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Jul 15, 2024 by [Andrew Dubbins](#)

## **Public Diplomacy in the News: Copenhagen's Eco-Friendly Tourism, Minnesota's Diaspora Diplomacy, and a New Play on the Kyoto Protocol** <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.*

**Copenhagen rewards eco-friendly tourists with free experiences.** Copenhagen launched a pilot program called CopenPay to encourage eco-friendly tourism by rewarding visitors who

engage in green activities with free food, cultural experiences, and tours. Running from July 15 to August 11, this initiative allows tourists to earn rewards by cycling, using public transport, or participating in cleanup efforts. Examples include gaining access to art workshops by bringing plastic waste to the National Gallery of Denmark or cycling to a local heating plant and enjoying an artificial ski slope on its roof. The program aims to promote environmentally responsible tourism while enhancing visitors' experiences in the city.

Jack Guy / CNN

**The power of diaspora diplomacy in Minnesota.** Molly Phee, the U.S. assistant secretary of state for African affairs, emphasized the importance of diaspora diplomacy, highlighting how the African diaspora community in Minnesota exemplifies successful integration and belonging. During a discussion at Norway House in Minneapolis, Phee praised Minnesota's welcoming attitude towards immigrants and discussed the significant contributions of the state's diaspora to both local and global communities. She underscored the evolving nature of diplomacy, which now relies more on citizens' insights rather than solely on government-to-government interactions. Phee also addressed broader geopolitical issues, including authoritarianism in Africa, climate change, terrorism, and the strategic importance of Africa amid rising tensions with global powers like China and Russia. She concluded by stressing the need for the U.S. to engage in collaborative partnerships with African nations for mutual benefit.

John Rash / Star Tribune

**"Kyoto" dramatizes climate treaty negotiations.** The play "Kyoto," which premiered at the Royal Shakespeare Company's Swan Theatre, dramatizes the negotiations behind the Kyoto Protocol, the first international treaty to commit countries to reducing greenhouse gas emissions. According to review by *Nature*, the play captures the intricate and often contentious process of reaching consensus on climate action. Highlighting the critical role of scientific evidence presented by climate scientists like Ben Santer, the narrative emphasizes the ongoing struggle between climate activists and deniers. With an immersive stage setup and engaging storytelling, according to the review, "Kyoto" underscores the enduring relevance and urgency of collective action to combat climate change.

Peter Stott / Nature

**U.S. disrupts Kremlin-backed AI disinformation campaign.** The U.S. Justice Department has disrupted a Kremlin-backed Russian disinformation campaign that utilized artificial intelligence to spread propaganda in the United States. This operation involved nearly 1,000 fake social media accounts purporting to be authentic American profiles, aimed at sowing discord and influencing opinions about Russia's actions, particularly regarding the war in Ukraine. Organized in 2022 and supported by Russia's Federal Security Service, the campaign used AI technology developed by a senior editor at the state-funded RT media organization to create a sophisticated social media bot farm. This intervention highlights ongoing concerns about foreign influence in U.S. elections and the growing impact of AI on such campaigns.

Eric Tucker / The Washington Post

**U.S. empowers Cameroonian women in Football through sports diplomacy program.**

The U.S. Embassy in Yaoundé, in collaboration with the U.S. Department of State's Bureau of Educational and Cultural Affairs, has launched a Sports Visitor Program to empower Cameroonian women in football. This initiative brought coaches, athletes, and administrators to the U.S. for a two-week program to enhance leadership skills, promote gender equity, and foster collaboration. Participants engaged in workshops on team building, conflict resolution, and inclusion, and they are now implementing action plans in their communities, such as coaching clinics, mentorship programs, and advocacy for equitable resources. This program exemplifies sports diplomacy, building international connections and promoting women's empowerment in sports.

U.S. Embassy in Cameroon

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