

Reputational Security and other new priorities:

Rethinking #SoftPower for 2030.

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Overview:

- Big Dangers of 2030
- Issues w/in Public Diplomacy
- **Reputational Security**
- Contest Disinformation
- Counter Victim Narratives
- Vision of the Future.



The Big Foreign Dangers of 2030

- Russia?



The Big Foreign Dangers of 2030

- Russia?
- China



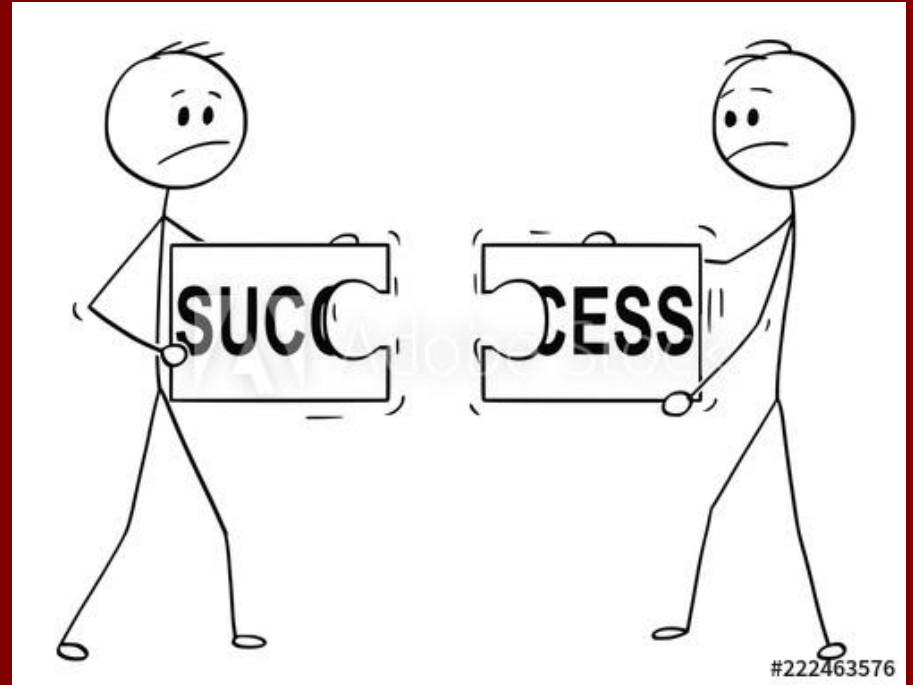
The Big Foreign Dangers of 2030

- Russia?
- China
- Indo/Pakistan War?



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- **Failure to Cooperate**



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- **How to move forward?**



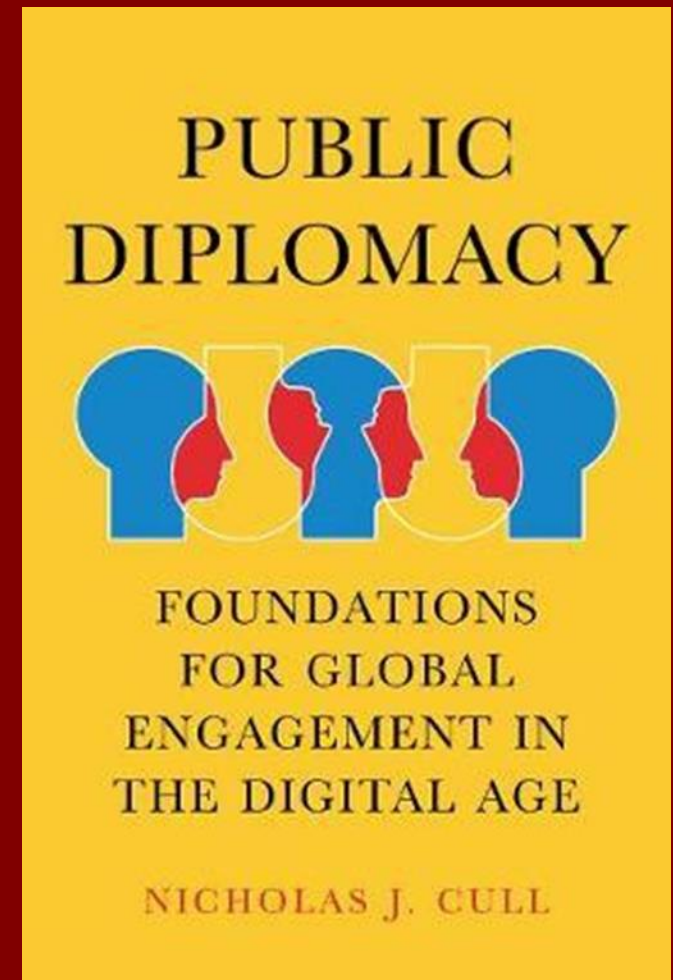
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The Big Foreign Dangers of 2030

- Russia?
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- How to move forward?
- Last superpower = Global Public Opinion
- **Key tool =**
Global Public Engagement



Issues within Public Diplomacy

1) Failures to listen



Issues within Public Diplomacy

- 1) Failure to listen
- 2) Failure to cooperate



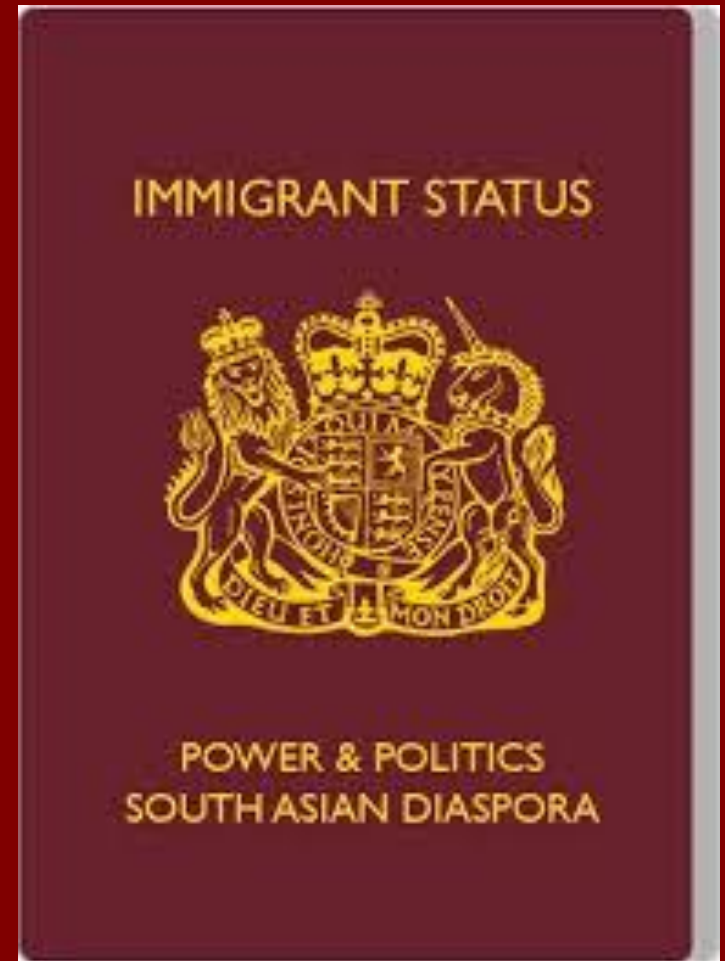
Issues within Public Diplomacy

- 1) Failure to listen to world
- 2) Failure to Cooperate
- 3) Performances for domestic consumption



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- 5) It can't be 'all about you'



Issues within Public Diplomacy

- 1) Failure to listen
- 2) Failure to Cooperate
- 3) Performances for domestic consumption
- 4) Mismatch of identity and transnational realities
- 5) It can't be 'all about you'
- 6) Danger of looking to WIN



New Priorities

1) Reputational Security



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- Soft Power not just an “extra”

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- *Good better than rich or strong*

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- *Good* better than *rich* or *strong*
- Cultural relevance = good

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- **ETHICAL** relevance best

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- **Be part of the team**

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- **SOME brands limit partnership**

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- Takes time to build...
- Human Rights and security not a trade-off.

New Priorities

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- 2) Contest Disinformation



New Priorities

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- Expose

New Priorities

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New Priorities

1) Reputational Security

2) Contest Disinformation

- Expose
- Engage
- Enhance
- And don't fulfil the stereotype

New Priorities

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- 2) Contest Disinformation
- 3) Counter Victim Narratives



New Priorities

1) Reputational Security

2) Contest Disinformation

3) Counter Victim
Narratives

- Foundation for Extremes

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- Foundation for Extremes
- Enemy of Empathy

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- Foundation for Extremes
- Enemy of Empathy
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- How to unlock the prisons built by history?

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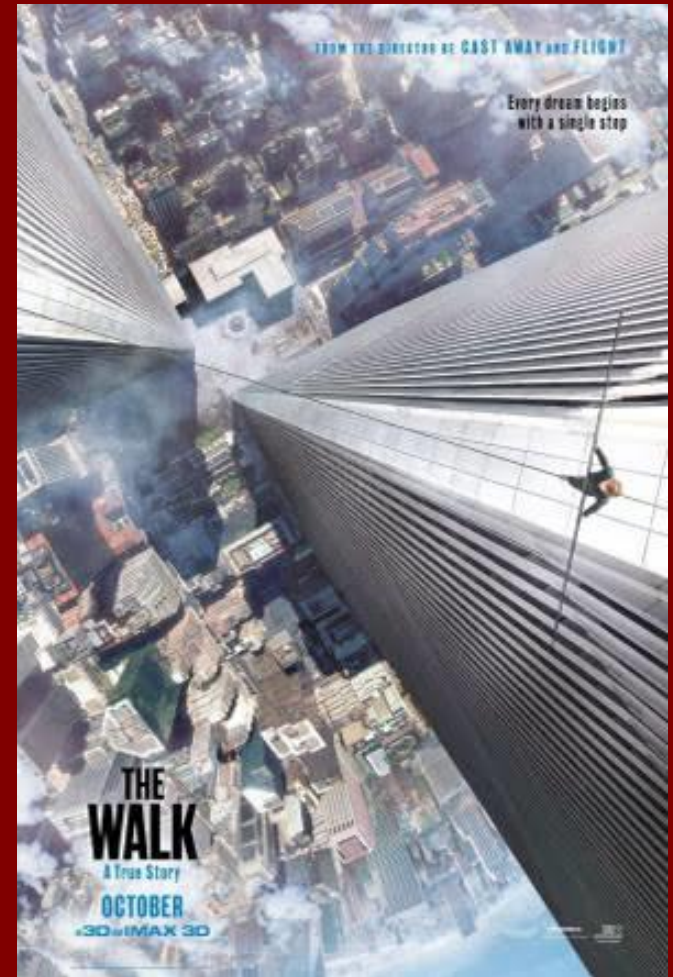
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- Foundation for Extremes
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- Political Dead End
- How to unlock the prisons built by history?
- **Collective project**

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New Priorities

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- The answer in the past

New Priorities

1) Reputational Security

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- The answer in the past
- For allies & adversaries

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- The answer in the past
- For allies & adversaries
- But who has credibility?

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- The answer in the past
- For allies & adversaries
- But who has credibility?
- **Some shared priorities**

New Priorities

1) Reputational Security

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- The answer in the past
- For allies & adversaries
- But who has credibility?
- Some shared priorities
- **Ultimate relevance**

Conclusion

- Limit in unilateral brand
- Alternative identities in collaboration/team
- Importance in NOT being our stereotype
- Danger in 'geography' of Human Rights.
- **Danger in sustained failure to honor reputation**



Thank you for your attention...

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