



Enlarging the international authority of cities: The new urban diplomacy

1st Semester 2023/2024

Credits: 6 ECTS

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Abstract

A growing interest in cities, and more particularly in their international role, has developed over the past decades. This *urban awareness* was echoed at the global level by the approval of the EU Urban Agenda (Amsterdam, May 2016) and also the United Nations Urban Agenda in Quito a few months later. At the same time, cities are today confronted with the contrast between their ambitions and the vague benefits of transnational actions. For instance, how can they take care of global warming while lacking skills and funding for their own environment policy?

Despite the worldwide impact of the motto “Think global, act local”, cities strive today to combine their international strategies with a local context which calls for isolationism. Is it possible to find a balance between both? Can cities also “Think local and act global”? To achieve their goals as framed by their local agenda, local authorities must seek the best tools. In a context where national resources are not sufficient or unavailable, some of those political devices can be found at the transnational level. It would therefore seem necessary to go beyond classic diplomacy to find a lever that allows a more effective internationalization of local democracy. Such is the aim of this course: to reverse the classic paradigm of international relations by offering students the means to think the transnational action of cities from cities themselves; a concept that we called “*new urban diplomacy*” in our research.

Content (topics)

1. Introduction and working methods
2. Theories about the international role of cities
3. History of international (and EU) urban policy
4. Local agendas: managing cities’ priorities
5. The architecture of New Urban Diplomacy
6. Tools for new urban diplomacy:
 - a. Programming devices
 - b. Classic diplomacy
 - c. Tailored communication
 - d. City networks and platforms
7. Models of New Urban Diplomacy
8. Making New Urban Diplomacy work

Assessment/ Marking

1. Attendance is compulsory, active participation in class is highly recommended.
2. An essay, deepening a specific topic of the course (a list of topics will be provided) - (50%)
3. A written exam (case study) – in written, at the end of the semester (50%)

Note: All assigned readings below are either available online or provided in our Moodle.

Program 2023¹

Session 1: Walking the talk of cities in the international scene

- ✓ Introduction: programme, assessment.
- ✓ Working methods: readings, exercises and essay
- ✓ Why this “New Urban Diplomacy”?

Readings:

- ✓ Harvard College Writing Center: Strategies for Essay Writing
<https://writingcenter.fas.harvard.edu/pages/strategies-essay-writing>
- ✓ University of New South Wales: Essay and Assignment Writing
<https://www.student.unsw.edu.au/essay-and-assignment-writing>
- ✓ The Logical Framework <https://thetoolkit.me/approaches-tools/key-tools/the-logical-framework/>

Session 2: Theories about the international role of cities

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|--------------------|------------------|
| ✓ Public Diplomacy | ✓ City diplomacy |
| ✓ Para-diplomacy | ✓ City branding |

Readings:

- ✓ Nye Jr, J. S. (2008). Public diplomacy and soft power. *The annals of the American academy of political and social science*, 616(1), 94-109.
- ✓ Paquin, S. (2020). Paradiplomacy. *Global Diplomacy: An Introduction to Theory and Practice*, 49-61.
- ✓ Acuto, M., Morissette, M., Chan, D., & Leffel, B. (2016) *City Diplomacy and Twinning: Lessons from the UK, China and globally*. City Leadership Initiative, Department of Science, Technology, Engineering and Public Policy, University College London (UK Government Office for Science.)
- ✓ Herget, J. et alia (2015) *City Branding and Its Economic Impacts on Tourism*. *Economics & Sociology* 8(1): 119–26.

Session 3: The first “Century of the cities” (1913-2013)

- ✓ International dimension: From IULA to Benjamin Barber
- ✓ EU dimension: The elephant in the Brussels’ room
- ✓ Some grounds for New Urban Diplomacy

Readings:

- ✓ UCLG Centenary of the international municipal movement: A look back, a step forward
https://issuu.com/uclgcglu/docs/the_int_municipal_movement_complete. You can see a summary in the following webpage (please scroll down):
<https://www.rabat2013.uclg.org/about-us/centenary-international-municipal-movement>
- ✓ de Santiago Rodríguez, E. (2017) *The Development Process of the Urban Agenda of the EU: From the Toledo Declaration to the Pact of Amsterdam*. *Urban Regeneration in the EU*. *International Planning Journal*.
- ✓ Parkinson, M. (2005) *Urban Policy in Europe: Where Have We Been and Where Are We Going*. In Antalowsky, E., Dangschat, JS y Parkinson, M.(ed.). European Metropolitan Governance: Cities in Europe-Europe in Cities, NODE project (Austrian Ministry of Education, Science and Culture): 7–32

¹ As of April 2023, it may undergo some minor changes for September.

Session 4: Local agendas: managing cities' priorities

- ✓ Analysing international agendas for cities
- ✓ Examples of individual local agendas

Readings:

- ✓ Satterthwaite, D. (2016). A new urban agenda?. *Environment and Urbanization*, 28(1), 3-12.
- ✓ New Leipzig Charter and Implementing Document : <https://futurium.ec.europa.eu/en/urban-agenda/library/new-leipzig-charter-and-implementing-document>

Session 5: Rebuilding the international city: the architecture of New Urban Diplomacy (NUD)

- ✓ Factors of NUD
- ✓ Indicators of NUD
- ✓ Tools in a NUD context

Readings:

- ✓ Fishbone, A. (2017) *City networks: Evaluating the Next Frontier of International Relations*. The German Marshall Fund of the United States.
<https://www.gmfus.org/sites/default/files/City%2520Networks%2520edited.pdf>
- ✓ Wiktorska-Święcka, A. (2015.) *Europeanization of Urban Governance: Definitions, Dimensions and Perspectives*. In *Europeanization Processes from the Meso-economic Perspective: Industries and Policies*, Kraków: Cracow University of Economics, 36–60.

Session 6: Funds and strategy. Programming devices for NUD

- ✓ Integrated urban strategies: the case of EDUSI
- ✓ European cooperation programmes
- ✓ C40 technical assistance to cities

Readings:

- ✓ De Gregorio Hurtado, S. (2018) *The EU urban policy in the period 2007–13: lessons from the Spanish experience*, *Regional Studies, Regional Science*, 5:1, 212-230, DOI: 10.1080/21681376.2018.1480903
- ✓ Watts, M. (2016) *Cities as champions for collaborative change*. **Presentation in pdf (below the news)** available at Climate Solutions: Cities in Action. (2017, September 15). Auckland Conversations. <https://conversations.aucklandcouncil.govt.nz/events/climate-solutions-cities-action>

Session 7 a: The consulate capacity. Classic diplomacy for NUD

- ✓ EU diplomacy, lobby and partnership
- ✓ International representation

Readings:

- ✓ La Porte, T. (2013) *City Public Diplomacy in the European Union*. In: *European Public Diplomacy*, Palgrave Macmillan Series in Global Public Diplomacy., New York 85–111.
https://doi.org/10.1057/9781137315144_5.
- ✓ Tatham, M. (2008) *Going Solo: Direct Regional Representation in the European Union*. *Regional & Federal Studies* 18(5): 493–515.



Session 7 b: Urban foreign language. NUD communication

- ✓ The EU jargon for cities
- ✓ The City of the year
- ✓ Cities' rankings

Readings:

- ✓ Anholt, S. (2009) *Should Place Brands Be Simple?* Place Branding and Public Diplomacy 5(2): 91–96.
- ✓ Garcia B. European Capitals of Culture: Success Strategies and Long-Term Effects. European Parliament Report.

Session 8: Collaborative NUD: Networks and platforms

- ✓ Differences between networks and platforms
- ✓ Study cases: sectoral networks, international platforms

Readings:

- ✓ Fernández de Losada, F. and Abdullah, H. (coords.) (2019), Rethinking the ecosystem of international city networks. Challenges and opportunities, Monografias 72. CIDOB.
- ✓ Kern, K. and Bulkeley, H. (2009) Cities, Europeanization and Multi-Level Governance: Governing Climate Change through Transnational Municipal Networks. JCMS: Journal of Common Market Studies 47(2): 309–32.

Session 9: Models of New Urban Diplomacy in practice

- ✓ Working with models and scenarios
- ✓ The bywatcher
- ✓ The silent silo
- ✓ The strategist

Readings:

- ✓ Espiñeira-Guirao, T. (2022). Measuring the impact of international tools in local governance: The new urban diplomacy. *Rozwój Regionalny i Polityka Regionalna*, 15(60 Specjalny), 101-118.
- ✓ Mintzberg's Modes of Strategic Decisions – Explained - https://thebusinessprofessor.com/en_US/business-management-amp-operations-strategy-entrepreneurship-amp-innovation/mintzbergs-modes-of-strategic-decisions-explained

Session 10: Making New Urban Diplomacy work

- ✓ The NUD strategic cycle
- ✓ NUD brainstorming with the students

Readings: It is recommended to read / revise Vernon's product-life cycle theory.