

February 2022

### The Substantial NATO-Georgia Package

The Substantial NATO-Georgia Package (SNGP) aims to strengthen Georgia's ability to defend itself and advance its preparations for NATO membership. The package is composed of defence and related security capacity building initiatives. It involves support for all military services and branches, advice and liaison at all levels (strategic, operational, tactical), capacity-building and training activities, and multinational exercises. As of early 2022, all NATO members and two partner countries have provided support to the implementation of the package in the form of expertise and resources.

#### **Strategic Communications**

The Strategic Communications Initiative is one of 16 interrelated initiatives under the SNGP. Led by the United Kingdom since its establishment in 2015, the Initiative aims to assist Georgia in developing an effective communications capacity and relevant capabilities to support national defence and security priorities. Like many SNGP initiatives, it has evolved over the years. Where it once focused on supporting the Ministry of Defence, the Initiative is now led by the Administration of the Government of Georgia, and focuses at the national level. The Initiative aims to improve Georgian interagency communications coordination and delivery, provide strategic and operational-level expertise to develop communications capabilities and capacity, and conduct training of relevant government officials and ministries' representatives in Strategic Communications using trained Georgian experts, with the ultimate aim to explain to the public the full breadth of the NATO-Georgia partnership.

In 2019, the Initiative facilitated a partnership between NATO's Strategic Communications Centre of Excellence and Georgia's Defence Institution Building School to develop and conduct an international course in Strategic Communications. A year later, the course was certified as "NATO selected" and is now listed in NATO's electronic education and training opportunities catalogue. Furthermore, in 2020, the Initiative developed a Crisis Communication e-learning course, which will be integrated into the School's curriculum.

In 2021, the NATO experts team focused on strengthening the Georgian Government's analytical capability to identify disinformation narratives in the information environment, and exchange analysis with partner governments. Analysts from the Prime Minister's Office and the Ministry of Foreign Affairs received training on how to use analytical tools available on the Global Engagement Center's IQ (GEC-IQ) platform. Analysts participated in monthly analytic exchanges on various themes related to disinformation and contributed to a report on COVID-19 narratives with 13 other countries, including the Czech Republic, Denmark, Poland, Sweden, the United Kingdom and the United States. In recent months, the NATO experts team also provided training to Georgian communications professionals on how to use some of the new tools that are being added to the GEC-IQ platform to improve their analytic reporting capabilities.

Under the auspices of the Strategic Communications Initiative and in accordance with NATO's response to the pandemic, Georgia's Office of the Prime Minister participated in a UK-sponsored and SNGP Initiative-supported webinar in which lessons learned and campaign assets from the United Kingdom's COVID-19 vaccine confidence campaign were shared. In 2022, the Initiative will seek to increase its support to the NATO-EU Information Centre led by Georgia's Ministry of Foreign Affairs, and better integrate UK best practices through Georgia's application of the RESIST framework (a UK government programme; RESIST stands for Recognise mis- and disinformation, Early warning, Situational insight, Impact analysis, Strategic communications, Tracking effectiveness). This will serve as part of the government's strategic planning for developing whole-of-government approaches to counter disinformation.

NATO Liaison Office in Georgia – Public Diplomacy

Tel: +995 32 293 3801

Email: [public.diplomacy@nlo-georgia.hq.nato.int](mailto:public.diplomacy@nlo-georgia.hq.nato.int)

Follow us @NATOinGeorgia (FB, LinkedIn)

[www.nato.int](http://www.nato.int)