

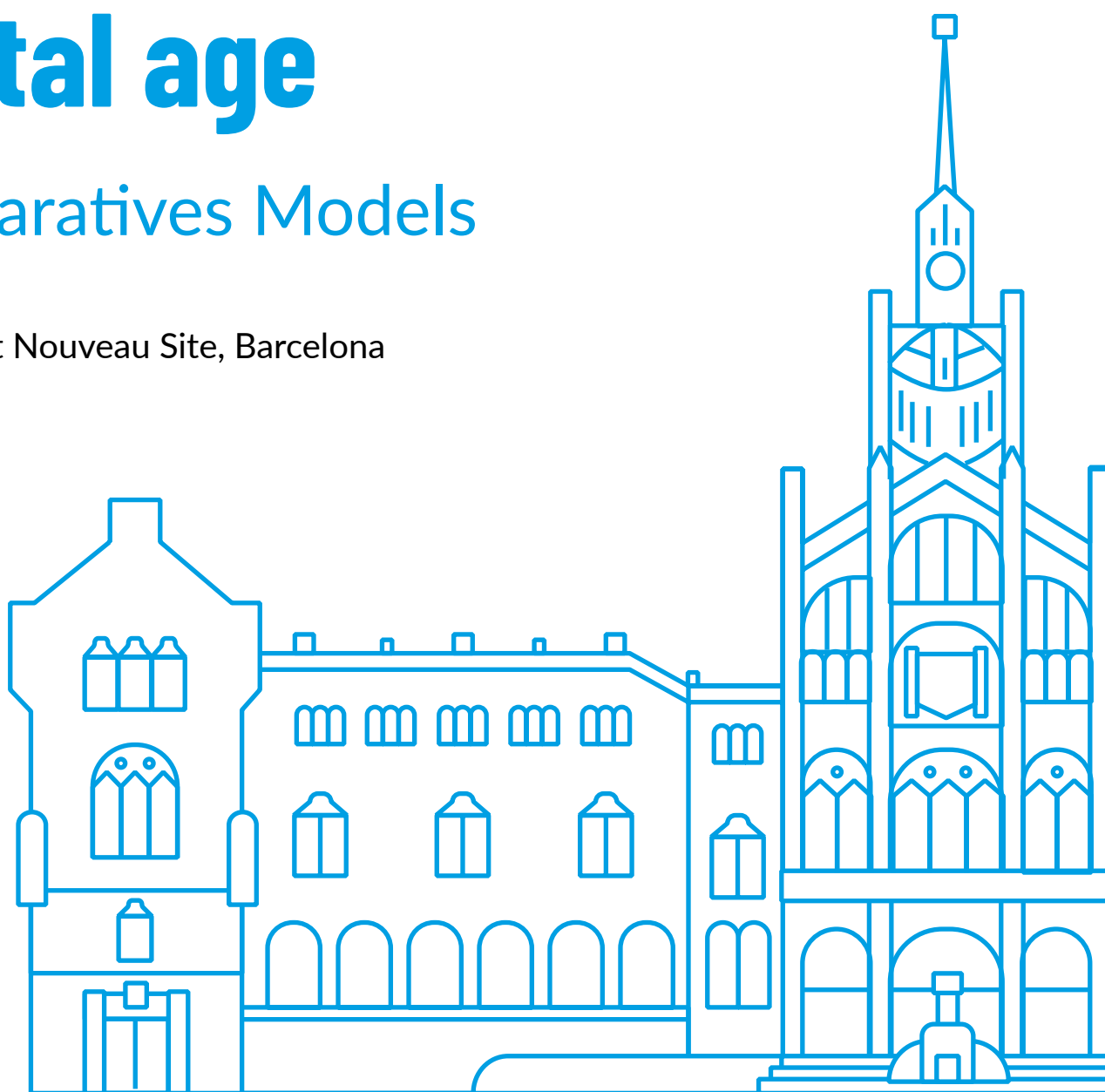
DIPLOCAT AGORA 1

The role of public diplomacy in the digital age

Comparatives Models

3 May 2019

Sant Pau Art Nouveau Site, Barcelona





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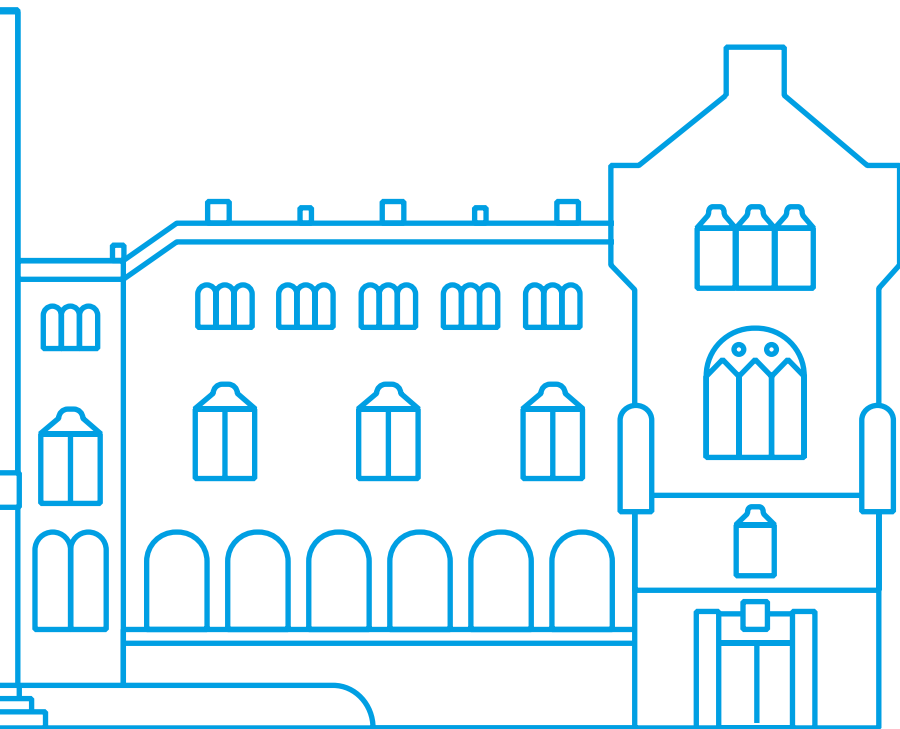
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1. Introduction

We at Diplocat have been engaged in public diplomacy for years, but we are aware that many people are not quite sure what exactly public diplomacy is. This is why, in May 2019, concurrently with the entity's reactivation after more than one year of inactivity forced by the Spanish government, we decided that our first public event would be an international workshop on our mission: the role of public diplomacy in the digital age, the different actors engaged in public diplomacy and its consequences in a globalised world. We were fortunate enough to benefit from the expertise of Nicholas C. Cull, Professor of Public Diplomacy and Director of the Master's in Public Diplomacy at the University of Southern California (USC), in addition to other experts and scholars.

The workshop on public diplomacy falls within one of the spheres in which Diplocat actively works: contributing to the debate on the most pressing global challenges while fostering the active engagement of Catalan society. From its very start, Diplocat has been working to share Catalonia's values and assets with international public opinion, to give our country a voice in the major global debates, to forge bonds with the citizens and institutions of other countries and to promote the training of youths interested and professionals working in the field of international relations.

Heir to the Patronat Catalunya Món (2007) and the Patronat Català Pro Europa (1982), Diplocat carries on the twofold mission of bringing Catalonia to the world and the world to Catalonia. Diplocat's consortium-based organisation, with its diverse, cross-cutting members, makes it a suitable instrument to guide all actors in Catalonia's civil society who want to get involved and participate in international debates by contributing their viewpoint towards building a fairer, more peaceful, democratic and sustainable society.

At Diplocat, we are convinced that Catalonia should occupy a place in the world and nowadays this means engaging in foreign affairs in addition to classical diplomacy, since governments have ceased to be the only players in international dialogues. In the midst of the digital age, companies, universities, citizens, cities and local and social organisations are playing an increasingly prominent role in the global governance of an utterly interconnected world.

Currently, anyone can easily connect with other citizens around the world. Diplocat is aware of this new reality and supports bringing together a broad plurality of voices and the most diverse public diplomacy tools to take the country's civil society and institutions abroad with the goal of building bridges of dialogue that can last over time, listening and being heard. We never forget that projecting Catalonia's image and generating positive public opinion abroad have direct repercussions on our ability to attract investment, knowledge, events, institutions and people, including tourists, researchers and Erasmus students.

As Secretary General, I consider that one of the missions in Diplocat's new venture is to explain the consortium's added value, getting the members more engaged and strengthening the entity as a space where institutions and civil society converge. Diplocat should be regarded as a gateway to the world, a tool for learning about and exchanging international best practices in all the fields in which Catalonia is or aims to be on the cutting edge. We want to connect, project and empower, and we want everyone to come along with us.

Diplocat should assist all stakeholders in Catalan society that want to be present on the international scene and help them reach their objectives by creating spaces of cooperation and association among them, whenever possible. To achieve this, we seek to promote a participative, transparent space and a greater degree of engagement among the consortium members and the Advisory Council. Accordingly,

and within this process of joint reflection with our members, we confirmed that we have to better explain what public diplomacy is, who can exercise it and what tools are at their disposal.

During the process in which Diplocat was dissolved between late 2017 and early 2018, it became clear that even many media were not sure what Diplocat is and what it does, partly due to a lack of understanding of the very concept of public diplomacy. This concept, which is part of the consortium's name and brand, has often sown confusion. It is true that doctrine is not unanimous on what public diplomacy is, and even though its definition is more or less accepted among experts, there is no single canonical definition. And there is even greater confusion regarding its actors, who can engage in it, and its limits.

This document you are holding (or looking at onscreen) is the outcome of the workshop we held at Barcelona's Recinte Modernista de Sant Pau on 3 May 2019. It is a summary of the main ideas which were presented by the different speakers and seeks to be yet another contribution to the debate on a young discipline which is sure to blossom in the forthcoming years.

Laura Foraster i Lloret

Secretary General

Public Diplomacy Council of Catalonia, Diplocat



2. A bit of history

One of the earliest definitions of the concept of public diplomacy was offered by Edmund Gullion, dean of the Fletcher School of Law and Diplomacy at Tufts University, when he created the Edward J. Murrow Center of Public Diplomacy in 1965. According to Gullion, “public diplomacy can be distinguished from traditional diplomacy by the fact that it entails interaction not only with governments but also primarily with individuals and non-governmental organisations. Furthermore, public diplomacy activities often have many different points of view represented by private American individuals and organisations, in addition to the government’s official point of view” (Dizard Jr, Wilson, 2001)¹.

At that same institution, Crocker Snow Jr., the interim director of the Edward J. Murrow Center, said in 2005 that public diplomacy has extended beyond the governmental sphere to embrace other actors, such as the media, multinationals, NGOs and religious organisations (Snow Jr, Crocker, 2005)².

More recently, in 2011 Bruce Gregory, former director of the Public Diplomacy and Global Communication Institute at George Washington University, stressed that nowadays public diplomacy has become a tool used by States, associations of States and some substate or nonstate actors with the goal of understanding cultures, attitudes and behaviours; building and managing relationships; influencing thinking; and mobilising actions to promote their interests and values (Gregory, Bruce, 2011)³.

Diplocat understands public diplomacy as the communicative process between the institutions and public and private actors from a country and the public abroad to spread ideas, culture, assets and values while engaging in a constant dialogue with the rest of the world in order to create opportunities, build connections and strengthen mutual trust. Catalonia is not the sole nor is it the first nonstate actor to engage in public diplomacy, which is undertaken by a wide range of actors ranging from academic, sport and cultural organisations to business organisations and sectoral hubs, not to mention private citizens as well.

In addition to Catalonia, the phenomenon of public diplomacy has become entrenched in other substate entities like Quebec, Flanders, Greenland and Scotland. For example, in the words of the former Secretary General of the Flanders Department of Foreign Affairs in 2008, Koen Verlaeckaert: “Our public diplomacy complements classic diplomacy. Our goal is getting our universities, research centres, companies, artists and fashion icons to participate actively, as well as the community of Flemish expatriates. Flemish expatriates are well positioned to detect the perception of Flanders and Belgium abroad. As such, they are essential in enabling the Brussels administration to establish a suitable, specific communication strategy so it can share objective information on Flanders and its constitutional framework and put it into perspective” (Verlaeckaert, Koen, 2008)⁴.

Public diplomacy is a new and expanding field. Outside academia, public diplomacy has spread across many regions around the world, becoming a foreign action tool for both countries and nonstate actors. For example, NATO has a department devoted to public diplomacy, while back in 2007 the EU was talking about its own public diplomacy role to promote the EU’s interests through understanding, information and influence (European Commission, 2007)⁵.

The Spanish government’s 2015 Foreign Affairs Strategy stated the following: “In the early years of the 21st century, we are witnessing a phenomenon already seen in earlier chapters of this strategy, namely individuals’ new capacity to influence coming from the possibility of conveying their actions and opinions to an audience of hundreds of million people, who can react and thus shift the course of the national or international political agenda” (MAEC, 2015)⁶.

Nowadays, the concept of public policy is clearly distinct from the concept of traditional diplomacy, which primarily entails relations among nation-states to ensure smooth communication between them and secure international treaties and shared interests. Public diplomacy entails the action that can be done by one entity, either a State's Ministry of Foreign Affairs or a nongovernment or substate organisation, with another entity abroad to influence its public opinions, its public attitudes and, in short, the recipients' perception of the entity engaged in public diplomacy.

In short, public diplomacy does not have a single definition determined by an organisation that has enough authority to impose it. This is why anyone who refers to it must first preface that reference by stating exactly what they are referring to when talking about public diplomacy. Yet despite the existence of variations, all the different definitions have something in common: they concur that public diplomacy is aimed at the international public at large, citizens and civil society, instead of being targeted at State actors or institutions.



3. Public diplomacy: Old and new priorities

Nicholas J. Cull, Professor of Public Diplomacy and Director of the Master's in Public Diplomacy, University of Southern California (USC)

The keynote talk of the workshop was by Nicholas J. Cull, Professor of Public Diplomacy, Director of the Master's in Public Diplomacy at University of Southern California (USC) and faculty fellow at the Center on Public Diplomacy. Professor Cull first mentioned the different definitions of public diplomacy and surveyed their components, while highlighting the similarities and differences between propaganda and public diplomacy. He also spoke about the new emerging actors in the field of public diplomacy, where nation-states have ceased having a monopoly. Cull finished his presentation by debating the old and new priorities of public diplomacy and arguing why he believes that public diplomacy is a useful tool to make the world a better place, one that is capable of rising to the different global challenges.

> What is public diplomacy?

In the traditional concept of diplomacy, it means the way an actor tries to manage the international arena by building relationships with foreign actors.

If we expand this to public diplomacy, instead of building relationships with foreign actors, the goal is to set up a communication process with the foreign public. This concept appeared around 50 years ago, and it is actually a new term applied to old practices which are also the components of public diplomacy.

> What are the components of public diplomacy?

There are five basic activities that comprise public diplomacy, although one of them is more important than the others: **listening**, which is the main activity of any diplomat and the first component of public diplomacy. The first US diplomat, Benjamin Franklin, was sent to France and impressed the French people with the fact that despite being a famous writer and scientist, he preferred to listen to them rather than speaking himself.

The second component of public diplomacy is **promotion/dissemination**: explaining what you are like and what you do to a foreign audience through representatives in order to build relationships and influence public opinion.

Another way of building relationships with foreign publics is through **culture**, which is the third component of public diplomacy. Sharing and exporting culture is an invaluable investment.

The fourth component is **exchanges**, particularly student exchanges, which are carried out by building relationships between two different communities. One good example is the European Union's Erasmus programme, which has been a resounding success in building Europe-wide relationships.

Traditionally, the fifth component has been international broadcasting, which today has largely been superseded by the digital **media**. Great Britain is a good example, since historically it has used the international press to influence public opinion, but today China is the country that has invested in the most, especially in Africa.

Each of these five components is carried out at a certain time. Listening and media outreach are activities that should be constant. However, promotion and dissemination are done in the short

term, while cultural diplomacy is a middle-term endeavour. They work the best when each of these components is carried out by a different agent, independently, as Germany does.

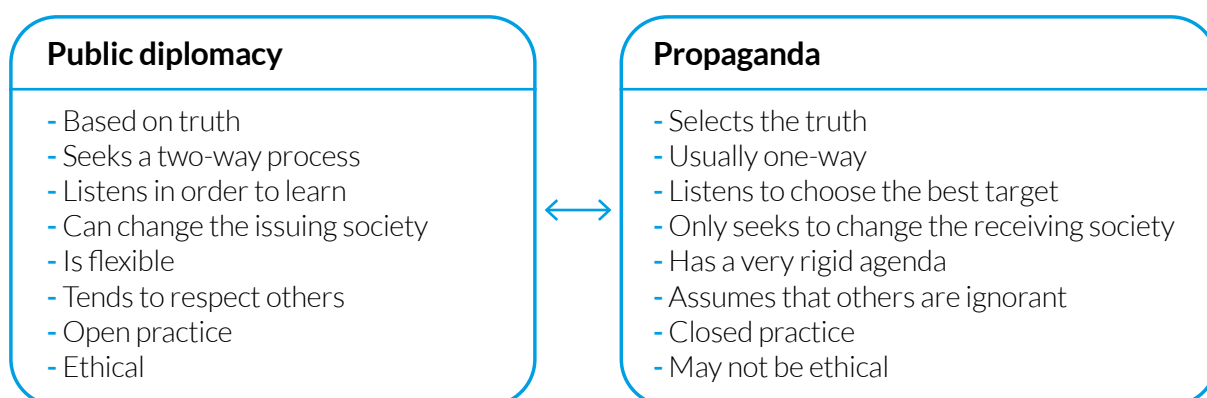
The government of the United States created an umbrella term for these five components, public diplomacy, and today it has a unique agenda that manages the different actions.

Nowadays, public diplomacy is an obvious tool in soft power, using the term developed by the US scholar Joseph Samuel Nye Jr., since it allows an actor to boost their presence in the world, attract talent or investment and present their values and culture to international audiences.

> Is public diplomacy propaganda?

In the beginning, public diplomacy shared several features with propaganda. However, the differences began to emerge as the current open conception of public diplomacy took shape. Nonetheless, even today many governments think that they are making propaganda when they engage in public diplomacy.

Below are some of the characteristics of public diplomacy in contrast to propaganda:



Public diplomacy seeks to tell the truth, while propaganda picks and chooses which truth to tell.

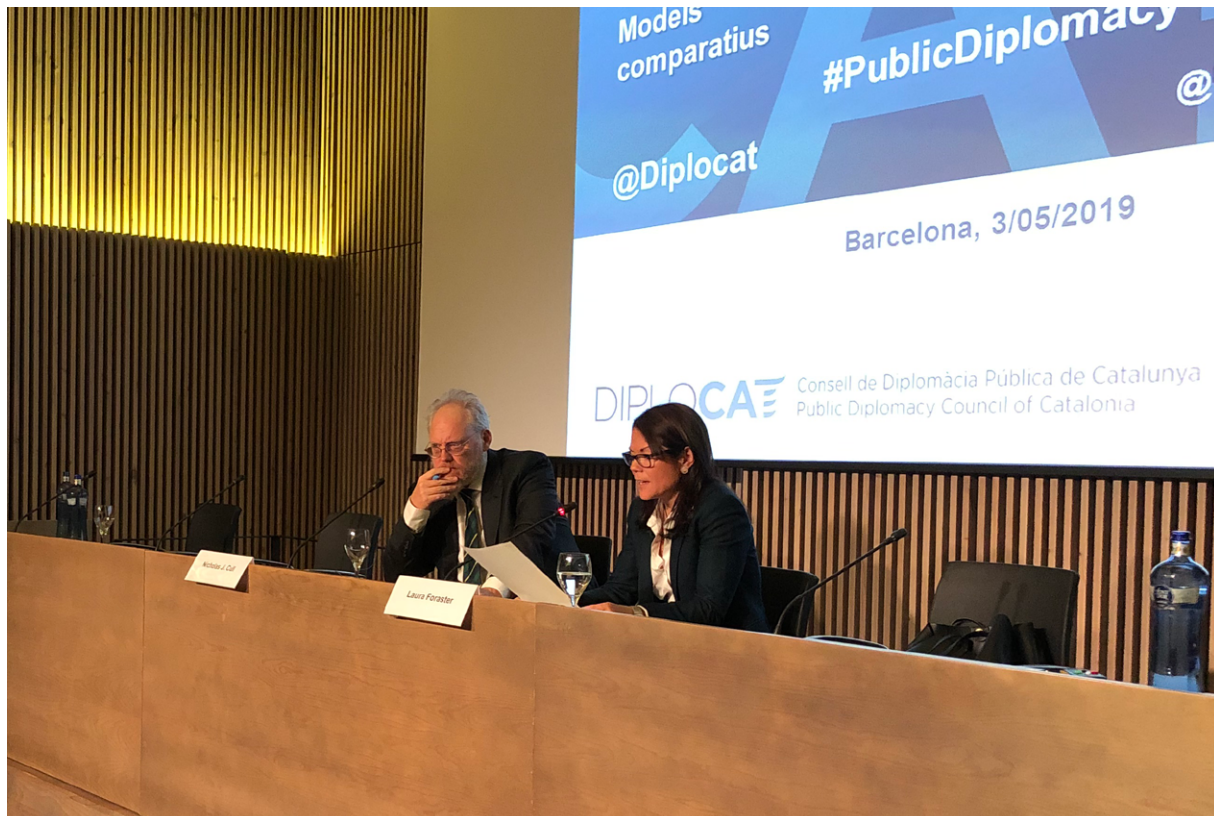
The former is two-way, while propaganda is usually one-way.

Listening is one of the prime activities of public diplomacy, with the main goal of learning, while propaganda listens with the goal of choosing the population segment to be the target of its message.

With the use of public diplomacy, the goal is not merely to transform the people you are talking to, since it is based on a relationship; public diplomacy always seeks to reach a consensus on the agenda instead of imposing it, which is the essence of propaganda.

Public diplomacy tends to be respectful of others, because if the goal is to build a relationship, respect is an inherent value, while propaganda tends to think that others are wrong or ignorant.

Public diplomacy is an open, ethical practice, while propaganda may be less ethical and leave regret in its wake. Oftentimes, the recipients of propaganda feel persuaded or manipulated. In this sense, there are numerous examples of propaganda campaigns which were a short-term success but ended up failing because they did not tell the truth or they exaggerated it.



> Emerging actors in public diplomacy

In recent decades, nonstate actors and new civil society organisations have started to participate in diplomacy. There are more corporate actors involved because they want to have a good image while also trying to connect with the world. Substate actors have also surfaced which are beginning to use their own voices to take part in the global debates, thus boosting the international view of the nation-state they represent as a place that promotes diversity. Cities also play an important role by seeking spaces of dialogue on the international scene.

Supra-state actors or alliances, online communities and networks should also be borne in mind as actors that try to provide solutions to today's problems. The new emerging actors' power of association, the outcome of civil society organising itself, is the future of public diplomacy. The future entails civil society organisations partnering with each other, and success comes from the fact that these associations can be part of an even larger association which serves as their umbrella.

> Old priorities of public diplomacy

What are the classic priorities of public diplomacy?



1. To begin by listening:

Listening is an important part of the job, as is paying careful attention. For Europeans, this is difficult since Europeans' policies have historically been based on freedom of expression, not the duty to listen. Listening in public diplomacy should never be a secret activity but instead a public act.



2. Connected to public policies:

An act of public diplomacy cannot be done without reporting or explaining this initiative to the world. All the actions conducted should be linked to specific policies.



3. Non-domestic consumption:

The target of public diplomacy is the international audience, not the domestic one.



4. Protect credibility:

There should be a firewall between public diplomacy and political work. Advocacy should be done by Foreign Affairs Ministries or Offices; it is the only part of public diplomacy that has to be close to the source of power.



5. Empowerment:

With the digital technologies, people are playing a greater role in civil society. Governments have ceased being the sole voice in the international arena. In fact, the government is often the least credible space in that global arena. Therefore, instead of insisting on filtering all the messages through an official channel in the capital, it is better to view public diplomacy as an active power that authorises and empowers internal actors. What community voice would be the most convincing to the public with whom you want to connect?



6. Public diplomacy does not always have to do with oneself:

Successful national brands are those that include partnerships and the co-creation of solutions to the problems affecting everyone through cooperation with other joint brands.



7. It is incumbent upon everyone:

Public diplomacy does not solely depend on national, regional or local governments. The multiple actors will be judged on how they treat the most disadvantaged persons and common folk, not by the way they treat the most powerful ones. This is what will build an international image in the long term. It is also important not to ignore the diaspora.

> New priorities of public diplomacy

Currently, there are four important goals:



1. Reputation security:

It is better to be known for being good than for being wealthy. It is essential to have high ethical standards and be willing to contribute to solving the problems we all share, such as the climate or the immigrant crisis. Building a reputation takes time, but it can last a long time once it's been built.



2. Responding to disinformation:

Public diplomacy should contribute to properly informing the population taking into account the groups that are more vulnerable to manipulation. This job should be collective in order to develop or promote free media all over the world as a way to rebuild trust in all countries.



3. Countering the narratives against victimhood:

Victimhood has become the undergirding of all kinds of extremisms, and public diplomacy is a mechanism to take this further. Why do so many countries see themselves as victims? The emphasis is laid on the more negative aspects of history, and this hinders others' experiences from being heard. After all, if everyone is a victim, then no one actually is.



4. Developing future visions:

A future vision that does not yet exist has to be developed, as the United States did after

World War II. The focus is still on the past. Public diplomacy has to connect with positive ideas of the future to achieve stability.

This is a new era in public diplomacy, in which technology plays an important role and can be both a problem and a solution and source of opportunities.

In short, public diplomacy is too important a tool to be left exclusively in the hands of States. Everyone should get involved in it because everyone has a role to play. Diplomacy has ceased being a monopoly of the nation-state. People should be connected to be part of the solution and contribute to creating a better world.



4. Best practices in public diplomacy

> Public diplomacy and autonomous communities

Joan David Janer Torrens, Associate Professor of International Public Law at the University of the Balearic Islands

Public diplomacy connects with autonomous communities' traditional foreign affairs, especially with Catalonia's. As an autonomous community, Catalonia has to operate within the Spanish constitutional framework and bear in mind the Spanish Constitutional Court's (CC) nullification of the Law on Foreign Affairs and its different points specifically regulating the Government of Catalonia's public diplomacy. Analyses of the stance taken by the CC are fairly critical, since the ruling is confusing and deals with aspects of Catalan law in a rather debatable way.

The autonomous communities have engaged in external projection regarding their political activity based on both their statutes of autonomy and constitutional jurisprudence. According to article 149.1 of the Spanish Constitution (SC), the State holds the exclusive authority on international relations, but based on a given interpretation by the CC, this does not hinder the autonomous communities from engaging in foreign affairs. The "new-generation" statutes of autonomy have specific provisions on foreign affairs, relations with the EU and all matters that would be part of the foreign relations of the regional governments, including the Government of Catalonia.

What does the CC view as international relations that are the exclusive authority of the State? The article in the CC refers to relations between international subjects governed by international law. Based on this, the CC has clearly stated that the core of the exclusive State authority encompasses signing treaties (*ius pactatum*), the State's presence abroad (*ius legationis*), the creation of international obligations in which only the Spanish State may engage, and matters related to international responsibility. Outside these four elements, the autonomous communities may engage in foreign relations, although some – namely the Basque Country and Catalonia – do so more than others.

In 2014, the State deemed that the situation was somewhat chaotic and enacted two relevant laws. They are the Law on Foreign Affairs and State Action and the Law on Treaties and Other International Agreements. They recognise that the autonomous communities are subjects of the State's foreign affairs and that the State should coordinate, monitor and oversee the autonomous communities' foreign affairs with the goal of preserving unity of action. The autonomous communities have to respect the guidelines established by the Spanish government through the Foreign Affairs Strategy.

The autonomous communities can reach international administrative agreements, but not regulatory ones, with monitoring mechanisms by the State, but under no circumstances are they considered international treaties. This brings up a major problem from the legal standpoint, since both of the aforementioned laws are ordinary laws, while the Statute of Autonomy of Catalonia is an organic law, which means it is part of constitutional law. Via ordinary laws, the State adopts a series of prerogatives to coordinate and monitor authorities that do not appear in the statutes of autonomy. This coordination and monitoring of foreign affairs is not specified in the Spanish Constitution.

Article 184 of the Statute of Autonomy of Catalonia grants the Government of Catalonia the authority to carry out actions in the international arena in relation to the European Union. Article 200 states that the Government of Catalonia shall take charge of internationally promoting the social and sports organisations of Catalonia. This article was contested, but later the Constitutional Court confirmed

its constitutionality, signalling the starting point and foundation for justifying the Government of Catalonia's actions involving public diplomacy, dissemination and creation of public opinion on cultural, sports, social and economic matters, among others.

In 2014, the Catalan Law on Foreign Affairs with the European Union was adopted and entered into force, the only existing law on foreign affairs in an autonomous community. In the "new-generation" statutes of autonomy, all the autonomous communities are conferred authorities on international relations, but none other has enacted a law.

The Catalan Law was contested over allegations that it encroached upon exclusive State authorities and ran counter to the Spanish Constitution. The State believed that allocating authorities to the Government of Catalonia on matters like public diplomacy and the internationalisation of civil society, the business community and the collective sector violated Spain's exclusive authority over diplomatic relations. The Constitutional Court contested this because it deemed that these are diplomatic relations which are part of the four elements of diplomacy that are the exclusive purview of the State.

On 22 December 2016, the Constitutional Court handed down Ruling 228/2016, declaring the majority of the precepts in the Catalan law constitutional, although admitting some of them had to be specifically interpreted. It also declared three sections unconstitutional, namely:

1. Recognition of the people's right to decide as one of the guiding principles of Catalan foreign affairs. The Constitutional Court deemed that establishing this as a guiding principle could interfere with the State's interests and consequently deemed it unconstitutional.
2. It also deemed unconstitutional the precepts regarding the Government of Catalonia's desire to establish relations with the consular corps located in Catalonia and promoting new consulates of other countries. It stated that this institutional relationship is tantamount to diplomatic relations, which are the exclusive authority of the State.
3. The provisions and regulation of public diplomacy contained in the Catalan Law on Foreign Affairs were also declared unconstitutional because they were deemed to encroach upon the State's exclusive authority over diplomatic relations. The Constitutional Court nullified the definitions of public, cultural, economic and sports diplomacy that appeared in article 2. It also declared the heading on Catalonia's public diplomacy in chapter 1 of section 4 unconstitutional, as well as article 38, which discussed the Government of Catalonia's responsibility to coordinate the different public diplomacy activities that may be carried out in Catalonia via its Department of Foreign Affairs.

These nullified definitions said that public diplomacy encompasses all the actions that had a real, positive influence on public opinion abroad with the goal of promoting the image, influence and prestige of Catalonia abroad. Therefore, this job entails promoting an image, and nowhere does it mean taking on international obligations.

Cultural diplomacy is a concept that refers to the international outreach of creations, the creative industry and the Catalan language; support for creators; and the participation of local, national and international organisations. Economic diplomacy seeks international recognition for Catalonia as a site for investment and source of exports, as well as a destination for tourism, research and innovation. Sports diplomacy promotes the recognition of Catalan sports.

Catalonia is one of the autonomous communities that has believed the most fervently in public diplomacy, and this has never before prompted a conflict with the State. The Catalan Law on Foreign Affairs is circumscribed to Catalonia and has never caused the State to take on international obligations. Simply put, they are the clear expression of the interests and outreach of Catalonia abroad.



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There are foreign affairs structures, such as the Institut Ramon Llull, which have been carrying out actions to promote Catalan language and culture abroad together with the Government of Catalonia, the Government of the Balearic Islands and the Barcelona Town Hall at different universities around the world since 2002, and this has never meant taking on international obligations. Furthermore, the Agency for Business Competitiveness (ACCIÓ), created by the Government of Catalonia and designed to foster innovation and rationalisation of the Catalan business community internationally, has existed since 2008. All of these are forerunners which have long existed outside any statutory provision without their legality or constitutionality ever being questioned.

The Constitutional Court nullifies all the public diplomacy provisions of the Catalan Foreign Affairs Law because it believes that “public diplomacy” is equivalent to conventional “diplomatic relations”. It believes that the recipients of public diplomacy can be other States and international organisations as the subjects of international law, and this entails interference with the *ius legationis*, that is, with one of the exclusive State authorities. Therefore, it rejects the possibility that private actors can be the targets of this diplomacy.

Public diplomacy cannot be viewed as building diplomatic relations with other subjects of international law; instead, it is a concept associated with an international actor’s ability to influence and persuade other international actors. It does not seek to establish legal obligations, nor is it exclusive to subjects of international law. Catalonia is an international actor even though it is not a subject of international law the way the Spanish Congress, the armed forces, the Constitutional Court itself and cities are. They are all actors which interact internationally and have to be able to do so without this being viewed as an encroachment on the State’s exclusive authorities. Even the Spanish Ministry of Foreign Affairs defines public diplomacy as “the capacity to communicate and forge alliances to ultimately attain greater influence in the global arena”.

The Constitutional Court ruling had the dissenting vote of three magistrates from the more progressive wing, including magistrate Ríos, who believes that public diplomacy cannot be compared to diplomatic relations. This magistrate cites a new concept; he states that public diplomacy can be compared to the

concept of “global para-diplomacy or proto-diplomacy” carried out by actors that are not the subjects of international law.

Public diplomacy includes political and administrative contacts established by all international actors (state, substate and nonstate), such as Catalonia, with the goal of promoting their own interests. Para-diplomacy, or international relations by nonstate actors to promote their interests, does not aim to create international obligations, which are the authority of the State, but instead seeks to promote and defend political, cultural or economic interests, and this cannot be compared to diplomatic relations.

It is difficult to understand the Constitutional Court’s comparison, since the development of public diplomacy in the Catalan Law on Foreign Affairs is nothing other than an implementation of article 200 of the Statute of Autonomy and does not conflict with the content of the exclusive State authority provided for in article 149.1.3 of the Spanish Constitution. It is clearly part of the current trend of the State and the Constitutional Court setting new limits and conditions on the international outreach of the autonomous communities’ authorities and interests.

> New trends in public diplomacy

Corneliu Bjola, Adjunct Professor of Diplomatic Studies and Head of the Digital Diplomacy Research Group at Oxford University

In order to understand digital diplomacy and its most positive aspects, we must look back at two events in recent history in which digital technologies played a crucial role. First, in 2010, with the start of the Arab Spring, Mohamed Bouazizi immolated himself in front of the Turkish embassy. This proved to be the catalyst sparking the Tunisian revolution and the Arab Spring uprising against the autocratic regimes. Secondly, the Brexit referendum in June 2016 and the US elections in November 2016 demonstrated that digital technologies also have a dark side.

It is obvious that the digital transformation or revolution has affected public diplomacy and public affairs, just as it has promoted democratisation processes and the feminist movement. However, it is equally true that it also reinforces social inequalities. The transformation is so great that it is often hard to know exactly what is happening or what the impact or real scope of the phenomenon is. How can the new technologies drive public diplomacy, and what are their dangers?

As *The Economist* said several years ago, data are the new oil, and they have certain attributes. The plethora of data is a fact that defines today’s world. Part of the digital transformation is related to 3G technology, even though we are fast approaching the age of 5G technology. This means that the average user, who consumes around 3 GB per month, will consume around 90 by 2025. This is a vast amount of information; what we are seeing today is just the tip of the iceberg.

More data are being produced and consumed than ever, and this is unquestionably part and parcel of the digital transformation. The former CEO of Google, Eric Smith, stated that the amount of information produced every two days is equivalent to all the information produced in 2003. This vast amount of information has to be managed and monitored. Yet the point is not only that more data is being created but also the speed at which it is being produced and consumed. In 2018, a middle-aged Western adult spent 24 hours per week online, twice as much as in 2010. The majority of people read approximately 28% of an article, that is, the first and second paragraphs of news articles, owing to information overload. Today’s population consumes five times more information than in 1985, and this translates into reading one book a day without even realising it.

The key question is how to deal with this new reality. Some people focus on visual solutions. How is society adapting to this preponderance of visual elements? The fact is that images or related elements,

such as transitions in video clips, are increasingly common. Others focus on the key role of emotions in a digital environment. The feeling that travels the fastest online is anger, which often becomes viral before happiness, surprise or any other positive emotion does. This is an interesting reaction to the type of information presented. The environment is more sensitive to cognitive stimuli. Human beings are increasingly dependent upon data because of information overload. The problem lies in the quality of these new information flows.

Strategic planning has always been at the core of public diplomacy and remains so today. However, some voices suggest that in such an ever-changing, volatile context like today, the efforts should be to focus more on seeking or creating opportunities. This would be one efficient solution for dealing with the ever-shifting nature of the digital context.

What are the trends in the sphere of public diplomacy that digital technology has already led to or will soon lead?



1. Information flows tend to travel from one actor to the user or the public. Traditional public diplomacy is similar in this sense. However, in the digital environment, information flows from many to many, a trend which is called the *spaghetti model*. Attention should be paid to how the frameworks emerge and interact, and therefore to information flows.



2. Governmental institutions are no longer credible because of their colour, the propaganda they issue and the relations they develop. They need to figure out how to deal with their loss of credibility in the digital arena. Nowadays, credibility is based on specific terms. Within your diaspora, who is relevant on this specific topic within this specific community?



3. It is assumed that on a time scale, influence works in the short term because governments want immediate results in order to get a return on their investment. Nonetheless, it has been proven that strategic planning works better in long-term campaigns. The world is driven by personal interests, whereas responding to collective messages is what is needed.

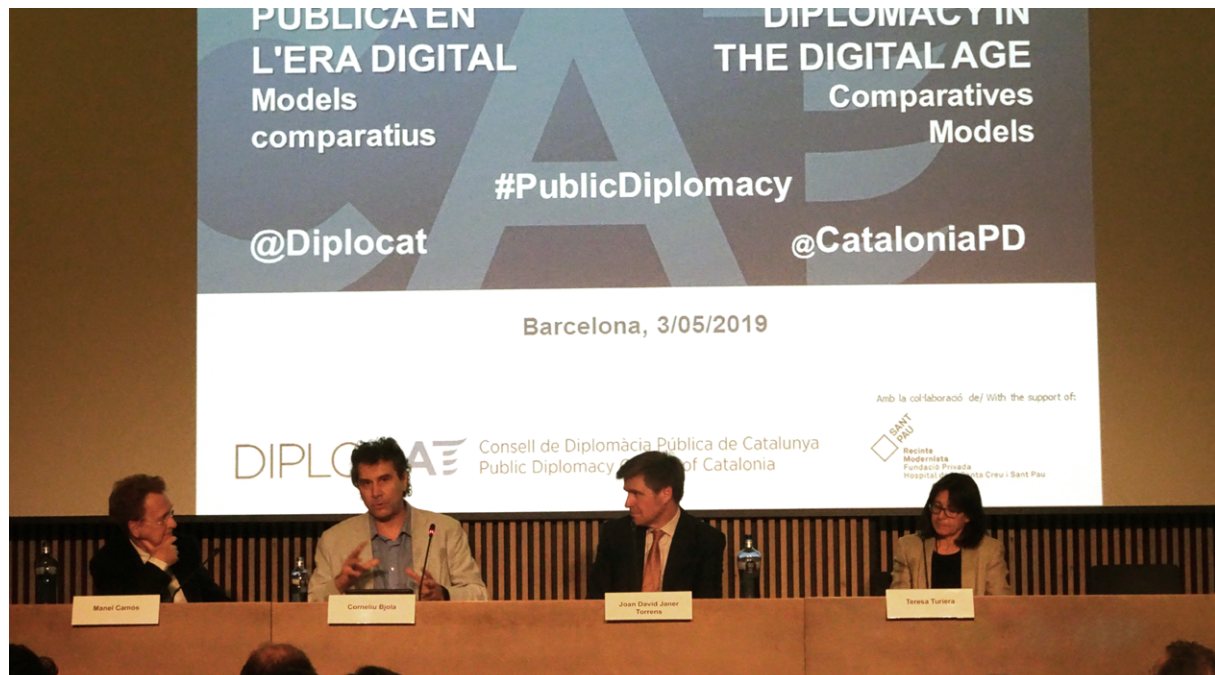
Digital diplomacy enables us to reach millions of people in real time and measure the impact. The efforts should be funnelled into turning this influence into real clout outside the virtual world so that it translates into results. When talking about the latest trends, one should always bear in mind the ever-changing dynamic of the digital environment. Attention must be paid to the new information flows running from many to many, detect who is credible, consider the time scale and, most importantly, never lose sight of the objective, which is to transform digital influence into real-world influence.

> The European Commission model

Manel Camós, retired civil servant from the European Commission

The European Union (EU) is associated with soft power, that is, the ability to directly attract and exert influence by mobilising resources like culture, principles, strategies, foreign policy and institutions. In the EU, this capacity to attract and exert influence is the outcome of its foreign affairs from when its foundation until today.

In the 1980s, the EU's foreign affairs were limited to development cooperation in countries in Africa, the Caribbean and the Pacific, that is, the former colonies of the EU member states. At that time, the first trade agreements were reached with these countries, along with a monetary aid system to eradicate poverty. A few agreements were also signed with third countries on energy and research matters, but they were not very significant, whereas today the energy transition and the struggle against climate change have become core parts of the European agenda. During that period, the EU had hardly any



foreign delegations. For example, in 1987 it had just a single office in Latin America, whereas now it has 18 to help it carry out its foreign affairs.

Indeed, 1987 is precisely when the first clauses on democracy and respect for human rights were established, followed by the creation of the Humanitarian Aid Office, which was allocated 1% of the general European Commission budget, an amount that grew steadily until reaching 800 million euros in 1994.

The first time the EU signed a trade agreement that ensured human rights protection was in 1989, in article 5 of the Lomé IV Convention with countries in Africa, the Caribbean and the Pacific. The democratic clause per se was applied for the first time in the 1991 Cooperation Agreement with Argentina. Since 1996, Europe has applied this clause to all the agreements it has signed with third countries, as long as they affected general matters but never specific matters. In this way, for the first time an unequivocal relationship was established between foreign relations and human rights, making the latter a fundamental part of the articles of the treaties which the EU signs.

The position of the High Representative of the Union for Foreign Affairs and Security Policy was consolidated with the 2007 Lisbon Treaty. From 1999 to 2009, it was occupied by the Spaniard Javier Solana. This treaty outlines the values that the EU wants to convey beyond its borders: "The Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights, including the rights of persons belonging to minorities... in which pluralism, non-discrimination, tolerance, justice and solidarity prevail."

In 2010, the European External Action Service (EEAS) was established as a distinct body within the European Commission. The EEAS coordinates the member states' diplomatic services and strives to carry out the European Union's foreign policy, with both successes and failures. On the one hand, certain member states have kept their embassies around the world with a great deal of power, presence and activity, while other member states have closed embassies and placed their diplomats in the European Union embassy. The EEAS helps the High Representative with the EU's foreign and security policy, manages diplomatic relations and works very closely with the national diplomatic services. At the same time, the High Representative is the vice-president of the EU and presides over all the meetings with

the Ministers of Foreign Affairs, Defence and Development. The EEAS's dependence on the European Commission should be borne in mind, as ultimately the Commission sets the general guidelines of the EU's policy as its executive body.

One characteristic of the EU's foreign relations is the emphasis it places on protecting human rights and the democratic clause when interacting with third countries. In terms of human rights, there are different articles in the Treaty of the European Union which state that respect for these rights is a fundamental value of the EU. It also contains a mandate on protecting and promoting human rights in its relations with the rest of the world.

Currently, the European Union seeks to create job opportunities, promote inclusive societies and protect human rights via its foreign affairs strategy. It is concerned with consolidating the peace and resilience of European states and societies and those around it by exercising soft power. The External Action Service promotes and supports regions around the world, even the more divided areas, not only to export the democratic model and its values but also to seek reciprocal inspiration from different regional experiences.

The EU moves forward and usually reaches its goals within its deadlines. Foreign relations have undergone major changes, but it is still not enough. Unfortunately, whenever something important happens in the world, the EU tends to contribute the most money, but it is not listened to as a major player on the international scene. Individual member states often have a more powerful voice than the European Union. However, what it has managed to do is convey the internal culture of the European institutions, namely peace, dialogue, commitment, the acceptance of differences and the conviction that everything can be solved through dialogue. All this that permeates the EU has been transferred to its foreign relations in both bilateral relations and its participation in international forums.

The promotion and defence of rights, democracy and good governance, as well as the indivisible and universal nature of human rights, characterise the EU's foreign affairs. Europe is clearly going through a complicated time with different internal threats like Brexit, and external ones like the migration crisis, and the fact that it is playing an increasingly minor role in a globalised world given the exponential growth of economies like China and India. Nonetheless, the EU continues to exert a great deal of influence, as reflected in the type of relations it establishes with third countries and its commitment to the aforementioned values.

The European Union's foreign policy primarily consists in well-intentioned proposals, although they may lack underlying substance for two main reasons. First, it is limited by its authority, resources and the difficult decision of when to use force; secondly, even if it did have the authority needed, the EEAS would be in constant conflict with the plural, heterogeneous positions of the member states.

Thanks to diplomacy and foreign affairs, the European Union not only ensures the safety of its citizens but, to a greater or lesser extent, it also boosts democratic values and respect for human rights everywhere in the world it has delegations or offices through development cooperation, and it serves as a framework of action for the 27 member states.

Pedro Serrano de Haro, second in command at the European External Action Service, aptly summarised what the EU's foreign relations represent in a recent interview: "The EU is a major support for international relations since the common foreign policy is much more coherent and effective than ever. There are more than 140 EU representations all over the world, and we are one of the leading actors in coordinating positions in the international arena and one of the main backers of multilateralism. We have the largest development cooperation capacity in the world and are the most important humanitarian actor on the planet. We have 16 crisis management operations in the world, 6 of them military and 2 naval. The member states could not do this on their own. No matter how you look at it, the EU is one of the prime international partners."

5. Models of sectoral public diplomacy

> Sports diplomacy

Jordi Calsamiglia, Member of the Board of Directors of FC Barcelona

Football Club Barcelona is more than a club. This is not just a catch phrase but a reality. A person who travels anywhere in the world and says they are from Barcelona, the first question they will be asked is about Barça. So why does FC Barcelona have this international outreach, which extends further than any other football club? This situation has come about for a variety of reasons.

First, FC Barcelona is a multidisciplinary club (football, handball, hockey, etc.) with both men's and women's teams. The Masia is its training centre and a clear hallmark of its identity. It carries out different activity programmes via the FC Barcelona Foundation, which operates all over the world. Barça is committed to the culture and ways of life of the Catalan people because of their shared history. For all of these reasons, we can say that it is continually engaged in sports diplomacy.

It is no coincidence that when people talk about Barça, they also talk about values. Obviously, this is a fairly widespread concept, yet it keeps working to influence people. The players who have trained at the Masia have an upbringing and values that empower them to be more than just players, and this is also why the club is respected.

With its strong values and tradition, the club has a strong bond with Catalonia and Catalan society, and this connection dates far back. FC Barcelona always attempts to use public diplomacy to convey all of this abroad. For example, it does so by partnering with other organisations and engaging in joint activities to promote Catalan culture such as attending trade fairs and round tables and awarding prizes. It also takes advantage of any trips taken by the premiere football team in the world.

FC Barcelona tends to partner with a wide range of organisations, and to this end they reach agreements that attest to this commitment. One example is the agreement between FC Barcelona and Òmnium Cultural, which reads as follows: "We pledge to provide support to initiatives from both civil society and institutions in favour of Catalan language and culture, in Catalonia and abroad, and to disseminate them in the media, social media, our website and the scoreboard. We pledge to support associations in favour of the Catalan people's right to decide and to support citizens in the exercise of the decision they take." With these agreements and activities, public diplomacy reaches far beyond the strict realm of sports.

The box seats at Camp Nou are a constant arena of public diplomacy, since world-famous personalities often attend, bringing opportunities for dialogue and cooperation. Ideas on how to promote Catalan culture often come from these conversations. Barça also interacts with the consuls living in Barcelona by organising workshops to ascertain how to boost its presence in the countries they represent or with occasional meetings to seek areas of cooperation.

The FC Barcelona Foundation has grown exponentially in recent years. It works in areas like refugees and bullying. Its programmes are extremely powerful and reach more than 16,000 children all over the world. The Barça Foundation is currently present in Greece, Lebanon and Italy, and it promotes activities in refugee camps in these countries, indirectly projecting the image of Barça, Catalan culture and their values.

The World Federation of Supporters' Clubs is made up of 1,500 clubs, more than 150 of which are located abroad. These clubs serve as ambassadors, since they must meet several requirements to be recognised as an official Barça supporters' club, such as having their own venue and engaging in activities. Therefore, this is a network with enormous potential.

Finally, in terms of the social media, FC Barcelona has 300 million followers on Facebook, which means a significant influence around the world. The club is aware of all this and obviously tries to make the most of it.

> Digital diplomacy

Juan Luís Manfredi, Associate Professor of Journalism at the University of Castilla – La Mancha

Nowadays, the main actors in the digital transformation are Amazon, Facebook, Apple and Google, which are unquestionably going to change the way things are understood. This means not the end of diplomacy but a shift in how it is understood and undertaken. Diplomacy is more complex today given the emergence of new actors, elements and concepts. Scholars are trying to attach adjectives to diplomacy which have highlighted new concepts of diplomacy. Yet even if we attach new adjectives, diplomacy will always be the art or science of conducting international relations.

The digital transformation presents a series of problems. In the past, it was easy to identify the different diplomatic stakeholders. All problems could reasonably be limited with borders. Now, with more intersecting institutions, stakeholders and interests, public diplomacy has to be conducted differently.

In the specific field of digital diplomacy, there will be changes in four areas:



1. Epistemology or theory of knowledge:

Changes in the way rules are made and in citizen participation. One good example to illustrate these changes is the Women's March in Washington on 21 January 2017. This demonstration was organised on the social media just a few hours after Donald Trump sworn in as president. But how is this knowledge acquired?



2. Economy:

The energy transformation will be crucial in the forthcoming years. The fact that the Arctic will be navigable will have a major impact on trade routes as we know them today. Within this context, new energy sources will emerge, and the way power will be divided with all these changes remains to be seen.



3. Experts:

We are witnessing the end of experts because we no longer believe anyone, governments least of all. We are talking about news chaos, which seeks to make us incapable of distinguishing between what is and is not real. Bias also plays an important role, since we are all biased believing that we are right and others are wrong. A recent poll found that 7/10 Americans say that they do not consume fake news but others do.



4. Ethics:

Is there a new kind of propaganda, or is it actually not so new? Russian propaganda claims that they simply spread information and that the USA is the one that makes the propaganda.

In Spain, for many years there were no instruments of public diplomacy in place and suddenly several of them have been created, such as Marca España (Brand Spain) and the Directorate General.

At first, digital diplomacy was understood as a service for the media or the part of public diplomacy aimed at the media. Digital diplomacy has gradually begun to take on other meanings, transforming into a range of services geared towards citizens. These services are related to journalists, as well as to risk management. In 2012, diplomats began to be trained in digital diplomacy so they could learn how the digital world is transforming diplomacy. This service orientation began in 2012 by stressing interactions with other stakeholders and multilateral institutions. The goal was for Spain to become a reliable, credible partner within the backdrop of the economic crisis.

In 2017, the Spanish Ministry of Foreign Affairs considered that it should strategically manage this transformation. It created more than 250 accounts for Spanish ambassadors around the world, and a classic problem in public diplomacy arose: tension between the centre and the periphery. Should they await orders from Madrid, or should they react to certain crises independently? The problem is that the hierarchical distribution common in classic diplomacy does not work well in a digital environment.

Different areas by countries, interests, languages and multilateral institutions were created so that these groups could establish their digital communication policy more independently. The audience increased with this new organisation, with twice the number of followers and all the Spanish missions covered. It also solved the problem of the personal use of the accounts by standardising the image of the Spanish diplomatic service abroad.

In 2017, too, all the websites were updated, and a search engine or atlas of embassies and consulates was created to help citizens access information. Likewise, a handbook was created to guide the content of the online activity, avoid personal diplomacy and highlight what the embassy does for citizens.

➤ Economic diplomacy

Teresa Navarro, General Manager of the Private Businesspersons' Foundation FemCAT

Engaging in diplomacy does not mean telling stories but instead experiencing them and having them experienced by others. FemCAT, which has discussed the topic at different events and forums, clearly understands this.

To FemCAT, it is important to check whether there is a relationship between companies and regions' competitiveness, since a region's competitiveness can be understood as the different factors that make companies want to move there. Some of these factors are based on public policies, such as legal certainty, a transparent system and appropriate infrastructures, yet it also involves a good education system, because the executives have to send their children to school and hire well-trained staff. After those come other factors which do not depend solely on public policies, such as the business community of suppliers.

In short, it is a virtuous circle, because if companies are competitive, the region ends up being competitive as well and attracts more investment. A good business policy can catalyse this virtuous circle of business and regional competitiveness. In contrast, without an adequate business policy, economic diplomacy can end up working against the region.

Therefore, in order to engage in sound economic diplomacy, there must be a strong business sector, as it can put both the sector and the region in a good position. There are three main stakeholders responsible for engaging in economic diplomacy:

1. The organisations working in economic promotion, such as ACCIÓ, which is in charge of attracting foreign investment to Catalonia and helping Catalan companies open up markets abroad.

- 2. Business organisations, which also help business owners internationalise.
- 3. The company executive, who can often engage in the most effective business diplomacy.

In order to boost this virtuous circle, it is necessary to have a proper management of the country's brand, that is, the concepts associated with the image of a region. Futbol Club Barcelona is an example of a concept which is immediately associated with Barcelona all over the world. These images about a region or a city, which immediately come to mind, influence the behaviour of each individual, stakeholder and company. This is why the majority of regions actively manage their brand.

Managing this brand is not easy, because you have to simultaneously listen and bear in mind everyone who may have to defend it in the future. The brand has to be authentic yet versatile, since it has to help attract both tourists and investors or buyers. If the brand is well-crafted, an entire set of tools will automatically become available.

Economic promotion agencies like ACCIÓ help make a brand's economic side more coherent. They bring credibility to companies and their home region. For a businessperson, it is much easier to sell a product if you have elements and resources around you that work well and help you.

In short, business diplomacy results do not come overnight; instead, it requires an effort day after day, with every single invoice and every single client. It only works if the virtuous circle of businesses and the region is working. It is carried out by economic promotion, business organisations and individual businesses, and it is reinforced if the regional brand is actively managed.

> Cultural Diplomacy

Àlex Hinojo, Digital Coordinator at the Institut Ramon Llull

Culture is a gateway that institutions and citizens have used throughout history as a channel of connection and mutual understanding. Culture and cultural diplomacy often allows complexity management.

During the Franco regime, Òmnium Cultural promoted cultural activities to foster Catalan culture. Hollywood has tried to sell an American lifestyle through culture and film. More recently, Harry Potter has done more for the United Kingdom's cultural diplomacy than the entire British Council in many years. In Catalonia, the cultural product with the most international impact in recent years is the TV series *Merlí*, which is currently very popular in Latin America.

The Institut Ramon Llull was created with the mission of cultural promotion, and it was divided into three areas: the languages and university area is in charge of Catalan language classes at universities all over the world; the literature area fosters knowledge of Catalan literature; and the creation area encompasses all art forms.

However, it should be borne in mind that with the digital transformation, authors and artists have their own promotional channels, and it is hard to stand out in an ecosystem with fewer intermediaries. The increase in data volume and speed is even affecting content production. Recently, data analysts have become highly sought after, but humanities profiles cannot be forgotten, because seeing the world solely from the perspective of numbers is wrong. We need both perspectives to understand the world, and this is why cultural promotion is necessary.

The number of channels that humans use to interact has been severely curtailed, and the majority of them depend on just a handful of companies, all with the same vision, which can decide whether they



accept your point of view or not. For example, Tripadvisor, a website with comments on restaurants, does not accept comments in Catalan, thus making it hard for us to assert our culture. Therefore, the platform also affects the dissemination of culture.

Culture allows for nuances, and everything on these platforms is so quick that it is hard to incorporate cultural richness and diversity. It is difficult to keep culture alive in an environment in which there are more and more voice platforms, yet you still cannot speak Catalan with Amazon Echo or Siri. Efforts are needed to assert cultural diversity in a technological environment managed by companies with clearly economic interests.

Citizens have to be part of the solution. With its longstanding civic tradition, Catalan society has been living with different cultural hegemonies for years. Other states have not had to grapple with this problem until now, merely because they have much more rigid borders. But this has changed in the globalised world in which we live today. Catalan society excels in its ability to organise and manage diglossia, and in a world in which regions are coming to the fore, this may well be our know-how. The Catalan language is the big sister of smaller languages, a model worth following for many minority languages.

Catalan society, traditionally with its active civic life, has developed an entire range of activities to deal with the technological challenges that are appearing in order to keep our culture alive. Adapting to new realities is indeed the only way to remain relevant in today's ecosystem.

➤ Scientific and technological diplomacy

Alexis Roig, Chief Executive Officer of Scitech Diplohub

We talk about scientific, technological or academic diplomacy, but they're all synonyms for or subgroups under the umbrella of scientific diplomacy, which encompasses any kind of scientific, technological or academic cooperation between countries, cities, regions or societies with the goal of dealing with shared challenges and building bridges and solid international partnerships.

The most widely accepted definition of scientific diplomacy is the one coined by the British Royal Society in 2010, which identifies three interconnected branches:

○ **1. Diplomacy for science:**

This refers to how classic diplomatic relations and partnerships between different countries' Ministries of Foreign Affairs facilitate more and better scientific exchanges (student mobility programmes, research programmes).

○ **2. Science for diplomacy:**

This is the exercise of soft power, where informal relations can help improve relations among geopolitical actors. Scientists, people working in academia, engineers and technologists, partner on a daily basis with colleagues and research centres around the world to pave the way to better understanding among countries. One example is when the Soyuz and the Apollo spacecrafts docked in outer space in the middle of the Cold War, a huge scientific and technological step forward for humanity in a partnership between two clashing superpowers. More recently, we could cite the particle accelerator located in Jordan, a partnership among different Middle Eastern countries with quite tense diplomatic relations or directly in conflict with one another. Generally, these projects require extremely expensive infrastructures, which solve global problems.

○ **3. Science in diplomacy:**

This is the use of scientific evidence and empirical knowledge to bolster international agreements or design foreign affairs strategies. States have shared borders, and laws need to be enacted on how these regions are going to be used, since all acts have consequences on the other side of the border. This is regulated either by political interests or bearing in mind scientific knowledge and measuring the impact on the environment, on society, etc. The United Nations' 2030 Agenda is a good example of science in diplomacy, since scientific and technological knowledge, and the cooperation of many countries, are needed in order to achieve all the sustainable development goals set.

We could ask whether scientific diplomacy is public diplomacy. The quick answer is yes, although it can also be considered hard power at certain times, since today power no longer comes from the military but from having advanced technological tools, be they atomic bombs or drones. However, scientific diplomacy is essentially public diplomacy because the values of science are intrinsically universal; it is apolitical, transversal, transparent and facilitates understanding between countries.

In 2008, Barcelona became the first city in the world to have a scientific diplomacy strategy. Technology giants and cities are geopolitical stakeholders, and they have to implement their own strategies to attract knowledge-creation and economic wealth. For example, Barcelona has taken advantage of its network of international institutional relations and is ranked fourth in the world among cities that are not country capitals in the number of consulates it has, after New York, Hong Kong and Los Angeles.

SciTech DiploHub wants scientific diplomacy to serve foreign affairs. It is a civil, non-profit, public-private organisation which works in conjunction with research centres, institutions and foundations with the mandate of implementing Barcelona's scientific diplomacy strategy by representing the knowledge and innovation ecosystem abroad and making Barcelona a more influential geopolitical stakeholder in the world.

6. Conclusion

The Spanish government applied article 155 more than one year ago, and we are still feeling the damage caused during the time it was in force. Diplocat was a clear example of these effects, and the Government of Catalonia is keenly aware that it was the target of an attempt to shutter it and a campaign to undermine its prestige. Thus, this first activity open to the public is ushering in a new stage in the consortium.

In this new stage, Diplocat must keep on being an instrument of the country, not the government, since the latter has its own network of delegations which engage in the political and institutional representation that Catalonia needs. This network of delegations is extremely important, and the Government of Catalonia is determined to make it grow.

Diplocat, on the other hand, works for Catalonia via public diplomacy, mingling with the different actors in society with an international mission. Diplocat is a cross-cutting, diverse consortium which connects Catalonia to the world and projects it, while also empowering civil society in the international arena.

The Department of Foreign Affairs of the Government of Catalonia is delighted to have a tool like this one again in a world in which public diplomacy is increasingly necessary and ever-present as a complement to traditional diplomacy. We must keep working to make Catalonia a global benchmark in the spheres of economics, sports, culture and business, and Diplocat is a good tool to help us achieve it.

Mireia Borrell

Secretary for Foreign Action and the European Union



Annexe 1. Program

THE ROLE OF PUBLIC DIPLOMACY IN THE DIGITAL AGE

Comparatives Models

Barcelona, 3 May 2019

Sant Pau Art Nouveau Site. Pau Gil Room – C/ de St. Antoni Maria Claret, 167, Barcelona

PROGRAMME

#PublicDiplomacy

- 9.00h **Welcome**
- **Laura Foraster**, Secretary General, Public Diplomacy Council of Catalonia - Diplocat
- 9.30h **Keynote speech: The Role of Public Diplomacy in the Digital Age**
- **Nicholas J. Cull**, Professor of Public Diplomacy and Director of the Master's Program in Public Diplomacy, University of Southern California (USC)
- 10.30h **Break**
- 11.00h **Public Diplomacy Best Practices**
Chaired by **Teresa Turiera**, Journalist
- **Spanish Autonomous Communities and Public Diplomacy: Joan David Janer Torrens**, Associate Professor of Public International Law, University of the Balearic Islands
- **New Trends in Public Diplomacy: Corneliu Bjola**, Associate Professor in Diplomatic Studies and Head of the Oxford Digital Diplomacy Research Group, University of Oxford
- **The European Commission model: Manel Camós**, Retired European Commission Officer
- 11.45h **Discussion**
- 12.15h **Sectoral Models of Public Diplomacy**
Chaired by **Laura Pous**, Journalist, Head of World and Economy Area, Catalan News Agency (ACN)
- **Diplomàcia esportiva: Jordi Calsamiglia**, Board Member of FC Barcelona
- **Diplomàcia digital: Juan Luís Manfredi**, Associate Professor of Journalism, University of Castilla-La Mancha
- **Diplomàcia econòmica: Teresa Navarro**, General Manager, FemCAT
- **Diplomàcia cultural: Àlex Hinojo, Digital Officer**, Digital Officer, Institut Ramon Llull
- **Diplomàcia científica i tecnològica: Alexis Roig**, Chief Executive Officer, SciTech DiploHub
- 13.00h **Discussion**
- 14.00h **Closing Session**

Organization:

DIPLOCAE
Public Diplomacy Council of Catalonia

In collaboration with:

SANT PAU
Recinte Modernista
Barcelona

Annexe 2. Participants



> CORNELIU BJOLA

ASSOCIATE PROFESSOR OF DIPLOMATIC STUDIES AND HEAD OF THE DIGITAL DIPLOMACY RESEARCH GROUP AT OXFORD UNIVERSITY

Corneliu Bjola received his PhD in Political Science from the University of Toronto (2007) and previously taught and conducted research at McMaster University and the University of Toronto. He was a research fellow at the Woodrow Wilson International Center for Scholars and a Visiting Fellow at the Australian Defense Force Academy (2012) and China Foreign Affairs University (2016).

His current research interests relate to the impact of digital technology on the conduct of diplomacy with a focus on strategic communication and digital influence as well as on theories and methods for countering disinformation and propaganda.

He has authored or edited five books, including the co-edited volumes on Countering Online Propaganda and Extremism: The Dark Side of Digital Diplomacy (Routledge, forthcoming), and Digital Diplomacy: Theory and Practice (Routledge, 2015). His work has been published in Global Affairs, European Journal of International Relations, International Negotiation, Review of International Studies, British Journal of Politics and International Relations, Global Policy, Journal of Global Ethics and The Hague Journal of Diplomacy.

Bjola is co-editor of the book series on 'New Diplomatic Studies' with Routledge, and Editor-in-Chief of the new journal Diplomacy and Foreign Policy. He is the recipient of the 2014 OxTALENT award for enhancing students' learning experience using social media apps awarded by the Oxford Committee on Teaching and Learning Enhanced with Technology.



> MIREIA BORRELL

SECRETARY FOR FOREIGN ACTION AND THE EUROPEAN UNION, DEPARTMENT OF FOREIGN ACTION, INSTITUTIONAL RELATIONS AND TRANSPARENCY OF THE GOVERNMENT OF CATALONIA

Born in 1985 in Balaguer, Catalonia

Ph.D. in European Political Economics from the London School of Economics (LSE) European Institute. B.A. in Economics from the Pompeu Fabra University (UPF) and M.A. in European Political Economics from the LSE European Institute.

Before assuming the position of Secretary for Foreign Action and the European Union, she was the Director General for Foreign Relations. Previously, she was a Teaching Fellow in European Political Economy at the LSE; courses: The Political

Economy of European Welfare States, as well as Interest Representation and Economic Policy in the EU. Winner of the European Institute's Class Teacher Award 2018.

She also was a Postdoctoral Research Officer at the University of Oxford - in a social policies program for UK families, and a Junior Auditor at Ernst & Young in Barcelona. Traineeship at the Directorate-General of Internal Policies, Committee of Regional Development, European Parliament. Guest speaker at the Glasgow Economic Forum 2018.

She is publisher and collaborator of the economics and social affairs digital magazine 'Ekonomicus', as well as author and co-author of several publications on social economics, public health, welfare and family, and trade.

Languages: Catalan, English, French, Spanish.



> **JORDI CALSAMIGLIA** MEMBER OF THE BOARD OF DIRECTORS OF FC BARCELONA

Jordi Calsamiglia (Barcelona, 19 June 1959) is a lawyer and the owner of Bufete Calsamiglia. He is an expert in public liability, insurance law, intellectual property at sports law. He was President of the Commission of Lawyers on Public Liability and Insurance (2014-2018) and the Commission on Intellectual Property at the Distinguished Bar Association of Barcelona (1992-1996).

Linked to the publishing sector as a lawyer of the Publishers Association of Catalonia since 1983 and at the Book Chamber. He was an advisor to the Catalan Tennis Federation for 20 years and the Catalan Golf Federation for 8 years.

Coordinator of the Legal Area of FC Barcelona from 2010 to 2015. After the elections of 18 July 2015, he joined the Board of FC Barcelona as Secretary, a position he occupied until February 2019 when he left the role vacant to join the Compliance committee. Furthermore, he maintains his role as president of the Disciplinary Commission and as a member and Secretary of the Board of Trustees of FC Barcelona Foundation.



> **MANEL CAMÓS** RETIRED CIVIL SERVANT FROM THE EUROPEAN COMMISSION

From October 2005 to December 2012, he was the director of the European Commission Representation in Barcelona.

Manel Camós (Barcelona, 1948) studied Chemical Engineering (1967-73) at the Institut Químic de Sarrià (Barcelona); Energy Management (1980-81) at the Université Libre de Bruxelles and Economics (1982-84) at the UNED.

Between 1973 and 1984 he worked in the private sector in Barcelona, Madrid and Brussels, developing research, marketing and planning. From 1985 to 1987 he worked in the Ministry of Industry and Energy in Madrid, as an advisor in European affairs.

At the end of 1987, he joined the European Commission in Brussels, as an officer in the General Direction of External Relations, where he had several responsibilities: coordination of the political relations and cooperation with Central America, and later with Mexico and Cuba.

In 1996 was the Chief of Staff of the General Director responsible for the Relations with the Mediterranean, Latin America and Asia. He took part actively in questions related with the Mediterranean, especially the Process of Barcelona. In 1998 he was designed Head of the Unit for Information and Relations with the European Parliament within the General Direction of External Relations. Between 2000 and 2004 he was the Head of Negotiation of the European Commission with Latvia and Poland, during the accession process of these countries to the EU.



> NICHOLAS J. CULL

PROFESSOR OF PUBLIC DIPLOMACY AND DIRECTOR OF THE MASTER'S IN PUBLIC DIPLOMACY, UNIVERSITY OF SOUTHERN CALIFORNIA (USC)

Nicholas J. Cull is Professor of Public Diplomacy and Director of the Master's Program in Public Diplomacy at USC and a CPD Faculty Fellow. His research and teaching interests are inter-disciplinary, and focus on the role of public engagement in foreign policy. He is the author of *The Cold War and the United States Information Agency: American Propaganda and Public Diplomacy, 1945-1989* (Cambridge, 2008) and *The Decline and Fall of the United States Information Agency: American Public Diplomacy, 1989-2001* (Palgrave, 2012). His first book was *Selling War* (Oxford, 1995), a study of British information work in the United States before Pearl Harbor. He has published numerous articles on the theme of public diplomacy and media history.

Nick Cull has lectured widely around the world, frequently as a guest of diplomatic academies or foreign ministries/public diplomacy agencies including those of the UK, Canada, India, Korea, Mexico, South Africa and Switzerland. He is a regular guest speaker at the Foreign Service Institute of the United States and the Center for Executive Education at the US Naval Postgraduate School. He is an active film historian who has been part of the movement to include film and other media within the mainstream of historical sources. His film work includes (with James Chapman) *Projecting Empire: Imperialism and Popular Cinema* (I. B. Tauris, 2009) and *Projecting Tomorrow: Science Fiction and Popular Cinema* (I.B. Tauris, 2013).

He took both his BA and PhD at the University of Leeds. While a graduate student he studied at Princeton in the U.S. as a Harkness Fellow of the Commonwealth Fund of New York. From 1997 to 2005 he was Professor of American Studies and Director of the Centre for American Studies in the Department of History at Leicester. He is President of the International Association for Media and History and a member of the Public Diplomacy Council.



> LAURA FORASTER I LLORET

SECRETARY GENERAL OF THE PUBLIC DIPLOMACY COUNCIL OF CATALONIA - DIPLOCAT

Laura Forasteri Lloret (Barcelona, 1976) holds a degree in Economics and Business Administration at the Universitat Pompeu Fabra (UPF), a degree in Humanities at the Universitat Oberta de Catalunya (UOC) and an MA in European Studies at the KU Leuven. She also has specific education in Public Diplomacy and in Election Observation Missions. Prior to her current position as Secretary General of Diplocat, she was Executive Director of the entity until its temporary closure in April 2018.

Foraster has been Chief of Cabinet of the Minister for Innovation, Universities and Enterprise and of the Minister for Trade, Tourism and Consumer Affairs of the Government of Catalonia during two consecutive legislative terms, where she was responsible for the management of the Minister's Cabinet, the political assistance to the Minister and for European Union and international issues.

Her previous professional experience includes Parliamentary Assistant to Catalan Members of the European Parliament in Brussels and Strasbourg, following the Foreign Affairs, Human Rights, Common Foreign and Security Policy Committee and the Constitutional Affairs Committee. In Brussels, she also worked for the European Commission, the Committee of the Regions and the Catalan Government Delegation in the EU.



> ÀLEX HINOJO

DIGITAL OFFICER AT THE INSTITUT RAMON LLULL (IRL)

Àlex Hinojo (Barcelona, 1980). Knowledge manager. He likes to analyze complex organizations and help to define medium-term strategies in both cultural and educational institutions. He has a business science degree, with postgraduates in cultural management and museology. He is a cultural outreach expert, specialised in the use of open platforms, especially Wikipedia. He also defines himself as a free knowledge and digital rights activist. He has worked with the biggest museums, libraries, archives and universities of the Catalan speaking territories, as well as with several International organisations, spreading the benefits of working in open environments, online, in a decentralized and collaborative way.

Over the last few years, he has been the director of Amical Wikimedia, an entity that has been awarded the Catalan National Prize of Culture in 2014 for its contribution to the universal knowledge in Catalan language. Since March 2019, he is the Digital Officer at the cultural Institut Ramon Llull.

He is also a co-founder of the digital rights initiative, defending human rights in the digital environment, such as the right to privacy, the right to access information and the right to freedom of expression, among many others.



> **JOAN DAVID JANER TORRENS**

ASSOCIATE PROFESSOR OF INTERNATIONAL PUBLIC LAW, UNIVERSITY OF THE BALEARIC ISLANDS

Since 2004, he is Associate Professor with tenure of Public International Law. Holder of a Jean Monnet Chair in EU Law granted by the European Commission (2006-2010). Research periods at the EUI in Florence, Cambridge, Oxford and Munster University. Degree in Law with Honours (1995), LLM in EU Law at the College of Europe (1996), PhD in Law (2000). Head of the Public Law Department of the Law Faculty of the University of the Balearic Islands since 2016 and Erasmus coordinator since 2000. Professor in different LLM in Law at the Autonomous University of Madrid and at the University of León (Nicaragua). Winner of an essay competition granted by the Japanese government (1999). Member of the jury of the PhD thesis competition on regional issues organised by the Committee of the Regions of the EU (2010 and 2012). Author of books, book chapters and articles on International and EU Law.



> **JUAN LUIS MANFREDI**

ASSOCIATE PROFESSOR OF JOURNALISM AT THE UNIVERSITY OF CASTILLA - LA MANCHA

Juan Luis Manfredi Sánchez is Senior Lecturer at the University of Castilla-La Mancha and teaches International Communication and Media Policy. He is the academic director of Observatory for the Transformation of the Public Sector, at ESADE Business School in Madrid.

As international scholar, he led “Media Pluralism Monitor in Spain 2015”, a project based at the European University Institute of Florence financed by the European Commission. He also led the Spanish research team from MEDIADDEM (European Media Policies Revisited: Valuing & Reclaiming Free and Independent Media in Contemporary Democratic Systems). He organized “Entrepreneurial Journalism, a renewed hope”, a seminar for journalists and scholar to search for new opportunities in innovation, entrepreneurship, free speech and digital media, and participated in different seminars about contemporary diplomacy in Armenia, UK (Wilton Park), OSCE (Vienna), among others.

He is a member of the scientific board of the Real Instituto Elcano, member of the editorial board of Esglobal.com, and frequent contributor to main Spanish media outlets. In 2015, he has been a finalist for the Citi Journalistic Excellence Award in Spain.

He holds a PhD in Communication from the University of Seville where he also earned two degrees in Journalism and History. Dr Manfredi holds an International Executive MBA from the IE Business School and a Masters’ in Media Business Management from the University of Seville.



> TERESA NAVARRO

GENERAL MANAGER OF THE PRIVATE BUSINESSPERSONS' FOUNDATION FEMCAT

General Manager of Fundació Privada d'Empresaris FemCAT since 2016. From 2008, as Technical Secretary, she managed the projects and permanent programs of the foundation. From 2005 to 2008, she was Head of Entrepreneurship and Financing in Centre d'Innovació i Desenvolupament (CIDEM, now ACCIÓ) of Generalitat de Catalunya. From 2002 to 2004, she worked in the operations department of Fòrum Universal de les Cultures de Barcelona, a large-scale cultural event. Mechanical Engineer, Master in Supply Chain Management, she worked in the oil industry in several European countries.

FemCAT is a private, independent foundation that gathers business leaders who want to contribute to the economic and social advancement of Catalonia. It develops initiatives under its own leadership or in cooperation with other organisations, for the improvement in innovation and entrepreneurship, competitiveness, social cohesion and showcasing Catalonia to the world.



> ALEXIS ROIG

CHIEF EXECUTIVE OFFICER OF SCITECH DIPLOHUB

Mr. Roig is the Chief Executive Officer of SciTech DiploHub, the Barcelona Science and Technology Diplomacy Hub, a pioneering nonprofit public-private partnership backed by Barcelona's leading research centers, universities, non-profits, startups, corporations and public institutions, with the mandate to deploy the city's science diplomacy strategy and represent its knowledge and innovation ecosystem worldwide, thus making Barcelona a more influential player on the global stage.

He has over 10 years' experience as Senior Advisor on Science Diplomacy for Ministries of Foreign Affairs, Science, Research and Education of governments across Asia and Europe. He is also professor of Entrepreneurship and Innovation Policies at the University of Shanghai for Science and Technology.

As a serial entrepreneur, Mr. Roig is the founder and member of the board of numerous private ventures, nonprofits and think tanks on Public Diplomacy, Science Policy, Digital Technologies and Higher Education.

He holds a masters in Computer Science from Universitat Politècnica de Catalunya, an MBA from Ecole de Management de Normandie, and a Postgraduate degree in Diplomacy from the United Nations Institute for Training and Research.

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» Public institutions and municipal entities

- Government of Catalonia
- Barcelona City Council
- Tarragona City Council
- Girona City Council
- Lleida City Council
- Vielha e Mijaran City Council
- Barcelona Provincial Council
- Tarragona Provincial Council
- Girona Provincial Council
- Lleida Provincial Council
- Conselh Generau d'Aran
- Catalan Association of Municipalities and Counties
- Federation of Municipalities of Catalonia

» Entities of the business sector

- General Council of the Official Chambers of Commerce, Industry and Navigation of Catalonia
- Entrepreneurs association Foment del Treball Nacional
- Association of Micro-, Small and Medium-Sized Enterprises of Catalonia (PIMEC)
- Confederation of Cooperatives of Catalonia
- Multi-Sector Business Association (AMEC)
- Private Foundation of Entrepreneurs (FemCAT)

» Entities of the social, trade union and sports sector

- The Group of Entities of the Voluntary Sector of Catalonia
- Trade union Unió General de Treballadors de Catalunya (UGT)
- Trade union Comissions Obreres de Catalunya (CCOO)
- Football Club Barcelona

» Universities, business schools and academic institutions

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