

TRANSFORMING FOREIGN AFFAIRS

PUBLIC DIPLOMACY

Modern diplomacy is increasingly public diplomacy. Public diplomacy is about projecting a coherent and influential voice to all those who have influence within a society—not just within its government. Canada's credibility and influence abroad will be built not only by Government action but by Canadians themselves—artists, teachers, students, travellers, researchers, experts and young people—interacting with people abroad. Public diplomacy includes cultural events, conferences, trade shows, youth travel, foreign students in Canada, Canadian studies abroad and visits of opinion leaders. All this cultivates long-term relationships, dialogue and understanding abroad, underpins our advocacy and increases our influence.

Public diplomacy is also crucial to achieving our foreign policy goals. By persuading others as to the value of our proposals and strategies, or by engaging in cross-cultural dialogue, we can take important steps in furthering shared objectives of importance to Canadians.

STRUCTURAL CHANGES AND AN ENHANCED TOOLKIT

Foreign Affairs is being restructured and is building enhanced program capacity to reflect the conclusions of the International Policy Statement. We want to ensure that we have the right tools to deliver a coherent and effective foreign policy across government and effective representation abroad. We also want to ensure that we get both the domestic business climate and our international economic relations right while providing the services that Canadian businesses need. To this end, the Government will establish an advisory and consultative process to consider how these objectives can best be achieved, in light of issues raised in Parliament and by stakeholders. Regarding the restructuring of the international relations role, changes will be most visible in the new branches, described below, and in what they emphasize.

- North America, reflecting the importance of this region to Canada, and the need for a more coordinated Canadian approach, particularly toward the United States;
- international security, featuring added attention to such issues as failed states, counterterrorism and proliferation of WMD;
- global issues, with a focus on the new multilateralism, and stronger international economic and social policy capacity;
- bilateral relations, aimed at enabling Foreign

Affairs to more easily move resources between countries and regions to reflect changing priorities, and at facilitating departmental leadership in promoting “whole-of-Canada” approaches abroad; and

- strategic policy and public diplomacy, targeting the need for more policy depth and coherence, and for a greater capacity to get Canada's messages across.

We will also reinvest in our public diplomacy and make it central to our work. This will help Canadians to promote themselves overseas through arts and culture; access to information (including Web sites and resource material); journalist visits; international expositions and events; and youth mobility and connectivity.

In addition, we will use public diplomacy as part of targeted advocacy campaigns to support Canadian interests and values. We will also modernize Canada's image abroad, in cooperation with Canadians. For example, not only is the arts and cultural sector economically important in its own right (worth \$38 billion to our economy, with exports totalling almost \$5 billion annually), but it also plays a special role in attracting others to the Canadian perspective and in opening doors for Canadians in other sectors.

As part of its public diplomacy focus and in partnership with provinces, Foreign Affairs will also emphasize the importance of international education strategies. We will work to ensure that Canada's colleges and universities are internationally networked, including in the developing world, and that we do more to both