

PUBLIC DIPLOMACY STRATEGY

1 PURPOSE

The purpose of this strategy is to inform activity by public diplomacy partners and identify a common agenda around which they can focus their collective efforts. Some of this activity will be joint; much will be separate but complementary. The aim is that the overall impact of this activity should be more than the sum of the parts.

2 STRATEGIC OBJECTIVE

To understand and improve foreign perceptions of the UK

- so that we are increasingly seen and appreciated as modernising, diverse, creative, successful and relevant
- with a lively, inclusive, open and welcoming people
- in order to underpin our political and cultural influence, commercial competitiveness, and ability to attract visitors, students, investment and talent.

3 CORE NARRATIVE

Information services, promotion of the UK and policy presentation should be informed by, and seek to communicate, the following two key messages about the UK:

- i) We are building dynamically on our traditions, renewing and modernising our society through our:
 - Creativity and innovation, including in the creative industries, arts, sciences and industry.
 - Openness to new ideas and new people.
 - Regional, national and cultural diversity.
 - Institutional adaptability, as seen in devolution and constitutional change.
- ii) We are principled and professional, as shown in our:
 - Global engagement in the UN, EU, Commonwealth, international peacekeeping and more generally.
 - Reliability, straight dealing and trustworthiness in business and international affairs.
 - Commitment to justice, human rights, the rule of law and international security.

4 KEY AUDIENCES

We want perceptions overseas to be as up-to-date and positive as possible generally, and in particular amongst influential, informed and educated people.

There is no single global audience for HMG's collective public diplomacy efforts. For example, the FCO and British Trade International will often wish to focus on business and political opinion formers and decision-makers; the British Council on the successor generation; and Visit Britain on those who might visit the UK. But these audiences overlap; and there will be considerable scope for joint action on specific public diplomacy projects and campaigns.

5 GEOGRAPHICAL PRIORITIES

- Major transitional countries (eg China, Brazil, India, Russia, South Africa).
- EU accession states (in Central and Eastern Europe).
- Key Islamic countries (eg Egypt, Saudi Arabia, Iran, Pakistan, Indonesia).
- Major developed countries (eg Japan, France, Germany).
- The USA (which is sufficiently distinct from other major developed countries to warrant its own category).

6 PRIORITY THEMES (IN THE FORTHCOMING THREE YEARS 2003-06)

- The UK as a principled player in the international arena, with a strong civil society, active NGOs and a commitment to individual liberty.
- The UK as a business, political and governance partner of choice in a globalising world (particularly in the EU accession states and major transitional countries).
- The UK as a modern, diverse and innovative country, with devolved systems of government allowing the different parts of the UK to play to their strengths.
- The UK as a world leader in science and technology (particularly in the USA and other major developed countries).
- The UK as a world class destination for study, training and tourism (in major educational and tourist markets).

7 KEY OPERATING PRINCIPLES

We shall:

- A. clarify the comparative strengths of the public diplomacy partners, identify overlaps and maximise complementarity.
- B. listen and work together on public diplomacy priorities where value is added by a joined-up approach.
- C. work with others, including the business and diaspora communities and NGOs.
- D. base what we do on research, build in performance measures at the design stage, monitor implementation and evaluate results.
- E. plan ahead, so that major public diplomacy initiatives meet strategic priorities.

May 2003

PUBLIC DIPLOMACY STRATEGY: ACTION PLAN

The Public Diplomacy Strategy Board will oversee the following activities:

- **A joint programme of tracking research**

Project Group established March 03. Tender process is underway: contract to be awarded in July, fieldwork to be completed before Ramadan, first survey to be complete by end December 03.

- **A joint programme of major campaigns**

John Sorrell and David Green to organise a workshop (preferably before the PDSB meets in July) to share understanding on the strategic priorities and comparative strengths of each organisation, to draw up a set of criteria to help us decide on our future programme of campaigns and to generate ideas for possible campaigns in 2005-07.

- **A single database of positive stories about the UK to underpin the core narrative**

Work is ongoing. Secretariat is to coordinate.

- **A grid of future public diplomacy activities in the key countries**

Circulated April 03. Secretariat is to update.

- **Sufficient funds to implement this**

Action plan for dialogue with Regional Development Authorities and others agreed at PDSB, 1 May.

- **Communication**

Board members to communicate strategy to internal audience from 9 May; communication to wider audience to be kept under review (see minutes of 1 May meeting for more details).