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# Public Diplomacy 2015

## Presentation to the Select Committee

By DDG: TC Monyela

Secret



international relations  
& cooperation

Department:  
International Relations and Cooperation  
REPUBLIC OF SOUTH AFRICA

# Contents

- PD mandate
- Situational Analysis
- PD Strategy
- Programme for 2015
- Conclusion



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# Public Diplomacy

PD entails communication of South Africa's foreign policy, its priorities and objectives through:

- direct and indirect communication
- using various media platforms, including face-to-face communication and new (social) media in a way that is all-inclusive, transparent and consistent
- targeting local and international audiences with a view to shaping debate and understanding of South Africa's role in international politics and economics.



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# Situational Analysis

The success or failure of any programme is measured by its impact based on original objectives.

- PD conducted a Perception Survey
- DIRCO's image in the public domain is polished.
- There isn't a single issue of controversy at the moment affecting the department or South Africa's foreign policy.
- The Department's work gets regular and largely positive coverage and analysis. This is no mean feat considering that Foreign Policy in any country is a contested terrain.
- Certain domestic issues that attract global attention do pose a challenge for overall country brand image but SA remains a respected global player.
- Foreign Policy has become topical again and that was a key focus of PD over the last 3 years.



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## Key Elements of PD Strategy

- Internal Communications (building DIRCO Ambassadors)
- Media Liaison
- Public Participation Programme
- The Global Ubuntu Diplomacy Brand (own platforms)

# Internal Communication

A comprehensive Internal Communication Strategy has been developed.

Implementation has included:

- DGF News (in partnership with Office of the Director-General)
- Instant messages via SMS (database of all official cell numbers compiled)

More recently, we've implemented Branch Open Days:

- Create DIRCO brand ambassador.
- Encourage information-sharing



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## OPEN DAY INVITATION

BRANCHES: HRM and ASIA & MIDDLE EAST

Date: 7 August 2014  
Time: 11:00 – 15:00  
Venue: Reception Area

Learn more about the two branches and stand a chance to win prizes

*Old Mutual Promotional Campaign:  
Come and learn about exciting and innovative product offerings – from education to retirement plans.*

**The objectives are to:**

- create a culture of learning and information-sharing in the department
- equip officials with knowledge about the different branches in DIRCO in order to become ambassadors outside.

**Become a DIRCO Brand Ambassador**

## BRANCH: AMERICAS FACTSHEET

The Branch: Americas has two Chief Directorate:

### 1. NORTH AMERICA (USA & CANADA)

**Democracy USA**  
Four South African missions in the USA: Washington D.C., New York, Chicago, Los Angeles. There are four US missions and 21 agencies in South Africa: Pretoria, Johannesburg, Cape Town, Durban. Agencies include: Centers for Disease Control, USAID, Peace Corps, UNCTAD, REL-CIA.

**Economic indicators**  
Prior to 2008, the USA was the world's largest economy, followed by China. The USA is a major export market for South Africa products and a source of foreign direct investment. Currently there are approximately 400 US companies doing business in South Africa, contributing to the creation of over 150 000 local jobs.

**The renewal of the Africa Growth and Opportunity Act (AGOA)** is a key strategic objective for South Africa and Africa. AGOA is a non-reciprocal trade preference program which provides duty-free access to the US market for South African value-added exports.

**Background**  
Bilateral relations with the USA go back to the 18th century when the two countries were both colonies of the British Empire. The USA and South Africa have a long history of cooperation in various fields including trade, culture, education, and sport.

**Cooperation**  
The USA is a major export market for South Africa products and a source of foreign direct investment. Currently there are approximately 400 US companies doing business in South Africa, contributing to the creation of over 150 000 local jobs.

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# Media Liaison...

- Regular interaction with the media through briefings. Every Tuesdays at HQ.
- Missions use the weekly statements to interact with their stakeholders/media abroad
- Regular Opinion pieces (Domestically more than any Department).
- DIRCO partnering Brand SA through country managers abroad to write Opeds for international publications.

20 opinion & analysis



Friday, 11 April 2014 | THE NEW AGE

## Forging a partnership of equals

A renewed commitment is emerging between Africa and Europe to foster bilateral relations based on mutual respect and prosperity



Analysis  
MAITE NKOMO MASHIGANE

THE recent fourth Africa-EU Summit, held in Brussels, Belgium, under the theme of Investing in Peace, Prosperity and People, marked the beginning of a turning point in Africa-Europe relations.

The summit represented an opportunity to reposition the relationship in line with the ever-changing global environment and the expectations of both regions.

In the context of unprecedented economic growth in Africa and economic decline in Europe, the summit afforded African and European leaders the opportunity to exchange views in order to strengthen political and socio-economic cooperation.

The summit adopted the 2014-2017 Road Map which sets out the strategic priorities and identifies the means to implement them. There are peace and security, democracy, good governance and human rights, human development, sustainable and inclusive development and growth and continental integration and global and emerging issues.

The Brussels summit took place in the year of the 50th anniversary of South Africa's freedom and democracy. We used this occasion to express our gratitude to the governments, organisations and citizens of Africa and Europe for the important role they played in the liberation of South Africa.

In the spirit of freedom and democracy, we have renewed our commitment to play a positive and constructive role in shaping a new architecture for Africa-Europe relations based on mutual respect and partnership. It behoves us that one year after the momentous Jubilee celebration of the ANC, we change the paradigm of our relations with Europe from the one-way, client-dependent model to a partnership based on mutual respect.

In the region, African organisations are commemorating April 2012, which dates back to the plan for placing the continent on a path towards prosperity, growing peace and security and occupying its rightful place in the global system.

Our engagement with the EU should be viewed within the framework of our commitment to promote North-South cooperation. We regard the engagement with the EU as an opportunity for advancing the African Agenda and for making our contribution to global peace and underdevelopment. At the same time, as we begin the final countdown towards the African Development Goals in 2025.

Since the Tlokweng Summit in 2010, we have shared the view that the current economic crisis has not reduced our commitment to economic growth, but it has increased our determination to work together to address the global economic challenges.

It is for this reason that we believe that our trading relations with our partners, including the EU, should support and foster Africa's development and growth trajectory, contribute to productive employment and prosperity for all.

Africa's rapid growth and trade agenda have been supported by a mutual benefit. The continent is a leading trade partner, the fastest growing economy in the world, and a leading provider of services to the world. Africa's growth is a testament to the resilience of the African people and the strength of the African continent.

The present and future of the continent are in the hands of the African people. The future of the continent is in the hands of the African people.



BILATERAL: President of Mali Ibrahim Boubacar Keita, left, President of Burkina Faso Blaise Compaore and EU Commission President Jose Manuel Barroso (second from right)

play by investing more in mining, energy,

**We believe that our trading relations with our partners, including the EU, should support and foster Africa's development and growth trajectory, contributing to prosperity**

agriculture, and manufacturing sectors. We are committed to the new paradigm of trade, which is based on mutual respect and partnership. We are committed to the new paradigm of trade, which is based on mutual respect and partnership.

countries are increasingly taking the primary responsibility for peace-making and peace making on the continent.

Africans are deployed in peace support operations in conflict areas in Africa, mainly in Chad, Somalia, Sudan, Mali and non-Confined African Republic, as well as the collective efforts in South Sudan and the Great Lakes Region, which has led to a reduction of conflict and its impact.

This includes intervention in the Democratic Republic of Congo (DRC) as part of a UN Special Intervention in 2013, the successful deployment of the M23 force from the eastern DRC in November 2013.

The situation illustrates the fact that the diversity of African relations for African problems is increasingly being met by Africa.

While the summit places the focus on African countries, it is not a one-way relationship with Africa's partners. Africa, the leaders at the summit, agreed to strengthen their efforts to implement the African Agenda and to foster the peace, prosperity and security of the continent.

The summit represented the beginning of a new era in Africa-Europe relations. It is a turning point in Africa-Europe relations. It is a turning point in Africa-Europe relations.

### KEY POINTS

The recent fourth Africa-Europe Summit (EU Summit), held in Brussels, Belgium, under the theme of Investing in Peace, Prosperity and People, marked the beginning of a turning point in Africa-Europe relations.

In the context of unprecedented economic growth in Africa and economic decline in Europe, the summit afforded African and European leaders the opportunity to exchange views.

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# Setting the agenda: Opinion pieces & scheduled interviews

## Aim is to build on first-term gains



Pretoria News  
12/06/2014  
pg 10

Peter  
Fabricius

**C**ONSTRUCTION will finally begin on the planned Inga 3 hydroelectric plant on the Congo River over the next five years, if the government has its way. President Jacob Zuma's administration is aiming to start implementing the project, which is eventually expected to light up much of Africa.

International Relations and Co-operation Minister Maite Nkomo-Mashabane, who has just been reappointed to the cabinet, specified the Inga project as one of the priorities of her second term in office.

She said South Africa had signed an agreement with the Democratic Republic of Congo (DRC) government last year to help develop Inga 3, which is intended to produce about 4 800 megawatts (MW) of electricity.

South Africa agreed to buy 1 500 MW of this.

Inga 3 is seen as the first of a seven-phase project that would eventually produce nearly 40 000 MW of electricity from the Inga Falls, potentially powering much of Africa.

Nkomo-Mashabane said the government had got its "marching orders" from the ANC manifesto to unleash South Africa's economic potential and this would require more energy. She said the government aimed to get Parliament to ratify the Inga agreement with the DRC before implementing the project.

She said much of her second term would be devoted to consolidating gains of the first, including joining Inga (the forum that groups Brazil, Russia, India and China and South Africa) and the 17th Conference of the Parties of the UN Framework Convention on Climate Change held in 2011 to help negotiate a deal to curb global warming.

South Africa will hand over the chair of Inga to Brazil next month.



Minister of International Relations and  
Co-operation Maite Nkomo-  
Mashabane

Chairing Inga had brought many benefits to South Africa, including a 100 percent rise in trade with fellow members over five years, an agreement to use each other's financial reserves, progress towards an agreement to trade in each other's currencies and record progress towards establishing a Inga development bank, which the leaders would get a report on at the summit in Inga.

Nkomo-Mashabane said the UN climate talks had resumed the Kyoto protocol - which had committed developed countries to limiting their carbon emissions - while "breathing new life" into a wider agreement for curbing global warming that would include emerging and developing nations.

She said South Africa would participate "positively" at COP20 in Lima later this year and use the milestone COP21 in Paris next year to subjugate the gains made so far.

It would also ensure a good outcome for South Africa, Africa and the developing world by ensuring economic growth, while preventing global warming from becoming a "catastrophe".

Another priority of the Zuma administration's second term would be participating in the negotiations of the global post-2015 development agenda, which will replace the Millennium Development Goals agreed

on at the UN in 2000, when they expired last year.

These include halving 1990 poverty levels, giving primary school education to all eligible children, equalising girls' education, and drastically reducing infant, child and maternal mortality.

Nkomo-Mashabane said South Africa was set to meet most, but not all, of the eight Millennium Development Goals.

But she explained that South Africa's progress in meeting the development goals could not be considered in isolation because it was just one member of a region that had suffered setbacks because of the global economic and financial meltdown of 2008.

Asked if South Africa believed Egypt should be re-admitted to the AU after its recent election, Nkomo-Mashabane hinted that she thought it should be, because "they seem to be on the way to something".

But she stressed that government would be guided by the AU summit scheduled to take place in Equatorial Guinea later this month.

The AU suspended Egypt after then army chief Abdel Fattah el-Sisi removed the elected Mohamed Morsi, herod leader Mohamed Mursi in what the AU regarded as a military coup on July 3 last year.

Pretoria ignored the Egyptian government by being one of the few countries in Africa to condemn the coup, which it said violated the AU's rule against unconstitutional changes of government.

But the AU is now considering lifting Egypt's suspension because of last month's presidential election, which Sisi won by a landslide.

However, Solomon Ayele Denso, of the Institute for Security Studies, has argued that Egypt should not be re-admitted to the AU.

He wrote last week that since Sisi toppled the elected leader Morsi, he should fall foul of the AU rule that barred perpetrators of coups from participating in subsequent elections to resolve constitutional order.

## Reflecting on a heroic struggle

We should consider how best to advance the unity and well-being of the continent



Analysis  
MAITE NKOMO-MASHABANE

### KEY POINTS

- Africa Month marks the quest for the unity of the continent and for the political and economic emancipation of the African people, wherever they are in the world.
- For South Africa, this occasion provides an opportunity to renew our commitment to the African continent.
- Although a lot still needs to be done on the continent, Africa Month is significant.
- Africans of the diaspora also fought heroically for their own right to self-determination in the Caribbean and parts of Latin America.
- As we celebrate 20 years of South Africa's democracy this year, we look back with gratitude at the role the OAU/AU played.

The summit was hosted by the African Union in partnership with the South African government. It was part of Africa's effort to reach out to its sons and daughters beyond African shores to affirm our common history, identity and shared aspirations.

Africans of the diaspora have always associated themselves with the struggles of the

people on the continent.

The lasting of several Pan-African conferences outside the continent during the anticolonial struggle helped pave the way for a united and successful campaign against the crime of colonialism. The first of such conferences was held more than 100 years ago in 1900.

Africans of the diaspora also fought heroically for their own right to self-determination in the Caribbean and parts of Latin America and against racial discrimination in North America and Europe. While the struggles on the continent and in the diaspora are far from over, we can be proud of our achievements in the last 50 years of the existence of the OAU/AU.

As we celebrate 20 years of South Africa's freedom and democracy this year, we look back with gratitude at the role that the OAU/AU has played in the attainment of our freedom. We fully support the AU's vision, which is: "An integrated, prosperous and peaceful Africa driven by its own citizens and representing a dynamic force in the global arena."

As President Jacob Zuma said in his inauguration speech: "Our vision is that of a South Africa that is a key promoter and contributor to sustainable development, democracy, the rule of law, human rights and peace within the continent."

Zuma said South Africa would continue to champion African growth, development and

prosperity through supporting regional integration, intra-Africa trade and the development of infrastructure.

It is no coincidence that our foreign policy is geared towards championing the African agenda. South Africa's future is intrinsically linked to the future of the African continent.

Our vision is for an African continent which is prosperous, peaceful, democratic, non-racial, nonsexist and united, and which contributes to a world that is just and equitable.

We will continue every year to make Africa Day memorable and celebrate the defeat of colonialism and apartheid throughout the month of May and dedicate our freedom to the sacrifices of our visionary forefathers who founded the OAU 50 years ago.

The OAU created a mechanism for the African people to restore their dignity and to strive for a better life for all Africans.

Now working through the AU, African leaders are succeeding against the odds to harmonise our energies and efforts in the fields of politics, diplomacy, economy, culture, health, welfare and science among other fields, as we seek African solutions to African problems.

Maite Nkomo-Mashabane is minister for International Relations and Cooperation.



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## PPP (Public Participation Programme)

- Regular PPP's both domestically and internationally
- PPP's helps to connect the dots for the citizens. (taking foreign policy to the people)
- This programme demonstrates the practical benefits of our international engagements and inspires South Africans to conduct themselves at home and abroad in ways that will project the country positively at all times.
- PPP now standard for all international engagements
- The Format varies: Public Lecturers, Community/Stakeholder engagements, Diplomatic Chats, Ambassador's Forum

# PPP (Public Participation Programme)



*Public participation event in Sri Lanka*



*DM Landers addressing Youth Consultative Forum*



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# PPP

*Recent Mandela Day activities*





# Public Participation Programme

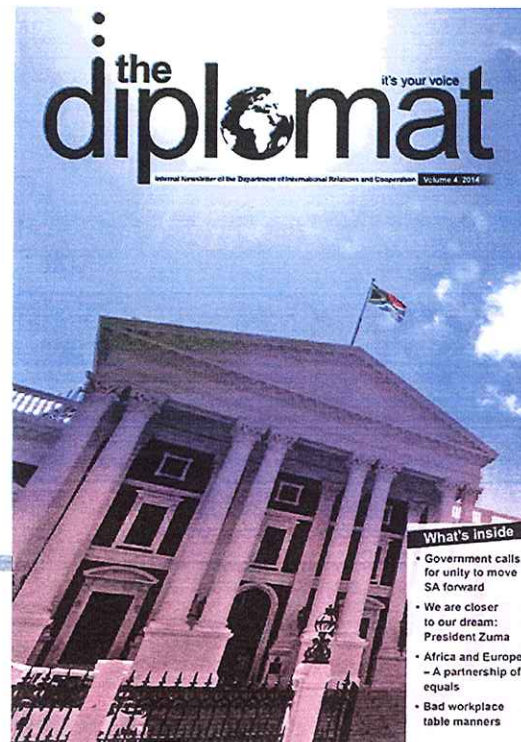
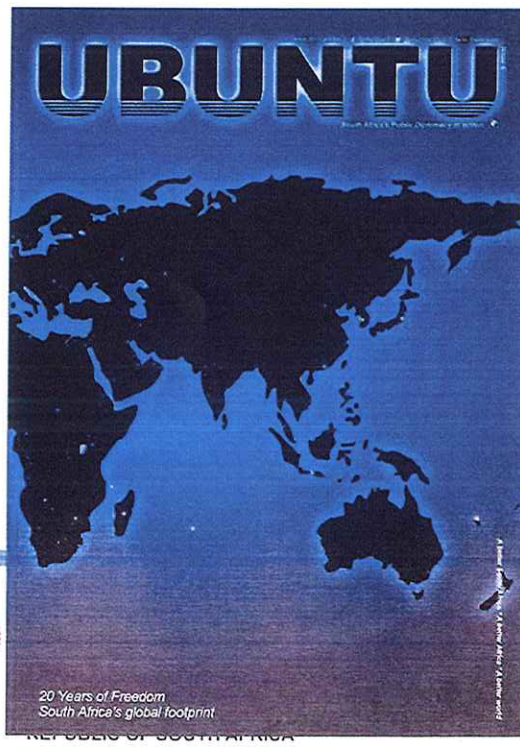
*Mekgoring Village in Limpopo*





# The Diplomacy of Ubuntu...global platforms....

- Developed and maintain DIRCO new media platforms i.e website, intranet, social media platforms *youtube, twitter and facebook*. Increased reach and accessibility of messaging.
- *Ubuntu magazine* and the internal newsletter, *the diplomat*, also available in a digital format from the DIRCO website – making the publications available to missions/stakeholders immediately. Weekly electronic newsletter, NewsFlash (with video and sound)



DIRCO website



Weekly electronic newsletter





*"Ubuntu Magazine spreads South Africa's foreign policy message every quarter.*

*Its footprint extends across the globe through South Africa's missions abroad, foreign missions in the country, libraries, think-tanks, research institutions, domestic, international and VIP lounges at all of South Africa's major airports. You can also read the magazine online on [www.dirco.gov.za](http://www.dirco.gov.za)."*



MAGAZINES &  
NEWSPAPERS

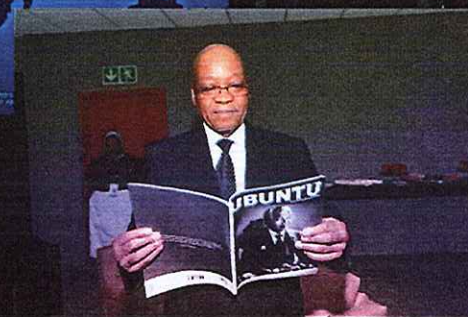
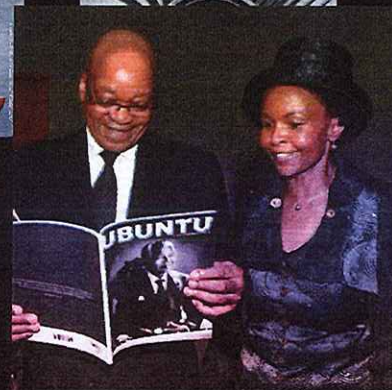
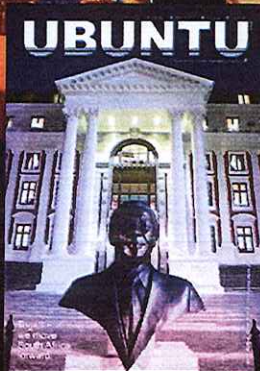
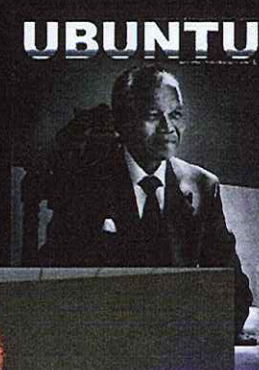
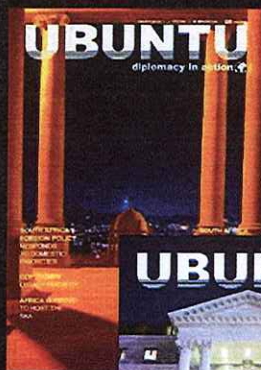




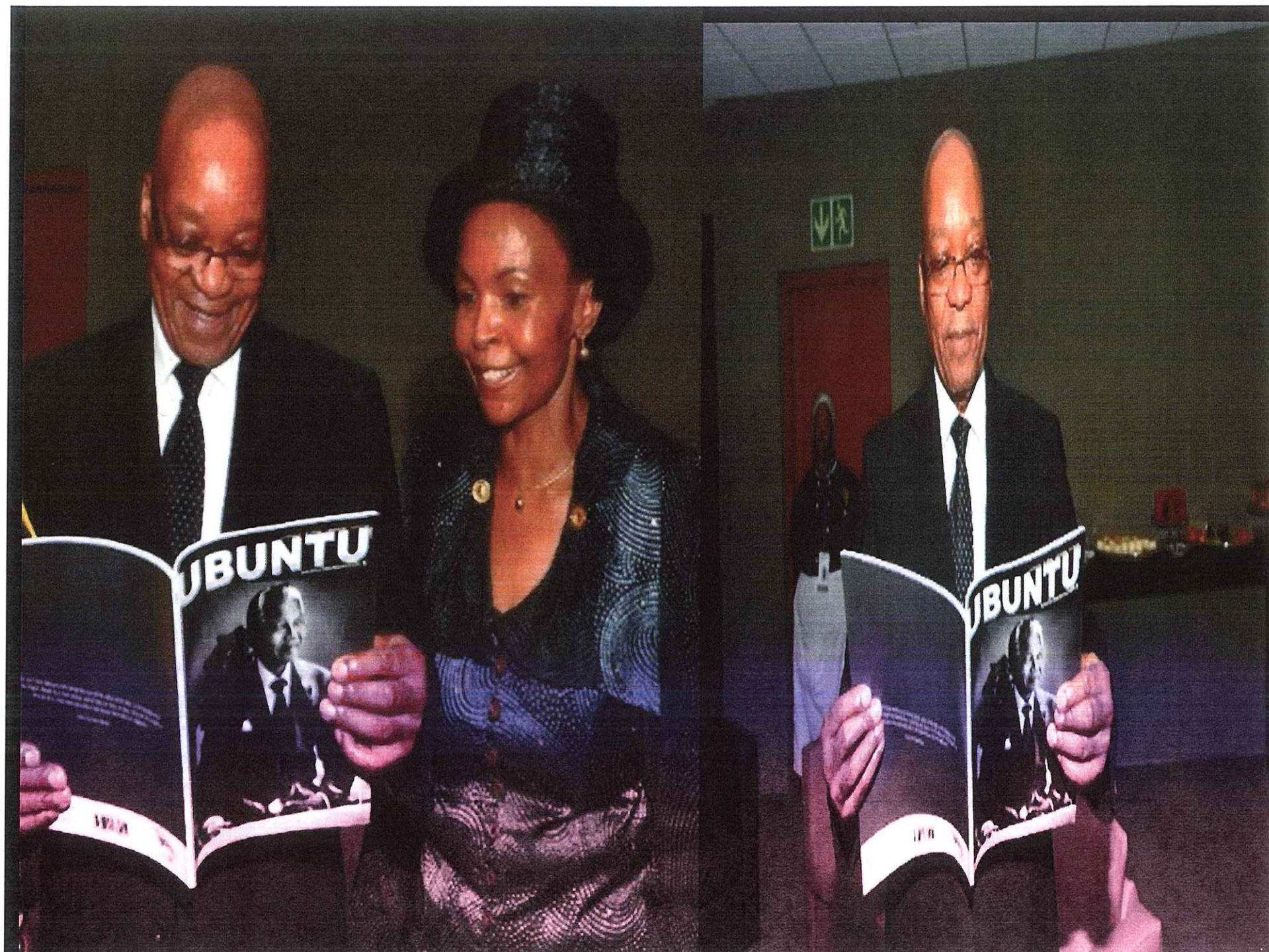
# UBUNTU

## MAGAZINE

South Africa's public diplomacy in action









# Building our own platforms ...

## Creating our own platforms: Ubuntu Radio





# Building our own platforms...

Our public diplomacy strategy has, over the years, ensured that our foreign policy is known across all sectors of our society and globally.

- The establishment of government's first online radio station, Ubuntu Radio has taken our public diplomacy to a higher level. The station is fast being recognized as an authority in "telling the African story from an African perspective".
- The station is primarily targeting the international audience. Whilst South Africans are not excluded from the debates, we are trying to reach people who can't reach through domestic platforms.
- Our missions are encouraged to play the station at our embassies. Part of marketing the station is to have banners at missions receptions.



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# Building our own platforms...

- The Station now has “correspondents” at all Missions. This is the station's “competitive advantage”. We can tell any story from an African perspective through eye witness account.
- There’s an hour long show syndicated to all community radio stations in South Africa. The show includes the use of indigenous languages.
- In the next five years, we will work harder and utilize this and other platforms to create a fair and balanced representation of the work of the department and government as a whole, and to clearly and consistently present the policies and decisions of the South African Government.



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# Global Ubuntu platforms

## Ubuntu Radio

- Mxit mobile application developed (access to 80 million users worldwide)
- Now available on DSTV Audio (45 Africa countries...over 10 million potential listeners)





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# UBUNTU RADIO

South Africa's public diplomacy in action









## Reflections on platforms...

- Pro-active distribution of multi-media products to media houses on DIRCO's work.
- Supply of audio-visual material to missions and stakeholders – and archiving.
- Recording of events – video, audio and photographs.
- Production of radio and TV programming.





## 2015 Plans....

- Evolve the current Ops centre to a proper Early Warning Centre
- Pro-Active monitoring of media reports – 24hrs service.

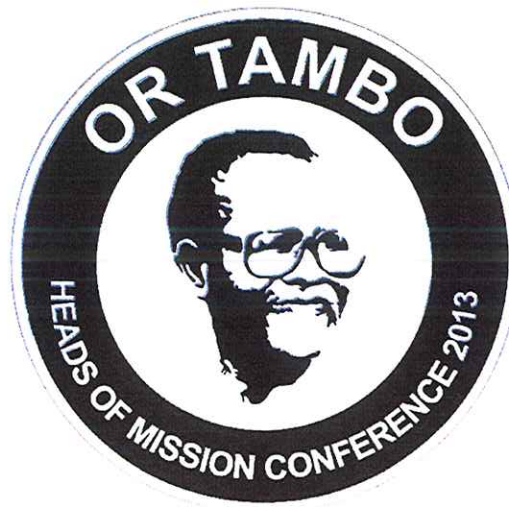




## Plans 2015 ...

### OR Tambo month

- The branch hosts a series of activities and events in October annually in celebration and commemoration of the liberation struggle hero and diplomat, the late OR Tambo.
- The month aims to highlighting the values of Patriotism, Integrity, Humility and Passion, which he espoused and to educate employees about the man and his contribution to the world of diplomacy.
- The Diplomatic Fair, OR Tambo Lecture, OR Tambo Run.















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## Plans 2015 ...

### **Ambassadors' Forum:**

- In 2014 PD introduced networking sessions called the “*Diplomatic Chat*” and “Ambassadors’ Forum”. These stakeholder sessions operate under Chatham House Rules. In 2015 we will build these interactions & make them regular.
- The platform is used to interact with different stakeholders to influence and set the IR agenda in public discourse.

### **Target Audience include:**

- The Diplomatic Corps
- Foreign Policy Correspondents
- Analysts & Commentators
- Think Tanks





## Plans 2015 ...

In order to recognise South African industry leaders and eminent persons for their contribution to promoting South Africa's national interests and values across the world, the Department of International Relations and Cooperation (DIRCO) has introduced The Ubuntu Diplomacy Awards.

Awards are presented to organisations/individuals who have, through excellence, innovation, creativity, social responsibility and patriotism, distinguished themselves as true South African ambassadors. These are people/organisations that fly the South African flag high on the global stage.





**UBUNTU  
AWARDS**

**SOUTH AFRICA  
2015**











# 2015 Plans

## AU Summit

- The build up to the Summit will incorporate an elaborate celebration of Africa Day.
- DIRCO, Dept. of Basic Education and Arts & Culture working on a campaign to get Schools to sing the AU Anthem. Also to ensure the AU flag is flown at all government building and public spaces.
- A plan to have an opening ceremony the evening prior to the first day of summit. This will include opening speeches to ensure the first day of summit kicks off with official business/discussions. The ceremony will have a cultural diplomacy dimension.
- A proposal to have an exhibition of culture, music and cuisine by all African countries. The Diplomatic Fair concept.



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# 2015 Plans

## FOCAC Summit

- The build up to the Summit will include build up events. The messaging zooming into benefits of our relations with the continent and China.
- A proposal to have a televised opening ceremony the evening prior to the first day of summit. The ceremony will have a cultural diplomacy dimension.



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# 2015 Plans

## Madiba Statue

- Democratic South Africa has not donated any symbolic gift to the UN over the last 20 years.
- The idea is to target the 18<sup>th</sup> of July the International Nelson Mandela Day to unveil the statue.
- Negotiations to be led by our mission in New York.



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## Conclusion and Recommendations

- Despite the challenge of limited resources, our Public Diplomacy strategy continues to make positive inroads globally.
- We recommend that the Portfolio Committee notes the strategy.



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# Thank you



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