



Citizen and substate public diplomacy

Katarzyna Rybka-Iwańska

Course on Public Diplomacy 2017

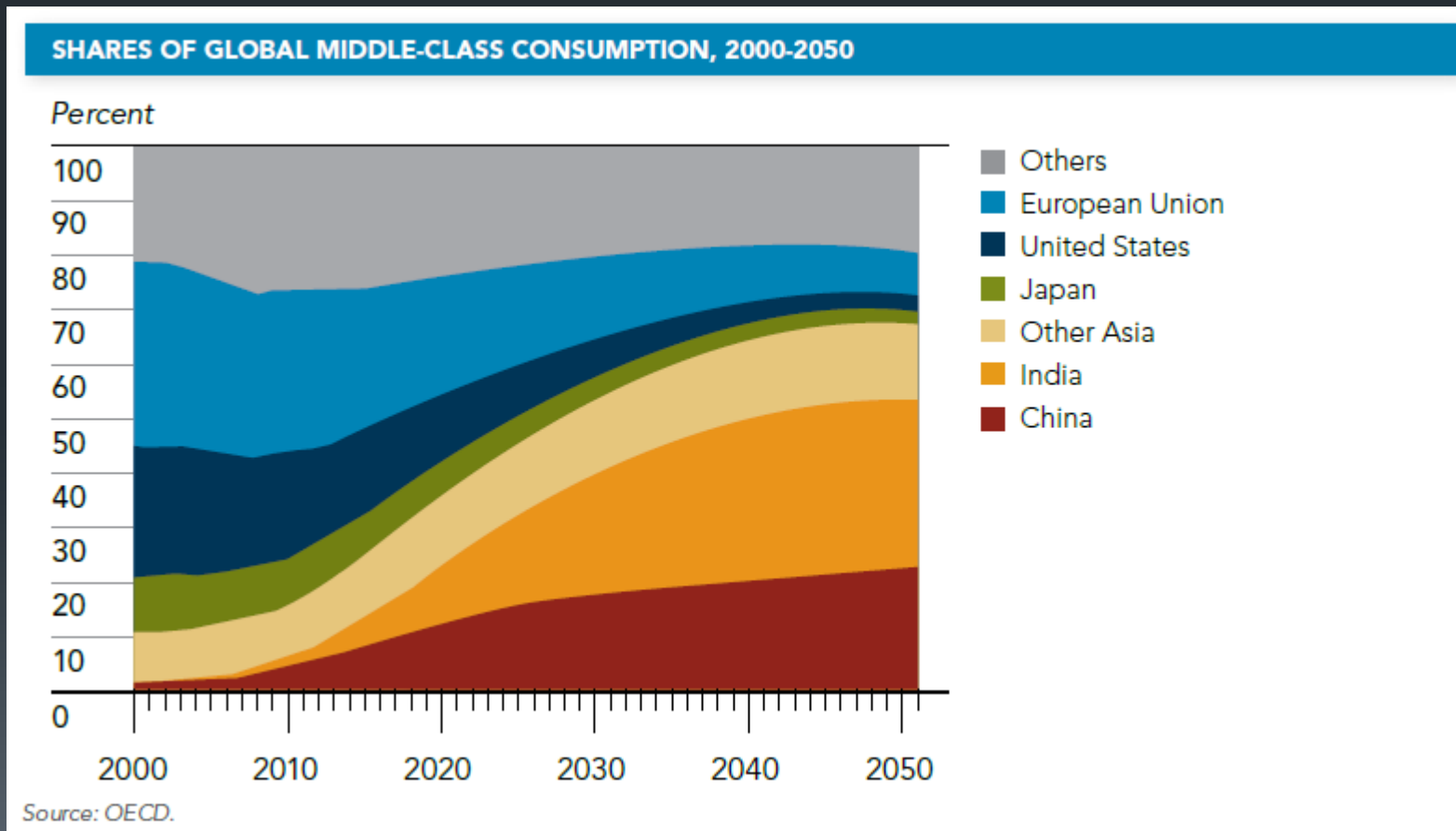


The empowerment of individuals

- Poverty reduction
- An expanding global middle class
- Education and the gender gap
- Role of communication technologies
- Improving health
- A more conflicted ideological landscape

Source: Global Trends 2030, National Intelligence Council.
<https://info.publicintelligence.net/GlobalTrends2030.pdf>

The empowerment of individuals



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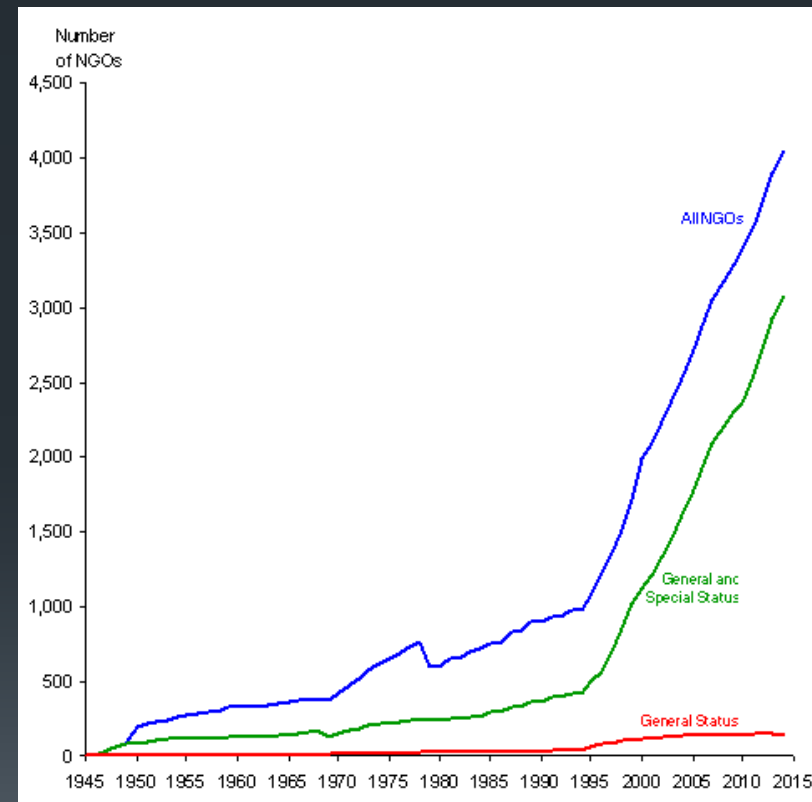


Civil society

- distinct from the state and market spheres, but closely interrelated with them
- what matters for diplomacy: self-organized **associations** (not necessarily formal groups) that engage in collective action that cross state boundaries
 - Setting the agenda
 - Providing expertise or services
- the principled character – **„the conscience of the world”** → „good groups” close to liberal Western norms or not necessarily?
 - At least not groups for whom overthrowing the state is a primary aim or whose tactics include frequent and intentional use of violence against people

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More and more NGOs



Source: <http://www.economist.com/news/leaders/21600683-communist-party-giving-more-freedom-revolutionary-idea-enter-chinese-ngo>
<http://www.staff.city.ac.uk/p.willetts/NGOS/NGO-GRPH.HTM>



What role can the civil society play in diplomacy

- Research
 - Outreach education
 - Advocacy and norm promotion
 - Agenda-setting
 - Lobbying governments and intergovernmental organisations to adopt and police laws, policies and courses of action
 - Implementing programs and delivering services and humanitarian assistance
 - Monitoring the implementation of international commitments
 - Direct action
- Engagement on various stages – from conceptualization through implementation to evaluation

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Setting the agenda

- When participants have a direct stake in the outcome or a personal ideological or expertise commitment
- Actors tend to specialise in the areas of intense preference, fighting for global attention and encouraging (insisting on?) states to act
- They are often ahead of the popular opinion in the causes they advocate for – and they also may shape public understanding of particular issues – „issue framing”, the power of narrative
- Grassroots groups, including women, sometimes find the world of global diplomacy to be a place there can be heard more clearly than they can at home → they make the diplomatic agenda widened
- But: not only the most „popular” issues should be tackled by international community (go beyond the headlines)

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A voice in negotiations

- Civil society organisations/associations usually act as junior/minor negotiations partners of states or international organisations
 - But: International Labour Organisation (ILO) makes labour and business equal partners with state representatives in all negotiations on labour issues
 - International Union for Conservation of Nature (IUCN) calls itself „a democratic membership union” – gov, NGO, scientist members as equals
- Sometimes they are not at all included, especially in delicate or classified matters – and very often they have to fight for their seat at the table
 - In such cases they focus on off-stage efforts to lobby governments – or they can physically destroy negotiations (the Seattle meeting of the WTO in 1999)
- Lobbying and/or/vs networking.

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The implementation of diplomatic agreements

- When new institutions, councils, boards are created
- When a systemic, regular evaluation is needed
- When regular reports/research is needed for, for instance, annual summits on certain issues
- When internationally agreed solutions need some support in some states to be implemented (pressing parliaments, governments, preparing legislation, etc.)
- When changes in daily behaviour have to be promoted (education, public diplomacy, media)
- When actions of states are not demanded or possible; replacement for governmental diplomacy, i.e. the role of the International Committee of the Red Cross and the Red Crescent Movement in conflict situations



World Wildlife Fund - WWF

- Established in 1961 as an international fundraising organisation to work in collaboration with conservation groups and bring substantial financial support to the conservation movement on a worldwide scale, now one of the largest independent conservation organizations, supported by 5 mln people and present in over 100 countries
- Supported and funded by celebrities: Leonardo di Caprio, Christian Bale, Kristen Bell, Gisele Bundchen, David Attenborough, Lars Ulrich, Andy Murray, Lucy Lawless and many others
- Ramsar Convention on Wetlands of International Importance (1971), Project Tiger (since 1972), TRAFFIC programme of IUCN, devoted to monitor trade in wildlife and of wildlife products (1976), the World Conservation Strategy with UNEP (1980) – etc.

Source: www.wwf.org



Human Rights Watch

- A nonprofit, nongovernmental human rights organisation established in 1978
- 400 staff members around the globe
- Country experts, lawyers, journalists and academics
- Produces reports and briefings (over 100 annually), works with the media, conducts targeted advocacy in the UN, the African Union, the European Union and others, as well as financial institutions and corporations → presses for changes in policy toward the protection of human rights and justice

Source: <https://www.hrw.org/about>



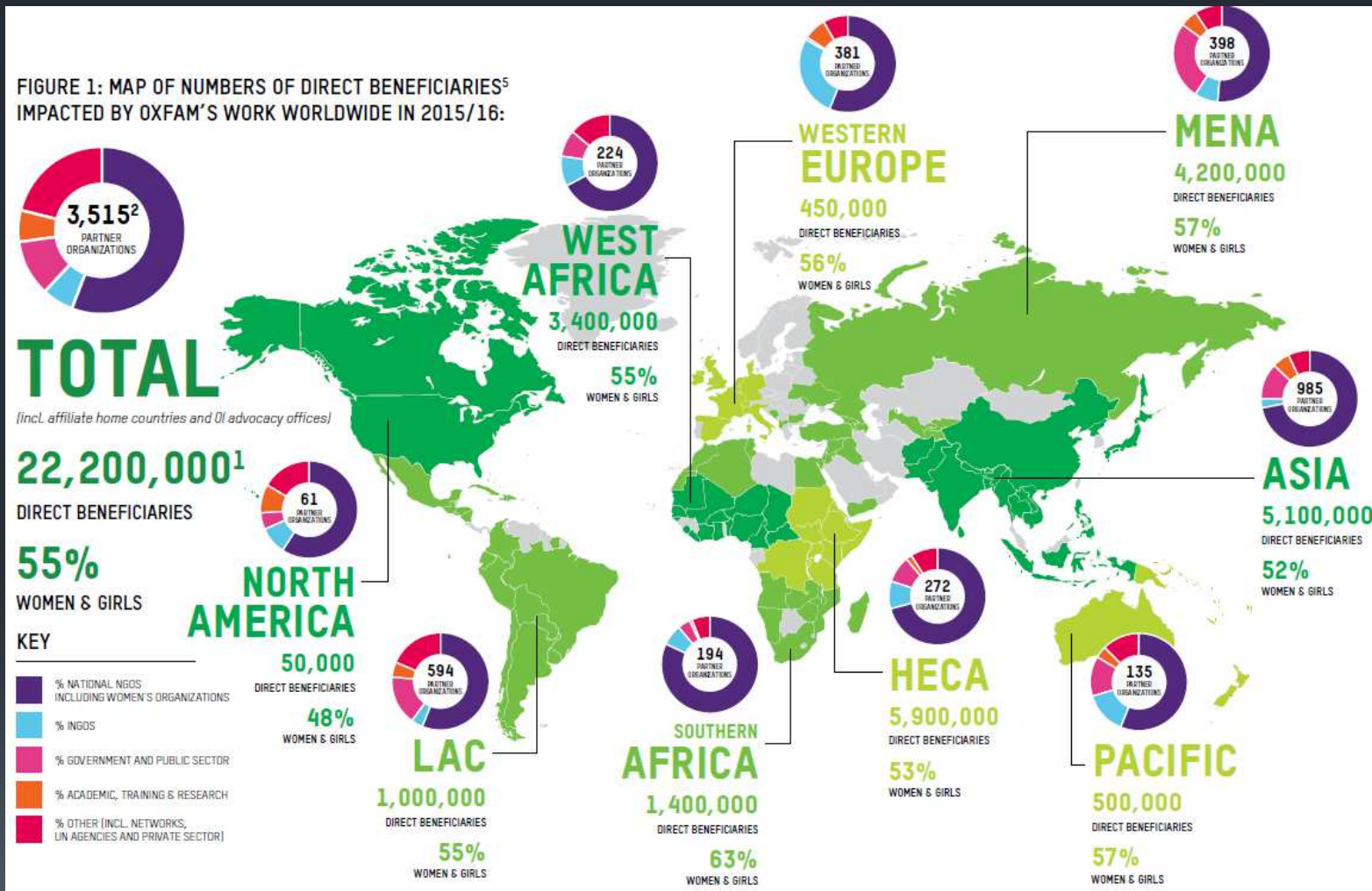
Oxfam

- A UK-based organisation operating in various countries across the world through „a confederation” of 17 Oxfam organisations, 10000 staff and 50000 interns/volunteers
- Devoted to human rights advocacy, fighting against injustice, inequalities and poverty
- 70 years of experience

Source:

https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/annual_report_2015_-_2016.pdf

FIGURE 1: MAP OF NUMBERS OF DIRECT BENEFICIARIES⁵ IMPACTED BY OXFAM'S WORK WORLDWIDE IN 2015/16:



Source:

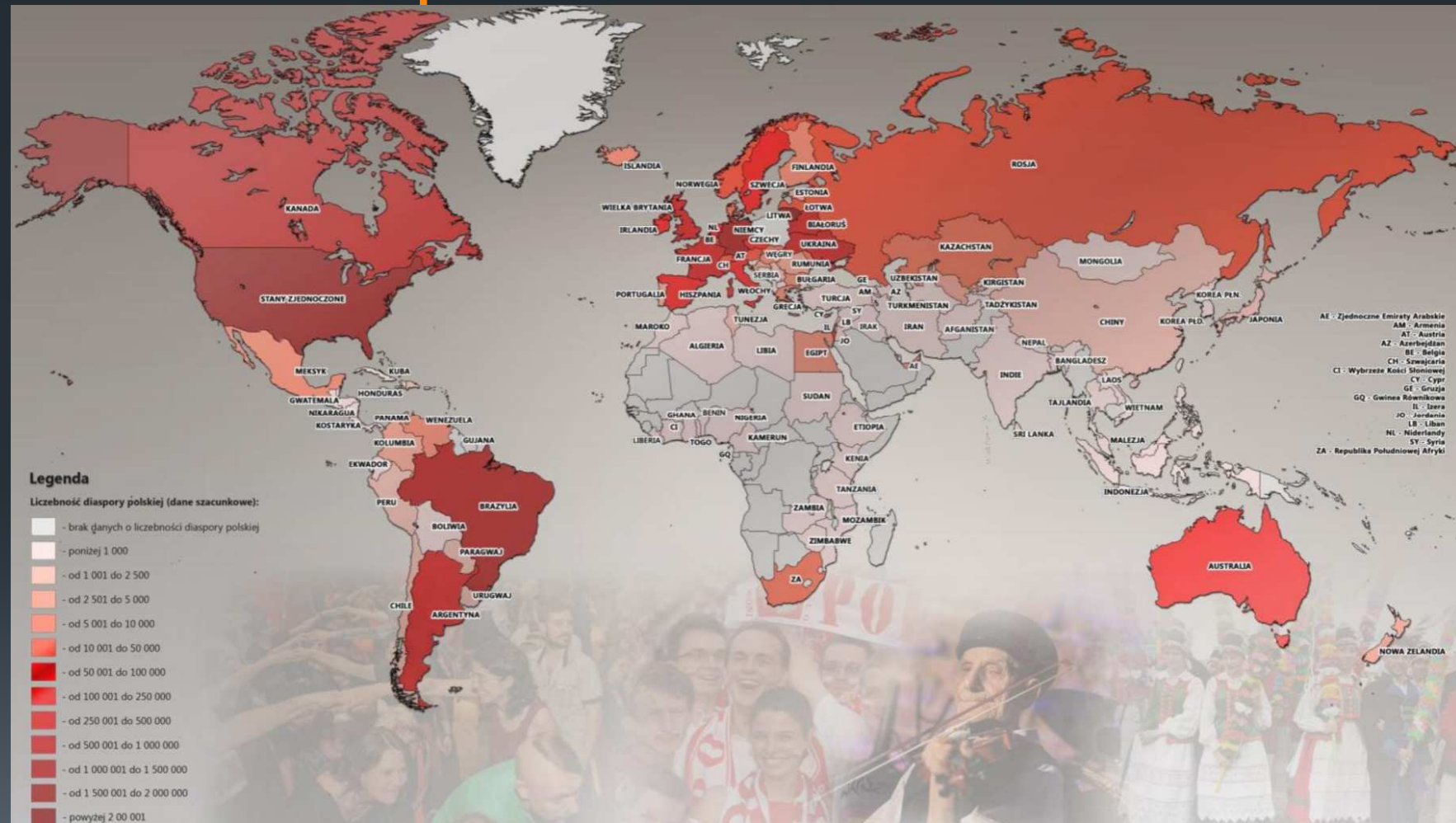
https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/annual_report_2015_-_2016.pdf



Diasporas

- There are two main fields of the cooperation/relationship between the state and diasporas:
 - Care/protection
 - Lobbying/promotion
- Diasporas merge with local populations and keep connections with their home countries
- They can care for their roots, history and culture – and they can support contemporary economic and political affairs/causes

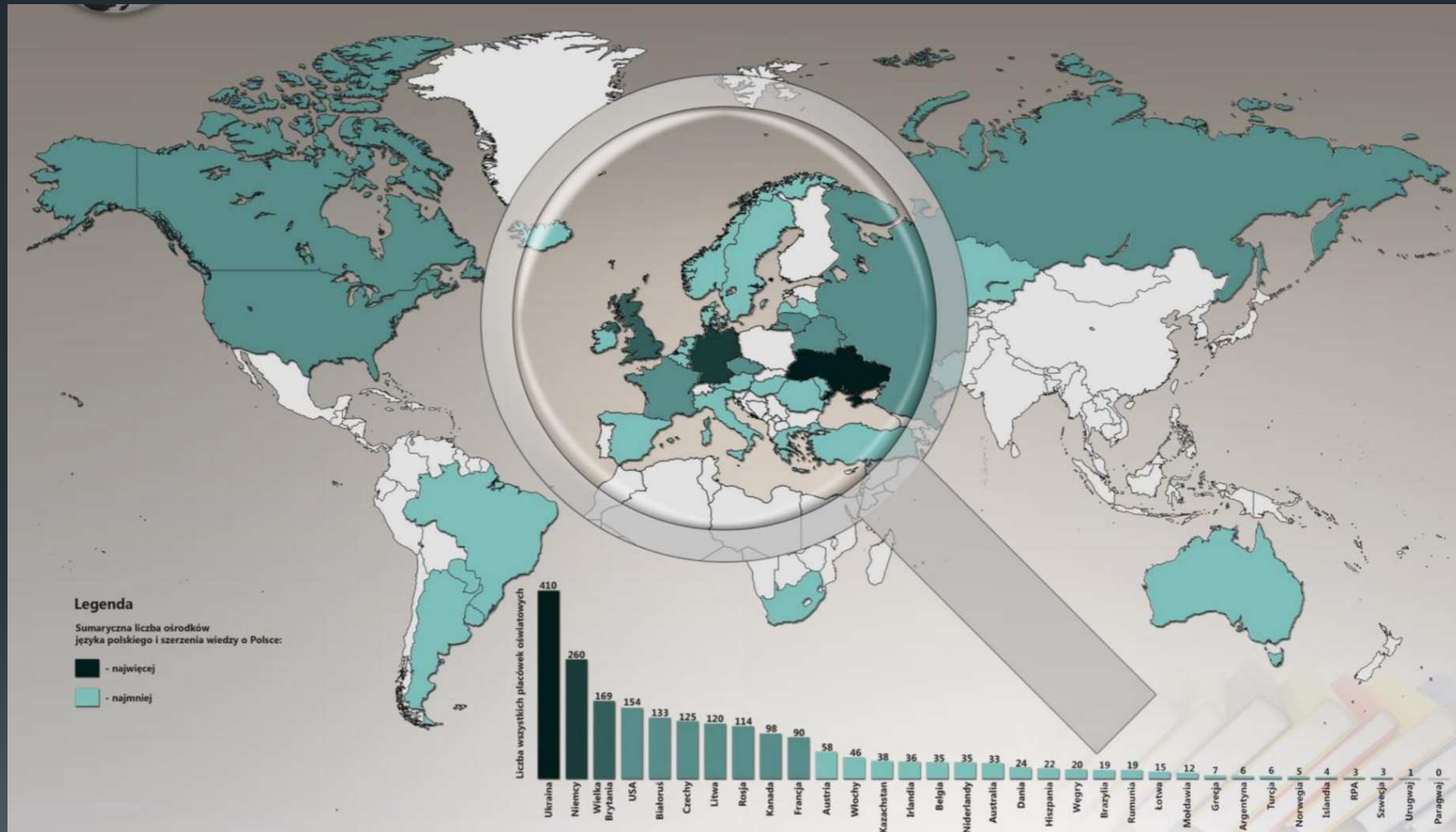
Polish diaspora in the world



Source:

http://www.msz.gov.pl/pl/polityka_zagraniczna/polonia/atlas_polskiej_obecnosci_w_swiecie/

Wanna learn Polish?



Source:

http://www.msz.gov.pl/pl/polityka_zagraniczna/polo_nia/atlas_polskiej_obecnosci_w_swiecie/

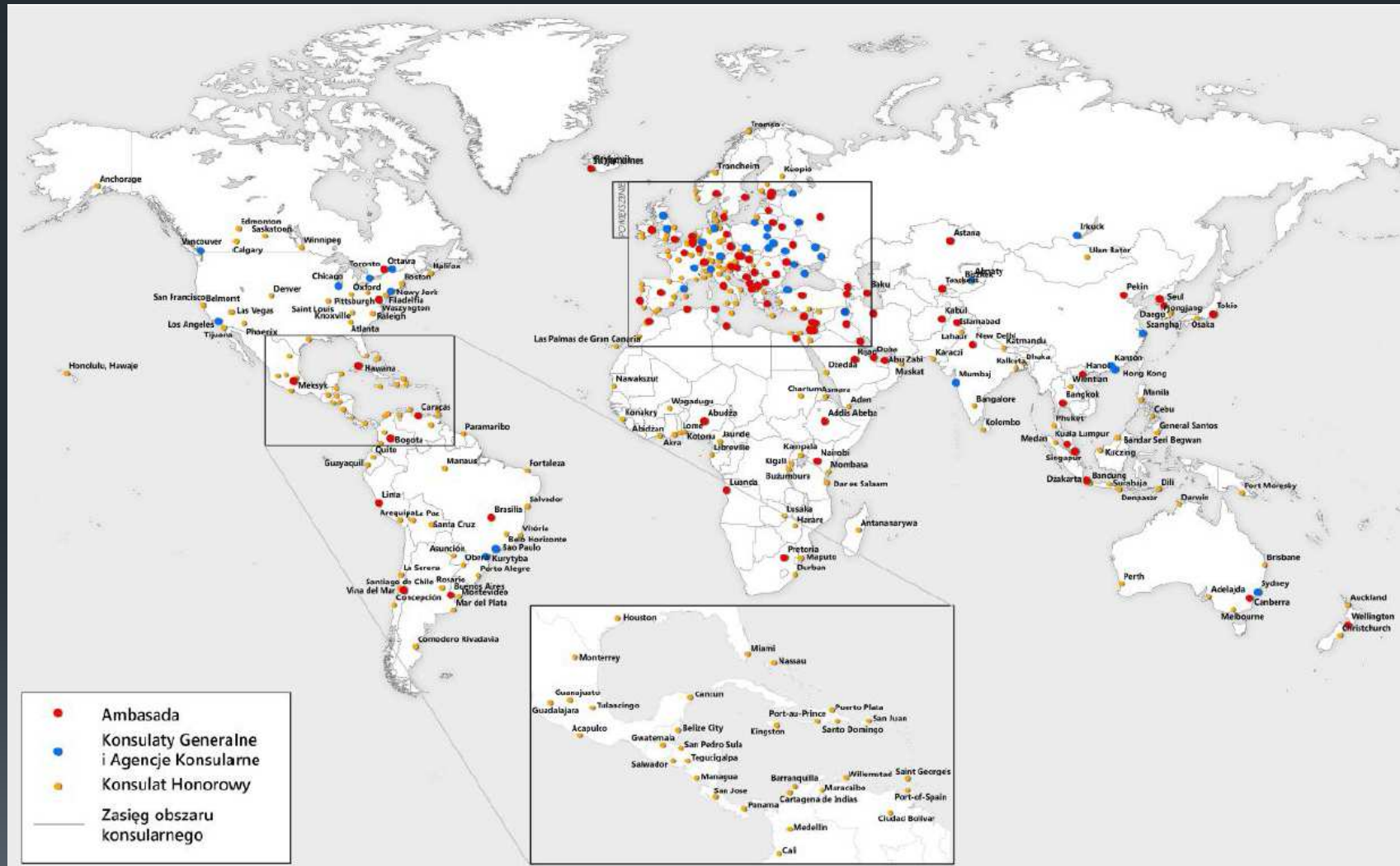
Polish diaspora organisations



Source:

http://www.msz.gov.pl/pl/polityka_zagraniczna/polonia/atlas_polskiej_obecnosci_w_swiecie/

Map of Polish embassies and consulates (2014)



Source:

<http://www.msz.gov.pl/resource/3d6a430a-d0c4-425a-8647-02ae7b4128f8:JCR>

Transnational/global corporations

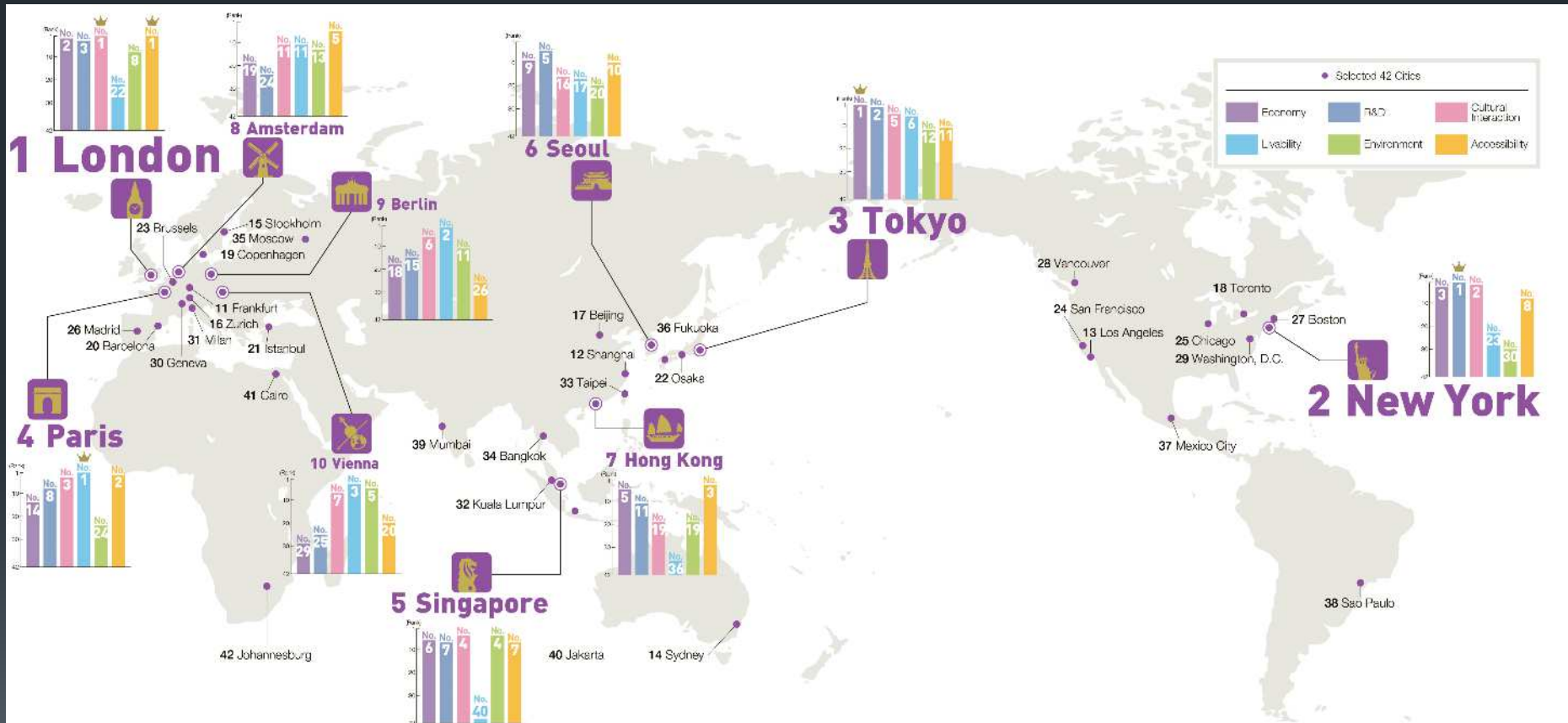
- First corporations of transnational character were established in colonies and dealt with agriculture, mining and fuels – now they operate in almost every business sector and they are located everywhere
- No state is autonomous economically – they do not have total control over their currencies and their foreign trade → no control or 100% surveillance over capital flows (a growing risk of currency crises)
- Corporations are able to avoid or diminish taxes, they are efficient in escaping controls and surveillance
- The structure of state's control over corporations causes complex conflicts between govs when regulations have extraterritorial range
- If regulations are to be successful, they have to be universal/global (a huge space for lobbying, also from the NGO side)



Global cities and their diplomacy

- More pragmatic (policy), less ideological (politics) than states
- Economically vibrant and innovative, interested in financial, human, intellectual capital and technological flows
- Active in terms of branding, image building, recognition – and also in finding solutions to urban problems and challenges (living conditions are key)
- Work rather in networks than in structured, formalised organisations
- They can support governments – and they can work against them or distance themselves from govts

Map of global cities



Source: http://mori-m-foundation.or.jp/pdf/09_WorldMap_2016.jpg

Cities make up 42 out of 100 biggest economies



Source: https://digital.thechicagocouncil.org/100-top-economies?_ga=1.60274733.167263611.1470045030

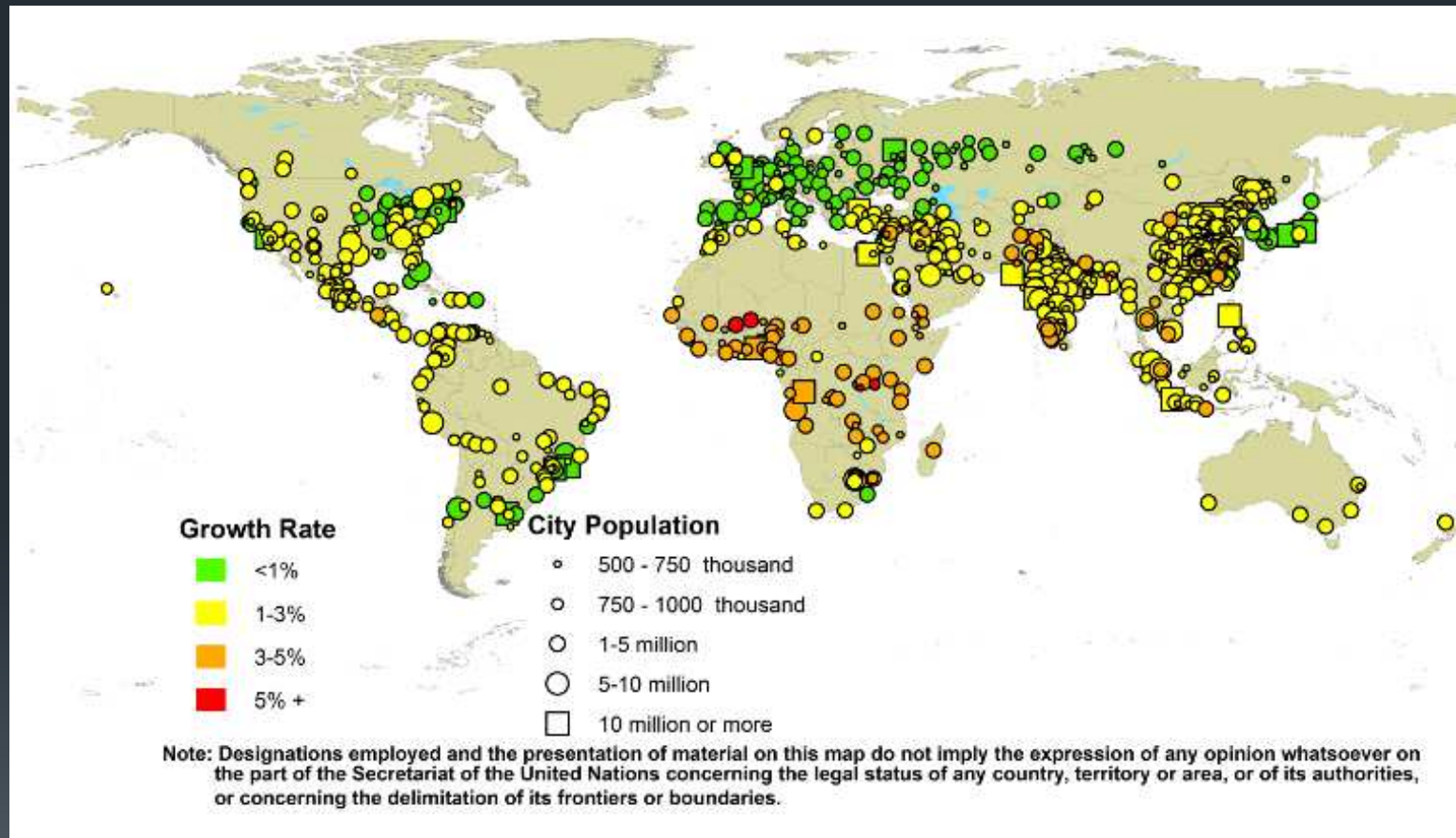
How big are cities?

Just two cities rank in the top 25 economies: Tokyo and New York, both with metropolitan GDPs of more than \$1 trillion. Relative to similarly sized national economies, their economic outputs place them among Canada, Spain, and Turkey. Below is how the 42 metropolitan areas stand in comparison to some national economies.

	Cities:			Select peer countries:
Quartile 1 (1-25)	Tokyo New York City			Canada Spain Turkey
Quartile 2 (26-50)	Los Angeles Seoul-Incheon London Paris	Osaka-Kobe Shanghai Chicago Moscow	Beijing Köln-Düsseldorf Houston	Philippines Columbia United Arab Emirates
Quartile 3 (51-75)	Washington, DC São Paulo Hong Kong Dallas	Mexico City Guangzhou Tianjin Singapore	Nagoya Shenzhen Boston Istanbul	Romania Austria Peru
Quartile 4 (76-100)	Philadelphia Suzhou San Francisco Taipei Jakarta Rotterdam-	Buenos Aires Chongqing Milan Bangkok Busan-Ulsan Atlanta	Delhi Toronto Seattle Miami Madrid	Czech Republic Qatar Portugal

Source: https://digital.thechicagocouncil.org/100-top-economies?_ga=1.60274733.167263611.1470045030

World urbanisation prospects



Source:

<https://esa.un.org/unpd/wup/Maps/citygrowth/citygrowth.aspx>



Questions for discussion

- What does the term „the empowerment of individuals” mean?
- How do you think, does civil society help foreign policy and global governance?
- What role do the diasporas play in foreign policies of their home and receiving countries?
- Why are consular affairs important for the image and the nation brand of a country?
- What kind of a role do global cities play in international relations?



Literature for the presentation and further reading

- Hochstetler Kathryn, *Civil Society*, in: Cooper Andrew F., Heine Jorge, Thakur Ramesh (red.), *The Oxford Handbook of Modern Diplomacy*, Oxford University Press 2013, p. 176-188;
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- Riordan Shaun, *Dialogue-based Public Diplomacy: a New Foreign Policy Paradigm?*, w: Melissen Jan (red.), *The New Public Diplomacy. Soft Power in International Relations*, Palgrave MacMillan 2005, str. 180-195;
- Lenihan Ronan, *How to Work with Public Opinion*, w: Stetter Rebecca, Lee Sunkyoung (red.), *How to Win Hearts and Minds?, Asia-Europe Foundation Public Diplomacy Handbook*, Asia-Europe Foundation 2016, str. 112-130:
<http://www.asef.org/images/docs/ASEF%20Public%20Diplomacy%20Handbook.pdf>



Thank you very much for your
attention!

Let's stay in touch:

<https://www.linkedin.com/in/katarzyna-rybka-iwa%C5%84ska-08856b133/>