Towards a joined-up approach to Public Diplomacy & Cultural Diplomacy

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Key messages

1. Public Diplomacy is a key foreign policy tool linked to many foreign policy areas (e.g. culture, education, science, trade);

2. Elements of a methodology: actors, resources, tools;

3. Public Diplomacy is increasingly about managing networks;

4. What can we do together?

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A shared understanding of our scope of action

- **What:** "Public Diplomacy refers to the process whereby a country [or an entity] seeks to build **trust and understanding** by engaging **with a broader foreign public beyond the governmental relations** that, customarily, have been the focus of diplomatic effort" *(EP Preparatory Action: "Culture in EU External Relations")*.

- **Why:** to lay the ground to **facilitate future cooperation** across policy areas by building trust & mutual understanding with selected target audiences & partners globally. Improve **perception** of the EU & its policies. **Reinforce the resilience** of citizens in Europe & abroad to **disinformation** aimed at undermining our credibility and that of our policy objectives.

- **How:** in a **complex, contested and connected world** (cfr. *EUGS, Council Conclusions*) to have an impact EU and its Member States must develop a **joined-up approach** to coherently engage in the **long term** with our target audiences and partners abroad across policy areas and in **partnership** with local actors.

- **Cultural Diplomacy** facilitate creation of spaces for mutual understanding via intercultural dialogue. Culture as: 1) engine for sustainable **social & economic development**; 2) as tool for **peaceful inter-community relations**; 3) cultural **heritage** cooperation *(Joint Communication)*.

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PD: main strands of intervention

In light of the EUGS and in 10/2016 Council conclusions, we can identify several strands of action:

1. Communication activities (*provide info, propose narratives, debunk & immunise*)
   - **Press and Information**
   - **Strategic Communication**
   - **Countering disinformation**
2. **Strengthening of the media environment:** defend/support spaces for trustworthy exchange
3. Long term people-to-people engagement (or Public Diplomacy stricto sensu):
   - **Build common ground:** Engage selected target audiences and potential partners (e.g. youth, academics, journalists, think tanks, businesses) **across policy areas.**
   - **Develop and mobilize networks:** connect initiatives involving similar target audiences and partners across policy areas/instrument to develop, nurtured, mobilise networks in support or **policy objectives**

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We have always done PD… what's really new?

1) **Strategic framework** to engage in complex, contested, connected world (EUGS,EUCO, Joint Comm)

2) engage people via a **participatory approach,** for instance facilitating dialogue between citizens in Europe and third countries and via co-creation (top-down or one-way information or communication is insufficient to gain *and keep* trust).

3) **be long-term** and include **follow-up** activities and **monitoring** (avoid one-off initiatives).

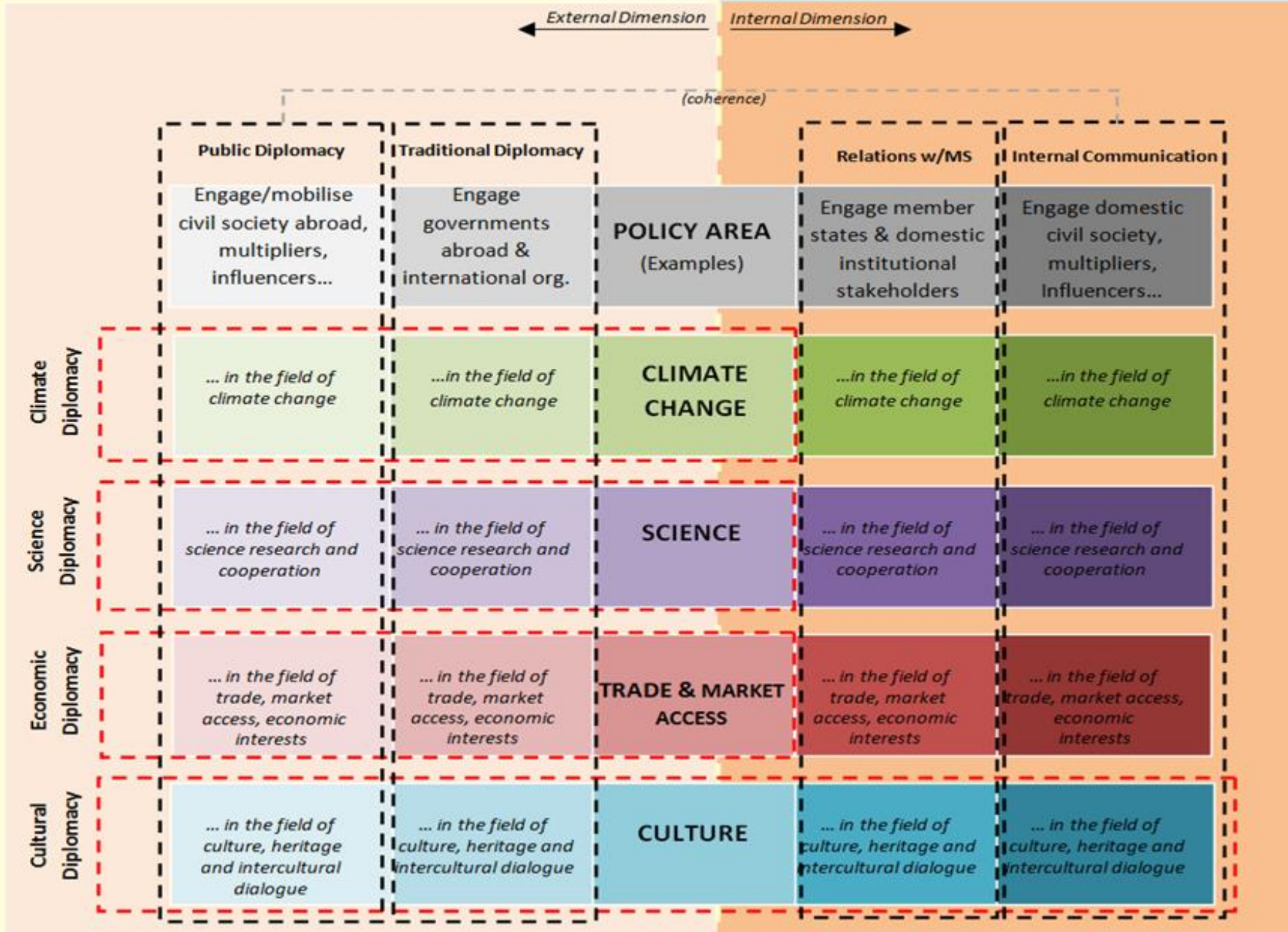
4) **be people-centred** (tailored to interests/perceptions, local hook, based on principles (EUGS)

5) **foster a joined-up approach across instruments/projects/services/EU DEL sections**: a coherent but flexible approach and methodology connect EU initiatives/projects and pool resources.

6) **develop partnerships**: as resources are limited and competition high, partnerships are key to sustainably reach our potential partners and **create clusters** of engagement opportunities (both in capital cities and beyond).

EU Global Strategy & "*A Stronger Global Actor*" *(Priority n.9)*

PD: a key foreign policy tool



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PD: institutional actors

External Dimension ← → *Internal Dimension*

MESSAGES should be coherent internally and externally and underpin some **NARRATIVE** "guided by our shared interests, principles and priorities (*cf. EUGS*).

TARGET AUDIENCES & PARTNERS (e.g. *influencers/multipliers, conveners, enablers)*

Academics & Students	Opinion makers, journalists, think tanks, policy/business communities	Civil society activists & NGOs	Cultural stakeholders, artists, creative industries, general public	*Others*

INSTITUTIONAL ACTORS & INSTRUMENTS

EEAS | **FPI**
- Press & Info budget
- Partnership Instrument (PI)
- Instr. contr. to Stability & Peace

EEAS leads on the External Dimensions (Strat. Comm, Strat. Planning, Global Issues Division, FPI.4)

DEVCO*
- DCI
- GPGC
- EIDHR

- EDF*

NEAR
- ENI
- IPA

Coordination on the ground
- EU DELs
- MS embassies, consulates, cultural institutes

EAC
- Erasmus+
- Alumni net.
- Creative Europe

CONNECT

COMM

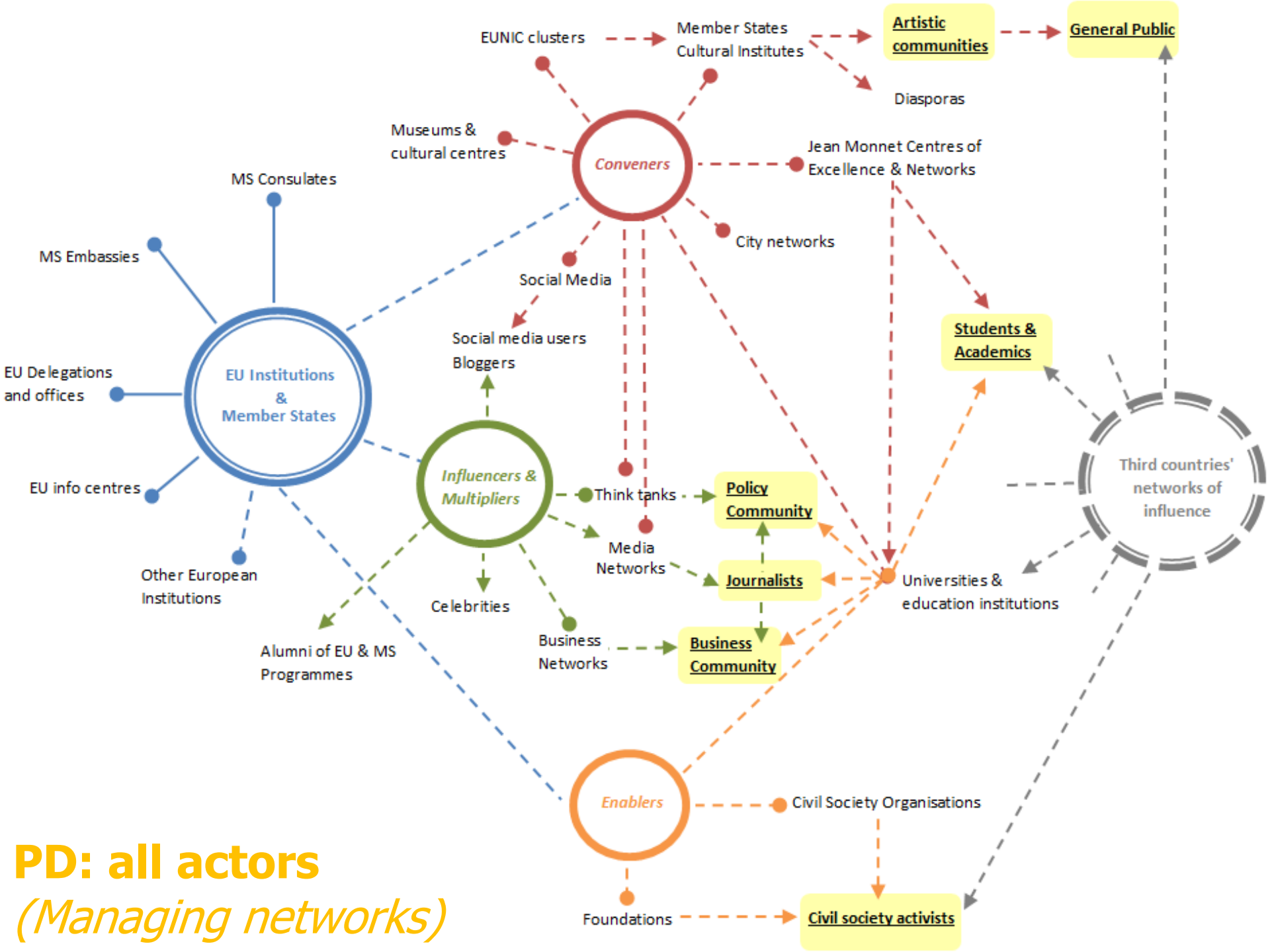
RTD
- Horizon 2020

Member States (HQ)*

EAC/COMM lead on the Internal Dimension

EU Reps in MS

European Parliament



PD: all actors

(Managing networks)

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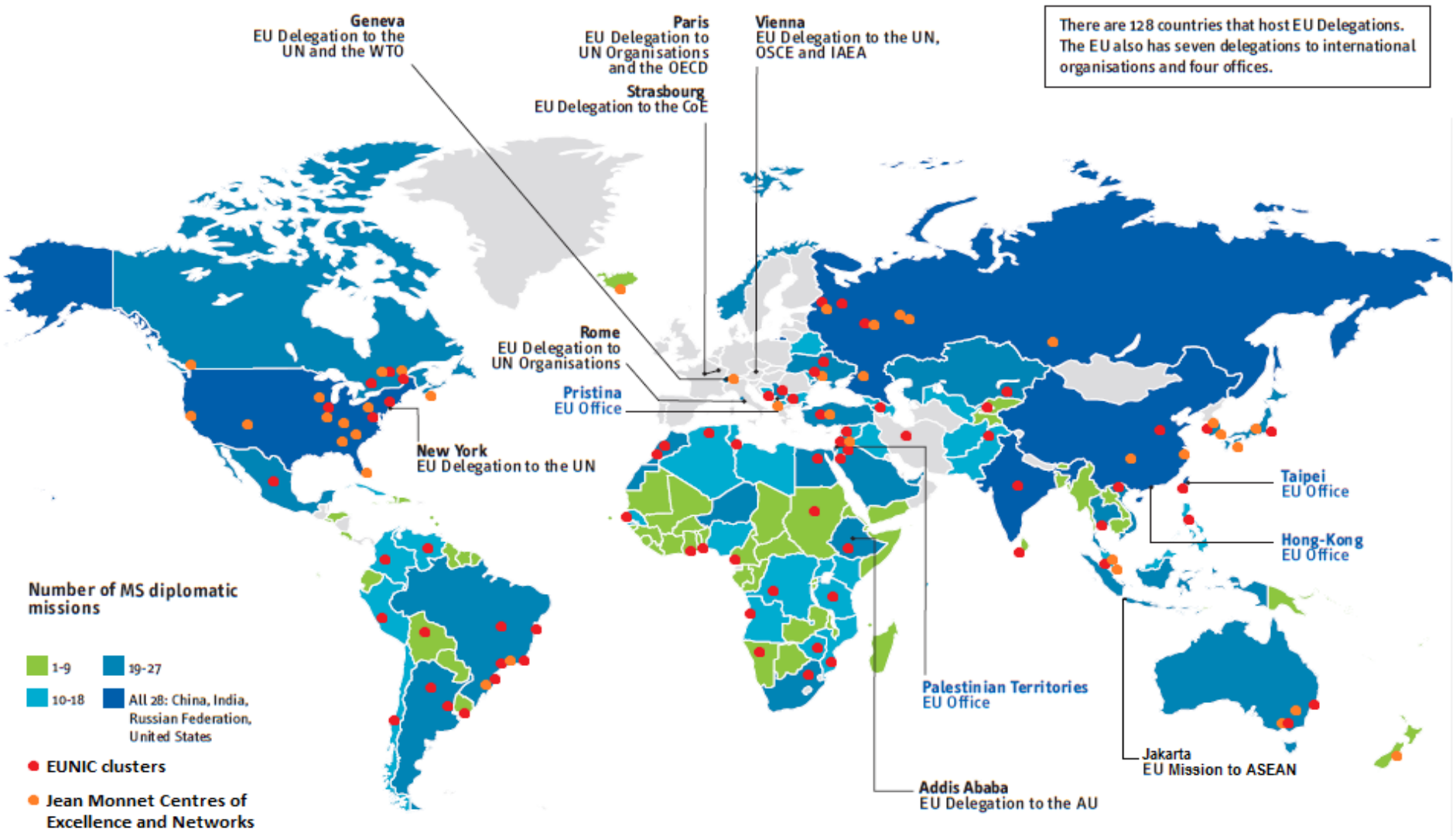
Public Diplomacy: the resources



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PD: the tools

- **Erasmus+, Jean Monnet Centres of Excellence, Networks, Projects (et al.):** allow you to reach out to academics and students;
- **EU Visitor Programme (EUVP)** allows you to engage future leaders knowledge
- **EU Alumni Engagement Initiative** to engage with Erasmus, Horizon2020 et al. (2018)
- **EU Policy & Outreach Partnership contracts** allow you to reach out to policy-makers and influencers in Brazil (Latin America), Canada, China, India Japan, Mexico (Central America), Russia, Indonesia, South Korea, USA;
- **EU Funded Projects in third country** (e.g. civil society) DCI, ENI, IcSP, PI, EIDHR, EDF, (CSDP?)
- **Cultural Diplomacy Platform** allows you to mobilise expertise in the field of cultural relations and mobilise growing network of cultural leaders
- **Film festivals at EU Delegations – Support for a repository of European films** to engage with local publics through additional resources to facilitate the organisation of film festivals, subtitling and side events (in certain countries) (as of 2018);

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What we do together?

Level of Ambition	Actors involved in the joined-up approach	Actions
Level 0 (status quo)		EU programmes are unrelated, no common PD framework.
Level 1	Commission services, EEAS	Better sharing of information & coordination among services in the field of communication/civil society engagement
Level 2	+ EU Delegation and Offices.	Link actions & reduce duplications (**streamlining**), strengthening flagship initiatives pooling funds of all instruments (**mainstreaming**). Programming/implementation/monitoring of PD-relevant initiatives via a coherent methodology regardless to the funding source/ instrument.
Level 3	+ MS embassies, cons. cultural institutes, private sector, NGOs	Develop joint local PD strategies in 3rd countries with EU DELs as facilitators. **Develop jointly cluster of engagement activities worldwide.** Exploit EU/EUNIC administrative arrangement.
Level 4	As above	Foster the European PD Network involving local actors and networks in a **participatory approach to programming, implementation and coordination.**
Level 5	+ MS in HQ, instit. stakeholders, private sector globally.	Develop shared PD approach: key target audiences and narratives per region. MS and other stakeholders could join selected efforts (i.e. variable geometry).

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Thanks for your attention!

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