

FOR IMMEDIATE RELEASE

The Charney Forum for New Diplomacy: Shifting the Paradigm in a Digital Age

The Information Revolution is one of the most dramatic revolutions in history, marked by unprecedented levels of participation, content co-creation and accessibility to information. Like many fields in the 21st century, traditional diplomacy has been profoundly disrupted by this digital age – resulting in a fundamental paradigm shift from a G2G (government to government) global policy making model, to a more proactive P2P (people to people) approach, based on marketing, communications, narrative and storytelling - greatly challenging the effectiveness of the traditional diplomat. Globalization and hyper-connectivity have led to a highly competitive international arena between nations, cities, communities, movements, ideologies, concepts and organizations. The Charney Forum for New Diplomacy partners with the University of Haifa to educate about the impact of the information revolution on traditional diplomacy and offer tools to navigate international collaborations in this new reality.

“It is important to provide the abundant of non-governmental actors in the international arena with proper skills and knowledge to effectively communicate globally from one-way broadcasting to multi-channel interactions,” says Tzili Charney, founder of the Charney Forum for New Diplomacy. “In other words, technology in this new space has turned diplomacy into a more dynamic, exciting and creative profession – one that is content-driven through multiple interactive dialogues by countless participants from the private, civil and public sectors.”

The Charney Forum together with the University of Haifa addresses the dramatic shift from the traditional G2G model of bi-lateral ties to a new P2P model by offering custom-made programs, providing participants with cutting-edge skills to play an active role in the evolving landscape of international relations, once led solely by government agencies. Real-life case-studies, seminars and workshops feature some of the most compelling speakers and experts about Public Diplomacy, Place Branding, Social and Behavioral Studies, Ethics, Digital Literacy, and more.

Programs are designed to fit the needs and specifications of diverse participants from civil society organizations, multinational corporations, university students, faculty and faith-based organizations across the globe. Participants in the program receive an official certificate from the University of Haifa and the Charney Forum for New Diplomacy.

“The Charney Forum for New Diplomacy promotes a contemporary method of international relations in which citizens play a greater role in the democratization of information and knowledge with accessibility to socialization and publishing tools,” adds Ido Aharoni, Chairman, Charney Forum for New Diplomacy and Global Distinguished Professor, New York University. “The new audiences live in a borderless world focused on popularism with ever-expanding social circles.”

As founder of the Charney Forum for New Diplomacy, Tzili Charney devotes great efforts in improving the fields of education, conflict resolution, and geopolitics. Her vision is to deliver the message, tools and teachings of New Diplomacy to institutions, non-government organizations, civil servants, professionals, faith-based organizations, tourists and study-abroad students worldwide, while adhering to her core philosophy that “the only permanent element in our lives is change.”

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For more information visit www.charneynewdiplomacy.com/.

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