

Asia-Europe Public Diplomacy Training Initiative

5th Online Course (3 July – 8 September 2017) &
5th Face-to-face Training (9-13 October 2017, Indonesia)

TRAINING LEAFLET

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 4 Face-to-face Trainings; 215 young and experienced diplomats and representatives from the civil society have benefited from the training.

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 Online Course and Face-to-face 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.

STRUCTURE AND CONTENT

Selected participants will take part in a 10-week Online Course and a 4.5-day Face-to-face Training in Indonesia (city is to be confirmed). Participation is mandatory for both the Online Course and Face-to-face Training.

1) 5th Online Course (3 July – 8 September 2017)

The Online Course will be conducted from 3 July to 8 September 2017. Over the course of 10 weeks, participants will learn about the theories and concepts of public diplomacy, as well as develop practical skills and techniques to construct innovative public diplomacy campaigns and strategies in the context of Asia-Europe relations.

The Online Course consists of the following 8 modules:

- Module 1: Images and Perceptions in Public Diplomacy
- Module 2: The Changing Face of Asia-Europe Relations
- Module 3: Public Diplomacy: Concepts and Methods
- Module 4: How to Work with Media Content
- Module 5: How to Work with Public Opinion
- Module 6: How to Use Digital Tools and Social Media
- Module 7: How to Interact with Stakeholders (Advocacy)
- Module 8: How to Manage a Public Diplomacy Campaign and Public Affairs

2) **5th Face-to-face Training (9-13 October 2017) in partnership with the Directorate General of American and European Affairs and the Centre for Education and Training of the Ministry of Foreign Affairs of the Republic of Indonesia (MOFA Indonesia)**

Following the completion of the Online Course, participants will take part in a 4.5-day Face-to-face Training on 9-13 October 2017 in Indonesia (city is to be confirmed). This training will be hosted by the Directorate General of American and European Affairs in collaboration with the Centre for Education and Training of MOFA Indonesia.

In the Face-to-face Training, participants will improve their knowledge and skills acquired from the Online Course during interactive discussions and group exercises, as well as build connections with Asian and European counterparts.

TARGET AUDIENCE (up to 25 participants)

This Training Initiative is targeted to the following participants:

- Junior level or early career 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 work on public diplomacy, public affairs, communications or media engagement;
- Representatives from government agencies (culture, tourism, trade and investment, etc.).

The participants are expected to have the following profiles:

- MA degree, or equivalent, or BA degree with at least 3 years of diplomatic working experience;
- Citizen of an ASEM country currently working in the Asian-European context;
- High proficiency in English;
- Interest in public diplomacy, public affairs or communications.

COST OF PARTICIPATION

The cost of participation in the Online Course is covered by the organisers. To participate in Face-to-face Training, the organisers will cover:

- Airfare on point-to-point economy class to travel to/from the training venue in Indonesia, through reimbursement;
- 5 nights of accommodation at the training venue in Indonesia, with check-in on 8 October and checkout on 13 October 2017;
- Meals and refreshments during the training programme.

NOMINATION AND REGISTRATION PROCESS

- Submission of nomination by ASEM Ministries of Foreign Affairs should be sent to ASEF and DiploFoundation (see "CONTACT" below) via e-mail, stating the name, position and email address of the candidate.
- Candidates are required to complete an online registration form and submit a CV and motivation statement of 250 words (What motivated you to apply for the training initiative? How do you plan to apply the skills acquired from/enhanced by the trainings in your daily work?). The registration page is available [here](#).
- **Deadline of submissions: Monday, 12 June 2017.**
- Notification of selected participants: Monday, 19 June 2017.

CONTACT




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ABOUT THE HOST

 <p>Ministry of Foreign Affairs Republic of Indonesia</p>	<p>The Ministry of Foreign Affairs (MOFA) of the Republic of Indonesia is a ministry in charge of Indonesian foreign affairs. Established in 1945, the scope of duties of the Ministry of Foreign Affairs is as follows:</p> <ol style="list-style-type: none"> Administration of foreign relations and implementation of foreign policy. The principal provisions on the drafting and ratification of international agreements. Protection of Indonesian citizens. Foreign relation apparatus/officials. <p>This training will be hosted by MOFA Indonesia, in collaboration of the Directorate General of American and European Affairs and the Centre for Education and Training.</p> <p>Directorate General of American and European Affairs is in charge of drafting and implementation of policies in regards to bilateral, intraregional, and interregional affairs in American and European region.</p> <p>The Centre for Education and Training (C.E.T) has a long tradition of pursuing quality education and training for diplomats and staff of the Ministry of Foreign Affairs of Indonesia in order to contribute to fostering the nation's position in the international arena. C.E.T aims to further strengthen its role as an education and training centre for foreign policy and diplomacy, and contribute to developing professional, ethical and compassionate leaders.</p> <p>For more information, please visit www.kemlu.go.id</p>
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ABOUT THE PARTNERS

	<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>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>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). www.europe.canterbury.ac.nz</p>

