



[THE PUBLIC DIPLOMACY COLLABORATIVE]

[MISSION]

The Public Diplomacy Collaborative (PD Collaborative) plays an active role in supporting effective public diplomacy by encouraging and enabling thought and opinion leaders across sectors and disciplines to engage with counterparts across national boundaries. We are a lab for enhancing public diplomacy effectiveness, engaging in purposeful global discussion, and promoting new networks and new thinking on regional and global issues.

[DESCRIPTION]

The PD Collaborative is an independent, non-government-sponsored program of the Harvard Kennedy School's Ash Institute for Democratic Governance and Innovation. Drawing on experts from the academic, corporate, diplomatic, developmental, cultural, military, religious, media, NGO, and other sectors, we promote discussion, mentoring, training, scholarship, and publication in the field of public diplomacy with the aims of expanding and improving public diplomacy practice and ultimately promoting democratic governance. We also foster the exchange of public-opinion analyses, regional expertise, measurement tools, and case studies on the practical implementation of strategy and tactics in public diplomacy.

[HEADQUARTERS]

Harvard is a natural center of collaboration. Harvard's potential role in public diplomacy goes beyond establishing a forum for exchanging expertise and ideas; we can also serve as a catalyst for long-term planning and implementation of coordinated efforts resulting from the exchange of ideas. Harvard can also serve as a "resource for continuity" for public sector and public/private sector efforts to deal with long-term public diplomacy issues and concerns.

[GOALS]

There are only a few thousand professional US public diplomacy practitioners, yet there are tens of millions of American public diplomacy influencers. Exchange students, soldiers deployed overseas, TV and film producers, international volunteers, missionaries, symphony orchestras, corporate employees working around the world—all are citizen diplomats, consciously or not.

By creating relationships with practitioners from diverse fields and demonstrating how they benefit from sharing expertise, the Collaborative has to date created a network, both on-campus and virtual.

Our goals are simple:

- To build upon and expand these networks domestically and internationally, to include thought and opinion leaders from all walks of life, thereby increasing in quality and number the exchange of views and ideas necessary to developing bonds of understanding and trust at multiple levels;
- To engage the academic community across disciplines in ways that more productively and effectively inform public diplomacy practitioners about the societies and cultures in which they work.

Public diplomacy requires the effective communication of shared values. It demands a long-term vision. When done effectively, public diplomacy can pave a promising road toward fostering respectful and enriching international discourse.

[TEAM]

Matthew Baum

Faculty Chair, PD Collaborative

- *Marvin Kalb Professor of Global Communications, Harvard Kennedy School of Government (HKS)*

R. Nicholas Burns

Director, Future of Diplomacy Project

- *Professor of the Practice of Diplomacy and International Politics*
- *Former Under Secretary for Political Affairs*
- *Former Ambassador to NATO and Greece*

Joseph Nye

Senior Faculty Affiliate, PD Collaborative

- *University Distinguished Service Professor and Sultan of Oman Professor of International Relations, Harvard*
- *Former Dean, HKS*
- *Former Assistant Secretary of Defense for International Security Affairs*
- *Former Deputy Undersecretary of State for Science and Technology*

Jed Willard

Executive Director, PD Collaborative

- *Director, Public Diplomacy, SocialSphere*
- *Founding Partner, LanguageCorps*
- *Founder, Public Diplomacy Professional Interest Council, HKS*