

U.S. CENTER FOR CITIZEN DIPLOMACY

Every citizen a diplomat.



Increase Citizen Involvement

Inspire Global Partnerships

Honor Diplomatic Accomplishments

Expand International Education

USCCD 2010 National Award for Citizen Diplomacy honoree Jenny Buccos, (left) director, producer and founder of ProjectExplorer.org, a non-profit that produces free education-based, online global travel series designed for families and classrooms, learns weaving in Malaysia.



PRESIDENT DWIGHT D. EISENHOWER

“If only people will get together,

U. S. Center for Citizen Diplomacy

The need to turn a nationwide spotlight on the importance and value of citizen diplomacy was identified at the 2004 meeting of leaders from international exchange organizations—including business and academic communities—with the expressed intent of strengthening America’s commitment to this cause.

As a result, the U.S. Center for Citizen Diplomacy (USCCD) was launched in July of 2006. Headquartered in Des Moines, Iowa, it is a strategic focal point for global citizen diplomacy.

In October 2008, a National Initiative for Global Citizen Diplomacy to dramatically improve America’s relations throughout the world was announced by the USCCD. It emerged from discussions by 40 leaders of more than 90 organizations in international affairs who attended a Leadership Forum on Citizen Diplomacy, sponsored by the USCCD and the Johnson Foundation at the Wingspread Conference Center in Racine, Wisconsin.

In 2010, the USCCD in partnership with the U.S. Department of State Office of Public Diplomacy and Public Affairs, convened a U.S. Summit for Global Citizen Diplomacy attended by 700 people from 39 U.S. states and 41 countries. The Summit launched the U.S. Initiative for Global Citizen Diplomacy to significantly increase the number of U.S. citizen diplomats by 2020. This ten year Initiative was further defined by 39 experts in international affairs and expanded in 2011 with support from the Coca-Cola Foundation. A major campaign is underway to build upon this support for the duration of the Initiative: 2012–2020.

Why is ‘citizen diplomacy’ important?

In an era of increasing globalization, more and more people develop their most lasting impressions through face-to-face, personal encounters, when people visit the United States or when Americans travel abroad. In this context, the ‘citizen diplomat’ is a powerful force in defining the United States to the rest of the world.

- › U.S. capacity to reach out to the rest of the world to foster common interests and values needs to dramatically increase. Government cannot fill this role alone.
- › America is falling behind in the race for international competitiveness and global education excellence. Participation in citizen diplomacy programs increases global competence and knowledge of other cultures, language and geography.

Who are citizen diplomats?

Citizen diplomats include people involved in home hosting, international exchanges, study and work abroad, international volunteer assistance, and professionals who are involved internationally in business, education, or local and state government.



USCCD 2010 National Award for Citizen Diplomacy honoree James G. Rolfe, DDS (left), founder of the Afghanistan Dental Relief Project which provides dental treatment facilities in under-served areas of Afghanistan.

MISSION

The U.S. Center for Citizen Diplomacy promotes and expands opportunity for all Americans to be citizen diplomats and affirms the indispensable value of citizen involvement in foreign relations.

then so eventually will nations.”

VISION

The U.S. Center for Citizen Diplomacy promotes, partners, and cooperates with existing citizen diplomacy organizations and initiatives in the United States and abroad. By 2020, the USCCD seeks to significantly increase the number of Americans actively involved as citizen diplomats. To accomplish this vision, the USCCD:

- › Increases private and public sector support for citizen diplomacy by expanding alliances with business, foundations, local and state governments, civic organizations of all types, and the U.S. government.
- › Strengthens and expands existing, time-tested programs and develops targeted, pilot programs and initiatives to address emerging needs.
- › Provides education and training programs to increase the leadership capacity of non-profit professionals and volunteers, K-12 educators, government and business leaders, and youth to conduct effective citizen diplomacy programs.
- › Convenes National Summits and special recognition events on Citizen Diplomacy.
- › Increases citizen access to U.S. based opportunities for global engagement by managing a national database and interactive web site of U.S. citizen diplomacy activities and programs throughout the country and world.
- › Encourages K-12 schools across the United States to increase international content in their curricula to equip students with skills they need to become future leaders in a global world.
- › Conducts research and develops publications on the impact of citizen diplomacy.
- › In partnership with other international organizations and the U.S. Department of State, works to support those countries throughout the world seeking to establish or expand their own capacity to engage citizens in international relations.



USCCD 2010 National Award for Citizen Diplomacy honoree Richard A. Webb, (right) founder of ProWorld Service Corps, a social enterprise that matches individual volunteers and university groups with projects in developing countries in Africa, Asia and Latin America, discusses stove installation with a Peruvian family.

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The United States Center for Citizen Diplomacy is a non-partisan, non-profit 501(c)3 organization.

It relies on financial support from individuals, foundations, and other support from both the public and private sectors.