



Press Release

25th November 2005
For immediate use

EU must talk to people not just politicians

Speaking as the Foreign Policy Centre launched its pamphlet, 'European Infopolitik: Developing EU Public Diplomacy Strategy', STEPHEN TWIGG, Director of the FPC today said:

"The European Union must talk to people not just politicians – both in Europe and the rest of the world.

"Much has been made of the supposed divide between 'old Europe' and the new EU member states. But a much more dangerous divide exists in 21st Century Europe: a divide between European institutions and the ordinary public both in Europe and further afield.

"The Foreign Policy Centre believes public diplomacy will be the new tool for international affairs in a global information age. Public diplomacy is a strategy to enable national governments to communicate and engage with foreign publics, as opposed to simply talking to foreign governments. The FPC has led the way in developing the notion of public diplomacy - publishing one of the only books on the subject, and being one of the few think-tanks with a dedicated public diplomacy research programme.

"The idea that the EU must engage better with the public is nothing new – it has been a major problem since the EU's inception. What I and the FPC are arguing is that the EU also needs a better external public diplomacy strategy. Historically, the European Union institutions have been reluctant to employ the term 'public diplomacy' – and have been equally reluctant to be seen to be too pro-active in the way they communicate with people outside the Union. But for the Union to prosper it must project a positive image of itself to opinion formers and to the 'man in the street' both within and beyond its borders.

"Public diplomacy has an important role to play, for example, in the management of EU-US or EU-China relations. There is evidence, for example, that Chinese officials continue to seek bilateral contact with European states because they remain unsure about the nature of the European decision-making process. Better public diplomacy could help resolve this.

"Developing an EU-specific public diplomacy capability and strategy is not going to be easy. But policymakers within both the EU institutions and member state governments need seriously to consider such a strategy. Greater public diplomacy capability is an urgent requirement for an increasingly global Europe."

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Editor's Notes

**For more information or a copy of the report, please contact Alex Bigham on
020 7388 6662 or 07830 195 812**

The Foreign Policy Centre

Progressive Thinking for a Global Age



The Foreign Policy Centre (FPC) today launched its publication, *'European Infopolitik: Developing EU Public Diplomacy Strategy'*, authored by the FPC's Director of Public Diplomacy, Philip Fiske de Gouveia.

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