

# Citizen Diplomacy:P2P



Can we actually give  
“power to our people”?

*Israel`s 2010 Public Diplomacy Campaign*

*A Case Study*

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# “Old News” About Public Diplomacy

- Changed dramatically
- More public
- Less government
- Public wants to take part
- Facebook and twitter as new tools



# Is it Possible?

- 1. Will public be interested?**
- 2. Can government fully rely on public?**
- 3. Can citizen campaign target a state?**



# Our “New” Ambassadors

- Citizens
- Diasporas



# Domestic Target Audience

- Must be persuaded
- Positive and informal messenger
- Primary target in public diplomacy
- New ability to influence
- Role of technology



# Our Diasporas – The New Front Line

- Diaspora networks have become important ‘facilitators of internal, inter-state, and worldwide political, cultural and economic connections (Sinatti. 2010)
- They may be seen as ‘precursors of post-modern trans-state social and political systems’ (Kent 2005).



# Diaspora and Public Diplomacy

- The **Chinese** Diaspora
- The **Bosnian** Diaspora
- The **Afghan** Diaspora in the UK
- The **Jewish** Diaspora in Israel
- The **Jewish** Diaspora in the US, UK, Europe, etc



.I dont know why you put the Jewish DIaspora in Israel

U1

(NY, LA, Miami, etc)I would put Jewish Diaspora in US, UK, Europe, etc and Israeli Diaspora in US

User, 10/11/2011



# The Rise of “People-Hood Diplomacy”

- **Social media**
- Instant acquisition of information “*no matter what*”
- Diminished need for “professional journalism”
- More citizens reporting (soft news, hard news)

The final result:

High credibility and interest in “authentic” citizens



# Weakness of Governmental Public Diplomacy

- Lack in resources
- Lack of advocates “on the ground”
- Government credibility is low
- Messengers are perceived as “biased”



## Citizen Diplomacy:

“Power to Our People”?

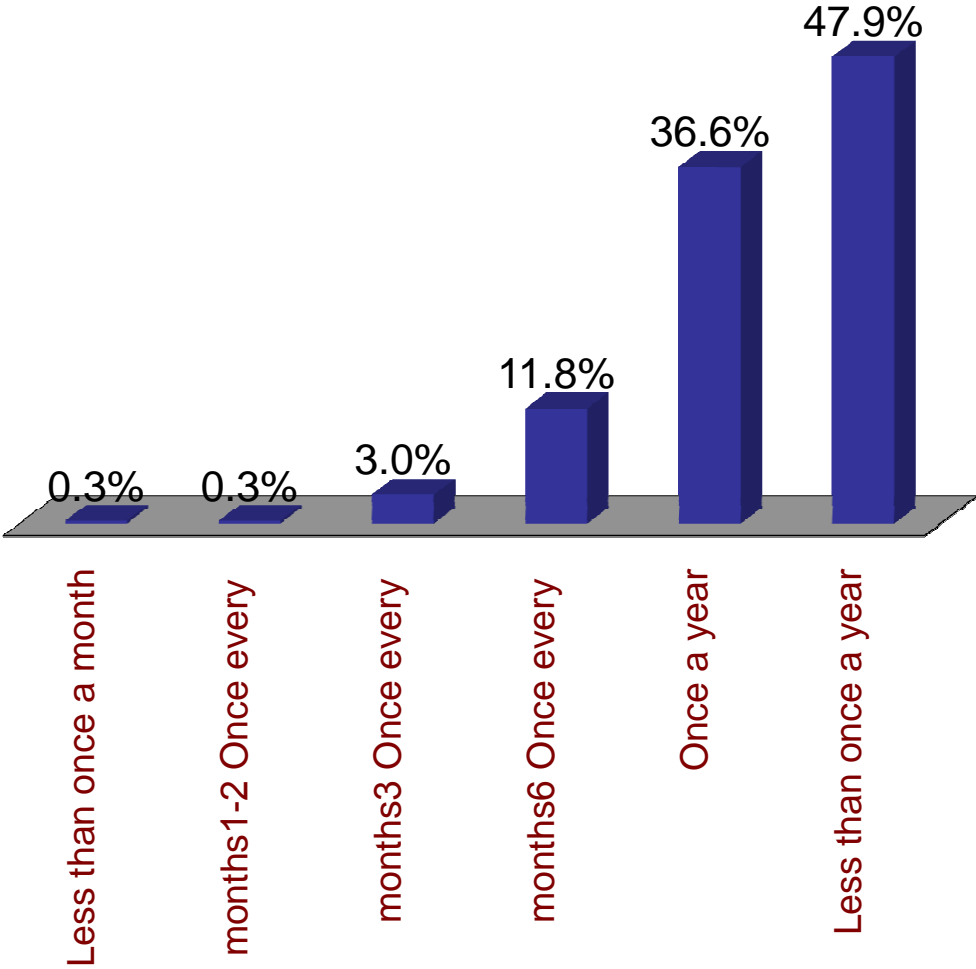
*Israel`s 2010 Public Diplomacy  
Campaign*

# Step 1: Find your own people



# Frequency of Israelis Traveling Abroad

2+ million Israelis travel abroad every year



# Step 2: Ask your people



# “To what extent do you agree that Israel can improve its global image?”

## 91% agree

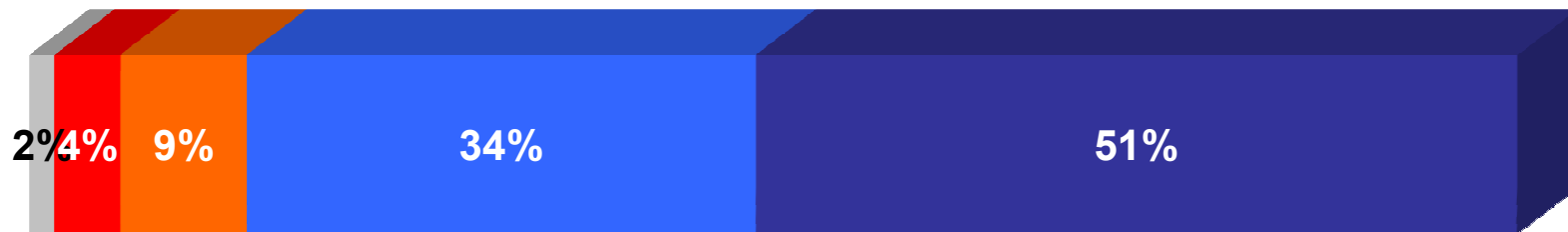


■ I have no opinion ■ The image problem is minor ■ The image problem is severe ■ The image problem is very severe



# “How important is it to you to actively represent Israel while you are abroad?”

**85% say representation is important and want to participate**



■ I have no opinion ■ It's not important to me at all ■ It's somewhat important to me ■ It's very important to me ■ It's extremely important to me





# According to Israelis:

- 1. Israel is perceived as “underdeveloped nation”**
- 2. There is “a gap between the perceived image of Israel abroad and its real image”**

Respondents must answer on a scale from 1 to 10 to what extent they agree that this is how Israel is perceived. 10 = this is how the world perceive us; 1 = this is not how the world perceives us.




In the next question, we will present you with sentences pertaining to the State of Israel's image in the world's eyes. Please answer if you agree this is how Israel is perceived by the world or if you don't agree this is how Israel is perceived by the world.

Enlarge


Drag the icon to the place on the scale that expresses your opinion.




An underdeveloped nation.

This is not how we are perceived in the world.  This is how we are perceived in the world.


A country afflicted with terror and wars (a dangerous place to live).

This is not how we are perceived in the world.  This is how we are perceived in the world.

An aggressive state – an immoral occupier.

This is not how we are perceived in the world.  This is how we are perceived in the world.

An unfriendly country that does not welcome tourists nicely.

This is not how we are perceived in the world.  This is how we are perceived in the world.

Close

**Step 3:**  
**Find a creative campaign that  
captures your public interest**



# Choosing a creative concept: “An authentic” News “Announcer”

U2

Concept – “The foreign news Announcer”



.You should have the actual movie on your hard drive and link it to here to show them - very powerful

User, 10/11/2011

U2

# Call to Action

**86% of the respondents thought the “announcer” concept is an effective call to action**

- The perception of Israel as an underdeveloped nation is more common among age groups under 40; among those over 40, significantly more men thought that Israel is perceived as an unfriendly and undeveloped country.



**“How important do you think this video clip is for Israel?”**



**Average rating 6.2**

**A total of 69% perceived it as important**



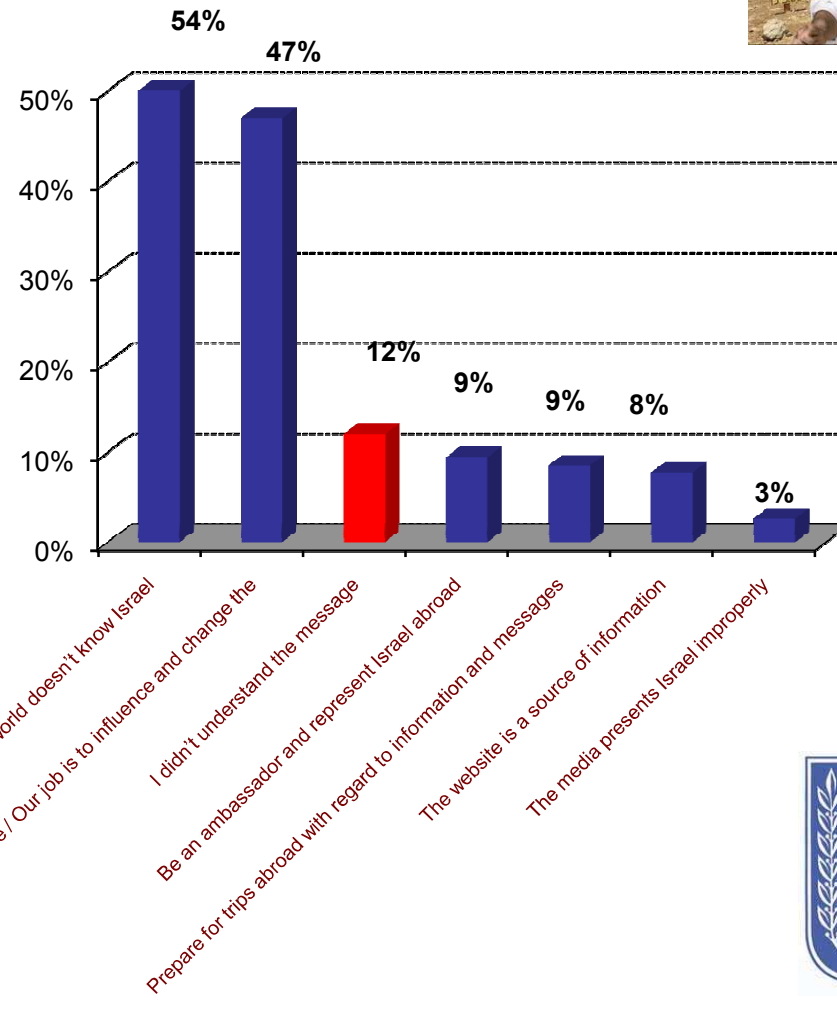
**Step 4:**  
**Check your message**  
**before launching**





# “What was the message?”

“The main messages of the clip was that Israel’s current image in the world is wrong and that our (the citizens) job is to influence and change it”.



# Video Clip – Camels in Israel 😊

U3



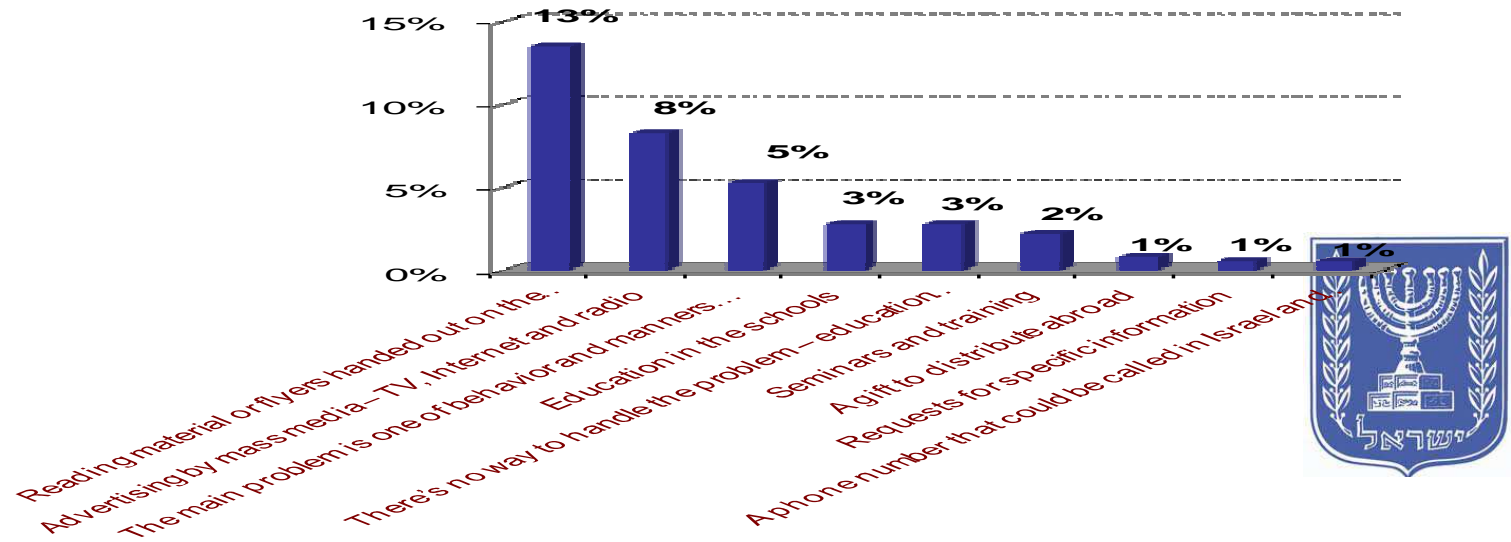
...I see you did it here, very good, do it for the announcer too

User, 10/11/2011

U3

# “Are there other tools that would help you prepare to represent Israel before you travel abroad?”

1. Coaching for personal skill empowerment and not propaganda
2. Pamphlets in the air-port before traveling
3. A website in different languages



# [www.masbirim.gov.il](http://www.masbirim.gov.il)

- Hebrew, English, Russian
- 2.2 million hits in less than a year
- An average of about 7 minutes spent in the site
- “Myths and Stereotypes on Israel”



# Pamphlets 2010-2011

- More than **60,000 Pamphlets** in 4 languages have been distributed to Israelis at the airport before they board the plane



# Debate Coaching 2010-2011

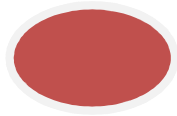
- 3000+ teenagers who travel abroad are trained
- Extremely positive feedback
- Innovativeness
- Cab drivers, minorities, tourism officers, bus drivers have already started training

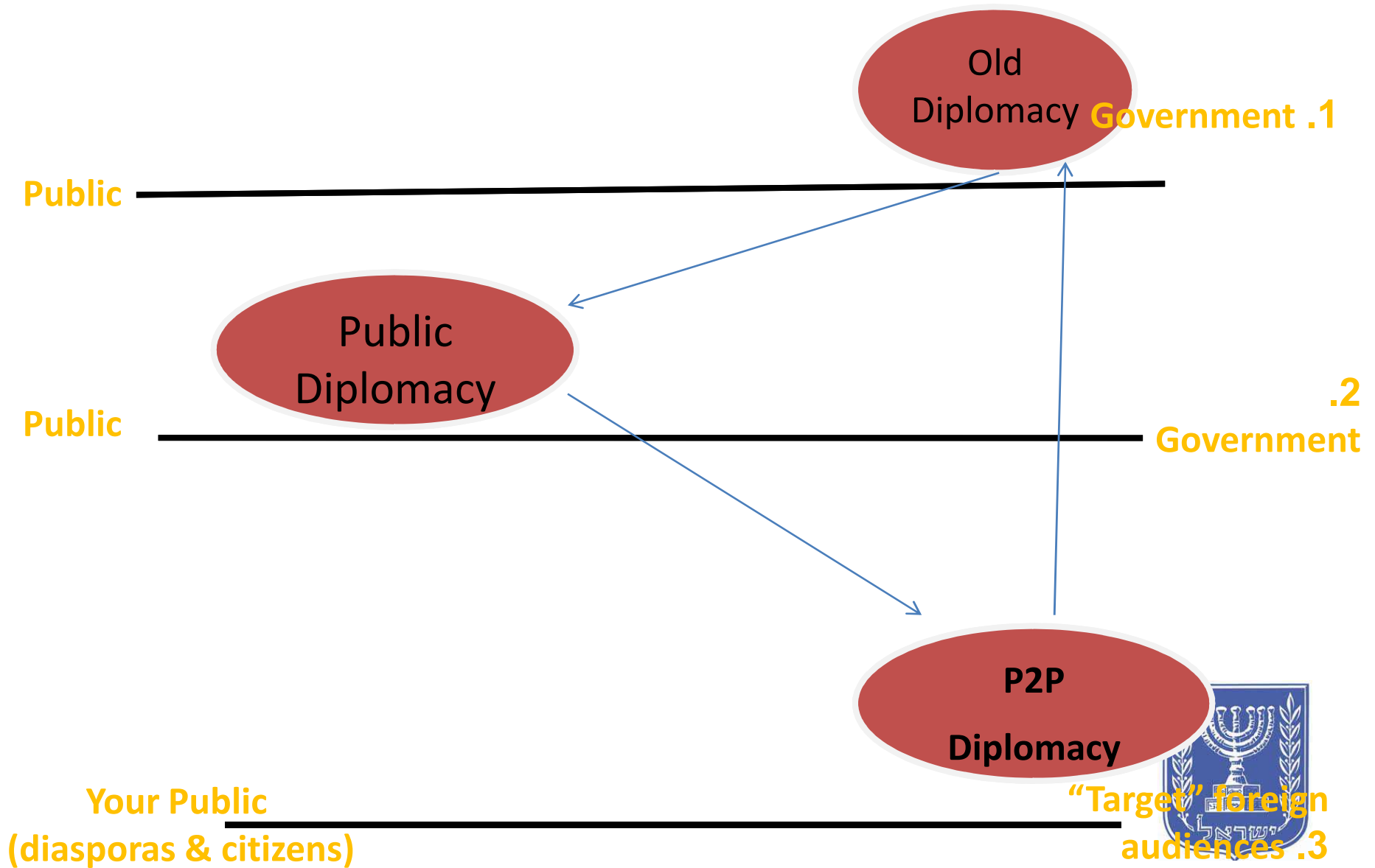


Some examples...





 = Type of advocacy gain between P-G



# People-Hood Diplomacy

People -hood  
Diplomacy

Your Public  
(diasporas & citizens)

“Target” foreign  
audiences .3



## Israel raps on campus tour



# Faces of Israel, March, 2011

## Israeli Hasbara Efforts Combat Apartheid Analogy

MARCH 8, 2011 11:52 AM 0 COMMENTS



An Anti-Israel protest in Melbourne, Australia. Photo: Takver.

Apartheid: an institutionalized system of racial discrimination and strict, legally-enforced segregation giving the minority control the majority population.

This is not Israel.

Some sixty years ago, the small state on the eastern edge of the Mediterranean Sea declared its

independence. The country's citizens are of virtually every color of the human rainbow - a thousand shades of white, black, and brown, Arabs and Israelis;

Author:



Maxine Doovere

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Get Me, Get Israel!

Gay, Black, An ISRAELI.

Meet The Israel You New  
Dignity-Campus-Games, March  
Sunday March 6, 11:00

Суббота, 12 Марта 2011

RUNYweb.com > НЬЮ-ЙОРК > NY НОВОСТИ >

### Представители израильских меньшинств расскажут нью-йоркским студентам о своей жизни

1 Марта, 2011, Алексей Осипов



Один из лидеров израильского гей-сообщества Надав Перец

**Получали пиццим? Забирали**  
деньги из пенсии? Получали деньги из страховки? Получите до 10,000 в возврат

**החזרו - 70% החזר**  
החזרו הגדול ביותר למקומות השונים ביהודה, כל יום הגיעו חזרו, הצטרפו!



Реклама от Google

# *Get Me, Get Israel*



**Nadav Peretz**

**Israeli gay youth leader** who initiated Israel's participation in the New York pride parade



**Hadas Josef**

**Ethiopian Israeli architect** with a heart-wrenching story of her journey from Africa to Israel



**Raneen Khoury**

**Israeli Arab** involved in organizing a program of national service for other Israeli Arabs

**Gay. Black. Arab.  
ISRAELI.**

**Meet The Israel You Never Knew**



# A letter from a Muslim student who wants to meet the delegation again



**Rebecca Griffin**

## **Another email...**

Dear Becky,

It was great meeting you on Tuesday. I really enjoyed having lunch with you and getting to hear about your experiences in Israel and your time in London.

I definitely agree with you about the news in the US. It seems to be very biased against Israel. NPR (National Public Radio) which is generally considered to be the most reputable news station and up there with the NY Times in terms of news content is consistently anti-Israel. Growing up, it made me ask my dad a lot of questions about Israel and their fighting tactics because I would hear these reports about Israelis purposely killing civilians and such. When I did Birthright this January, it was great to talk to the soldiers and learn more about the IDF from actual participants.

Birthright was great because I got to visit Israel for the first time, but mainly because of the connections I made with the Israeli soldiers. Connections, as in friendships, our trip didn't read **Another email...** Israeli soldiers. I am a staff writer for The Harvard Crimson, and after getting back from Israel, I wrote this piece about Har Herzl and our experiences with the soldiers.

I didn't get to ask, but I was wondering what you're doing now. What will you do after the delegation? How long were you a MTV vj?

It was great meeting you on Tuesday.

Thanks again,

Monika

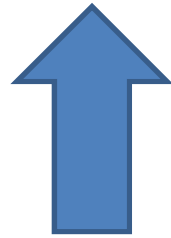
P.S. I was the one with the L.L. Bean Boots with the rubber around



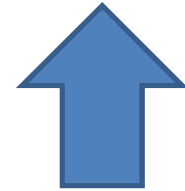
**Israel's true**

# Citizen Diplomacy

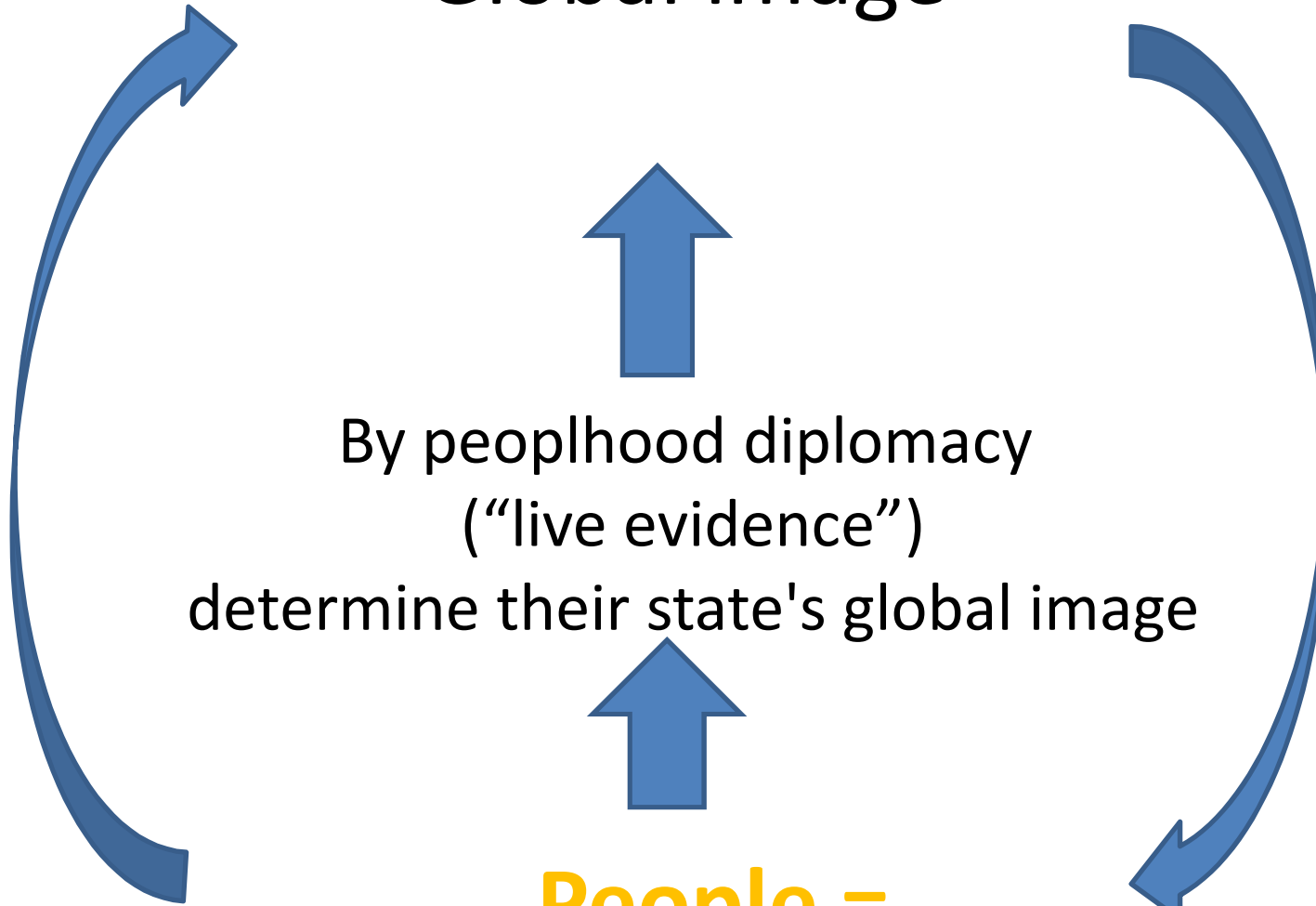
Global image



By peoplhood diplomacy  
("live evidence")  
determine their state's global image



**People =  
Diaspora + Citizens**



# Optional Solutions: Tips for the Governmental Advocators

- **Engage** your own people
- Let your people **lead**
- Give them **resources\***
- **Listen to them** (policy change)
- Let them speak





# New Challenges for Government

1. Don't control the message
2. "Civilianize" the Government's PD efforts
3. Reorganization the Gov't – citizen relationship
4. Kill national branding efforts
5. Citizens and Diasporas - The "new ambassadors"





# Optimism From the Middle East

1. “Civilianization” leads to democratization
2. The state can be empowered by the civil society
3. Citizens keeps the national state relevant through mutual collaboration
4. Build bridges between different people\societies\groups\states



*Ministry of  
Public Diplomacy & Diaspora  
Affairs, State of Israel*



Citizens Diplomacy

**Thanks for listening ...**

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