

Digital Diplomacy

Between Tradition and Innovation

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Ministry of Foreign Affairs, Valletta





<http://www.diplomacy.edu/e-diplomacy>



- Involved in e-diplomacy since **1992** (as part of the Mediterranean Academy of Diplomatic Studies)
- Established as an independent foundation by the governments of Malta and Switzerland in **2002**
- Offices in Malta, Geneva, and Belgrade
- 20 full-time and 40 part-time staff
- **UN ECOSOC** special consultative status
- Alumni of **2300** diplomats & officials from **189** countries
- Selected among **the Top 100** non-governmental organisations in 2012



Lord Palmerston

**“My God, this is the
end of diplomacy.”**

**Reaction of Lord Palmerston when he
received the first telegraph back in 1850s**

However...

CONTEXT

for Digital Diplomacy

Power of the Internet

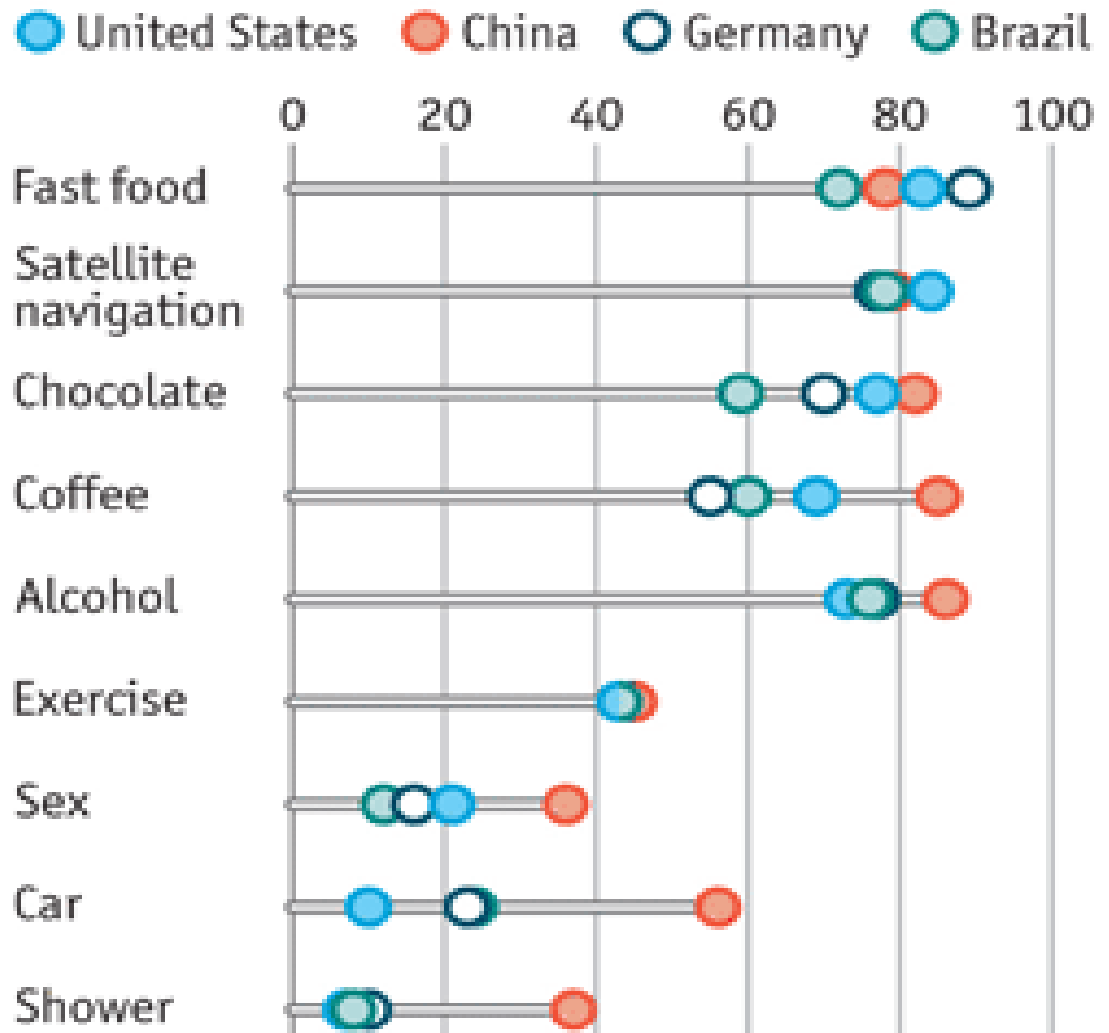


Context

High dependence on the Internet

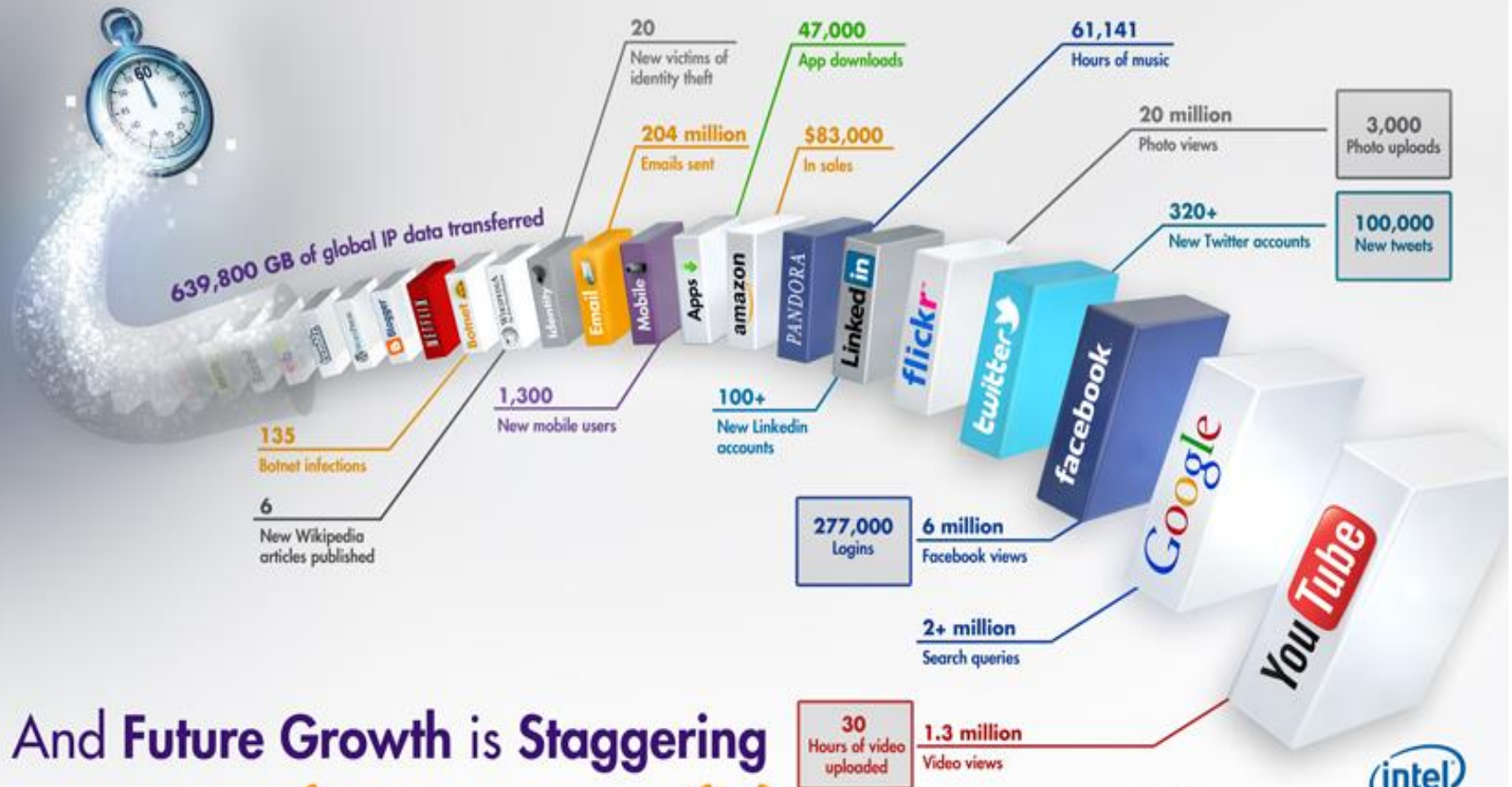
A key part of life

Percentage of respondents willing to give up a lifestyle habit for a year instead of the internet 2012



Source: Boston Consulting Group

What Happens in an Internet Minute?

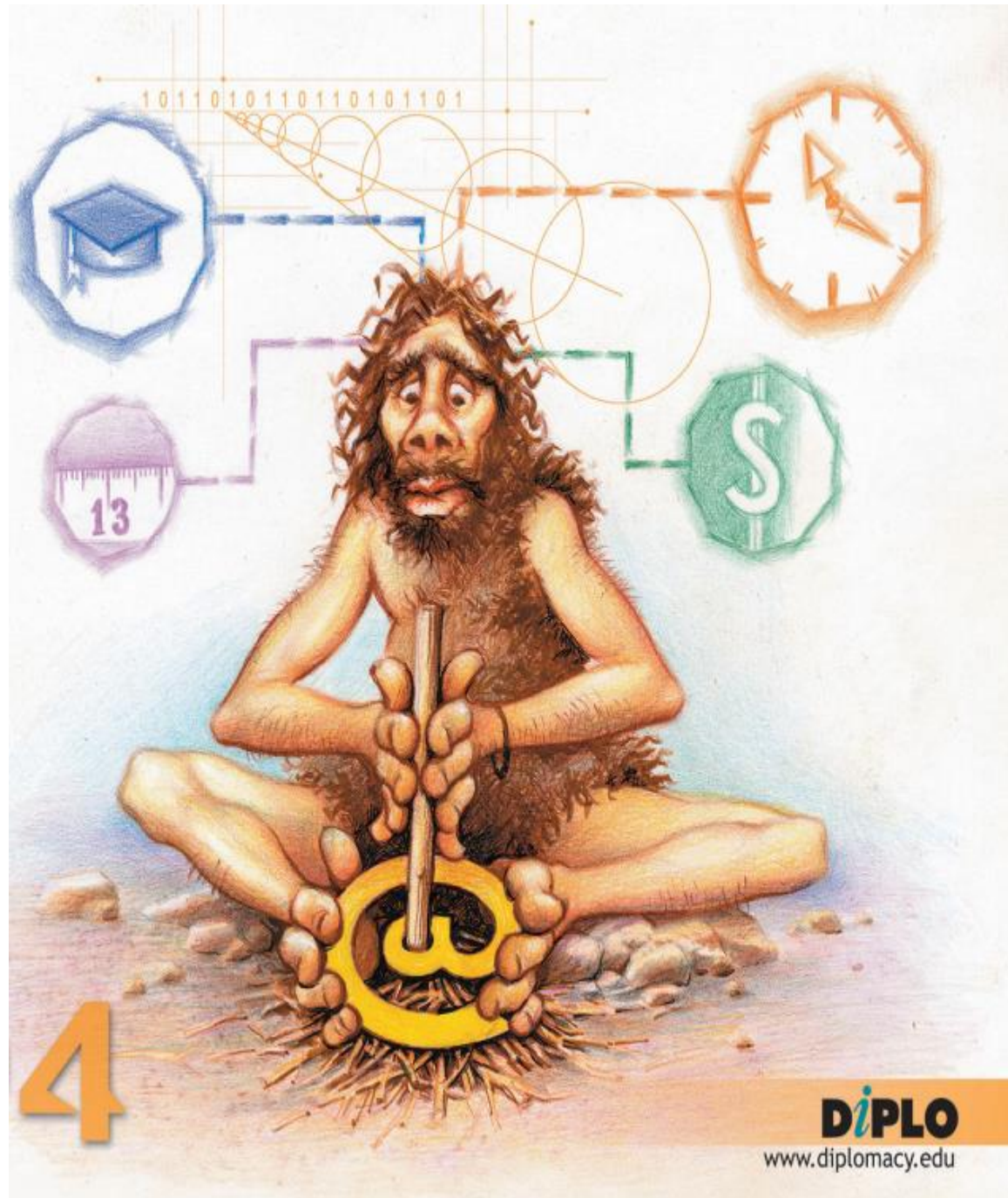


And Future Growth is Staggering



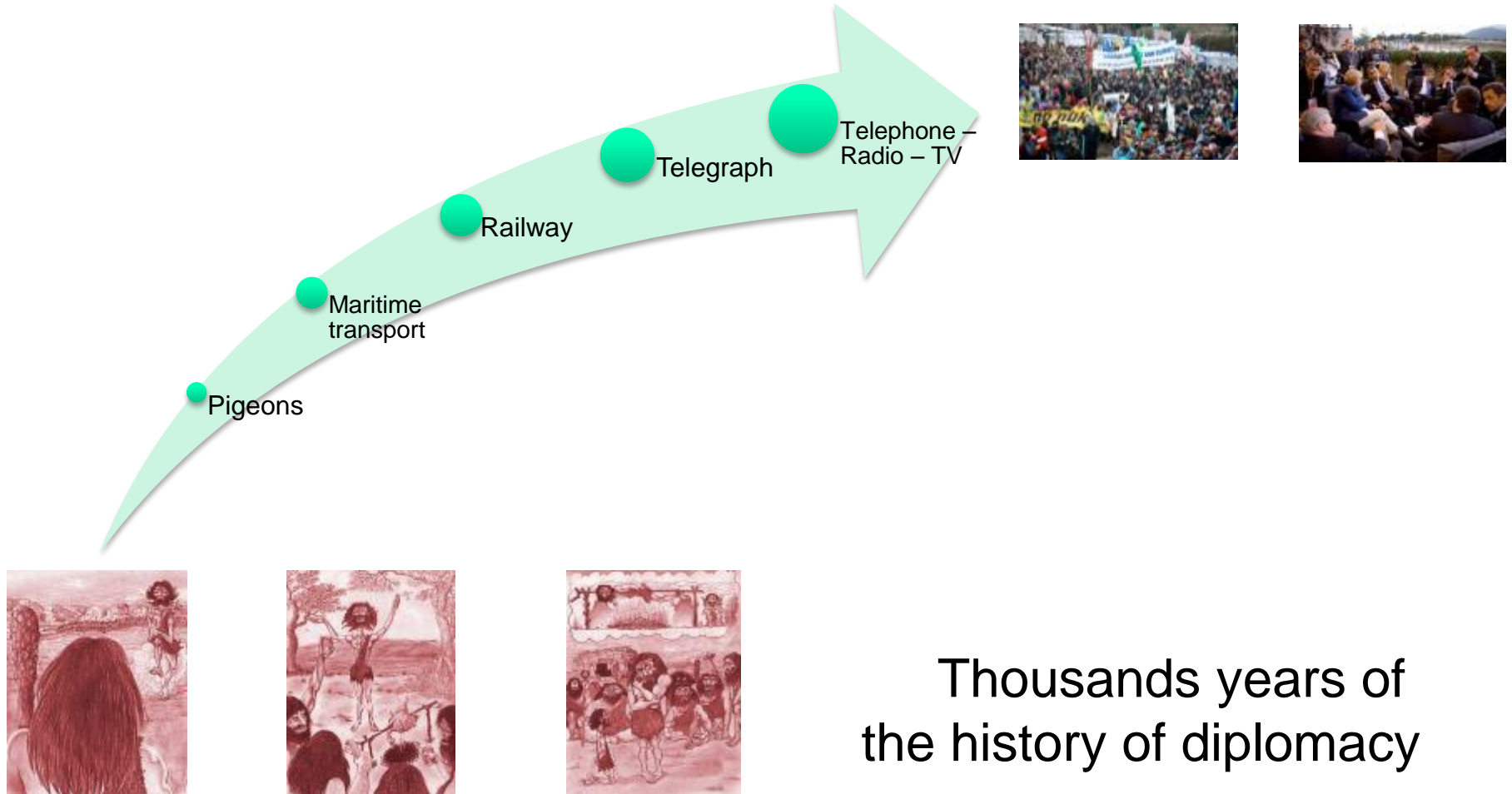
Be Aware of Our Limits!

- **24** hours day
- **8** pieces of information in working memory
- **148** stable social contacts to maintain (Dunbar's number)



How unique and novel is Digital Diplomacy?

Evolution of Diplomacy: Tradition and Innovation





Prehistory: Humanity realised relatively early that negotiations could bring more results than fight. It was the moment when diplomacy started.



Telegraph - shrinking distance and immediate communication of early Internet



Internet



Common Elements

Information
Communication

Three Impacts

Changing
environment for
diplomatic activities

New **topics** on
diplomatic agendas

New **tools** for
diplomats

Diplomacy





New political, social and
economic

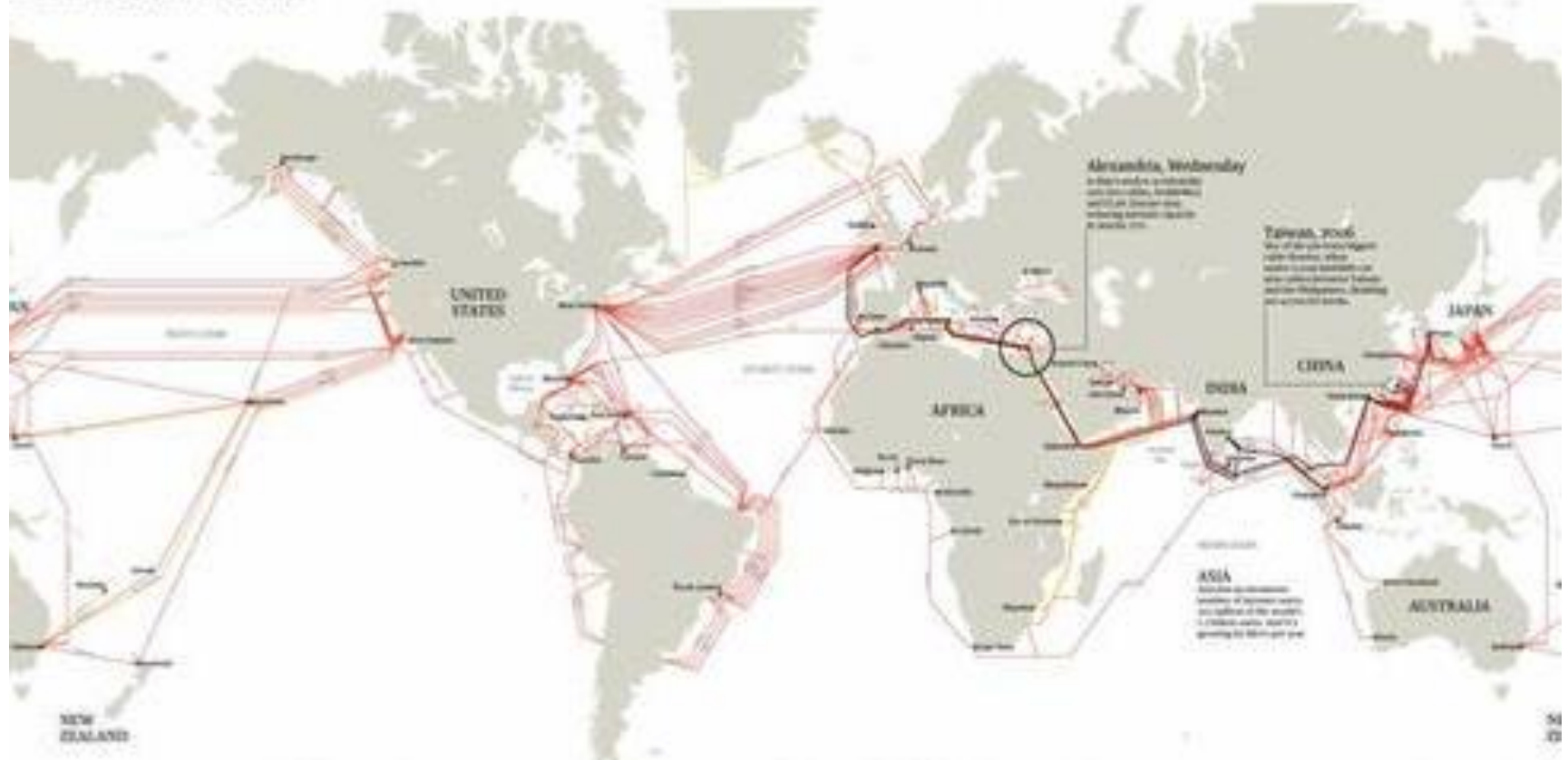
ENVIRONMENT

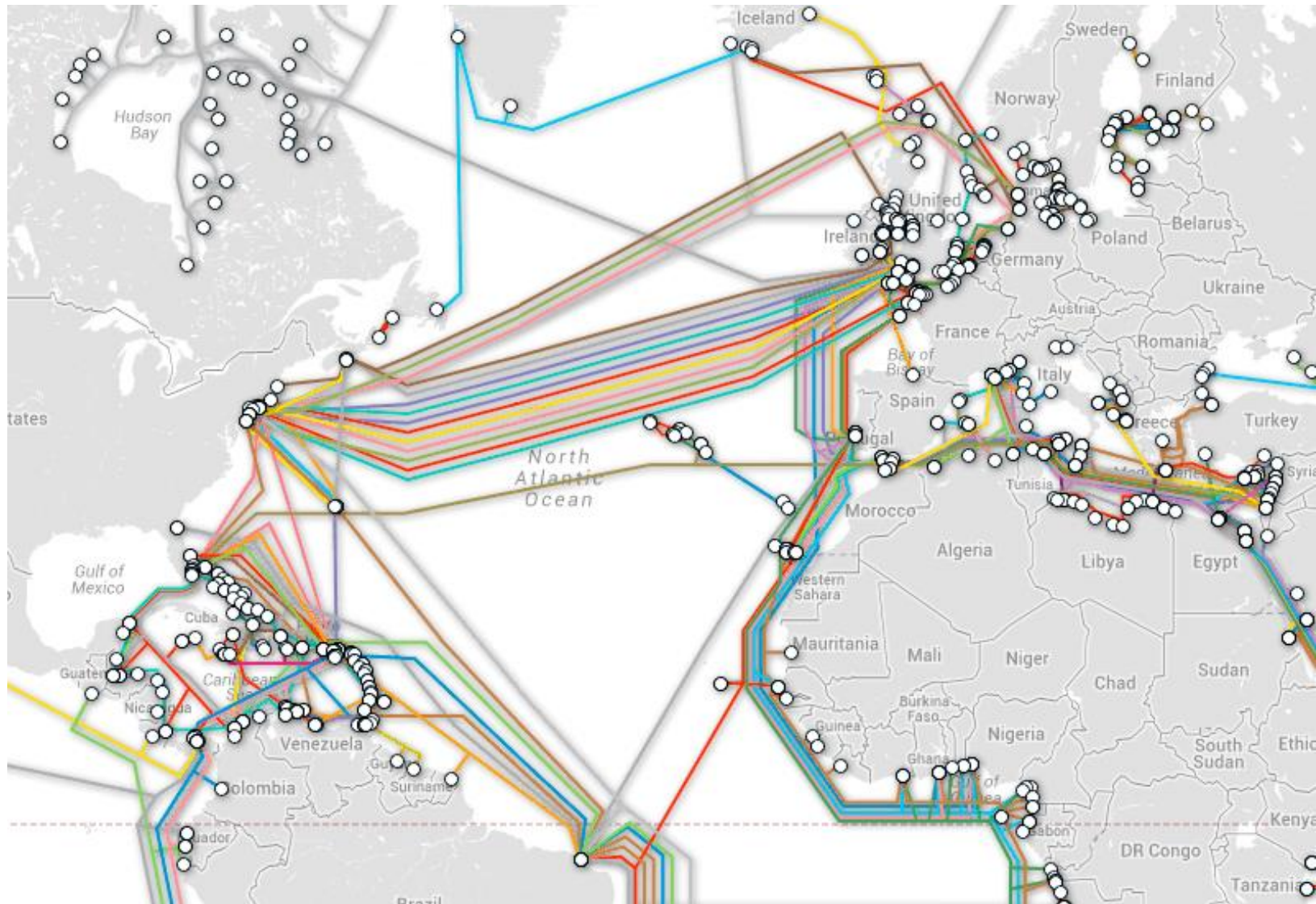
for

Diplomatic Activities

Cable Geo-Strategy

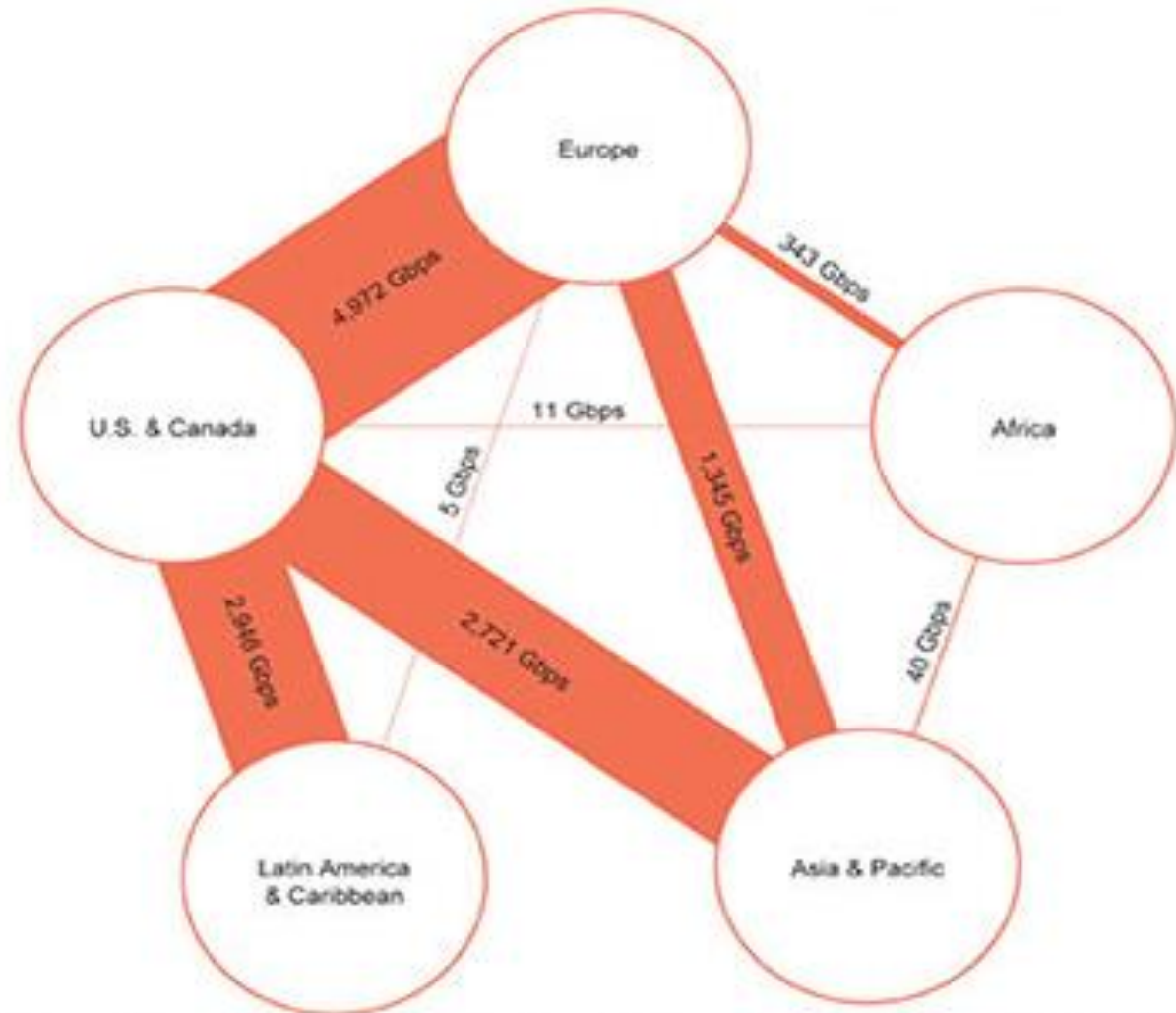
undersea world





Cable Geo-Strategy

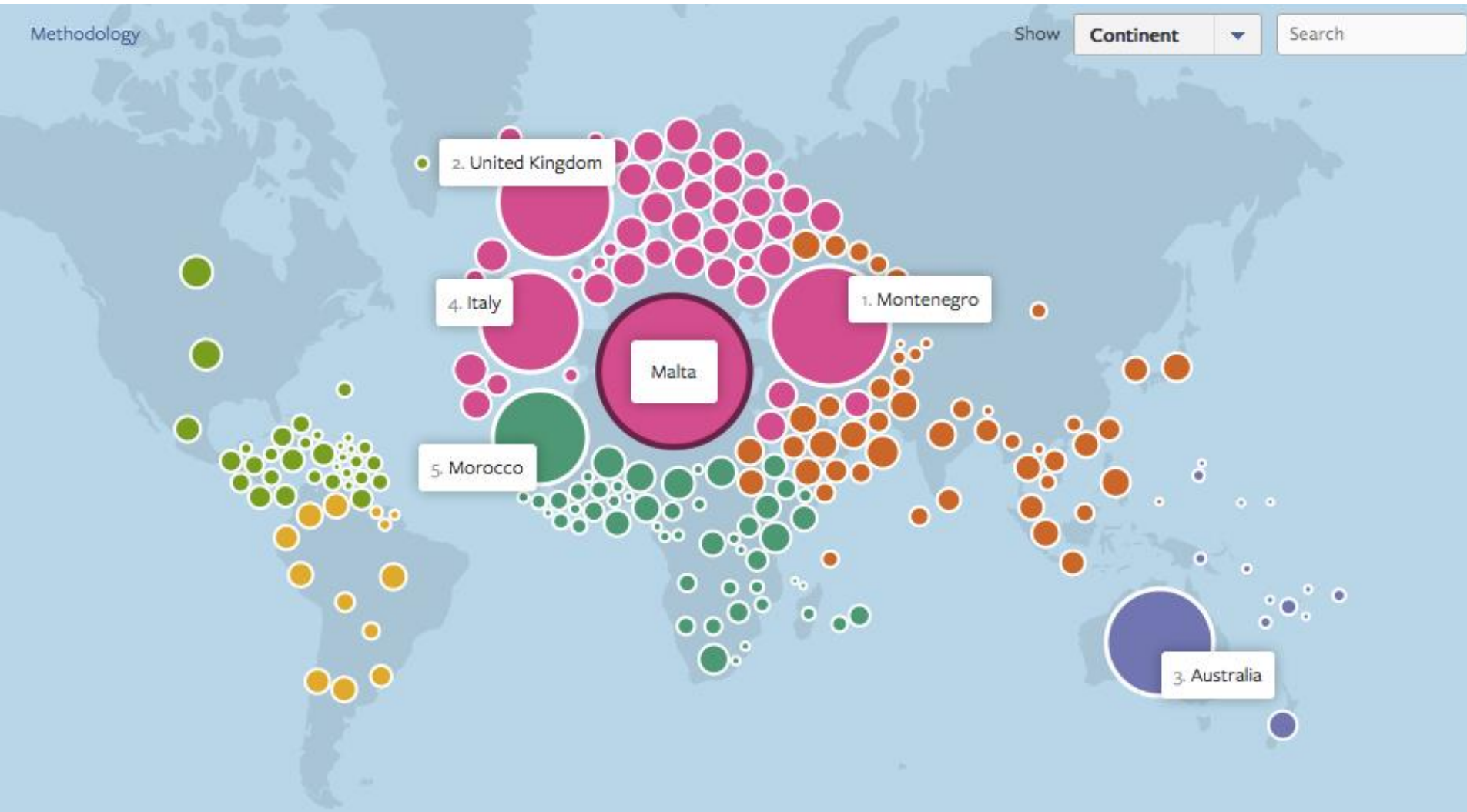




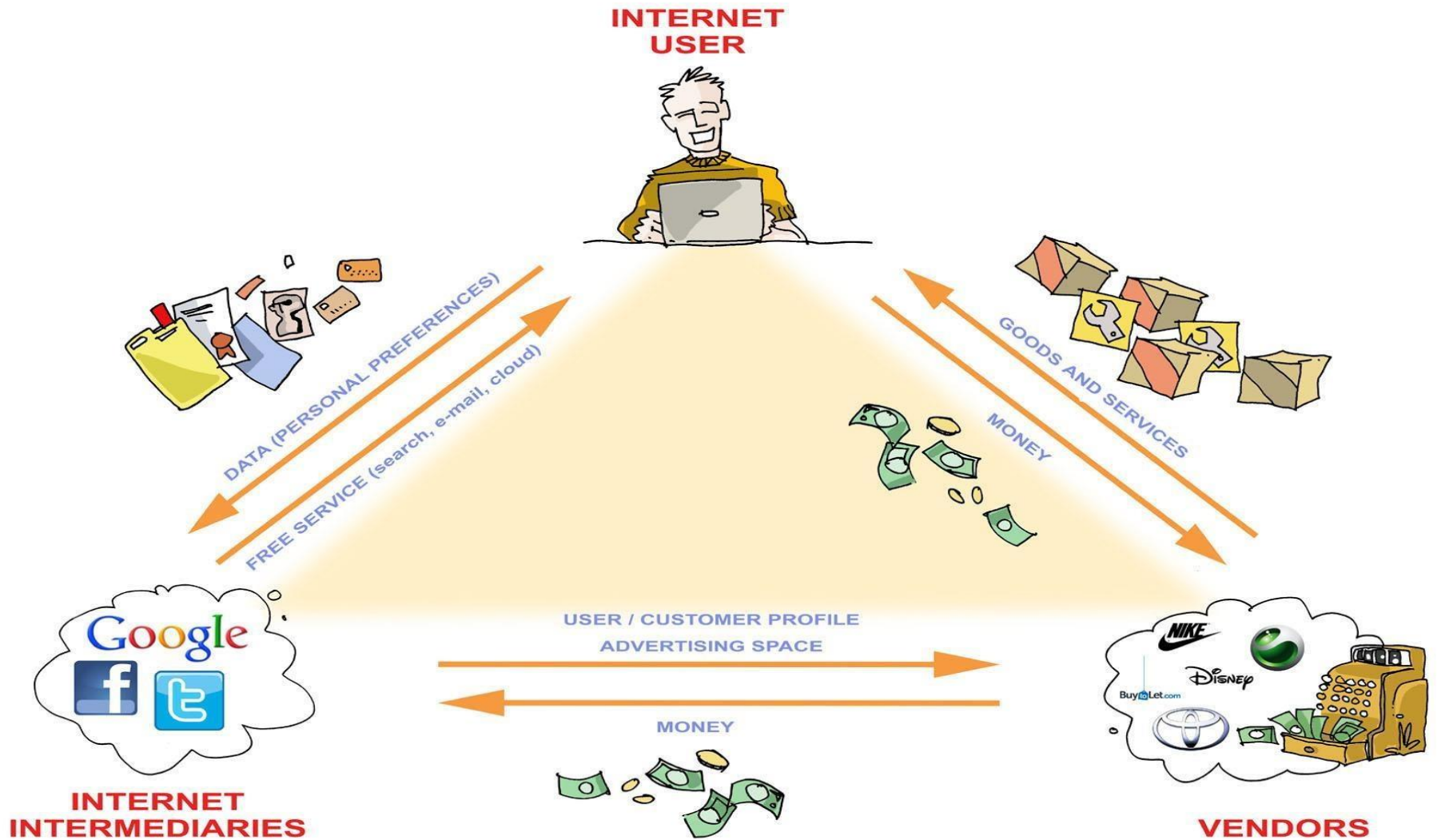
International Internet Regional Bandwidth Capacity in 2011

Source: Telegeography Research

Emotional Geo-Strategy

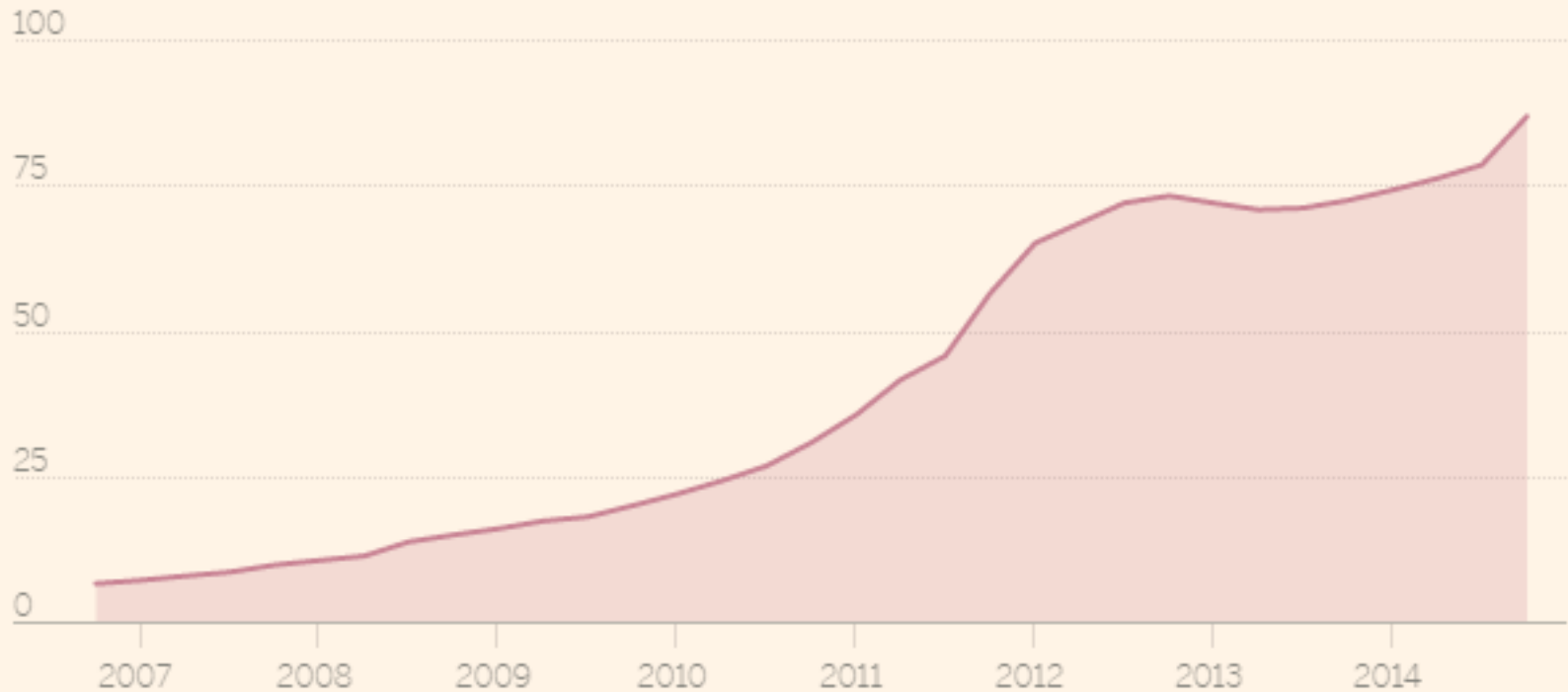


Economy : new ways of making money



Apple close to Denmark and Israel

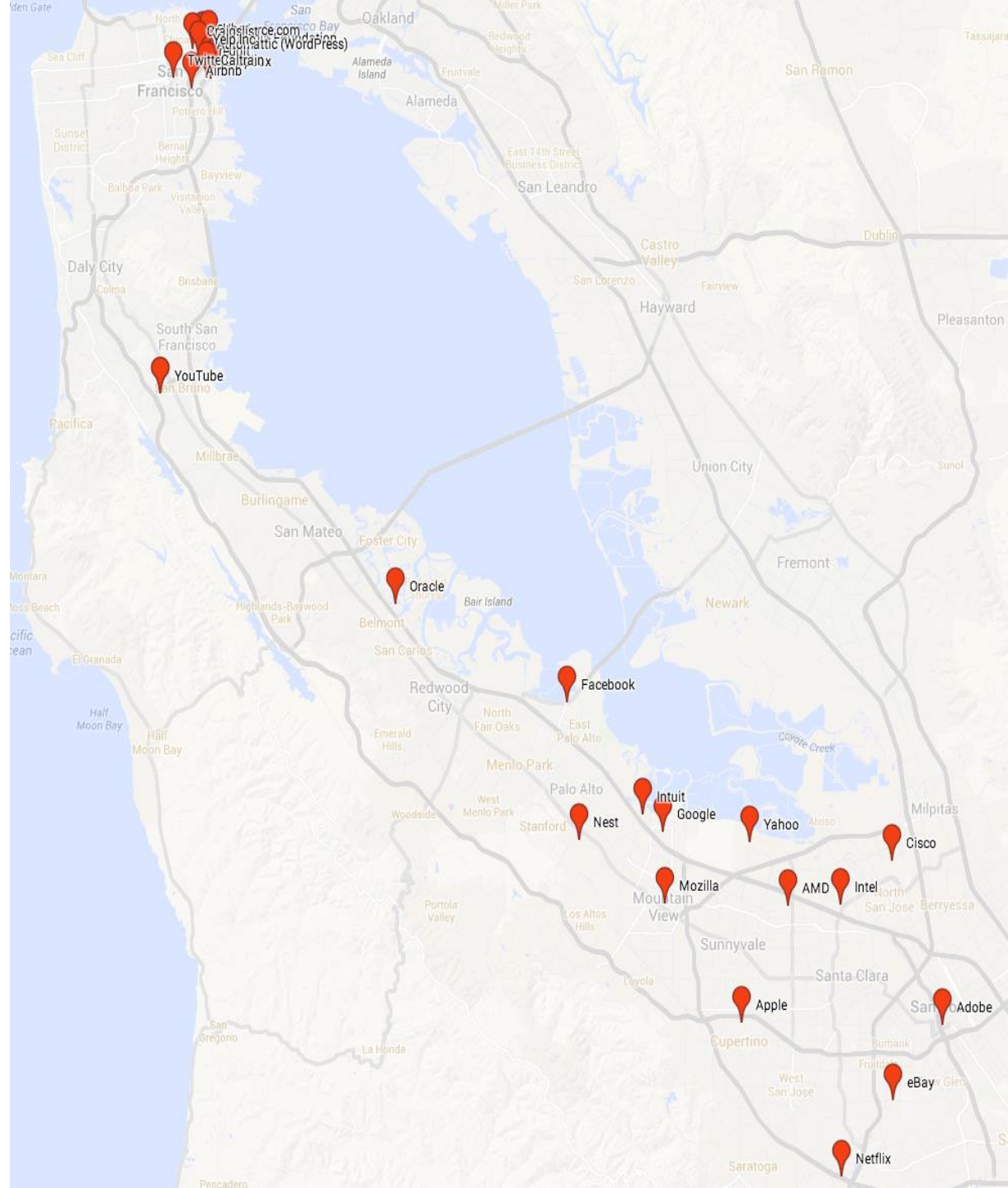
Apple's annual gross value added
(Billions USD)

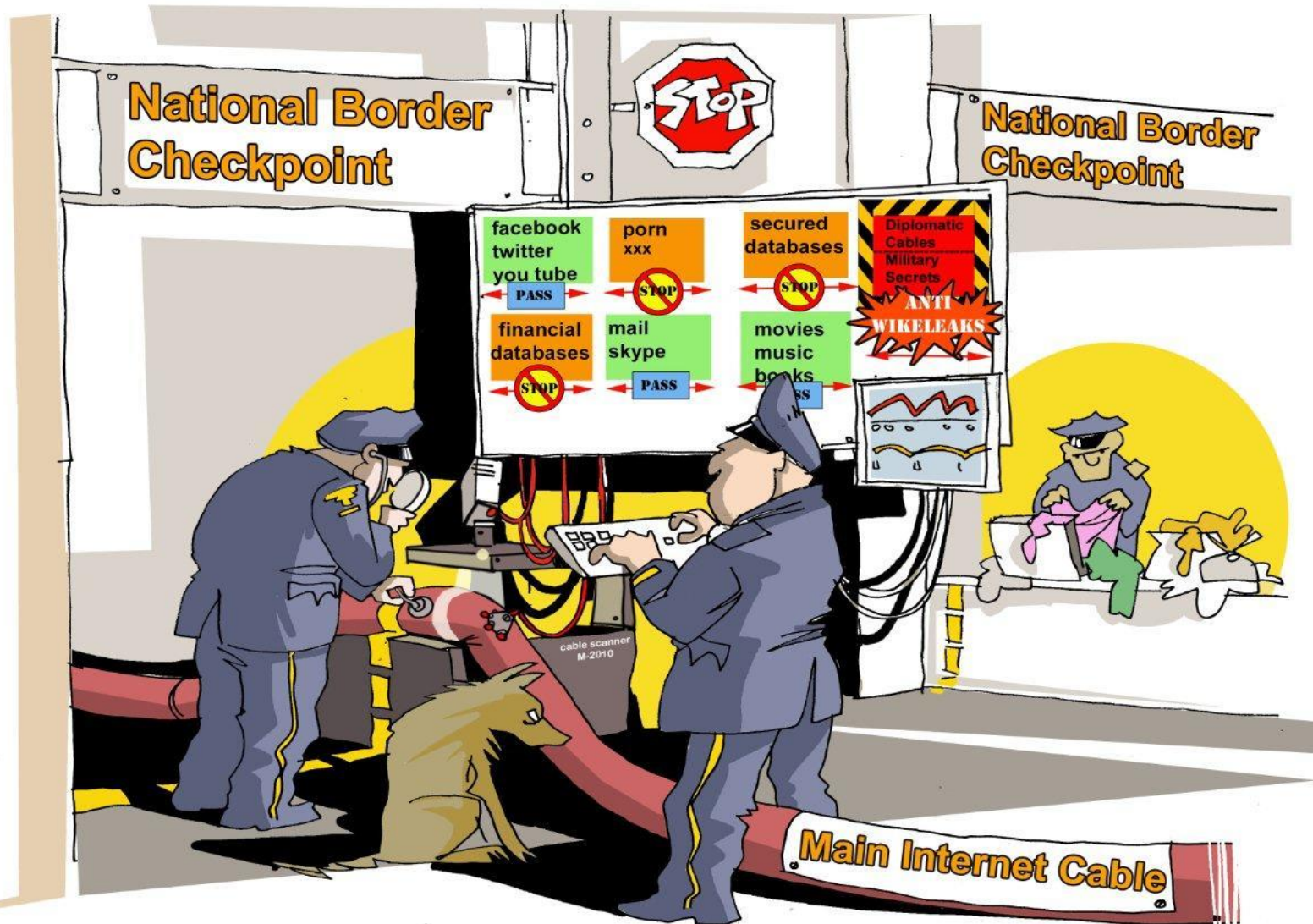


Sources: Apple, Matthew Klein's calculations



Silicon Valley





New

TOPICS

on

Diplomatic Agenda





Individual in global politics

“Right to be forgotten”

Mario Costeja Gonzales vs Google



Mario Costeja Gonzales

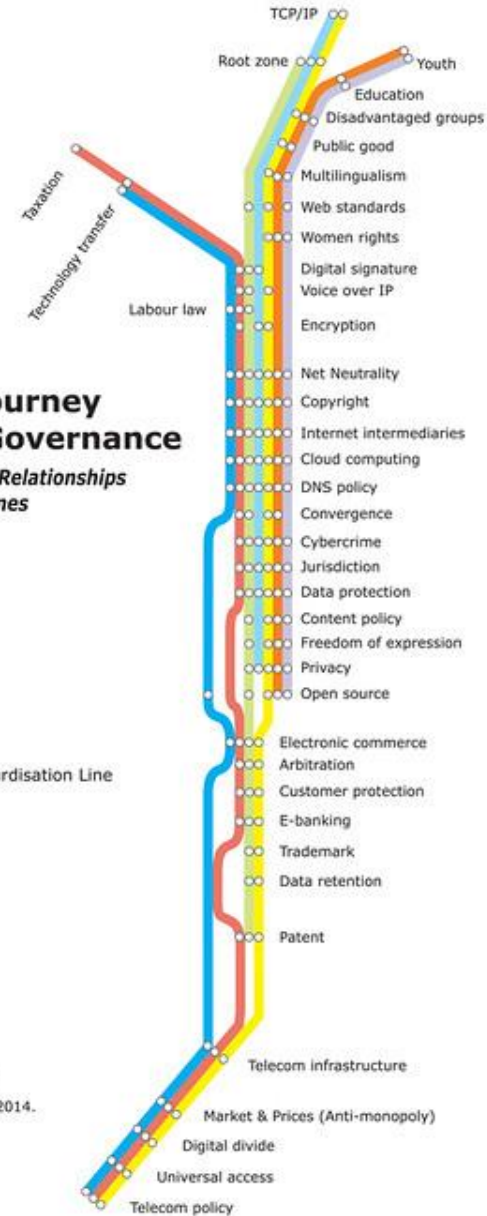
***European Court of Justice
Judgment (2014)***

A Map for a Journey through Internet Governance

*Key Issues and Their Inter-Relationships
40 Issues on 7 Lines*

- Infrastructure and Standardisation Line
- Legal Line
- Social-Cultural Line
- Economic Line
- Development Line
- Human Rights Line
- Cybersecurity Line

This map is based on Diplo's research and training methodology on ICT and Internet governance developed in the period 1998–2014.



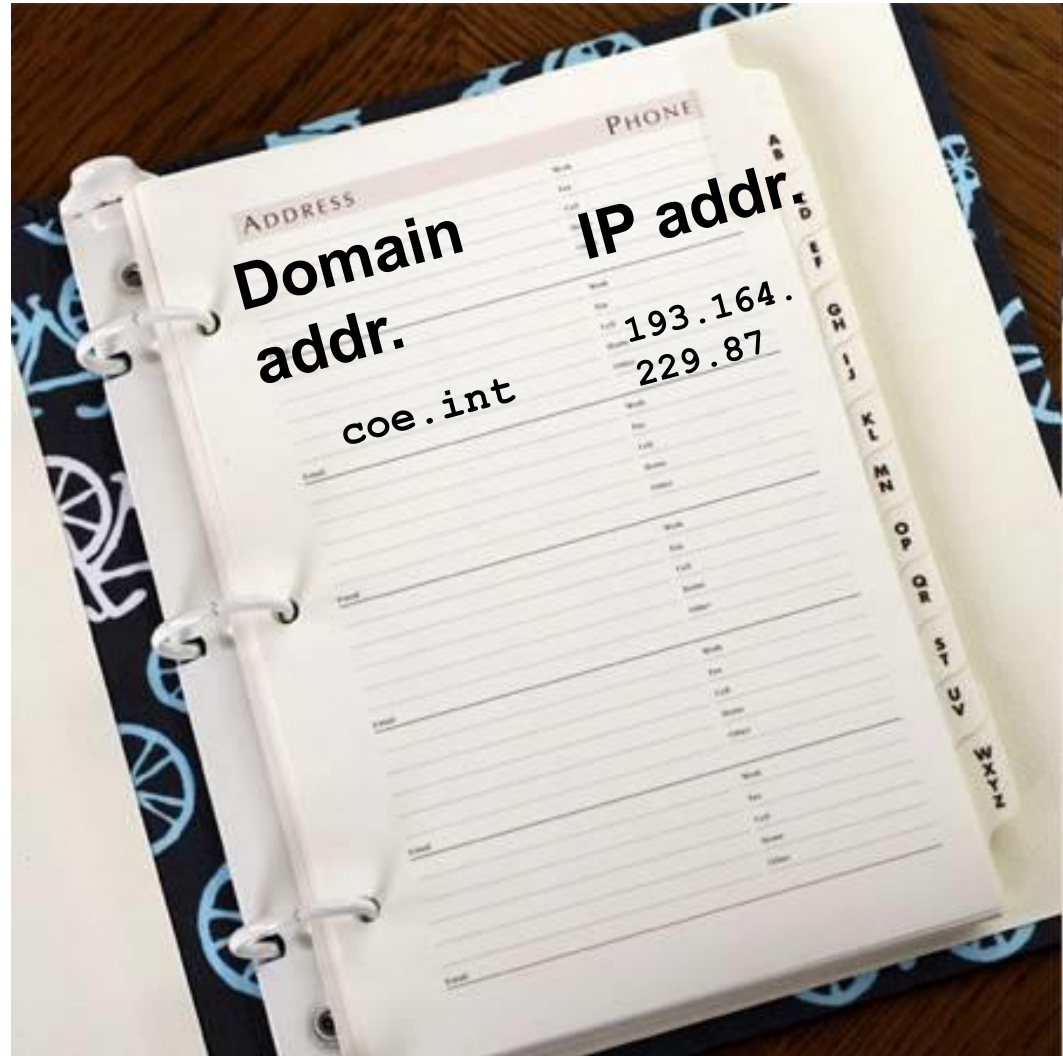
Critical Internet Resources (CIR)



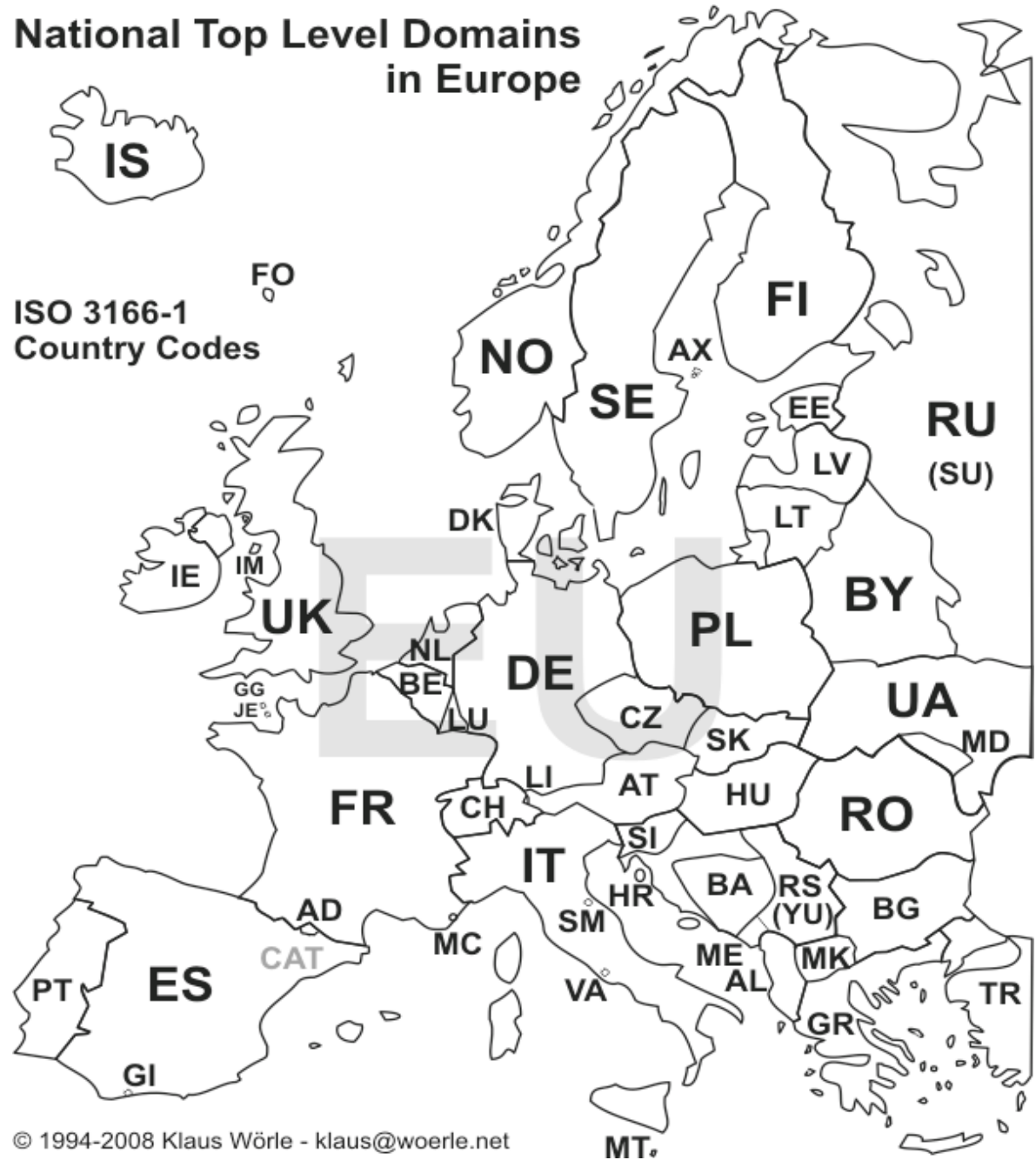
RIR

Registries

Registrars



National Top Level Domains in Europe



ISO 3166-1
Country Codes

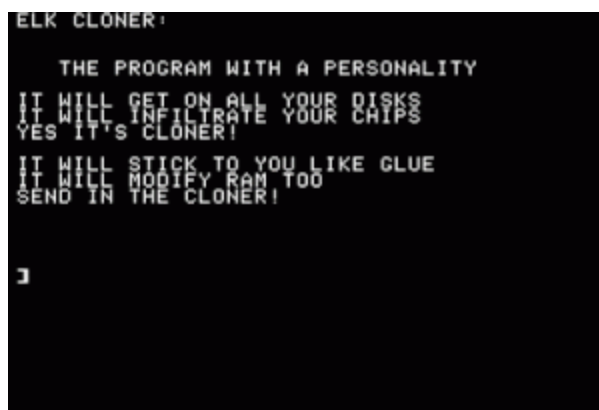


Image: D. G. Globe/Anadolu; ISIS
Image: D. G. September 16, 2002

“Internet of Things” and Smart Cities



New

TOOLS

for

Diplomatic Activities

MFAs and social media

Approximately 140 MFAs have established an online presence.

38% use Twitter

37% use Facebook

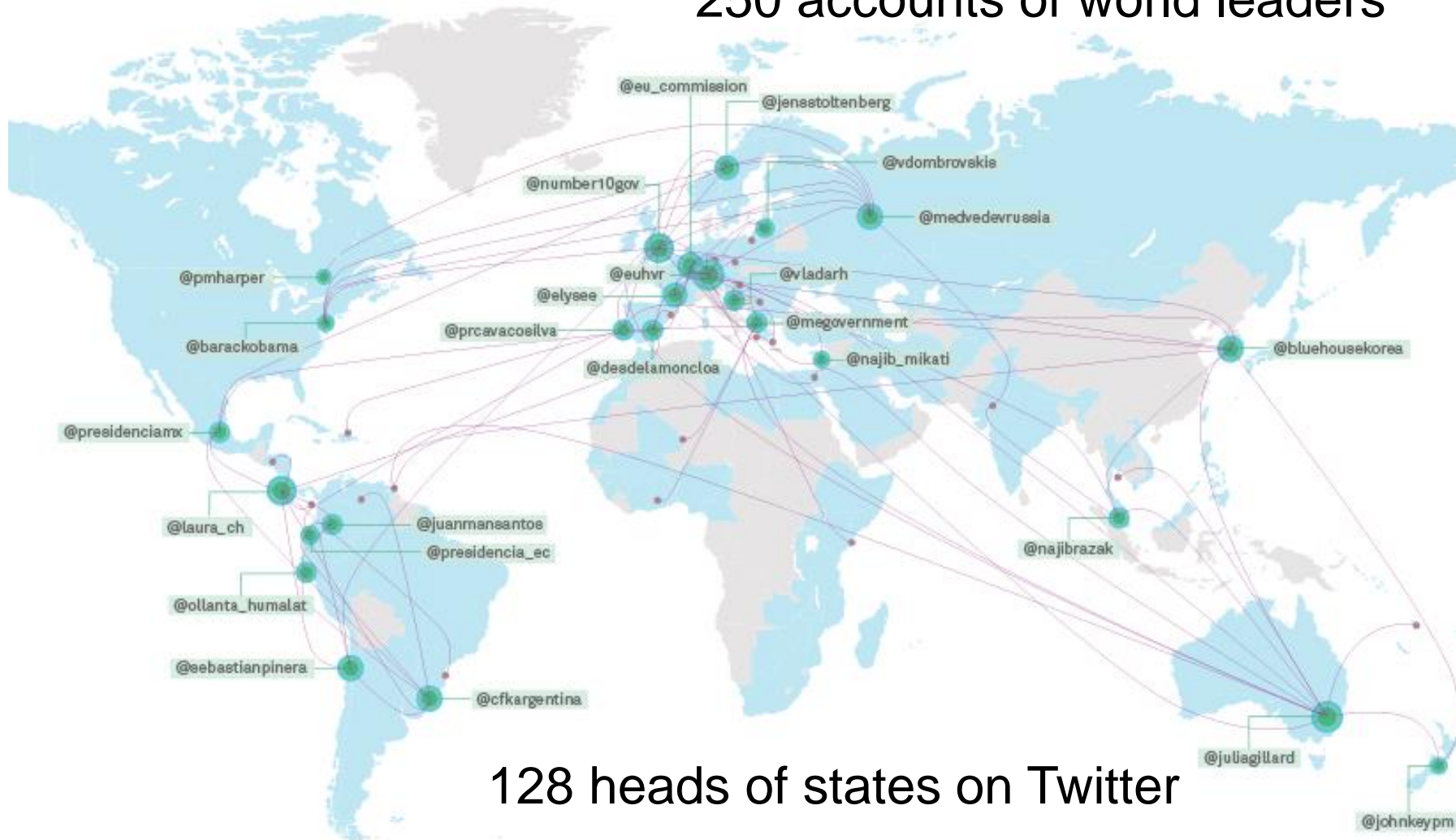
28% use YouTube

6% have a blog (or blog roll) on their main website.

(DiploFoundation study – ongoing)

The 25 most connected World Leaders on Twitter

250 accounts of world leaders



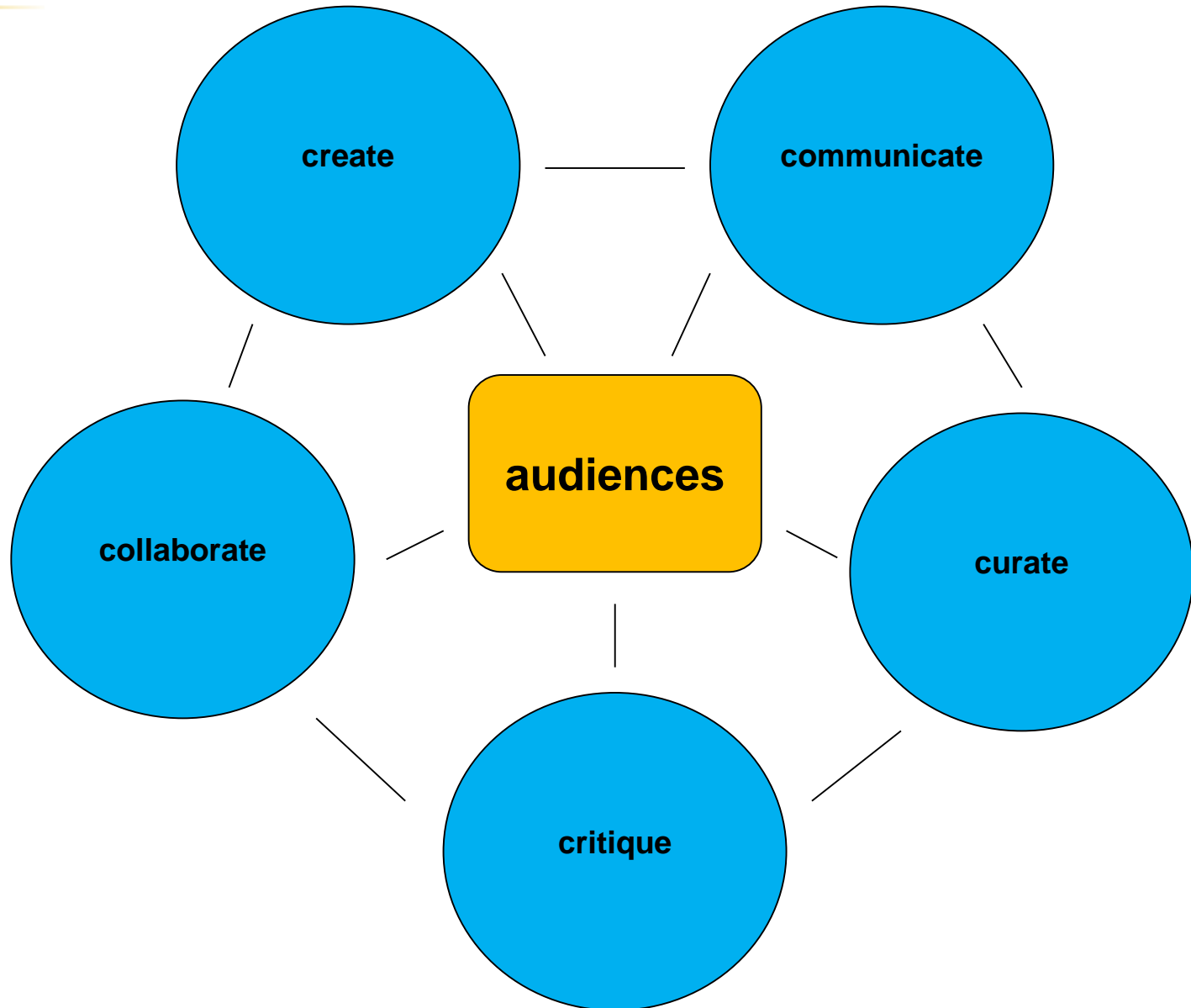
128 heads of states on Twitter

Essential

E-Competences

for

Diplomats





Curate



Communicate?



Collaborate – Create - Critique

Developing **social media 'credentials'** (engaging, relevant content) while **preserving diplomatic credentials** (avoid unnecessary controversies and reduce risk)

@加拿大大使馆官方微博 V: 【马大维大使】有朋友问我，我开什么车。我开的是丰田凯美瑞混合动力版。在加拿大，公务用车很罕见，通常只有部长和副部长级别才有专车，而且用车有一定要求，如须为混合动力，或配与低排放4缸发动机。此外，副部长的车不得超过27,000加元（17万人民币），而部长不得超过32,400加元（20万人民币）。

收起 查看大图 向左转 向右转



2011-12-7 11:02 来自新浪微博

转发(3151) 评论(1153)

Case study: Car of Canadian Embassy in Beijing

全部 | 认证用户 | 关注的人 | 陌生人

i-kant: 转发此微博:中国不是社会主义，是官僚主义，全国就是为养活蛀虫般的全球数量最多的公务员而运行 // @金一宁: 这再次显示了社会主义的优越性啊 // @云舒鸿影: 你这... @微博小秘书 快点删啊 (2011-12-10 09:46)

回复

醉翁: 转发此微博:看来我可以当部长。 (2011-12-10 09:39)

回复

clathrate: 加拿大的前两任总督，都在公款消费方面体现出毫不手软的作风。当年华裔总督伍冰枝带人去冰岛等国转了一圈，花费超过500万加元，总理不得不出面让她注意； (2011-12-10 09:37)

回复

王力群: 转发此微博:求真相 // @凡人老周: 只是佳美 (2011-12-10 09:36)

回复

clathrate: 回复 @airhand: 很可惜，这个可能永远不可能实现。//我国县长去了加国可以当上总统 (2011-12-10 09:29)

回复

大排石前街: 加拿大忒小气了 // @金一宁: 这再次显示了社会主义的优越性啊 // @云舒鸿影: 你这... @微博小秘书 快点删啊 (2011-12-10 09:28)

回复

airhand: 我国县长去了加国可以当上总统 // @金一宁: 这再次显示了社会主义的优越性啊 // @云舒鸿影: 你这... @微博小秘书 快点删啊 (2011-12-10 09:28)

回复

clathrate: 说实话，这个购车标准在加拿大要实现起来都有问题；加拿大丰田官网上有价格，佳美混合动力版的起步价就是26999加元，再加上5-13%的GST，即使考虑到政府采购丰田应该能给一定优惠，27000加元在加拿大能买到最低配置的佳美混合动力版都是谢天谢地了。 (2011-12-10 09:22)

回复

云舒鸿影: 你这... @微博小秘书 快点删啊 (2011-12-10 09:16)

回复



加拿大驻华使馆微博晒公车 部长公车限价20万

2011-12-08 08:27 南方都市报 网友评论 0 条, 点击查看 我有话说



加拿大驻华大使馆微博晒出的大使用车。网络图片

昨日11时, 加拿大驻华大使馆在其新浪官方微博, 晒出了该国驻华大使马维 (David Mulroney) 的公务用车, 同时提供相关链接, 介绍了加拿大的公车配备标准, 惹得网友纷纷围观。出人意料的是, 马维的车只是一辆丰田凯美瑞, 并且加拿大官员用车标准均不算高, 只有部级官员才配有专车。

部长公车限价20万

这条微博说, 有人问加拿大驻华大使马维开的是什么车, 马维表示, 自己开的是一辆丰田凯美瑞混合动力版, 微博还晒出了这辆车的照片, 照片显示该车挂着使馆专用牌照, 停在院子中。

微博还进一步引用马维的话说, “在加拿大, 公务用车很不常见, 通常只有部长和副部长级别才有专车, 而且用车都有一定的要求, 如须为混合动力, 或配以低排放4缸发动机。此外, 副部长的车价格不得超过27000加元 (约17万元人民币), 而部长不得超过32400加元 (约20万元人民币)”。



Online praise for embassy car

Global Times | December 09, 2011 00:08

By Yan Shuang

0
E-mail Print Comments(0)

A microblog posting from the Canadian Embassy to China Wednesday has sparked an extensive online discussion about Chinese officials' misuse of government cars.

Canadian Ambassador David Mulroney posted a picture of the Toyota Camry Hybrid he uses, and said that government cars are rarely seen in Canada.

"Only Minister or Deputy Minister-level officials have government-authorized vehicles in Canada," he said in the Sina Weibo post, explaining there are certain requirements for executive vehicles.

For example, they should be gasoline-electric hybrids or low emission vehicles. Maximum price limits are CAD \$27,000 (\$26,711) for Deputy Ministers and eligible senior officials, and CAD \$32,400 for Ministers, Ministers of State and Secretaries of State, according to the Canadian government's Directive on Fleet Management.

The entry received around 900 comments and 2,500 reposts by yesterday evening. Many Web users approved of the Canadian government's rules on official car use, saying it is better than China, where a village official can use an Audi or a Bentley.

"I provided the information because we get a lot of questions about how we operate at the embassy, what rules govern our work, and how much money we spend. This information is all readily available to Canadians who ask," said Ambassador Mulroney in an e-mail reply to the Global Times yesterday.

As to the criticism of Chinese officials' vehicle misuse, he said: "I have to answer to Canadian expectations. What happens to China is for Chinese people to decide."

Ambassador's car: epilogue



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[China](#)
Most Searched:

China Focus: Government to drive more Chinese-made cars

[English.news.cn](#) 2012-03-02 16:18:57









GUANGZHOU, March 2 (Xinhua) -- China's domestic independent-brand cars are expected to account for the vast majority of vehicles available for government use, under new draft regulations released by the Ministry of Industry and Information Technology (MIIT).

The draft, published to gather public feedback until March 9, refers to the vehicle procurement catalogue made available to government departments. Unlike the previous catalogue released in 2009, foreign brands such as Audi, Volkswagen, Toyota and Buick do not feature in the new version, which lists about 400 models.

And the only joint-venture car brand selected is Zhengzhou Nissan, which sees its multi-purpose vehicles included in the list.

According to insiders, the new catalogue is the result of efforts to cut unnecessary expenditure and energy consumption, rather than a desire to discriminate against foreign car brands.

These cost and environmental considerations are reflected in the draft's specification that vehicles selected for government use should have an engine displacement of no more than 1.8 liters and cost no more than 180,000 yuan.

The after-subsidy price of selected new-energy vehicles, including electric and plug-in hybrid vehicles, shall also be no more than 180,000 yuan.

"Nearly all joint-venture car brands were outside those limitations. And the domestic brands are selected mainly for their price factor," said Zhang Xuan, manager of the public relations department of Chinese automaker BYD Co. Ltd..



How to manage information?

“need to know”



2001

“need to share”



2011



2013

?

TALK...TALK...TALK...TALK...TALK...TALK...TALK...
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CONTEXT



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