

Asia-Europe Public Diplomacy Training Initiative

Face-to-face training
10 – 12 March 2015, Kuala Lumpur

1) Background

The Asia-Europe Public Diplomacy Training Initiative is a joint cooperation between the Asia-Europe Foundation (ASEF), the DiploFoundation, and the National Centre for Research on Europe (NCRE) – University of Canterbury.

The Initiative aims at improving the relations between Asia and Europe by enhancing public diplomacy efforts among the members of the Asia-Europe Meeting (ASEM) process. It provides a practical skills-oriented training with toolkits and training modules designed by expert public diplomacy practitioners and senior diplomats with the support of Asian and European diplomatic academies.

The programme comprises of two tutored online courses and two face-to-face workshops with the 1st online course and face-to-face workshop in Geneva being successfully implemented.

“The online chat session is dynamic, vibrant and mind-opening! All valuable experiences are shared, discussed and analysed among classmates which I found useful and current to the PD practice. The course coordinator and teaching staff were helpful and responsive professionals in their fields and offer insight perspectives on PD related practice.”

*Prapavadee Boonchuaykuakool
First Secretary, Ministry of Foreign Affairs of Thailand*

The course/training materials were developed based on the findings of ASEF’s dual perceptions studies, “EU through the Eyes of Asia” and “Asia in the Eyes of Europe”, which were conducted between 2008 and 2011. These studies offered insights into how the EU is perceived across Asia and vice versa from data collected in surveys among 18 different countries in Asia and Europe, including public opinion surveys with over 16,000 respondents, the analysis of over 9,000 news items and face-to-face interviews with over 450 influential figures in Asia and Europe. The studies revealed a limited public understanding of Asia in Europe and of Europe in Asia. The public diplomacy training curricula and toolkits incorporate this rich set of data and findings.

For more details about the programme and details of the training, kindly visit the following websites :

Asia-Europe Foundation (ASEF) <http://www.asef.org/projects/themes/governance/3160-asia-europe-public-diplomacy-training-initiative#3314-asia-europe-public-diplomacy-training-face-to-face>
Diplo Foundation (Diplo) <http://www.diplomacy.edu/capacity/asia-europe>

2) Training Objectives

The training provides insights for young diplomats and professionals into current perceptions. Through the training, participants will gain insights into the current perceptions of diplomacy efforts in Asia and Europe and how to incorporate public diplomacy skills into their daily work.

In particular, it will:

- Enable participants to deepen their knowledge of public perceptions of Asia and Europe, and how this affects their work
- Provide practical skills to formulate, develop and deliver effective public diplomacy campaigns through real-life examples and case studies
- Offer the opportunity to interact with counterparts from ASEM members and build networks

- Promote awareness of the different ASEM processes and bi-regional dynamics among young diplomats and professionals into current perceptions

3) Contributors to the Development of the Course Materials

- Professional trainers and academics from Asian and European diplomatic academies
- Senior diplomats
- Researchers
- Media and communications specialists

4) Themes

The workshop will cover the following themes:

- Introduction to public diplomacy
- The changing face of Asia-Europe relations
- Images and perception in public diplomacy
- How to work with media content
- How to work with public opinion
- How to use digital tools and social media
- How to interact with stakeholders (advocacy)
- How to manage public affairs

5) Target Groups

- Young diplomats in Asia or Europe Departments in ASEM Ministries of Foreign Affairs
- Diplomats posted at embassies in ASEM countries who are dealing with public diplomacy
- Representatives from government-related agencies (culture, tourism, trade and investment, etc.)

6) Profile of Candidates

- MA degree or equivalent or BA degree with at least 3 years of diplomatic working experience
- Currently working in an Asian-European context
- High proficiency in English
- Interested in communications and public diplomacy

7) Nomination Process

- Submission of nominations by ASEM Ministries of Foreign Affairs to the organisers (including name, position and email address)
- In parallel, completion of an online registration form by the candidate, together with a CV and motivation statement of 250 words. The registration form is available at the following [link](#).
- Deadline of submissions: Friday, 30 January 2015.
- Selected participants will be notified before 15 February 2015.

8) Timeline

The training is delivered to a group of max. 25 participants:

The 3-day face-to-face training Dates: 10 – 12 March 2015

9) Costs

The organiser's will provide 4 nights' accommodation in Kuala Lumpur, Malaysia, meals and refreshments as per the training programme and funding for direct return economy travel to Kuala Lumpur.

10) Funding

The project is funded by the Federal Ministry of Foreign Affairs of Switzerland and the Asia-Europe Foundation (ASEF). ASEF's contribution is with the support of the European Union. The 2nd face-to-face training is hosted by Institute of Diplomacy and Foreign Relations (IDFR).

11) Contact

Mr Andrej SKRINJARIC, Project Manager, DiploFoundation;
E: andrejs@diplomacy.edu; T: +381 64 2425287

Ms Grace FOO, Project Manager, Political & Economic Department, Asia-Europe Foundation (ASEF);
E: grace.foo@asef.org; T: +65 6874 9708

About the Partners

 <p>ASIA-EUROPE FOUNDATION</p>	<p>The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe.</p> <p>ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, sustainable development, economy, governance and public health.</p> <p>ASEF is a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).</p> <p>Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures.</p> <p>For more information, please visit www.asef.org</p>
 <p>DIPLO www.diplomacy.edu</p>	<p>DiploFoundation (Diplo) is an independent non-profit organisation established in 2002 by the governments of Switzerland and Malta. In 2009, DiploFoundation featured in the World e-Democracy Forum's list of 'Top 10 who are changing the world of Internet and Politics' and in 2013 among the Top 100 global NGOs in <i>Global Journal's</i> selection based on criteria such as impact, innovation, and sustainability. Diplo has received wide recognition for its work, including consultative status with the United Nations. Diplo's activities include training officials including diplomats and others involved in international relations; providing specialised and effective academic programs for professional diplomats; strengthening participation of non-state actors; providing capacity development programmes and using and developing tools for e-participation in global governance. http://www.diplomacy.edu</p>
 <p>NCRE NATIONAL CENTRE FOR RESEARCH ON EUROPE</p>	<p>In 2000, the forerunner to the National Centre for Research on Europe (NCRE) - the Centre for Research on Europe - was founded at Canterbury, New Zealand. In 2002 a grant from the European Commission was awarded and at this time the Centre became the NCRE. It remains the only EU-dedicated tertiary level centre in New Zealand. Since then, the NCRE has developed significantly in both academic and outreach activities, involving a variety of roles and mechanisms. It has also established an effective form of collaboration with four other New Zealand universities (Auckland, Victoria, Otago and Lincoln) and one Australian university (Melbourne) during this time. Above all, the NCRE has begun the essential process of encouraging and promoting a new generation of New Zealand graduates who have a high level of expertise and interest in the European Union (EU). www.europe.canterbury.ac.nz</p>



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