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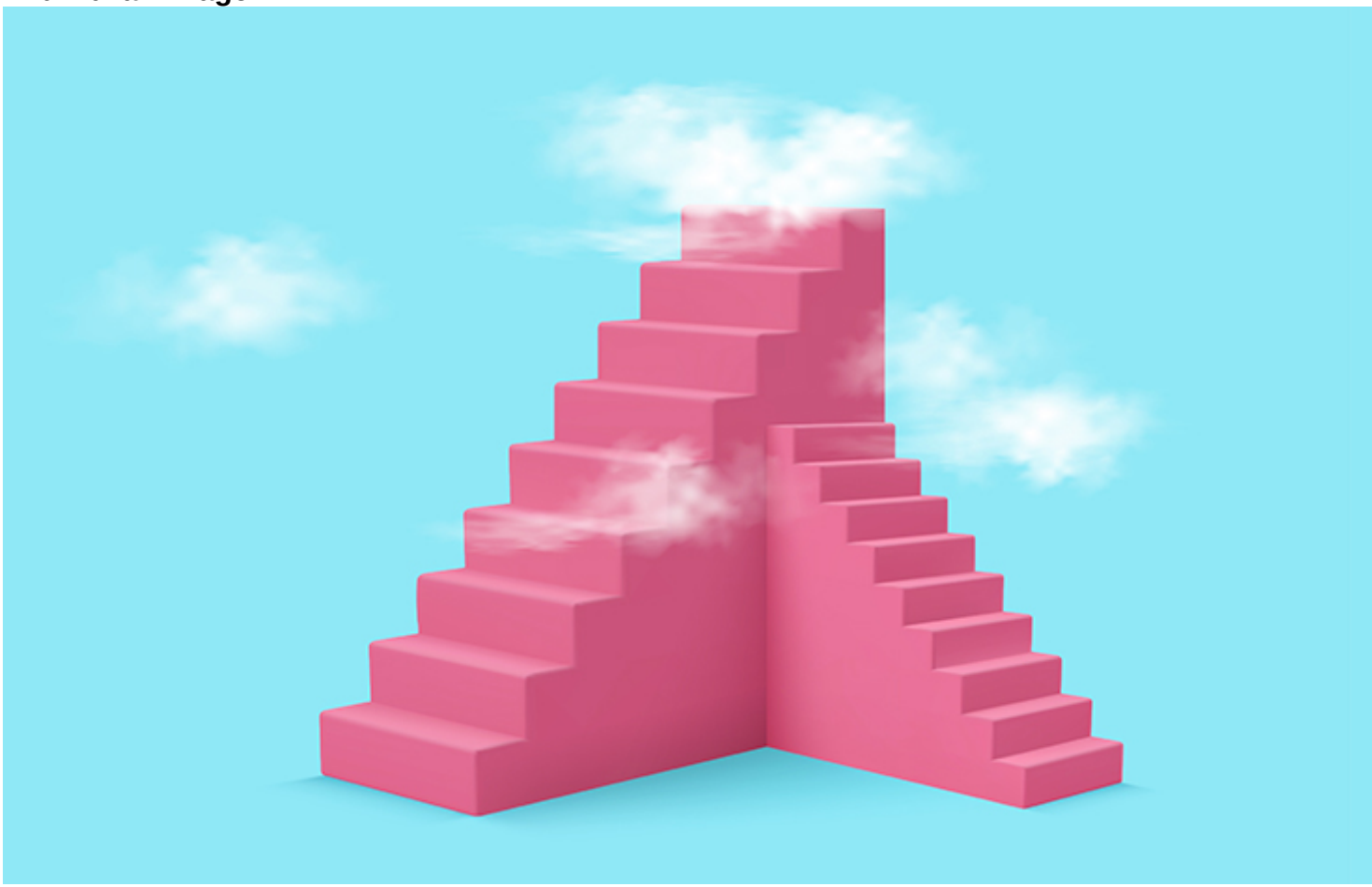

Sep 08, 2022 by Nicholas J. Cull, Simon Anholt

People, Places, Power | Season 2, Episode 29: Meet the Goodest: The Good Country Index for 2022 [1]

Note from the CPD Blog Manager: *This post features the podcast* People, Places, Power *co-hosted by CPD Faculty Fellow Nicholas J. Cull and Good Country Index founder Simon Anholt and features their weekly discussions on international reputation, foreign policy and related issues along the way.*

Season 2 launched in May 2022 and covers nation-ranking indices, the impact of COVID-19 on national images, the "country-of-origin effect" and much more.

Season 1: Ep. 1: Biden's America | Ep. 2: Brexit Britain | Ep. 3: In Search of the Good Leader | Ep. 4: The European Union | Ep. 5: What Price Monarchy? | Ep. 6: Cities and International Image | Ep. 7: Mega Events? Buyer Beware. | Ep. 8: Germany: From Pariah to Paragon | Ep. 9: Culture: Decorative or Useful? | Ep. 10: Can Individuals Make a Difference? | Ep. 11: Migration Nations | Ep: 12: Credible India? | Ep. 13: The Bad Image | Ep. 14: Populism | Ep. 15: Oh, Canada! | Ep. 16: Digital Disruption: New Technology & Soft Power | Ep. 17: Japan at the Crossroads I Ep. 18: Scotland's Next Step | Ep. 19 Public Diplomacy and Place Branding | Ep. 20: The Talent Trade: Who's Looking for Einstein? | Ep. 21: France: Trouble at the Top? | Ep. 22: Systems and Structures: Organizing Public Diplomacy | Ep. 23: Trust: The

The Media: Friends or Foes of Country Image? | *Ep. 26: Israel: Branded by Conflict?* | *Ep. 27: Afghanistan*

Season 2: Ep. 28: War in Ukraine

Episode 29: Meet the Goodest: The Good Country Index for 2022

In this episode, Simon introduces the fifth iteration of the Good Country Index, now published in partnership with Diplomatic Courier. He explains the nature of the index as an aggregation of contributions to the global good. Nick pulls out particular countries for scrutiny including the U.S. in 46th place. They agree that the top of the table (with Sweden once again in first place ahead of Denmark and Germany) shows the collaborative nature of European countries. Other countries examined include Russia—continuing a decline, China and the stark contrast between the UAE in 65th and Qatar in 109th with an especially poor score in cultural contributions (136th). Countries performing well include Cyprus in 16th and South Africa in 44th. The conversation wraps up considering how the index plays into actual policy.