

## SECTION IV

### Soft Power as a Catalyst

The experience of the past few years has demonstrated that the UN needs help to develop a rapid deployment capability. Similarly, even supportive member states need help to revitalize related efforts. The task is simply too demanding and too urgent to be relegated solely to the Organisation and interested Governments. It is time for a far more inclusive and co-operative approach that draws on the respective strengths of all supportive parties.

A new soft power approach may have the potential to attract wider assistance, mobilize a broad-based coalition and constituency of support, prompt further partnerships and restore political will.<sup>96</sup> Both the Security Council and other member states are likely to need powerful encouragement to resume and expand this process. In this respect, there are several preliminary, yet critical, requirements.

First, the need for a wider educational process is now evident. A few unsupportive parties have managed to generate suspicion and a unique degree of paranoia over the UN rapid deployment initiative. To allay such concerns and restore wider support, there is a need for an explanation of the costs and benefits regionally, as well as universally. Progress will depend on the extent to which further efforts are organized, informed and democratized. Information technology, the transnational network of non-governmental organisations (NGOs) and the global media provide new means for directing related educational efforts at the governments of UN member states and civil society. New partnerships in and between each level will be necessary to stimulate forward momentum, as well as new ideas and approaches. While public diplomacy is a relatively new phenomenon, it has already demonstrated remarkable influence, particularly on initiatives such as the International Campaign to Ban Landmines and the International Criminal Court.

Reliable information will be a key component in any such campaign. In this respect, the academic community also merits further involvement, as independent analysis will be necessary to generate the ideas that can move events.<sup>97</sup> By encouraging a clearer appreciation of the issues and current arrangements, there is also the prospect of increasing confidence and a commitment to continue building on the current foundation with more far-reaching measures. These are necessary steps toward acquiring wider political influence and leverage, as well as attracting powerful political champions. The latter can only lead as far as their constituents are prepared to provide