



British
High Commission
Dhaka

PUBLIC DIPLOMACY STRATEGY 2001

Successful Public Diplomacy is the effective presentation and promotion of the United Kingdom's image, values and policies overseas. It is an essential element of our work to promote and protect Britain's national interests.

Our main Public Diplomacy Targets for 2001 are:

- # To promote the image of a modern, forward thinking Britain*
- # To encourage political development/reform in Bangladesh*
- # To encourage economic development in Bangladesh*
- # To promote the scale and success of the UK's Aid Programme in Bangladesh*
- # To promote the UK as a source of high quality goods, services and investment*
- # To emphasise UK's creativity and innovation in technology, arts and design*
- # UK education is of the highest quality and excellent value for money*
- # The UK offers a firm, fast and fair visa service*
- # The UK provides efficient and effective consular services with Citizens Charter targets*

We should all be focussing on the above targets to ensure our Public Diplomacy Strategy is at the forefront of the work undertaken throughout the Mission. Please keep them in mind at all times.



Key Public Diplomacy Objectives in Bangladesh

The following tables identify our principal PD messages, their target audiences and location, together with the means by which the messages can be delivered. Annex (B) identifies all our current means of delivery.

Objective 1 – *To encourage political, economic and social development/reform in Bangladesh and South Asia focussing on human rights and good governance.*

Message	Target	Places	Means
UK's 2 nd largest Aid Programme in Bangladesh - commitment to poverty alleviation	Media, Opinion formers, Policy makers	Countrywide	Aid Projects, DFID Publications, Media Visits to projects
UK supports and promotes democracy and rule of law UK supports and promotes adherence to International Human Rights norms	GOB, Opposition, Civil Service, NGOs, Police, Military	Dhaka	Press releases, Info. Services, Chevening, HRPF, NDC/ASSIST, Public Speaking prog, GOB lobbying, Sponsored Visits. Public HR events (workshops etc)

Objective 2 – *To develop trade/investment/education and ELT links between UK and Bangladesh and to increase UK's market share*

Message	Target	Places	Means
UK is a source of high quality goods and services UK companies are responsible investment and joint venture partners	Business Community, GOB, Media	Country wide	Commercial tours, Chamber Presentations, Website, Comm. Newsletter, Promotional material
UK offers uniformly high quality value for money education services. - now possible to self finance studies	English medium schools and universities, Media	Major population centres	BC visits, Speaking prog, Press Releases, UK Institutions Promotional visits



Objective 3 – Maintenance of high quality Consular/Immigration Services

Message	Target	Places	Means
UK offers firm, fast fair visa service - resources permitting	Visa customers, Media, GOB	Dhaka, Sylhet Chittagong UK Bangla community	Meetings with journalists and other interested BHC visitors, press releases, visit programme, information displays and leaflets, Website, BHC Office Sylhet, ETV
UK provides efficient and effective consular services in compliance with Citizen's Charter targets. - concerned about forced marriages	British residents, and visitors	Countrywide Sylhet	Consular registration, Consular Warden network, visit programme, travel advice and Newsletters, Website, BHC Office in Sylhet Meetings with journalists and other interested parties, press releases

Objective 4 – To promote the image of modern Britain

Message	Target	Places	Means
Britain is a modern, dynamic multicultural society Britain is creative and innovative in technology, arts and design	Media, Young people, Policy makers, Opinion formers, Business community, Educational Institutions	High Commission, British Council, BCIC premises. Major Population Centres	Publicity material; speeches (incl by visiting UK VIPs) Info. Material distribution, Chevening Scholarships, Sponsored Visits, BHC Commercial newsletter, Website

Press & Public Affairs Section

Press and Public Affairs Section exists to help the High Commission as a whole achieve its objectives and publicise its achievements. We are here primarily to get as much positive coverage as we can for your work – in the interests of UK plc. We are your channel to and with the media, so please keep us informed of your requirements and we will endeavour to inform everyone else.



Introduction

Public Diplomacy is a core FCO function and a challenging one, which involves everyone in the FCO, senior and junior, UK-based or national staff. We all have a role to play in projecting a dynamic, up to date picture of the UK. To do this effectively we need to adopt a lively and flexible approach to put across our key messages to the right audiences at the right time. The Secretary of State, in his inaugural speech said: “We will continue to meet the challenges of global change by building alliances and forging common goals.” This can only be achieved through a clear, modern Public Diplomacy Strategy.

The FCO has one objective and one Public Service Agreement (PSA) that specifically covers Public Diplomacy – *“Pivotal influence world-wide over decisions which affect UK interests; positive foreign perceptions of the UK; authoritative, comprehensive information on foreign issues for UK decision takers”*. To achieve this objective we must all work together.

British High Commission Dhaka

All members of the High Commission, (FCO and DFID) and British Council are encouraged to read this paper and to familiarise themselves with our PD Objectives. They should consider whether effective use is being made of any Public Diplomacy opportunities within their respective organisations/sections and be encouraged to offer their own views to either Section Heads or members of the PD Committee (see Annex A).

All Section Heads should familiarise themselves with the material and services available from Press & Public Affairs Section (Annex B) and consider whether these could be put to more effective use within their respective sections.

The Public Diplomacy Committee will set time frames and quantitative goals for the objectives agreed during the quarterly meetings. PPA will monitor the progress of these objectives and the PD Committee will also review the situation at its next meeting.



ANNEXE A

PUBLIC DIPLOMACY COMMITTEE

The Public Diplomacy Committee is chaired by Kristian Sharpless, Second Secretary, Press & Public Affairs/Commercial and made up of the following members:

Mr Stephen Turner, Deputy High Commissioner

Peter Troy, Head of Management, DFID Bangladesh

Carl Reuter, Director British Council

Mike Johnson, First Secretary, Consular/Immigration

Andrew McAllister, Second Secretary, Commercial

Graham Clough, Second Secretary, Political

Nazneen Ferdousi, P&PA Officer



ANNEXE B

LIST OF INFORMATION MATERIAL DISTRIBUTED BY PRESS & PUBLIC AFFAIRS SECTION

1. Tapes (TV)

Weekly

- British Satellite News (BSN) supplied to ETV.

Monthly

- UK Today supplied to Probe Visuals

2. Tapes (Radio)

Weekly

- Eco-Watch } All supplied to Bangladesh Radio
- UK / OK }

3. Print

Daily

- Verbatim Service } Supplied to
- Newspapers (Newspaper Presentation Scheme) } targeted recipients

Weekly

- This Week in Britain (with Weekly Newsletter) } Supplied to
- Magazines & Periodicals } Media and GoB

Fortnightly

- Focus International } Supplied to Academia,
- Spotlight Britain } Media and GoB

Monthly/Bi-monthly

- Newsletter (Commercial)
- Exhibition Notebook (Commercial)
- New Products in Britain (Commercial)

Yearly / On Order

- Britain Handbook } Supplied to targeted
- FCO Booklets } recipients