

**GDL-MTL 2016  
Webinar**

**New Actors of Digital Diplomacy: How is IT changing the dialogue between state  
and non-state actors?**

**October 12th, 2016  
9:30 am – 12:45 pm (Montreal)  
3:30 pm – 6:45 pm (Berlin)**

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Duration: 3 hours 15 minutes / Number of Participants: 15-20 at each location

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It is not new that in fast changing world dynamics, diplomacy has always evolved as a governmental response to international and domestic changes. However, the digital revolution has enabled a more intense and multilayered dialogue between state and non-state actors. If this represented a chance to review the classical geopolitical discourse by reinventing collective answers to policy-making, it also posed new questions to the public debate and revealed the complexities inherent to the relationship between nation states, private sector, civil society organizations, and individuals.

In this context, the main objective of this webinar is to develop a scenario in which opportunities for more democratized policy-making may be drawn.

**9:30 – 9:45 am**  
3:30 – 3:45 pm

**Arrival of participants and coffee.**

**9:45 – 10:15 am**  
3:45 – 4:15 pm

**Introduction to the webinar and the group session by a facilitator at each location.**

Welcoming words from each location and then each can work on the introduction separately.

**Opportunity for clarifications from the participants.**

**ZOOM I**

**10:15 – 11:15 am**  
4:15 – 5:15 pm

**Keynote presentation by Tom Fletcher** (online audience joins the webinar).

Tom Fletcher will talk about what diplomacy looks like in a Digital Age and what are the challenges for both state and non-state actors. The big question is whether diplomacy the way we know it is over and if so, what are the new rules and who sets them.

Guiding questions:

- What kind of interactions between governments and the new actors of digital diplomacy should we expect?
- Is a leader more influential by being present on social media?
- What are the challenges that diplomats face and how can they rapidly move towards the new diplomacy patterns?
- In an era of digital diplomacy, can we anticipate policies and global decisions to be made by tech companies like Google?
- How can civil society make the most out of digital tools in order to play a stronger role in policy-making?

### **Q&A Session with Tom Fletcher and end of Zoom I.**

**End of online portion of Webinar at 11:15 am.**

**11:15 am – 11:55 pm**    **Montreal-Berlin group session.**  
5:15 – 5:55 pm

The aim of this session is to develop a scenario with a set of principles in which diplomacy, through the use of information technologies, evolves into an interconnected environment where state and non-state actors horizontally dialogue with and among each other.

#### **Part 1: Stakeholder discussion (40 min).**

Participants in each location will divide into three groups and respond to the questions related to the following case from the perspective of one of three digital diplomacy actors: diplomats, civil society and tech companies. The facilitator in each location will guide them through their work.

*According to the ITU less than half of the world population is using Internet; however, digitalization has already revealed the complexities inherent to the relationship between state and non-state actors. The world has recognized the urgent need to overcome this challenge and has therefore decided that **three digital diplomacy actors (diplomats, civil society and tech companies) will engage at the same level in decision-making dialogues.***

*Join one of the three groups representing these actors and consider aspects such as digital freedom, security, trustworthiness and inclusiveness to respond to this groundbreaking happening:*

1. What opportunities and challenges do you see in this new way of dialogue?
2. What mechanisms will you need to put into place to overcome the challenges?
3. Create some indicators that measure your success in engaging in this new way of dialogue.

For the discussion each group should choose the three most relevant opportunities, challenges and indicators for their actor.

**Break (5 min).**

## **ZOOM II**

**12:00 – 12:40 pm**  
6:00 – 6:40 pm

### **Part 2: Scenario development (40 min).**

Briefing on the overall discussion of the group session (5 min).

Each group in both locations will present their three answers (12-15 min).

Both groups will briefly discuss and put together a scenario in which the use of information technology advances a more balanced dialogue between state and non-state actors. The aim is that eventually, these principles become the foundation for future policy recommendations and/or for project proposals on digital diplomacy (15 min).

**12:40 – 12:45 pm**  
6:40 – 6:45 pm

### **Final words from Berlin and Montreal facilitators.**

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### **Keynote speaker:**

#### **Tom Fletcher**

is a Visiting Professor of International Relations at New York University, and Visiting Professor of Diplomatic Practice at the Emirates Diplomatic Academy. He was British Ambassador to Lebanon (2011-15), and the Downing Street foreign policy adviser to three Prime Ministers, (2007-11). He blogs as the Naked Diplomat, and chairs the International Advisory Council of the Creative Industries Federation, promoting Britain's most dynamic and magnetic sector overseas. Tom has recently led a review of British diplomacy for the UK Foreign Office, and is currently working on a report on the future of the United Nations for the next UN Secretary General. His book entitled 'Naked Diplomacy: Power and Statecraft in the Digital Age' was published on 2 June 2016 by Harper Collins.

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### **Berlin-based experts (to be confirmed):**

#### **Ben Scott, PhD**

Former Policy Advisor for Innovation at the US State Department under Hillary Clinton. He is currently Member of the Executive Board at the Berlin-based think-tank stiftung neue verantwortung.

#### **Prof. Dr. Carola Richter**

Associate Professor for International Communication at FU Berlin. Her research covers media systems and communication cultures in the Middle East, Africa and Asia as well as media and political transformation.

### **Confirmed Montreal-based facilitator:**

**Louise Guay, Ph.D** (Multimedia Communications)

President of the Montreal Living Lab since 2010, a non-profit center for open innovation and co-design. Louise is spearheading projects in transportation (smart sustainable mobility), participative city making and collaborative economy. Developing dynamic consultation platforms, the Montreal Living Lab is a catalyst of collaborative resources and fresh new ideas.

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