

Türkiye

Public Diplomacy

Strategy

Paper

2024 - 2029





**TÜRKİYE PUBLIC
DIPLOMACY
STRATEGY PAPER**
(2024-2029)







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Foreword

Our country is ingrained in an extensive historical, cultural, and geographical tradition. We do not have the luxury of remaining indifferent to the events that are occurring in our region or around the globe, given the responsibility that this tradition has bestowed upon us. The twenty-two years of entrepreneurial and humanitarian foreign policy practice that have been implemented within the framework of our ancient tradition that advises us to “Let the people live so that the state lives” is the manifestation of our endeavours to fulfil this responsibility.

With respect to this historical responsibility, we have stated at every opportunity that “Türkiye is greater than Türkiye” to emphasise that our kindred geography extends beyond Türkiye and that this is not a choice but a historical mission. From the Balkans to Central Asia and Africa to the Caucasus region, we value each and every region of our kindred geography and do not discriminate against one another. In the past 22 years, we have revived 5,500 artefacts of our ancestors in our country and across our kindred geographies. We always do our due diligence to maintain our relations with other countries in these geographies. We, as Türkiye, since 2002 have shaped our domestic and foreign policies in the light of these realities. We have taken the initiative to solve global issues with an understanding that places rights, justice, and humanity at the heart.

The rapid changes in the world necessitate us to shape and renew our approach to interstate relations and diplomacy accordingly. We adapt our “Entrepreneurial and Humanitarian Foreign Policy” practice and base all our endeavours in line with this necessity. Our ancient state tradition, based on centuries of accumulated experience, possesses great potential and strength in its diplomatic ability to adapt to changes.

We live in a world of rampant injustice, inequality, and uncertainty, where the global system has utterly lost its function. The foundations of the global system, especially the United Nations Security Council, currently exacerbate the problem instead of facilitating a solution. As a country with responsibility, we are fully aware of our obligations to humanity. The main pillar of our struggle that, as Türkiye, we strive for with the motto “The world is bigger than five” is to leave a peaceful, stable, and harmonious world order and international system to future generations. We remind the international community to act in line with their obligations and responsibilities with the statement “A fairer world is possible” whenever and wherever possible.

Today, with rapid transformations in communication technologies, digital technologies, social media, and globalisation, every field is undergoing change and transformation, and, in turn, the margins of diplomacy are expanding. The contemporary understanding of diplomacy, where politicians and diplomats are not its sole actors, allows relations between CSO, business organisations, media, think tanks, and even citizens to shape foreign policy.

Today, the meaning of diplomacy goes far beyond closed-door meetings between state and government officials and delves into efforts and activities carried out in a wide range of fields, from public diplomacy to cultural diplomacy, tourism diplomacy to trade diplomacy, and humanitarian diplomacy to commercial diplomacy.

In this context, public diplomacy as an instrument of soft power that is gaining significance every day is imperative to us. To systematise the endeavours undertaken in this field, with the transition to the Presidential System of Government, we have entrusted the coordination of our country's public diplomacy activities to the Directorate of Communications. Our distinguished institutions and organisations, coordinated by the Directorate of Communications, have drafted and successfully implemented the first public diplomacy document of Türkiye's first century in 2021, called the "National Public Diplomacy Strategy Document and Action Plan". All of our institutions have made an outstanding effort in every field, from humanitarian diplomacy to tourism diplomacy, commercial diplomacy to defence diplomacy, as well as education diplomacy to health diplomacy.

Our country, positioned as a compassionate power, strives to help the oppressed, the victimised, and those in need in its immediate region and beyond, with an understanding centred on people and equality. It is not by coincidence that our country is recognised as the most generous humanitarian aid provider in the world.


We have elevated our country to rank first in the world in humanitarian aid in proportion to gross national income. Following the example of our ancestors, we have welcomed millions of people feeling war, violence, terror, and conflict without discrimination, and we will continue to do so. We sent medical supplies to 158 countries and 12 international organisations that filed a request to Türkiye during the pandemic. We have fought and will continue to fight terrorist organisations both within and beyond our borders, as they pose a significant threat to global peace and democracy.

We will maintain our endeavours towards the Century of Türkiye to also make it the "Century of Communication." As we have consistently emphasised, service and labour are the cornerstones of our politics, while our mission is to establish the Century of Türkiye by drawing inspiration from our history and civilisation. The strengthening power of our domestic and national communication technologies in recent years is a source of success for our ministries in their respective areas of responsibility today. The Century of Türkiye will be the era of a triumphant Türkiye with its technology and communication capabilities.

It is of utmost significance that all our policies and actions, which stem from the genuine intentions of our country and the benevolence of our nation, are recognised not only by Turkish public opinion but also by the global community. Given the extensive development, transformation, and pervasive use of media tools and communication opportunities in today's world, the necessity of describing the actions taken to the appropriate target audiences on the appropriate platforms is as significant as the actions themselves. In the context of nations striving to maintain their international standing amidst persistent attempts to undermine them through black propaganda and disinformation, these endeavours emerge as not merely essential but fundamentally

tied to the very fabric of national security. It is evident that our country's struggle for truth, both domestically and internationally, requires a methodical and evidence-based approach. A prominent instrument for achieving this is the execution of successful public diplomacy initiatives in our country akin to those implemented globally. And successful public diplomacy can only be achieved when all stakeholders cooperate, establish stronger coordination, and act in a unity of aims, actions, and discourse.

In this context, the "Türkiye Public Diplomacy Strategy Paper (2024-2029)," which was compiled with the assistance of institutions that conduct Türkiye's public diplomacy activities under the coordination of our Directorate of Communications, is distinguished as the first public diplomacy policy document of the Century of Türkiye. I am confident that the document will provide guidance for efforts to enhance Türkiye's soft power potential, revitalise public diplomacy, and assist in our efforts to adjust to the rapidly evolving interstate relations worldwide. I extend my congratulations to all individuals, with a special mention to the Public Diplomacy Coordination Board, for their contributions to the presentation of this significant document in the interest of our nation. I anticipate that all relevant institutions and organisations will implement the principles outlined in the Türkiye Public Diplomacy Strategy Paper, which complements our entrepreneurial and humanitarian foreign policy approach in the most effective manner possible.



PRESIDENT OF THE REPUBLIC OF TÜRKİYE

RECEP TAYYİP ERDOĞAN

Preface

TÜRKİYE PUBLIC DIPLOMACY STRATEGY PAPER (2024-2029)

Türkiye employs public diplomacy instruments, which are part of contemporary interstate interaction methods, to elucidate its potential in numerous fields, its values, policies, approaches, and preferences in order to establish in-depth and multifaceted relationships with international public opinion.

Public diplomacy from the perspective of our country transcends the traditional diplomatic relationships between governments. It encompasses cultivating robust relationships with the public opinion of other nations through a variety of methods and instruments, building mutual comprehension and respect in order to foster trust, establishing an appealing and influential image, as well as all the efforts for communicating Türkiye's narrative to the global community. Türkiye's public diplomacy presence and potential are a result of the accumulated knowledge and values in a variety of disciplines, including culture, tourism, history, education, language, economy, science, and technology.

Today, at the beginning of the second century of our Republic, Türkiye is making important breakthroughs as a centre of attraction in many fields and will continue to do so in the future with unwavering determination. In this context, it is feasible to name numerous significant advancements and accomplishments, including the development of our own vaccine during the global health crisis, the first piloted spaceflight, the capacity to manufacture and export our own automobile, and our prominent position in the television series and movie industry.

Furthermore, in the face of global injustices, humanitarian crises, regional conflicts, hybrid and asymmetric threats, and a world that is transitioning to a multi-polar structure, our nation is capable of extending a hand of friendship to the entire world and maintaining self-sufficiency as a result of the strong leader-to-leader diplomacy and foresight of our President, Recep Tayyip Erdoğan. Our country has consistently maintained its status as the pioneering aid donor in relation to its gross national product for an extended period, as evidenced by numerous international reports. Furthermore, Türkiye maintains its commitment to the establishment of global peace and security by serving as a mediator in ongoing global and regional conflicts in numerous regions of the world.

All these activities and processes carried out within the scope of public diplomacy have become healthier and more systematic with the transition to the Presidential System of Government. With Presidential Decree No. 14, the Presidency's Directorate

of Communications was established and entrusted with the task of monitoring and coordinating the public diplomacy activities of our country. As a result of the ongoing institutionalisation efforts, the Department of Public Diplomacy was established within our Directorate. Consequently, public diplomacy activities began to be implemented in a more systematic, comprehensive, and participatory manner within the confines of a legislative framework. The National Public Diplomacy Strategy Document and Action Plan, the first policy document in its field, is undoubtedly one of the most significant of these endeavours. All stakeholder institutions and organisations engaged in public diplomacy, coordinated by our Directorate, collaboratively conducted a study and produced the aforementioned document, which has been in effect from 2021 to 2023. The identified strategies, intended to generate substantial added value across various domains, including culture, science, trade, education, health, and tourism, significantly enhance the Türkiye brand.

Considering this information, knowledge, and experience, in order to ascertain the trajectory of Türkiye's public diplomacy initiatives for the 2024-2029 period, Türkiye Public Diplomacy Strategy Document has been formulated, fostering relations by emphasising universal values and aligning with contemporary necessities, including digitalisation. This document, developed in collaboration with stakeholder organisations through a multi-actor and participatory approach, aligns with the objectives of the Century of Türkiye and will substantially contribute to Türkiye's struggle for truth and its narrative in the global arena. The document additionally presents a perspective that safeguards our national interests against the perception management operations and disinformation facing our nation.

This new strategy, encompassing the years 2024-2029, identifies science, technology, education, and humanitarian aid as strategic priorities, alongside the cultural richness and historical heritage our country possesses. Objectives and targets have been formulated in this regard. The Strategy Document, which creates a consolidated and more active public diplomacy ecosystem for Türkiye, aims to create a more positive perception of Türkiye in international public opinion and to create a stronger country image. The objective is to create a robust, dynamic, and sustainable communication network for Türkiye in the context of international public opinion, international organisations, and other international actors.

I extend my gratitude to all who participated in the preparation of the Türkiye Public Diplomacy Strategy Document, orchestrated under the leadership of our Directorate, with significant contributions, insights, and recommendations from all stakeholder institutions and organisations. I hope that this document will be auspicious for our country and our nation.

HEAD OF COMMUNICATIONS - REPUBLIC OF TÜRKİYE

PROF. BURHANETTİN DURAN

Introduction

Creating a modern, democratic and strong brand of Türkiye that is inspired by its ancient civilisation, historical heritage and cultural accumulation, prioritises its social potential and economic power, and does not compromise its humanitarian approach with awareness of its unique values reveals the fundamental perspective of our public diplomacy approach. Consistent with our foreign policy objectives, the quality representation of the Türkiye brand before the international community and global actors is a principal aim in this regard.

In a manner akin to other nations exerting significant influence in regional and global affairs, Türkiye places a high value on public diplomacy and strives to realise its capabilities and potential in this area through a methodical and impactful approach. In this context, it fosters global peace and stability through its human-centred activities and discourse.

Our nation's public diplomacy approach extends beyond the pursuit of its own interests. Indeed, under the strong leadership of President Recep Tayyip Erdoğan, our foreign policy strategies, encapsulated in phrases such as "The world is bigger than five," "Being the voice of the oppressed," and "Being the protector of the unprotected around the world," are manifested in our public diplomacy initiatives.

Türkiye's active and enterprising foreign policy in recent years has led to a period of heightened emphasis on public diplomacy activities. In this regard, the Directorate of Communications has assumed the responsibility of conveying Türkiye's "true" story to the international community accurately, efficiently, and swiftly, employing all available communication and public diplomacy instruments. The Public Diplomacy Coordination Office (KDK), established within the Prime Ministry in 2010, carried out the coordination of public diplomacy following the initial steps taken by the Ministry of Foreign Affairs for the institutionalisation of public diplomacy. With the transition to the Presidential System of Government, this coordination began to be carried out by the Directorate of Communication. Within this framework, Presidential Decree No. 14, published in the Official Gazette No. 30488 dated 24 July 2018, assigned the Directorate of Communications the responsibility of "ensuring cooperation and coordination between public institutions, organisations, and non-governmental organisations regarding strategic communication and promotional activities, utilising public diplomacy methods and tools to accurately inform the international public."

Under the chairmanship of the Head of Communications, the first meeting of the Public Diplomacy Coordination Board was convened on February 26, 2020, to ensure the coordination of our country's public diplomacy activities and to disclose Türkiye's perspective in this field, in accordance with the "communication mobilisation" call issued by President Recep Tayyip Erdoğan in this context. The meeting was attended by high-level representatives of stakeholder institutions and organisations. The "Public Diplomacy Coordination System" (KADİS), proposed by the Directorate of Communications, was adopted at the meeting with the objective of ensuring the effective coordination of public diplomacy activities conducted by multiple ministries, institutions, and organisations, allocation of resources to relevant areas, prevention of the repetition of projects and activities, comprehension of the current situation, and the development of forward-thinking strategies.

In this respect, the endeavours for the National Public Diplomacy Strategy Document and Action Plan have been initiated, having come to a consensus on continuing the work in the field of public diplomacy through the components of the system in question, namely, the Coordination Mechanism (Coordination Board and Public Diplomacy Committees), the National Public Diplomacy Strategy Document and Action Plan, as well as the Project Tracking System (PTS) and training programmes. As part of the preparatory work, surveys have been conducted among the personnel of institutions and organisations active in the field of public diplomacy who are serving or have served abroad; opinions of stakeholder institutions and organisations were received in writing; over 30 meetings were held with the representatives of institutions and organisations; and eventually the preparations for the Strategy Document were completed.

The National Public Diplomacy Strategy Document and Action Plan, developed with the involvement of all relevant stakeholder institutions and organisations, was formally adopted during the second meeting of the Public Diplomacy Coordination Board on July 6, 2021, marking the commencement of the implementation process. In this regard, the Public Diplomacy Monitoring System (KADİZ) was designed by the Directorate of Communications and put into service through kadiz.iletisim.gov.tr to be utilised in planning, implementation, evaluation, analysis and reporting processes of activities within the framework of the National Public Diplomacy Strategy Document and Action Plan (2021-2023).

At the third meeting of the Public Diplomacy Coordination Board held on November 29, 2022, the KADİZ Progress Report was shared with stakeholder institutions and organisations, evaluations and consultations were made on Türkiye's public diplomacy activities, especially the implementation process of the Strategy Document and Action Plan.

On December 21, 2023, the Public Diplomacy Coordination Board held its fourth meeting, during which the Board received the final KADİZ Report, which included information and analysis pertaining to KADİZ in relation to the National Public Diplomacy Strategy Document and Action Plan, whose implementation was complete by the end of 2023. As of the meeting date, entries of 6,150 activities on KADİZ were made with a total of 914 registrations, including 320 moderators and 594 users from 59 institutions. Based on the obtained data, the public diplomacy activities conducted by stakeholder institutions and organisations in 156 countries as part of the National Public Diplomacy Strategy Document and Action Plan were documented.

Following the 2021-2023 period, the preparation of the new Public Diplomacy Strategy Document for the 2024-2029 period began. In this context, KADİZ data was analysed, evaluation and consultation meetings were held where stakeholder institutions and organisations were represented at the expert level, and two separate workshops were organised with the participation of academics working in the field of public diplomacy and representatives of public diplomacy stakeholder institutions and organisations. As a result of all these efforts, the Türkiye Public Diplomacy Strategy Paper (2024-2029) was prepared.

1. VISION

To establish Türkiye as a respected and influential actor in the international arena, influencing the international community with its ancient culture, unique values and unparalleled opportunities, building strong cooperation and sustainable relations, and contributing to the spread of peace, stability and prosperity on a global scale

2. MISSION

To represent and promote Türkiye in the international arena in coherence with its foreign policy priorities by utilising public diplomacy methods and instruments with the aim of making sustainable the modern, democratic and strong Türkiye brand, which benefits from its humanitarian and economic potential, to develop deep, multifaceted and lasting relations with various societies and the international public, to provide the international public with accurate information on Türkiye and ensuring the dissemination of accurate information, to establish coordination between public institutions and organisations related to public diplomacy and non-governmental organisations, to set forth an approach that prioritises innovative and digital communication technologies in public diplomacy practices.

3. FUNDAMENTAL PRINCIPLES

- Prioritising universal values
 - Observant of international law, objective, truth-oriented
 - Consistent and objective
 - Holistic, inclusive and participatory
 - Utilising innovative and digital communication technologies
 - Developing relations, having a strategic vision, supportive
 - Committed to the goals of the Century of Türkiye
 - In accordance with Türkiye's struggle for truth
 - Proactive, multidimensional and multifaceted
 - Based on positive communication campaigns
 - Focused on strengthened public diplomacy ecosystem
 - Observant of inter-institutional coordination and collaboration
 - Monitoring and evaluating based on information and data
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4. SITUATION ANALYSIS

Public diplomacy transcends the traditional diplomatic relationships between governments. It encompasses the efforts of a country towards cultivating robust relations and bonds with the public opinion of other nations through a variety of methods and instruments, building mutual understanding and respect in order to foster trust, and establishing an appealing and strong image. In this context, the public diplomacy potential of a country is a result of the accumulated knowledge and values in a variety of disciplines, including culture, tourism, history, education, language, economy, science, and technology.

Being the cradle of civilisations with its rich historical and cultural heritage from the past to this day, Türkiye holds its position as a global centre of attraction in terms of public diplomacy. Türkiye has a geopolitically advantageous position in establishing relations with different, close and distant geographies in the international arena, as well as an extensive diaspora network around the globe. At the same time, it is a country that is not reluctant to extend its hand of compassion to numerous refugees along with oppressed geographies. Home to a young and dynamic population that can easily adapt to global developments, Türkiye has enhanced its power of external representation in all fields, including culture, arts, sports, technology, economy and gastronomy, especially in recent years.

Türkiye has a strong image that draws the attention of global public opinion with the bold steps it took in line with its enterprising and humanitarian foreign policy. On the way to strengthen the Türkiye brand, public institutions and organisations tailor their public diplomacy practices according to target audiences and regions, thereby elevating the soft power level of Türkiye and conveying its qualities to the world's most remote corners.

In today's world, the existence of global and regional hot conflicts poses a significant threat to both global peace and the security of our country. Conducting public diplomacy is often negatively affected by this circumstance. On the other hand, hybrid threats and misinformation, especially on media platforms, lead to polarisation and distrust while damaging the international image of Türkiye. Due to counter-lobbying activities, there are some challenges while expressing to the foreign public opinion the meaningful story and struggle put forward by public diplomacy instruments for the sake of strengthening the country brand. Inadequate involvement of non-state actors in the public diplomacy process and insufficient utilisation of digital platforms and social media are other factors that weaken Türkiye's power of representation in terms of public diplomacy.

Xenophobia, far-right movements and racism are on the rise in Europe, Türkiye's biggest trading partner. This rise paves the way to heightened intolerance towards refugees and migrants, exacerbated societal polarisation and the proliferation of more radical discourses and policies in the political arena. Moreover, Islamophobia is gaining momentum globally. Islamophobic discourse and actions pose a serious threat to global peace and stability. It is, therefore, crucial to strengthen policies and initiatives that promote tolerance towards religions and cultures.

Despite all these threats, contributing to world peace by taking the initiative with its vision of assuming the role of a stabilising power in producing solutions to global issues and a mediator in foreign policy, Türkiye constitutes a role model for other countries with its reliable, reconciliatory and benevolent stance. In this context, the Republic of Türkiye takes the initiative in all humanitarian crises where the international community remains unresponsive and demonstrates a will to prevent the deepening of crises. With this stance, Türkiye significantly contributes to the maintenance of global peace and stability.

On the other hand, Türkiye has improved and strengthened ties with friendly countries, along with a mission to develop cooperation with more countries through inclusive and unifying policies in every corner of the world. As of 2024, Türkiye has the third largest diplomacy network in the world and is capable of establishing diplomatic interaction on foreign policy issues in a wide geography extending to Africa, Latin America and East Asia. The strategy of growing together, developed with various states from different geographies, has contributed to the meaningful management of this process.

Türkiye is globally recognised for its role as a mediator and equity-focused stance. It contributes significantly to the stability of the international community and establishes a free and safe living space for all by assisting countries affected by natural disasters, war, poverty and social conflicts.

President Recep Tayyip Erdoğan's stance of a robust and reliable leader before the international public always takes the Türkiye brand a step further. Additionally, public diplomacy actors from various professional groups, having audiences across diverse geographies and experiencing a daily increase in followers, represent an expanding potential for establishing a competent representation of our country.

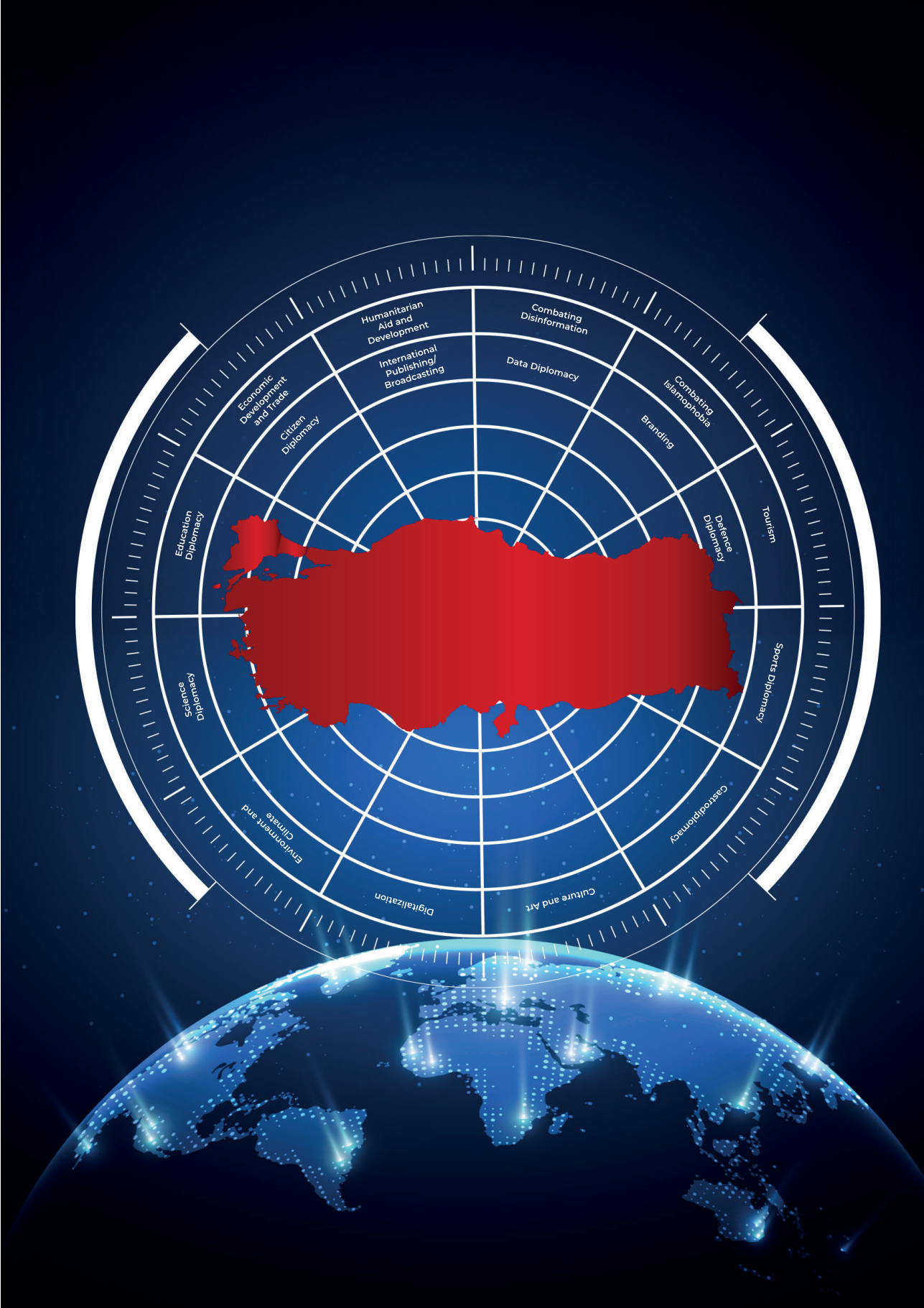
Institutionally, the Department of Public Diplomacy, created under the Directorate of Communications, assumes a leading role in planning and coordinating public diplomacy activities and developing local, regional, and global policies.

5. STRATEGIC PRIORITIES OF TURKISH PUBLIC DIPLOMACY

- Engaging in active public diplomacy as part of Türkiye's entrepreneurial and humanitarian foreign policy strategy
- Promoting Türkiye in a holistic approach with its different aspects
- Strengthening the Türkiye brand
- Accurately representing Türkiye's perception in the public opinion of the target countries and the general international public opinion
- Protecting and advancing Türkiye's national interests in the international arena
- Combating domestic and foreign perception management operations, disinformation, and manipulation campaigns
- Implementing a strategy involving target countries founded on the principle of reciprocal advantage and centred on the advancement of shared interests among the parties
- Improving cooperation with international organisations, foreign countries, and international actors

5.a. Field-Based Strategic Priorities in Public Diplomacy

- Cultural Richness and Historical Heritage
- Humanitarian Aid
- Education
- Digitalisation
- Science and Technology



6. STRATEGIC OBJECTIVES AND TARGETS

OBJECTIVE 1

Strengthening the nation brand by developing effective promotional policies that highlight Türkiye as a creative, successful, tolerant, and hospitable country enriched by its historical, cultural, and natural richness

TARGETS

- Communicating Türkiye's cultural, natural, historical, and touristic richness and heritage to the international public through efficient channels
- Focusing on country promotion via Turkish TV series, exhibiting natural and cultural richness
- Organising events for the international promotion of Turkish gastronomy
- Promoting Türkiye's international accomplishments in various sports and executing initiatives that will enhance the nation's brand at attended events
- Creating promotional strategies across different fields in collaboration with Türkiye's leading brands
- Making visible the initiatives undertaken for our citizens residing abroad and related communities; fostering the advancement of collaboration and partnerships in this domain; and facilitating the sustenance of enduring and effective relations and communication with the homeland, particularly cultural ties
- Facilitating the accurate representation of Türkiye in the countries where Turkish citizens live and cultivating an understanding of a citizen diplomat among them, enabling an active role in influencing perceptions of Türkiye

OBJECTIVE 2

Creating a positive perception of Türkiye by promoting Türkiye through effective methods and messages and improving its visibility by utilising its existing resources and potential opportunities

TARGETS

- Increasing public awareness regarding the significance of effective representation in the international arena to ensure a comprehensive understanding of Türkiye's narrative, alongside undertaking awareness-raising activities
 - Publicising Türkiye's accomplishments and potential in topics such as culture, economy, and politics to the international public
 - Improving the visibility of activities and collaborations that will enhance Türkiye's international effectiveness in scientific, technological, and innovative initiatives
 - Increasing global awareness that Türkiye is a centre of attraction through educational diplomacy and promoting the efforts undertaken in this regard
 - Conducting research aimed at promoting and developing the existing knowledge and potential in the field of health tourism
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OBJECTIVE 3

Using public diplomacy to guarantee a secure and prosperous future by emphasising Türkiye's humanitarian foreign policy approach in an era of uncertainty and global crises

TARGETS

- Illustrating Türkiye's sensitive and people-oriented stance on humanitarian issues and victimisations across various regions in a manner that resonates with international public opinion
- Increasing international public awareness of Türkiye's humanitarian and development assistance in cooperation with relevant institutions and civil society organisations
- Promoting initiatives that support a mediator and humanitarian foreign policy approach in global and regional problems, crises, and conflict environments
- Conveying the strength and potential of our country to both national and international public opinion regarding crises, disasters, and international migration

OBJECTIVE 4

Contributing to the resolution of global issues in a manner that is conducive to international cooperation and co-development with an approach that prioritises sustainable development

TARGETS

- Announcing to the national and international public our country's collaboration on climate change and environmental matters, the commitments undertaken through international agreements, and the accomplishments in this field
 - Fostering sectoral and diplomatic collaborations by showcasing our country's industrial capabilities in the field of renewable and clean energy
 - Raising awareness through campaigns, projects, and policies to tackle global food challenges and prevent food loss and waste
 - Undertaking leader-to-leader diplomacy activities for the establishment of sustainable peace, trust and stability in the world and publicising these activities
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OBJECTIVE 5

Supporting Türkiye's struggle for truth and combating disinformation through effectively communicating Türkiye's arguments and policy preferences, as well as its narratives in various fields, to the international public

TARGETS

- Informing the international public on people belonging to different religious backgrounds living in harmony in Türkiye
- Supporting the international fight against Islamophobia
- Informing the international public through a variety of means about the threats that terrorism of any kind poses to global security
- Conducting strategic communication activities to convey Türkiye's arguments and proposed solution regarding the events of 1915 while combating disinformation and information pollution on this matter
- Carrying out activities to push forward Türkiye's rights in the Eastern Mediterranean and righteous arguments on Northern Cyprus within the framework of international law
- Combating disinformation targeting Türkiye through a variety of means
- Ensuring the guarantee of Türkiye's arguments and policy preferences through international law while supporting endeavours undertaken in this regard

OBJECTIVE 6

Contributing to the creation of a positive image of Türkiye through means of media and communication and increasing Türkiye's international visibility

TARGETS

- Conducting works to enhance Türkiye brand's image through dialogue with international communication institutions and organisations
 - Encouraging the participation of international journalists based in Türkiye in significant international media events in Türkiye
 - Working to ensure that public diplomacy projects and activities are covered in the national media of other countries
 - Facilitating the production of realistic and inclusive media content in accordance with the dynamics and realities of the addressed international public
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7. PUBLIC DIPLOMACY COORDINATION MECHANISM

The complexity of international relations has increased in our era as a result of the phenomenon of globalisation and the advancements in information and communication technologies. Consequently, the significance of public diplomacy has increased as a method of engaging with the international community and the public opinions of foreign countries. In line with these developments, the main objectives of our public diplomacy activities are qualified presentation of Türkiye in the international arena, constructing a positive perception of our country on a robust foundation for its preservation, and maximising our soft power potential. Meanwhile, the opportunities and threats emerging in the international arena have necessitated more effective coordination, close cooperation, and rapid decision-making processes among institutions working in public diplomacy in an environment where local, national, and regional issues rapidly propagate on a global scale.

Adopting a common language and discourse that considers the common ideals of the state and national interests is crucial for all stakeholders active in public diplomacy in our country and for the Türkiye brand to be safeguarded with a robust stance based on truth. It is imperative that institutions and organisations conduct their public diplomacy activities in unity and coordination to reach these targets.

7.a. Public Diplomacy Coordination Board and Support System

The Public Diplomacy Department of the Directorate of Communications coordinates and collaborates the public diplomacy activities of all stakeholder institutions as a participant and with a proactive approach. **The Public Diplomacy Coordination Board**, consisting of high-level representatives of stakeholder institutions and organisations active in public diplomacy, was established to facilitate the coordination efforts. The purpose of the Board is to facilitate the adaptation of institutional objectives of stakeholders with Türkiye's public diplomacy policies and prevent the loss of time and resources that may result from repetitive activities. The board convenes annually under the auspices of the Directorate of Communications, where institutions contribute to the formulation of Türkiye's public diplomacy policies through participation of high-level representatives. At each meeting, plans and programmes for public diplomacy are reviewed, and recent developments in this field are evaluated. Additionally, Department of Public Diplomacy personnel provide comprehensive support by holding direct meetings and providing technical consultation when necessary to ensure the continuation of technical coordination activities and respond to the needs of stakeholders.

7.b. Türkiye Public Diplomacy Strategy Document

The Türkiye Public Diplomacy Strategy Document was prepared with coordination of the Directorate of Communications to serve as a fundamental reference document for public diplomacy activities to be undertaken by our country and the coordination of these activities in the **2024-2029** period. The Strategy Document was crafted from outputs of a series of workshops that were conducted with academics, stakeholder institutions, and organisations that specialise in public diplomacy, as well as discussions and consultation meetings with stakeholder public institutions and organisations. The current state of knowledge on the field was updated, and an in-depth assessment was made based on the experiences of stakeholders on the implementation processes during these lengthy, result-and-process-orientated consultation meetings. The themes, goals, and objectives of public diplomacy that Türkiye will prioritise over the next five years were established as a result of these multifaceted discussions. In addition, Türkiye has developed a more precise roadmap for public diplomacy initiatives by determining the geographical regions, areas of public diplomacy practice, and target audiences for which activities should be conducted. In this regard, the Türkiye Public Diplomacy Strategy Document's policy framework will serve as a guide for the public diplomacy projects that are currently in development.

7.c. Public Diplomacy Monitoring System (KADİZ)

The Public Diplomacy Monitoring System (KADİZ), an internet-based data platform, was established to monitor the effective and efficient execution of the aforementioned public diplomacy activities and evaluate the impact of their results. All institutions that are stakeholders in KADİZ can submit their public diplomacy activities to the system. KADİZ, which facilitates fine-detailed reporting of public diplomacy activities, also offers the opportunity to conduct current situation, progress, and impact analysis. The current status of our country's public diplomacy can be captured in real-time from a strategic perspective, opportunities in the field can be identified, and suggestions can be developed to more effectively communicate our country's policies and theses to the world, all thanks to KADİZ, which is designed as a system that can be transformed according to the needs.

7.d. Public Diplomacy for the 2024-2029 Period

An intensive and dynamic public diplomacy action plan was implemented between 2021-2023. During the 2024-2029 implementation period, the execution and coordination of public diplomacy activities in Türkiye will be strengthened by utilising the experiences of the previous period. This implementation period will adopt an approach based on fostering stronger relationships in the field of public diplomacy, encouraging communication and experience sharing among stakeholders, and realistically establishing a common understanding of public diplomacy. In line with the requests of stakeholders, reinforcement programmes will be organised at the initiative of the Directorate of Communications to ensure that a common understanding of public diplomacy is established among stakeholders. In addition, the KADİZ system will be modified to enhance its suitability for data input and analysis in accordance with stakeholder feedback.

8. STAKEHOLDER INSTITUTIONS AND ORGANISATIONS

1. Board of Science, Technology and Innovation Policies
2. Security and Foreign Policies Council
3. Ministry of Justice
4. Ministry of Family and Social Services
5. Ministry of Labour and Social Security
6. Ministry of Environment, Urbanisation, and Climate Change
7. Ministry of Foreign Affairs
8. Ministry of Energy and Natural Resources
9. Ministry of Youth and Sports
10. Ministry of Treasury and Finance
11. Ministry of Interior
12. Ministry of Culture and Tourism
13. Ministry of National Education
14. Ministry of National Defence
15. Ministry of Health
16. Ministry of Industry and Technology
17. Ministry of Agriculture and Forestry
18. Ministry of Trade
19. Ministry of Transport and Infrastructure
20. Presidency of Religious Affairs
21. Secretariat-General of the National Security Council
22. The National Intelligence Organisation
23. Secretariat of Defence Industries
24. Presidency of Strategy and Budget
25. Presidency of Investment and Finance Office
26. The Ombudsman Institution
27. Disaster and Emergency Management Presidency
28. Directorate General of Turkish Anadolu Agency Corporation
29. Presidency of Atatürk Supreme Council for Culture, Language, and History
30. Directorate for EU Affairs (Ministry of Foreign Affairs)
31. Press Advertisement Agency
32. Information and Communication Technologies Authority
33. Foreign Economic Relations Board
34. Presidency of Migration Management (Ministry of Interior)
35. Radio and Television Supreme Council
36. Turkish Cooperation and Coordination Agency
37. Scientific and Technological Research Council of Türkiye
38. Turkish Academy of Sciences
39. Türkiye Exporters Assembly
40. Turkish Maarif Foundation
41. Turkish Radio and Television Corporation
42. Türkiye Tourism Promotion and Development Agency
43. Directorate General of Foundations
44. Yunus Emre Institute
45. Presidency for Turks Abroad and Related Communities
46. Council of Higher Education
47. Turkish National Agency
48. Turkish Red Crescent Society
49. Turkish Airlines Inc.









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