



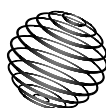
WDA WORLD DIPLOMATIC ACADEMY



The **World Diplomatic Academy** is an international non-governmental Swiss Organization which aims to promote and support all initiatives, actions and policies contributing to mutual understanding, exchange and cooperation while in the aftermath of the pandemic, peacekeeping and conflict prevention and resolution require resolutely more coherent and sustainable approaches.

The severity of the Covid-19 crisis and its global impact require those responsible for the world we are entering to be able to respond effectively and appropriately to the renewed challenges that range from peace and security to climate change, global trade and sustainable development.

For this purpose, the **World Diplomatic Academy** benefits from the 35-year experience and the permanent and active support of the **Crans Montana Forum**, the **IUHEI Crans Montana Institute** and the **Cercle des Ambassadeurs** in Paris.



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Having as its primary objective the establishment and maintenance of sustainable peace and harmony between Nations, the Academy undertakes to modernize and improve interstate dialogue by carrying out a profound refresh or even a real *reset* of the current methods of a diplomacy which must find the paths of efficiency and success.

Three main axes for this:

- **THE PROMOTION OF “HUMANE VALUES”** in the dialogue between leaders: systematic mutual respect, recourse to informal diplomacy, private meetings free from any binding agenda and / or agenda, friendly framework favoring the availability of minds, communication free and sincere, absolute respect for the confidentiality of exchanges
- **PROMOTING AN OPERATIONAL REALISM**
The diplomat is not an activist and does not represent an NGO. The core of his mission is to defend the political and economic interests that he represents and consequently display a systematic respect for the specificity of "the other", excluding from his action any dogmatism and any proselytism of values which, in fact, belong only to the sphere of each one
- **EMPOWERMENT OF DIPLOMATS**
This is how diplomats acquire the authority and the means to implement realistic and structuring policies that have a real impact on the definition and exercise of global governance.

THE WORLD DIPLOMATIC ACADEMY THUS OFFERS INTERNATIONAL LEADERS A TRUE SPACE OF DIALOGUE FOR PEACE, SECURITY, STABILITY AND SHARED PROSPERITY. ITS APPROACH IS MULTI-DISCIPLINARY BUT DIRECT ACTION IS ITS PRIORITY.

The Academy aims also to address the role of day-to-day international diplomacy's actors, primarily ambassadors and high-ranking diplomats. It will orient its activities along a number of lines of thought arising from the current world situation and the pandemic.

The WDA World Diplomatic Academy is partnering with Governments, Ministries, Public Organisations, International Organisations and Private groups to implement various activities of common interest.

Get more contacting the Academy : info@WDAcademy.ch



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MAIN DIRECTIONS

According to a contribution by

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Advisor to the Royal Cabinet

Ambassador of the Kingdom of Morocco to the Republic of South Africa

1. Doubt now exists about the capacity and integrity of international Organizations when addressing the influence games of the various great powers.
2. The Public Health crisis has revealed the serious institutional failings that affect multilateral governance, its bureaucratic redundancies and operational failures.
3. Multilateralism has to be revisited, in particular with regard to the necessary strengthening of its operating and decision-making mechanisms.
4. Diplomatic action must imperatively take place within the framework of a multilateralism of complementarity based on a common base of values, visions and strategies.
5. Imposing the will of the strongest on the weakest is no longer appropriate. Time has come to imagine the consensuses of a global coherence in which each party will play a useful and respected role. *Unilateralism has no place in a world that is now known to be primarily a world of inter-vulnerability.*
6. The current challenge of repatriations, vaccinations contracts, the management of public opinion, the revival of economies means that diplomacy would lose all relevance if it was still based on an anachronistic interpersonal game and continued to be exercised in the softness of comfortable lounges.
7. Today's diplomats must get out of their embassies, visiting ministries but also the headquarters of major multinationals, laboratories and think-tanks without forgetting that an ambassador must be permanently active on the stage of television as in universities.
8. The diplomat must gain expertise and responsiveness to evolve in an environment that must no longer remain unknown to him. Social networks and new communication technologies must be familiar to him. Indeed the gradual dematerialization and digitization of diplomatic action are, in the long run, unavoidable.
9. The Ambassador must broaden the spectrum of his interlocutors and engage in the most direct manner the scientific community, multinationals, civil society and NGOs who are now essential and determining players in international relation

« Bien sûr on peut (toujours) regretter la douceur des lampes à huile,
les splendeurs de la marine à voile (et) le charme du temps des équipages... »

Général Charles de Gaulle, 1960

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