



EASF Day Concept

Realising the potential of EASF by spreading knowledge

Introduction

EASF is organizing an Open Day to be conducted in all its Member States. The one-day event aims to create awareness of EASF in the region in support of the overall mandate of *enhancing peace and security in the Eastern Africa region*.

The Rationale

The Eastern Africa Standby Force (EASF) attained full operational status and this means its first mission is drawing closer. EASF has initiated a campaign to create awareness to the Member States, and the region at large, during the 2014-15 period. This includes outlining its legal framework, aims and capabilities before moving into a conflict zone.

The Plan

The campaign-element “EASF Day” is designed to present the organization with an opportunity to talk to decision makers, academics, journalists, civil society and students in all member countries. The university forum will include students studying political science, peace and security studies and international relations as well as university lecturers in the same faculties. Other participants will include representatives from government, civil society and journalists. The composition of participants will ensure that a local audience of students interested and engaged in the subjects at hand, as well as peace support practitioners, will be present to add to the debate. The audience will vary from country to country depending on the situation on the ground.

How will this be achieved?

The EASF day will tour all member countries, and later other relevant institutions internationally. The Public Information Officers from EASF will run the programme of events. The EASF day will be structured with a focus on the students and other participants and what they can get out of it. A key component will be a high quality video presenting the EASF. It will include an explanation of the historical background of the EASF and also look to the future role that the organization will fulfill.

Discussions of the EASF in local or regional perspective will be an important part of the day’s activities. Each nation will have different perspectives on the organisation in line with their own

experiences. Therefore debates including academics with those from the military, police, civilian and political arenas will add interest for the participants. Lectures will include an academic perspective.

The EASF Day will be presented in such a way that it promotes debate and underlines the international foundation and the significant potential of EASF in the region. Credibility will be ensured by being keenly aware of the debates in the political, academic and media environments and placing EASF in the civilian perspective.

Structure

The one-day structure of EASF Day will be as follows

- Introduction from EASF representative.
- EASF film outlining the basic principles, organization and aims of EASF.
- Lecture on regional security challenges and international cooperation.
- Lecture on characteristics of conflicts in the Eastern Africa region and recent developments.
- Presentation from EASF putting EASF in the local and regional perspective.
- Debate on the potential of EASF within regional security structures and development of EASF in the longer term.