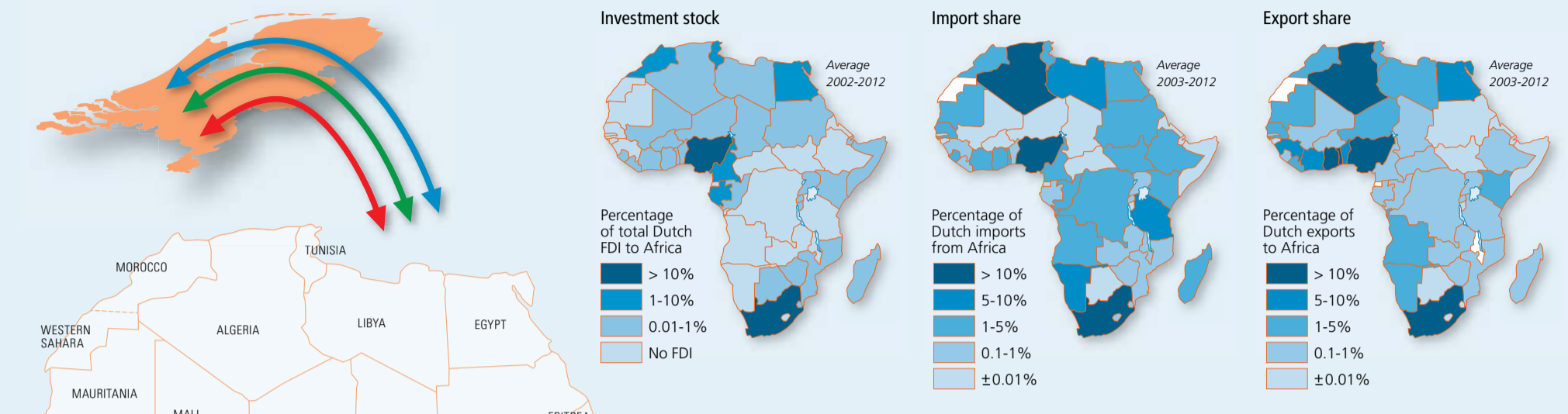
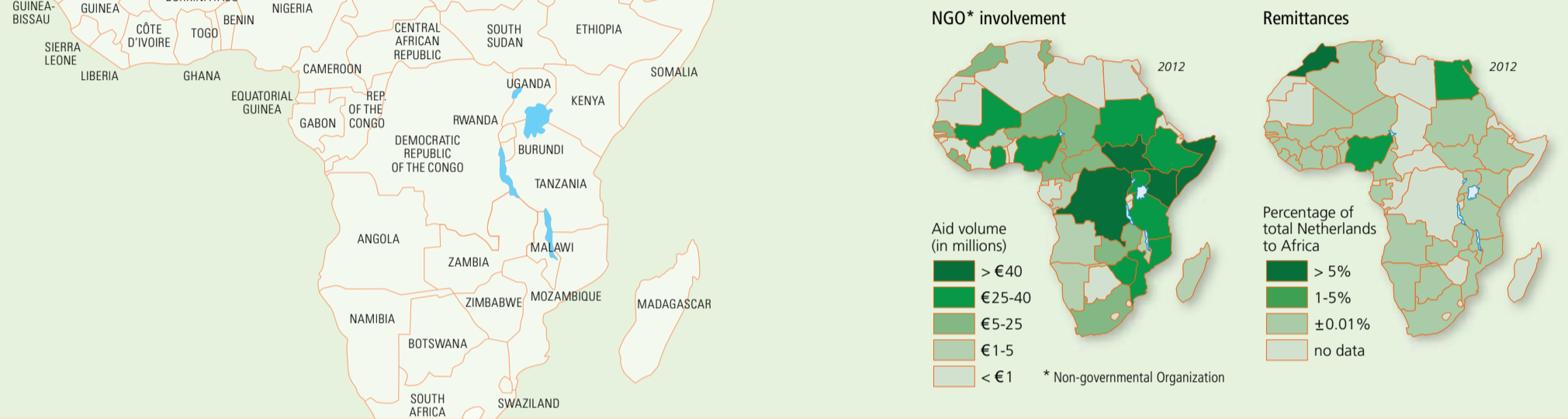




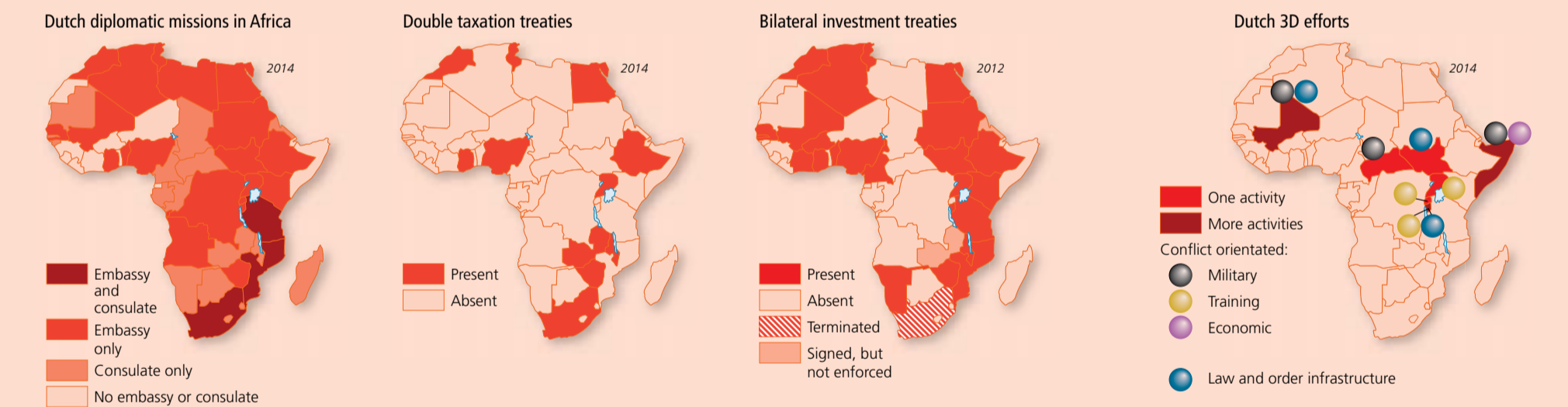
The corporate perspective: Dutch economic relations with Africa



The citizens' perspective: Dutch civil-society relations with Africa



The government perspective: mitigating risks through bilateral relations



What is sustainable diplomacy?

Diplomacy is the art and practice of conducting formal and informal negotiations between representatives of interested parties.

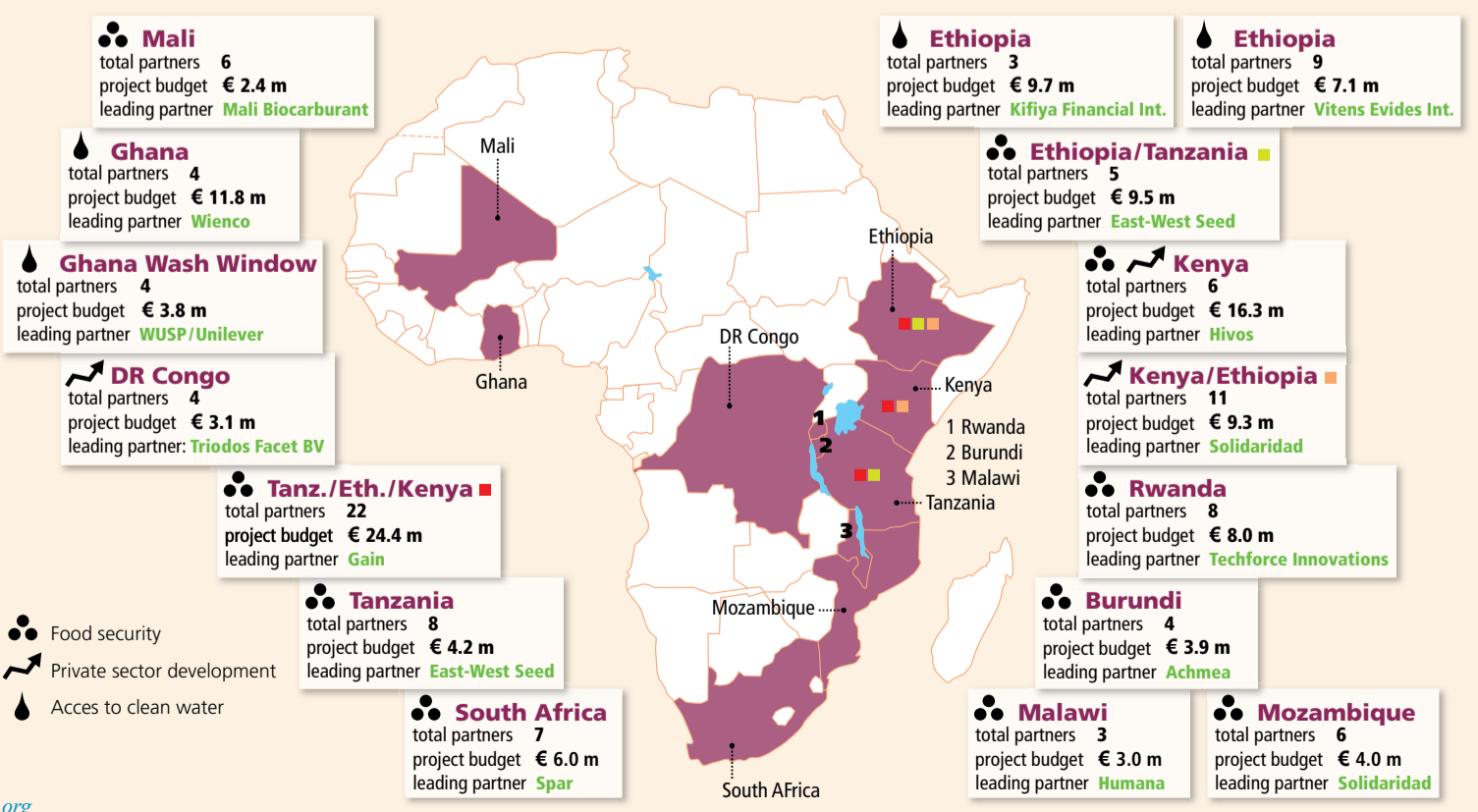
Traditional diplomacy involves the representatives of states and concentrates on issues such as peace-making, defence and culture.

Economic diplomacy includes the representatives of economic interests and focuses on issues like economic policy, standards and technology, trade, taxes and investment relations.

Sustainable diplomacy adds the representatives of civil-society to this equation and focuses on issues such as sustainable development, human rights, ecology and the provision of global public goods. Sustainable diplomacy involves new ways of cooperation between states, firms and civil-society organizations. Sustainable diplomacy thus looks at interstate relationships as a cluster of activities in which business, government and civil-society organizations all play a role in varying constellations.

This information was compiled by Rob van Tulder, Elena Osmochescu and Nel de Vink.
 More information: www.partnershipsresourcecentre.org

Sustainable diplomacy in action: examples of PPP projects





What economic, civic and governmental relationships exist between the Netherlands and Africa? How can they be managed and coordinated to support constructive and mutually beneficial relationships that enhance sustainable development outcomes? What cross-sector partnerships should be created to provide effective informal and formal governance structures for these relationships? This is the area of 'sustainable diplomacy'.

The notion of sustainable diplomacy departs from that of real sustainable development and involves positive and mutual interaction between business, government and civil society (which is supported by knowledge institutes). The Netherlands is amongst the frontrunners in experimenting with this type of diplomacy.

Managing a portfolio of complementary relations

The overall challenge of Dutch bilateral sustainable diplomacy in Africa is to manage a complex portfolio of bilateral country relations that can build on the strength of different stakeholders. In addition to this there are also multilateral and regional channels through which the Dutch diplomatic effort is more indirectly channeled, such as the European Union and the World Bank. These organizations represent a different diplomatic challenge and this is not included on this sheet with its three different clusters of basic maps.

1 The corporate relations maps

shows which countries in Africa have the strongest economic relations through trade and investment with the Netherlands. Research on the current involvement of Dutch companies (see Box) has revealed that Dutch businesses are everywhere in Africa but they very often focus on trade relations, whilst more inclusive investment would guarantee a better competitive position. Imports and exports with specific countries over a longer period of time indicate how Africa and the Netherlands are linked through global value chains. The portfolio of investment locations is different. Aligning trade and investment is one of the challenges of sustainable diplomacy. And making sure that leading companies in these chains can introduce inclusive supply-chain management principles is another.

2 The civil society relations maps

highlight where relations between Dutch and African citizens are strongest, either as part of development activities or due to remittances (direct money transfers by and between citizens). The maps show considerable complementarities in economic and social relations between Africa and the Netherlands. Increasingly, NGOs are helping companies to go into more fragile and poorer countries – where they themselves concentrate their activities – through enhanced legitimacy. Conversely, companies are forming alliances with NGOs to increase the efficiency and impact of their activities to their mutual interest. The sustainable diplomacy challenge for embassies is to facilitate these relations if necessary and ensure they can learn from each other and benefit from the creation of inclusive growth.

3 The governmental perspective maps

show where the strongest relations are between African countries and the Netherlands. These maps focus on the pattern of Dutch embassies and consulates in Africa. There is volatility in this network network, which is not always aligned with corporate and NGO interests. The much-heralded 3D diplomacy effort by the Netherlands in Africa, in which defence, diplomacy and development are combined has focused on a relatively limited portfolio of countries where activities can link to extensive economic and social activities. The instruments of Double Taxation Treaties and Bilateral Investment Treaties are not without their critics. The question remains as to whose interests these treaties are in. Sustainable diplomacy is looking for a novel combination to enhance the impact of these treaties on sustainable development.

When combined, the maps show overlapping and complementary country portfolios in which different parties play a role. The scope, scale and focus of sustainable diplomacy differs per country, per sector and issue. The willingness of parties to collaborate varies as well.

4 Making it work The final map includes a number of exemplary partnerships in African countries as the result of three novel PPP facilities that started in 2013 and 2014: (1) sustainable water (FDW), (2) food-security and private-sector development (FDOV) and (3) a specific programme for Ghana: Ghana Wash Window (GWW). In the past decade, the Dutch government has been actively looking for ways to create partnerships to enhance the effectiveness of the development effort. The Schokland and Millenium Accords that created around 54 public-private partnerships (PPPs) are particularly noteworthy. The budget for these PPPs was €48.3 million in 2011 and they focused mainly on sectors like healthcare, water and sanitation and food security. In addition, there are a number of coalitions for strategic product development such as the Initiative for Sustainable Trade (IDH) as well as thematic multi-donor trust funds that operate in close alliance with the private sector. The examples presented on the map are drawn from the three most recent PPP facilities and highlight successful examples of such coalitions. They attracted about 200 proposals and ultimately accepted around 40 projects in 15 countries for FDOV and 9 countries for FDW. A total of €120 million was allocated for the first tranche of funding and more project rounds are currently underway. The sustainable diplomacy challenge regarding these projects lies in ensuring a robust selection process, good monitoring and effective knowledge-exchange procedures.

The African Studies Centre (ASC)

The ASC in Leiden, founded in 1947, is the only research institute in the Netherlands devoted entirely to the study of Africa. Its primary aims are to undertake scientific research on Africa in the social sciences and humanities and to promote a better understanding of African societies. It is an independent institute but maintains close links with Leiden University, as part of LeidenGlobal. The ASC's work is not only of importance to researchers but also to policymakers, journalists, NGOs, businesses and other organizations.

Research The ASC's research programme lasts for a period of five years. Projects are multidisciplinary, empirical in nature and are carried out in cooperation with African colleagues and institutions by the Centre's researchers and PhD and Research Masters students.

Library The ASC's Library, Documentation and Information Department has the most extensive and specialized collection on Africa in the Netherlands in the fields of the social sciences (including law and economics) and the humanities. The library, which is open to the general public, has more than 80,000 books, 1500 documentaries and feature films from and about Africa, and subscribes to nearly 750 periodicals. *African Studies Abstracts Online* offers some 10,000 abstracts and journal articles and web dossiers provide background information on specific topical events and themes.

Publications ASC researchers publish in many different journals and with well-known publishing houses. The Centre also has five publication series of its own:
Africa Yearbook
Afrika-Studiecentrum Series
African Dynamics
African Studies Collection
and ASC Infosheets

Seminars Regular seminars are held at the ASC on Thursday afternoons on a wide range of topics. These are given by prominent local and international Africanists and are open to the general public.

Visiting Fellows Eight African academics are invited to Leiden every year on three-month fellowships to promote an effective academic dialogue between Africa and the North. These scholars use their stay in Leiden for data analysis and writing.

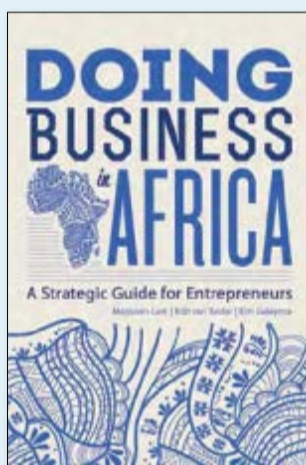
Research Masters in African Studies The ASC offers a two-year Research Masters in African Studies in cooperation with Leiden University's Faculty of Humanities and the Faculty of Social Sciences. About 60% of the students on this course come from outside the Netherlands.

Thesis Award A prize is awarded annually for the best Masters thesis on Sub-Saharan Africa by a student at a university in the Netherlands or in Africa. The winning thesis is published in the African Studies Collection series.

ASC Community The ASC Community includes fellows, affiliates and associates of the Centre, and people with a professional interest in Africa who are working in business, policymaking, NGOs and in media circles.

We would like to welcome you as a partner in the ASC Community!
<http://www.ascleiden.nl/?q=content/asc-community>.

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www.partnershipresourcecentre.org



The Partnerships Resource Centre supports sustainable diplomacy through...

- PPP lab in food and water (a learning and exchange platform; in collaboration with the Ministry of Foreign Affairs, RVO, Aqua4All, SNV and CDI)
- Wicked Problems Plaza (decision-making space; collaboration with New World Campus)
- Research and executive training (action research in Effective Partnership Management)
- Building up partnership portfolio management competencies (training and research)
- An international knowledge network of local business schools to enhance collaboration between NGOs, businesses and governments
- Various networks and coalitions, such as the Post-2015 coalition
- Joint capacity-building projects with local embassies

Sustainable diplomats....

... actively broker cross-sector alignment between Dutch and local actors on the basis of:

- Complementary skills and the efforts of various parties (building on complementary strengths)
- Pooled resources, contacts, experience and knowledge
- Local embeddedness (through local NGOs, embassies or subsidiaries)
- The realization that the institutional void in host countries provides opportunities for new activities
- A keen understanding of the nature of the 'wicked problems' that developing countries face
- A willingness to take and share risks and responsibilities
- A search for creative solutions
- Inclusiveness
- The willingness to achieve and make a real impact
- Longer-term relationships
- Greater efficiency and the effectiveness of a combined trade, investment and development agenda
- A collaborative mindset

Sources:

These maps were compiled on the basis of information provided by the Netherlands Ministry of Foreign Affairs, the Netherlands Ministry of Defence, UNCTAD (on FDI and investment treaties), OECD/Eurostat (on trade), the Partnerships Resource Centre PPP database, the World Bank (on remittances) and the CIDIN Radboud database (on NGO involvement)