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## **Public Diplomacy in the News: America’s New Global Music Ambassadors, Paris Olympics Fashion Diplomacy, and U.S. Tech Diplomacy Training** <sup>[1]</sup>

*“Public Diplomacy in the News” is a CPD Blog series by Andrew Dubbins that spotlights noteworthy stories on public diplomacy topics such as cultural diplomacy, nation branding, exchange programs, international events and conferences, digital diplomacy, and strategic global communications.*

**Global music diplomacy initiative unites YouTube and U.S. State Department.** The U.S. State Department and YouTube have launched the Global Music Diplomacy initiative, introducing a group of artists and songwriters as U.S. Global Music Ambassadors to promote peace and democracy through music. Announced by Secretary of State Antony Blinken and YouTube's Global Head of Music Lyor Cohen, this partnership includes micro-grants for social impact, support for the creative economy, and English language learning through music. Notable ambassadors include Public Enemy frontman Chuck D, jazz legend Herbie Hancock (pictured above), and singer-songwriter BRELAND, representing various music genres and generations. This initiative stems from the bipartisan PEACE Through Music Diplomacy Act of 2022, which encourages music-related exchange programs between the State Department and private sector.

Meena Anderson / Ebony

**French fashion houses use “cruise shows” for cultural diplomacy.** French fashion houses such as Christian Dior, Balenciaga, Chanel, Hermès, and Louis Vuitton transformed their pre-summer fashion collections – known as “cruise shows” – into platforms for cultural diplomacy, positioning their brands as national ambassadors. These extravagant events, held in various global locations, highlighted the spectacle and influence of these mega-brands, aligning with the Paris Olympics to promote France's cultural identity. The shows by Chanel, Louis Vuitton, Hermès, Dior, and Balenciaga not only showcased fashion but also represented political, economic, and cultural narratives, reflecting the brands' efforts to integrate local artisanship and global history into their collections. This strategy sought to enhance their global influence and underscore the intersection of fashion and diplomacy.

Vanessa Friedman / The New York Times

**Training diplomats for cybersecurity and tech diplomacy.** The U.S. State Department is training diplomats in cybersecurity, privacy, telecommunications, and other technology issues to enhance American digital diplomacy. Led by Nathaniel Fick, the training program at the Foreign Service Institute aims to equip diplomats with the necessary skills to navigate the complex global tech landscape, counter adversarial influences from countries like China and Russia, and promote U.S. tech policies. The initiative underscores the importance of tech-savvy diplomacy in addressing global threats and advancing American interests. With a focus on practical applications and real-world scenarios, the program seeks to ensure diplomats can effectively represent the U.S. in various international forums and negotiations.

Eric Geller / Wired

**U.S. Mission to Japan wins 2024 sustainability award for carbon-free energy transition.** The U.S. Mission to Japan and the State Department's Greening Diplomacy Initiative received the 2024 Presidential Federal Sustainability Award for their transition to 100% carbon-free electricity. The U.S. Embassy and Consulates in Japan made this shift on Earth Day 2023, becoming the first U.S. diplomatic mission of its size to do so. This move aligns with President Biden's Executive Order 14057, which aims for the federal government to procure 100% carbon pollution-free electricity by 2030. The initiative began with the U.S. Consulate General in Sapporo, utilizing local renewable energy sources and setting a precedent for the entire mission. This shift not only reduces harmful emissions but also strengthens U.S. diplomatic efforts by demonstrating a commitment to sustainable practices. The successful transition has

garnered significant attention and has inspired other diplomatic missions and entities to follow suit.

Beau Miller / U.S. Department of State

**Strengthening global leadership through renewed alliances and engagement.** The Brookings Institution hosted a discussion with U.S. Secretary of State Antony Blinken on American diplomacy's recent challenges and opportunities. Blinken highlighted the end of the post-Cold War era, emphasizing the need for the U.S. to engage and lead internationally to prevent adversaries or harmful vacuums from emerging. He discussed the importance of reinvigorating alliances, particularly NATO; underscored the interconnectedness of global issues; and emphasized the need for collaborative efforts to maintain international stability and security.

The Brookings Institution

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