

The NATO Strategic Communications Centre of Excellence seeks to commission a major study into the home audience of NATO.

The study will characterise and map the ‘grand strategic audience’ from the perspective of Alliance resilience to hostile information challenge.

Rather than categorise the audience by nation, this study will consider demography, geography, language, communication and media access, culture, religion and other social groupings in order to provide a comprehensive picture of the audience with which NATO must engage and protect.

This multilayer analysis will characterise these strategic communication audiences, determine their importance to Alliance outputs and map their access to NATO and threat communication channels. It will identify strengths and vulnerabilities and recommend development of defence strategies against recognised information confrontation challenges.

While there are inherent technical aspects of communication that may need to be included (e.g. access to networks etc.), this study seeks to major on human aspects rather than cyber.

It is envisaged that polling across sample groups will be required to confirm assumptions, develop analysis and support recommendations. There may also be a conference arranged to collect wider contributions on the subject.

Deliverables:

- A covering paper for wide distribution on the major findings.
- A report including the full analysis, deductions and recommendations (limited distribution)
- Mapping products/database to assist NATO STRATCOM understanding, planning and delivery. (It is possible that in subsequent years this study will be revisited to identify patterns of change)
- Presentation of the report to STRATCOM COE and an invited audience in Dec 2015.

Timing:

The contract is expected to be awarded at the end of Jun 2015 with completion of the deliverables by December 2015.

Procurement:

This study will be the subject of a competitive procurement with the contract awarded to the most cost effective tender that meets all aspects of the requirement.

Expressions of interest are invited, including broad proposals of how the requirement might be met. A more detailed requirement will be issued with an invitation to tender on or about 26th May 2015. Bids can then be submitted by mid-June.

Please send applications to: os@StratComcoe.org