda.mobi/a/27319025.htm</a></td>
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