

ASIA-EUROPE PUBLIC DIPLOMACY TRAINING INITIATIVE

4th Online Training: 4 April – 12 June 2016

BACKGROUND

Public diplomacy involves any activity aimed at influencing the public – both foreign, as well as domestic –, understanding their attitudes to foreign policy, and shaping their views on these issues. Through these efforts, a dialogue can be established to inform and shape more positive perceptions to improve understanding and better communicate foreign policy priorities. For this reason, it is important that those actors responsible for improving the image of their country abroad have an understanding of how they are currently perceived, be it by the media, influential figures or the wider public. This ensures that new initiatives can be implemented to build on strengths, address the perceived misunderstandings and overall improve the relationship.

The “*Asia-Europe Public Diplomacy Training Initiative*” has been set up by the Asia-Europe Foundation (ASEF), the DiploFoundation (Diplo), and the National Centre for Research on Europe (NCRE), to help promote and facilitate skills training for diplomats and civil society actors. The aim of the initiative is to improve public diplomacy efforts between the countries of the [Asia-Europe Meeting \(ASEM\)](#) process. The Initiative utilises the findings of the existing ASEF dual perceptions studies, the *EU through the Eyes of Asia* and *Asia in the Eyes of Europe*, to develop toolkits and training modules focused on improving capacity among diplomats and civil society actors. The materials will benefit from the insights offered from the vast amount of information collected looking at how Europe is seen across Asia and vice versa.

The studies provide feedback from 18 different countries in Asia and Europe during a pivotal period for both regions. This feedback includes the results of public opinion surveys of over 16,000 respondents, the analysis of over 9,000 news items and the insights from face-to-face interviews with over 450 influential figures in Asia and Europe. The course materials/toolkits incorporate this rich set of data to provide unique insights for diplomats and professionals to develop a deeper understanding of the current perceptions and help them inform their work in promoting Asia-Europe relations. The course materials were also developed by public diplomacy experts and practitioners as well as senior diplomats with the support of Asian and European diplomatic academies.

PROJECT OBJECTIVES

The overall objective of the project is to:

- Improve knowledge and skills to promote deeper understanding between Asia and Europe.

Specifically, the project aims to:

- Produce toolkits, training materials, and an online course related to public diplomacy;
- Conduct online courses and face-to-face training sessions for diplomats and civil society actors.

ONLINE COURSE MODULES

Module 1: Public Diplomacy: An Introduction. Concepts and Methods

This module introduces participants to the theory of public diplomacy, its role in Asia-Europe relations, and the ASEM process. It looks in depth at the tools, methods and tasks needed for successful public diplomacy initiatives. The module will give participants a better understanding of current public diplomacy and provide a strong knowledge base for the rest of the course.

Module 2: The Changing Face of Asia-Europe Relations

This module looks at the changing realities in the context of Asia-Europe relations, and specifically at the ASEM process. The module focuses on current trends and issues as well as future insights likely to shape relations between Asia and Europe.

Module 3: Images and Perceptions in Public Diplomacy

This module introduces the Asia-Europe cross-perceptions studies and key findings. The module elaborates public diplomacy frameworks (techniques, tools, levels) and places them in the Asia-Europe context. The module equips participants with deeper comprehension on the use of perceptions-based research (public and opinion leader surveys, media analysis, etc.) and how such research can impact on producing better public diplomacy campaigns.

Module 4: How to Work with Media Content

This module introduces a range of techniques to gather, analyse, categorise and contextualise information from news media in a systematic way. Participants will explore how to use information to inform the public of diplomacy functions and how to measure the impact of public diplomacy activities.

Module 5: How to Work with Public Opinion

This module presents a range of techniques to gather, analyse, categorise and contextualise information from public opinion surveys, polls, barometers, indices and other instruments in a systematic way. Participants will be able to make use of these techniques in their outreach efforts and as a means to measure the impact of existing public diplomacy efforts.

Module 6: How to Use Digital Tools and Social Media

Diplomatic activities are increasingly supported by Internet tools. Diplomats rely on the Internet to find information, communicate with colleagues via e-mail, and negotiate draft texts in electronic formats; diplomats are also increasingly using new social networking platforms to enhance their communication for and with the public. This module focuses on opportunities and challenges Internet tools offer for diplomatic activities and introduces various e-diplomacy tools with a special focus on social media.

Module 7: How to Interact with Stakeholders (Advocacy)

This module focuses on how to identify, map and engage with key decision-, policy- and opinion-makers from media, civil society, the private sector, academia, and government. Participants will learn how to select, approach and engage in a dialogue with relevant stakeholders to communicate their positions, and how to influence and build networks for information gathering and future initiatives.

Module 8: How to Manage a Public Diplomacy Campaign and Public Affairs

Diplomats need to interact regularly with the general public to shape opinions and to maintain a positive presence at international debates even in times of crisis and. Drawing on experience from recent successful public affairs ventures, participants will learn how to plan, organise and manage public events ranging from business forums to academic exchanges, sports, cultural, and tourism campaigns. They will acquire skills and techniques to deal with advertising agencies, consultancies and public relations firms.

EXPECTED PARTICIPANTS (up to 25 participants)

- 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.)

EXPECTED PROFILES OF CANDIDATES

- MA degree, or equivalent, or BA degree with at least 3 years of diplomatic working experience
- Currently working in the Asia-Europe context
- High proficiency in English
- Interested in communications and public diplomacy

NOMINATION PROCESS

- Submission of nominations by ASEM Ministries of Foreign Affairs to ASEF and DiploFoundation (including name, position and e-mail address)
- In parallel, completion of an online registration form by the candidate, together with a CV and motivation statement of 250 words. The registration page is available at the following link: <http://learn.diplomacy.edu/registration/apply.php?CMD=VIEW&idProgramme=176>

- Deadline of submissions: Friday, 25 March 2016
- Selected participants will be notified by 1 April 2016.

COST

The cost of participation in the training is covered entirely by the organisers.

CONTACT




Mr Andrej SKRINJARIC, DiploFoundation

E: andrejs@diplomacy.edu; T: +381 64 2425 287

Ms Sunkyoung LEE, Asia-Europe Foundation (ASEF)

E: sunkyoung.lee@asef.org; T: +65 6874 9707

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. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development.</p> <p>ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).</p> <p>Together with about 750 partner organisations ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 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'. 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. 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. 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).</p> <p>www.europe.canterbury.ac.nz</p>



Supported by the Federal Department of Foreign Affairs of Switzerland



ASEF's contribution is with the financial support of the European Union.