

Decision, Disruption, Response: Strategic Communication in an Energy Crisis

The workshop “Decision, Disruption, Response: Strategic Communication in an Energy Crisis” offers an applied simulation of how states manage public communication in the context of a European energy crisis. Participants will work in teams, representing different countries, and will be placed in a setting that requires rapid decision-making and the construction of credible messages tailored to their national audiences. The exercise focuses on the relationship between decision-making under pressure, public perception, and the need for coordination at the European level. Emphasis is placed on delivering coherent responses in conditions of uncertainty, managing societal reactions, and maintaining a balance between national interests and European solidarity.

Workshop Agenda - Decision, Disruption, Response: Strategic Communication in an Energy Crisis

Total duration: 2 hours

Format: 3 teams : Romania, the Republic of Moldova, and Germany

1. Introduction and framing

- Context: European energy crisis
- Objectives and expected outcomes
- Team allocation

2. Scenario briefing

- Crisis escalation and constraints
- Information environment and risks
- Explanation of the three core activities

3. Team work

Activity 1: Craft a Clear Public Message

- Draft a press release announcing energy restrictions
- Ensure clarity, credibility and audience adaptation
- Maintain public trust under pressure

Activity 2: Anticipate and Counter Disinformation

- Identify likely false narratives
- Develop short counter-messages
- Choose channels, actors and timing

Activity 3 Balance National and European Interests

- Outline a coordinated communication approach
- Integrate national positioning with European solidarity

4. Team presentations

- 15 minutes per team
- Presentation of outputs

5. Final discussion and reflection

- National interest vs. European solidarity
- Communication vs. technical solution
- Crisis vs. perception

Student requirements

Complete the enrolment form : <https://forms.gle/64PY1mQrzeyLJJUZ9>

Resources for students

- Wardle & Derakhshan – *Information Disorder* (Council of Europe)
<https://rm.coe.int/information-disorder-report/168076277c>
- European Commission – *Tackling Online Disinformation: A European Approach*
<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52018DC0236>
- EUvsDisinfo (exemple reale de naratiuni)
<https://euvsdisinfo.eu>
- European Commission – *REPowerEU Plan*
https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/repowerEU_en
- International Energy Agency – *Energy Security*
<https://www.iea.org/topics/energy-security>
- Crisis & Emergency Risk Communication (CERC)>
<https://www.youtube.com/watch?v=tJIe6sT1ar8>
- https://www.researchgate.net/publication/245345472_Ongoing_Crisis_Communication_Planning_Managing_and_Responding_2nd_Edition_Coombs_W_T_and_Handbook_of_Risk_and_Crisis_Communication_Heath_R_L_and_O'Hair_H_D_Eds_Book_reviews
- Reynolds & Seeger – *Crisis and Emergency Risk Communication (CERC)*
<https://pubmed.ncbi.nlm.nih.gov/15764443/>
- Bjola & Manor – *Digital Diplomacy and International Organisations*
https://www.researchgate.net/publication/343895827_Digital_Diplomacy_and_International_Organisations_Autonomy_Legitimacy_and_Contestation
- Manor, I. – *The Digitalization of Public Diplomacy*
https://www.researchgate.net/publication/330377221_The_Digitalization_of_Public_Diplomacy

Workshop coordinator: PhD lecturer : Ana-Maria Andronache

anamaria.andronache@uaic.ro