Strategic Communication and Protecting Environment in Military Training Areas

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Agenda

- StratCom
- Preserving of nature and military
- Examples...
Sun Tzu

• Every battle is won before it is fought...
Definition (StratCom)

- The coordinated and appropriate use of NATO communications activities and capabilities – Public Diplomacy, Public Affairs (PA), Military Public Affairs, Information Operations (Info Ops) and Psychological Operations (PSYOPS), as appropriate – in support of Alliance policies, operations and activities, and in order to advance NATO’s aims

PO (2009) 0141, dated 29 Sep 09
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StratCom is not just verbal communication, it is presence, posture and profile of our activities, particularly our readiness to support our words with actions thus showing our strength from the political level down till very tactical
Words and Deeds

- **All actions**, lethal and non-lethal, have an effect on the information environment, either in a positive manner, in closing the say-do gap, or negatively by contradicting the message to audiences within and outside the Joint Operations Area.

*NATO Strategic Communications Handbook (final draft)*

- Our adversaries will always exploit situations when our words are contradicting our actions!
The challenge

• **Finding balance** to protect both:
  • Nation *(defence)*
  • Nature for the nation

• Both are key elements of our core values (what do we stand for...)

• To communicate the restrictions put on the training of militaries both to **military community** and **society**
Information environment and the environment

- What do we communicate to our societies:
  - **Training of military units** vs. **Preserving of nature** (limiting the training ranges and periods for training)
  - Ability to defend:
    - More thorough planning required to organize training
    - Use timeslots for other purposes
  - Preserving of nature:
    - The nation will have something worth to defend!
    - Preserving of nature is actually **defending** our future

- Polarization of opinions if:
  - Not communicated properly
  - Words are not supporting actions
  - One prevails over other without logical argumentation

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Very tactical example from a small base «Kaugurmuiža»
Questions?!