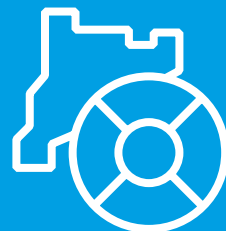
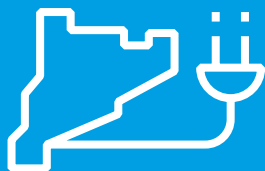


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# DIPLOCAE

Public Diplomacy Council of Catalonia

International dialogue  
**Connect. Project. Empower.**





## Who are we?

The Public Diplomacy Council of Catalonia, Diplocat, is a public-private consortium whose objective is to connect Catalonia in the international sphere and facilitate the exchange of people, ideas and projects. Diplocat (2012) is the heir to the Patronat Catalunya Món (2007), and before that the Patronat Català Pro Europa (1982), a pioneering entity in Catalonia's relations with the EU.

The Diplocat consortium has 38 members, and this broad, diverse, plural composition makes Diplocat a suitable instrument to work with all sectors in Catalan civil society that seek to participate in the major international debates. In fact, these actors already engage in public diplomacy and provide their expertise and knowledge to build a fairer, more peaceful, democratic and sustainable society.



## How are we organised?

The institution's plurality is reflected in the participation of representatives from Diplocat's different members in its governing and management bodies.

- » **Plenary**  
Supreme governing body.
- » **Executive Committee**  
Standing body in charge of administration, management and initiative.
- » **General Secretariat**  
In charge of carrying out the decisions of both the Plenary and the Executive Committee and promoting and managing the institution's activities.

Likewise, in line with Diplocat's transversal mission, there is a **Consultative Council** made up of internationally renowned individuals from different fields.



## What is public diplomacy?

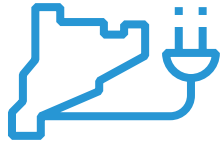
Diplocat views public diplomacy as a communicative process between a country's public and private institutions and actors and the public abroad to spread ideas, culture, assets and values. The goal is to engage in a continuous dialogue with the rest of the world in order to create opportunities, make connections and strengthen mutual trust.

As a sub-state actor, Catalonia should play a prominent role in the global sphere, and today this means engaging in foreign affairs as a complement to classical diplomacy. In the throes of the digital age, non-state governments, companies, universities, cities and local entities, social movements and citizens themselves are playing an increasingly important role in the global governance of an interconnected world. Everyone is capable of connecting with other citizens from around the world, and the Council works to facilitate and promote these connections.



## What do we do?

Diplocat's activities include some of the common public diplomacy practices in the international sphere, from exchanges of best practices to digital diplomacy initiatives, academic debates, workshops and seminars, visitor programmes and press contacts. Diplocat also works to strengthen the international relations capacities of Catalonia's citizens, organisations and public administrations by awarding scholarships and organising training courses, while also encouraging them to be active in the leading global governance initiatives.



# Connect

## Listening and being heard

A key part – if not the most important part – of public diplomacy is the capacity to listen to the public to which we want to share a vision of the world. As the outcome of listening, we often have to adapt the way we interact with the world in order to reach the most influential actors. Catalonia has to seek recognition by bringing added value to shared problems and working with other international actors to generate a story and shared strategy to deal with supra-national challenges. This will enable Catalonia to position itself on the front lines and be heard in a global world.

Catalonia has to identify where it can export knowledge and experience in the fields where it is or aims to be on the cutting-edge, and to learn from other successful models to become more competitive in the fields where it is not.

» We listen to what international public opinion is saying about Catalonia and what issues are being discussed the most around the world in order to generate a constructive dialogue.

» We provide incentives to study and analyse international models of best practices, while also promoting knowledge abroad of the most pioneering sectors in Catalonia.

» We position Catalonia in global debates and help local organisations and civil society take part in and contribute to them.





# Project Positioning Catalonia in the world

It is important to recall that generating a positive public image and opinion abroad current has direct repercussions on multiple levels, from attracting companies and investments to university student exchanges, not to mention boosting tourism and attracting major cultural and sporting events.

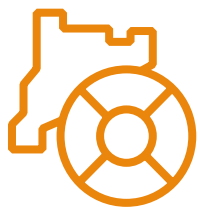
One of Diplocat's objectives is to project the values, people and institutions of Catalonia to the world, while forging bonds and trusting relationships with citizens and institutions in other countries. In a globalised world like ours, the combination of technological changes and the advent of the social media is an added opportunity for communication among citizens and social and political stakeholders. Nowadays, information moves and reaches everyone with hardly any constraints or frontiers.

» We assist organisations that want to be present on the international scene and help them find spaces of mutual cooperation by organising joint activities in different fields.

» We provide direct, firsthand knowledge of Catalonia's values and assets among those who show an interest in them or may convey them to their sphere of influence.

» We ensure that the image of Catalonia conveyed in the foreign media is as accurate as possible, and we keep in constant contact with international correspondents and journalists.





## **Empower** **Promoting the training of civil society**

Implementing public policy is everyone's job, and both the staff of the Catalan public administrations and civil society as a whole must be trained in order to do it well.

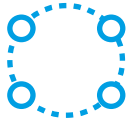
An array of actors has become involved in the international scene. Beyond the political world, sub-state governments, sports clubs, universities, labour unions, town halls, cultural organisations, companies and others are the real actors in a country's international outreach. Catalan society's training in public diplomacy and international relations must be promoted in order to raise awareness and improve the capacity for internationalisation.

» We offer assistance programmes and scholarships targeted at civil society with the goal of improving their training and maximising their capacity to contribute to the country's internationalisation.

» We offer training courses on public diplomacy or topics of special interest with the goal of improving the capacity of the organisations belonging to the consortium as actors that project Catalonia abroad.

» We promote training in and knowledge of the social media as a crucial tool of internationalisation, with the goal of increasing their use by civil society and the organisations belonging to the consortium.





# Who are the members?

## » Public institutions and municipal entities

- Government of Catalonia
- Barcelona City Council
- Tarragona City Council
- Girona City Council
- Lleida City Council
- Vielha e Mijaran 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 (UGT)
- Trade union Comissions Obreres (CCOO)
- Football Club Barcelona

## » Universities, business schools and academic institutions

- University of Barcelona (UB)
- Autonomous University of Barcelona (UAB)
- Technical University of Catalonia (UPC)
- Pompeu Fabra University (UPF)
- University of Lleida (UdL)
- University of Girona (UdG)
- Rovira i Virgili University (URV)
- Ramon Llull University (URL)
- Open University of Catalonia (UOC)
- University of Vic - Central University of Catalonia (UVic-UCC)
- International University of Catalonia (UIC)
- Abat Oliba CEU University (UAO CEU)
- Barcelona Institute of International Studies (IBEI)
- EADA Business School
- Barcelona Graduate School of Economics (Barcelona GSE)



# About Catalonia

Catalonia, a Mediterranean land, is a crossroads of cultures and influences. Catalan is its native language, which coexists harmoniously with Castilian and Aranese along with hundreds of other languages spoken every day. Innovative and cosmopolitan by nature, Catalonia is an open, welcoming land which has gotten used to embracing large waves of migrants throughout history, and more recently also many tourists (19.2M in 2018).

With its capital, Barcelona, a cutting-edge city that has become a global benchmark, Catalonia has carved a niche for itself as a region of industry and services, and it is the most important economic, scientific and technological engine in southern Europe. According to the fDi Magazine (Financial Times) ranking, Catalonia is a leader in attracting investment in this region thanks to its economic potential, lifestyle, profitability, connectivity and business growth ecosystem.



» **Area:** 32.107 km<sup>2</sup>

Switzerland

**Catalonia**

Belgium



» **GDP (2018):** 242.313 million EUR

Finland

**Catalonia**

Czech Republic



» **Population:** 7,6 million

Switzerland

**Catalonia**

Denmark



» **Language:** 10 million active speakers

Greek

**Catalan**

Swedish

