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Jul 15, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

## People, Places, Power | Season 2, Episode 35: Northern Ireland Peace and the Challenge of 'Relevance' <sup>[1]</sup>

**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, branding indices, transnational issues and much more.

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## **Episode 35: Northern Ireland Peace and the Challenge of 'Relevance'**

In this episode, Nick and Simon respond to a listener's question about the impact of a potential collapse of the Northern Ireland peace agreement on the image of the UK. After discussing this question, the conversation broadens to include the difference between issues of elite relevance and issues of importance to 'ordinary people.' Simon and Nick discuss the benefits of collaboration and the difficulties in dramatizing issues of broad international relevance like the UN's Sustainable Development Goals to a global audience.