

ASIA-EUROPE PUBLIC DIPLOMACY TRAINING INITIATIVE

4th Face-to-face Training
5-9 December 2016 / The Hague, Netherlands

BACKGROUND

Public diplomacy involves strategies and activities aimed at influencing both the foreign and domestic public, understanding their attitudes towards foreign policy and shaping their views on related issues. These efforts help establish a dialogue across borders that improves understanding of each other, and shapes more positive perceptions of a country's foreign policy priorities or an organisation's international relations. For this reason, it is important that those actors responsible for improving the image of their country or organisation have a well-informed understanding of how they are currently perceived. This ensures that new initiatives can be implemented to build on strengths, address any perceived misunderstanding, and improve the overall relationship.

As a contribution to public diplomacy efforts of the 53 [Asia-Europe Meeting \(ASEM\)](#) Partners, the [Asia-Europe Foundation \(ASEF\)](#) established the Asia-Europe Public Diplomacy Training Initiative in 2013, in partnership with the [DiploFoundation \(Diplo\)](#) of Switzerland and the [National Centre for Research on Europe \(NCRE\)](#) of New Zealand. Partners have since conducted 4 tutored online courses and 3 face-to-face workshops; nearly 200 participants have benefited from the training. The upcoming 4th face-to-face training will be hosted by Netherlands Institute of International Relations "[Clingendael](#)".

The training materials of the Initiative utilise the findings of the ASEF dual perceptions studies, "*The EU through the Eyes of Asia*" and "*Asia in the Eyes of Europe*". The findings are drawn from the results of public opinion surveys, the analysis of news items in major media outlets, as well as insights from face-to-face interviews with influential people from 21 different countries across Asia and Europe. Toolkits and training modules were also designed by public diplomacy experts and practitioners as well as senior diplomats with the support of Asian and European diplomatic academies.

OBJECTIVES

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:

- 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
- Increase networking opportunity for ASEM diplomats to share their experiences and promote deeper understanding of Asia-Europe relations
- Promote awareness of the ASEM process and bi-regional dynamics among diplomats

TRAINING TOPICS

- ASEM/ASEF & Asia-Europe relations
- Digital Diplomacy
- Cross Perceptions of Asia & Europe
- Crisis Communication

- International Negotiations
- Intercultural Communication
- Public Diplomacy & Branding

In addition to the above-mentioned topics, a work visit to international organisations and diplomacy institutes, as well as experts' roundtable discussion will be organised.

EXPECTED PARTICIPANTS (up to 25 participants)

- Young diplomats in Departments dealing with Asia, Europe, or ASEM in the Ministries of Foreign Affairs or equivalent of the ASEM Partners
- Diplomats posted by ASEM Partners to ASEM countries who are dealing with public diplomacy
- Representatives from government 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
- Interest in public diplomacy and communications

NOMINATION PROCESS

- Submission of nomination by ASEM Ministries of Foreign Affairs or application by individuals/organisations to ASEF staff in charge (see "CONTACT" below) via e-mail, including:
 - Nominee/candidate's CV
 - Motivation Statement of 250 words (What motivated you to take this public diplomacy training? How do you plan to apply skills acquired from/enhanced by this training to your daily work?)
- Deadline of submissions: **Friday, 28 October 2016**
- Notification of selected participants: Friday, 4 November 2016

TRAVEL COSTS

The organisers will cover:

- Airfare on point-to-point economy class and/or train ticket to travel to/from The Hague through reimbursement
- 6 nights of accommodation in The Hague with check-in on 4 December and check-out on 10 December
- Meals and refreshments during the training programme

CONTACT

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