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PUBLIC DIPLOMACY IN THE INTEGRATION PLAN OF THE REPUBLIC OF KOSOVO

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DOI: 10.2478/seeur-2013-0006

Abstract

The Integrations plan is a process that requires work, time and institutional commitment. The mobilization of all bring the success of acceptance into the Euro-Atlantic, which is main intention of the Republic of Kosovo to be part of European Union, NATO, etc..

In the phase where the new republic is found in Europe, is initial stage, figuratively speaking "as a child in the first steps of walking."

The commitment of the Government of the Republic of Kosovo, especially the Ministry of Integration and Foreign Ministry, is not missing, even though is required work and cooperation from the other ministries, also by the citizens themselves, diaspora, businesses, etc..

As the newest state without any political and diplomatic influence, the Republic of Kosovo should strengthen the sector of public diplomacy which mobilizes all institutional structures, non-governmental organizations, individual citizens, etc..

Public diplomacy is seen as a way of achieving the goals by smaller states which do not have influence on other forms. This diplomacy also sends to achievement of goals for integration, and my suggestion about the fulfillment of conditions for integration is to use public diplomacy, about forms and methods that should be used by the Republic of Kosovo, I have explore and explain in the continuing of the paper.

Key words: *Diplomacy, Public diplomacy, Foreign policy, European integration.*

Introduction

1. Which priorities should empower the Ministry of Foreign Affairs of the Republic of Kosovo in the recognition phase?

Public diplomacy is particularly important for post-conflict countries because these countries need to turn their image, in order to not be perceived as the war-torn, but as countries with potential.¹

Thus the Ministry of Foreign Affairs should coordinate the tasks in the sphere of foreign policy by developing a state-term plans and strategies that should be implemented, whereas diplomacy in this context is an optimal tool for achieving these objectives. If diplomacy can be taken as an institution, foreign ministries are more like organizations in shaping of the foreign policy. Diplomacy is part and tool of foreign policy of a sovereign state.²

The government should commit for more resources of public diplomacy, which will become an increasingly important tool influence in the foreign and domestic policy. Public diplomacy efforts should focus on countries that are more important for our interests and not on those which are perceived to be easier to influence. Additional costs to these resources should focus on proactive messages and in building long-term relations policy.

Only now has begun to move something about public diplomacy in Kosovo.

Minister of Foreign Affairs of the Republic of Kosovo, Enver Hoxhaj together with the UK Ambassador Ian Cliff, and Director of the British Council in Kosovo, Arjeta Emra, have signed an agreement to support the project "Communication with Europe through diplomacy".³

¹ Wählich, M. and Xharra, B., "PUBLIC DIPLOMACY OF KOSOVO STATUS QUO, CHALLENGES AND OPTIONS", Friedrich-Ebert-Foundation, Prishtina Office, Kosovo, 2010, pg. 8.

² Baliqi, B., "Hyrje në diplomaci dhe politikë të jashtme", 2010, Prishtinë, <http://www.scribd.com/doc/37241479/HYRJE-NE-DIPLOMACI-DHE-POLITIKE-TE-JASHTME>, re found March 30, 2012.

³ The Ministry of Foreign Affairs of Republic of Kosovo, (2011), "Diplomacia Publike-Projekt tre palësh për avancimin e diplomacisë publike të Kosovës" <http://www.mfa-ks.net/?page=1,128>, re found April 13, 2012

At the signing ceremony, Minister of Foreign Affairs Enver Hoxhaj said that this project aims to promote public diplomacy as an instrument of strengthening relations between the state of Kosovo with countries that have not yet recognized Kosovo.⁴

While Ambassador Cliff said that : in some of the democratic countries which have not recognized Kosovo, it is important that except the relationship between governments about the importance of recognizing Kosovo also the public should be convinced.

The director of the British Council in Kosovo, Arjeta Emra, said that British Council as the implementer of the project will ensure quality and comprehensiveness, noting that public diplomacy is not only for government, but it is an area that belongs to all of Kosovar society⁵.

Also the Ministry of Foreign Affairs of the Republic of Kosovo and the Kosovo Foundation for Open Society, part of the global network of Soros foundations, have signed an memorandum of cooperation for the implementation of a joint project in the field of public diplomacy and increasing the capacity.⁶

The main idea of this multilateral project is to open as many channels of communication between Kosovo and "tough" states that still have doors closed for normal civilian and government communication, and also to help the society and institutions, in raising capacities and providing experts of different fields, needed for progress of public diplomacy projects, with a focus on European integration of Kosovo.⁷

The main principles by which should be guided Ministry of Foreign Affairs of Kosovo are:

- a.** preservation and promotion of regional peace and stability.
- b.** ensuring economic stability, prosperity and the Kosovo's statehood.
- c.** Construction and expansion of local engineering, human capacity through short, medium and long term projects.

⁴ Ibidem.

⁵ Ibidem

⁶ The Ministry of Foreign Affairs of Republic of Kosovo, (2011), "KFOS dhe MPJ bashkëdyzojnë resurset për diplomaci publike dhe ngritje të kapaciteteve" <http://www.mfa-ks.net/?page=1,4,1064> , re found April 13, 2012.

⁷ Ibidem.

d. Connection and pragmatic testimony in trends of : (first of all) economic, political, and especially in those dealing with regional security and stability of the Western Balkans and Europe.⁸

A principled principle of the Ministry of Foreign Affairs of Kosovo that should definitely be strengthened is the one that deals with essential goals for the new democratic society in Kosovo, such as:

1. Preserving Kosovo's political subjectivity up to the process of negotiation for integration - association in the EU lineup.

2. Strengthening the sovereignty and territorial integrity.

3. Building Capacities of economic democracy as an essential precondition for the inauguration of political democracy, according to EU standards.

4. Inclusion of Kosovo in the Euro-Atlantic structures.

5. Kosovo's full membership in the global activities related to global systems, such as the UN, EU, NATO, OSCE, etc..⁹

2. Which should be multilateral guidelines of the Ministry of Foreign Affairs of Kosovo?

Kosovo has a very important demographic, geographic, and strategic configuration in the Western Balkans which in geostrategic discourse with certainly will play a significant and meaningful role in context of policy development (primarily) economic, political, and especially cultural.

Therefore, the Ministry of Foreign Affairs of Kosovo should provide that such geostrategic position of Kosovo, in one way or another way can play a very important role in the future integration processes with the fact that Kosovo will be a connecting bridge in future periods between south-eastern civilization and Western.

⁸ Fadil Maloku, "Sfida post statusore e Kosovës – sfidë e ndërtimit të kapaciteteve diplomatike", Simpoziumi me temën "KRIJIMI I SISTEMIT TË PËRFAQËSIMIT DIPLOMATIK TË KOSOVËS", Kolegji Universitar VICTORY

⁹ The Constitution of the Republic of Kosovo, Chapter V, Article 84, p. 31

Ministry of Foreign Affairs of Kosovo should begin right now to institutionalize relations with the European Union, because they will also monitor the institutions of Kosovo up to starting the process of negotiating- Association of Kosovo in European mechanisms.

For the Ministry of Foreign Affairs of Kosovo, the beginning of the process of negotiation and association with the European Union mechanisms should be of special national importance, as its membership in the International Trade Organization, in order to channel the ways of Kosovo's inclusion in other global trade trends.

The aim to join the North Atlantic institutions, should also become a priority of the Ministry of Foreign Affairs of Kosovo with sole purpose that these reports be increased in proper level of institutionalization, with the aim of obtaining the bilateral obligations and Partnership for Peace.

Ministry of Foreign Affairs of Kosovo, taking into consideration always the vital national interests of the Republic of Kosovo, should have an imperative attention to concretize new relations with other mechanisms also very relevant and beneficial for the interests of Kosovo, such as:

- a.** New initiatives of Central Europe;
- b.** Regional cooperation initiatives of Eastern Europe;
- c.** Stability Pact;
- d.** Adriatic initiative for cooperation;
- e.** And other initiatives of regional and subregional new eurolindorë Domains.

Also Ministry of Foreign Affairs of Kosovo should have special attention devoted in particularly to the Kosovar Diaspora, and especially in the spectrum of interests for this category of fellow citizens, who in my opinion should be an important pillar for the reconstruction project of Kosovo in the phases of large investments that are expected to arrive after the challenges of regional security and stability.

Kosovo needs an active diplomacy, diplomacy that knows, can and must continue the process of recognition around the world. Issue which at first glance seems impossible but actually it is possible.

Kosovo now needs public diplomacy. However, an essential requirement of public diplomacy is to treat people and issues locally, including identification of common language. It requires commitment, which is missing.¹⁰

There are some important shortcomings and they are:

- The government does not recruit people for public diplomacy;
- The government does not trains staff for public diplomacy;
- The government does not test public diplomacy;¹¹

What should be done is that the Ministry of Foreign Affairs should have public diplomacy objectives and they may be:

1. To complete an assessment of policies and key elements, and the message should go to local areas;
2. Determination, measuring the impact and capacity to refresh methods and targets as is necessary;
3. Identification and prioritization of key objectives of public opinion;
4. Better access in order to mobilize foreign resources to meet key objectives.¹²

But George Kennan, a prominent American diplomat, was in defense of the functional diplomacy led by professional people, specialists and experts, in order to avoid the "diplomacy of a dilenttantism" because if inexperienced and unprofessional people are included, then we will have no realization of foreign policy.¹³

¹⁰ Mountain Runner, (2008), "[U.S. Advisory Commission on Public Diplomacy: no one in PD conducts PD overseas](http://mountainrunner.us/2008/06/from_the_us_advisory_commissio/)", http://mountainrunner.us/2008/06/from_the_us_advisory_commissio/, re found June 11,2012.

¹¹ Ibidem.

¹² G. Peterson, P., Bloomgarden, K., Grunwald, H., E. Morey, D., Telhami, Sh., Jennifer Sieg, Ch, Herbstman Sh., "Finding American's Voice: A Strategy for Reinvigorating U.S Public Diplomacy", Report of an Independent Task Force, Sponsored by the Council on Foreign Relations, <http://www.scribd.com/doc/328112/CFR-public-diplomacy>, re found March 19, 2012.

¹³ Baliqi, B., "Hyrje në diplomaci dhe politikë të jashtme", 2010, Prishtinë, <http://www.scribd.com/doc/37241479/HYRJE-NE-DIPLOMACI-DHE-POLITIKE-TE-JASHTME>, re found March, 30 2012.

The establishment of the Ministry of Foreign Affairs and Kosovos' diplomacy by people with few or no professional experience and baggage in foreign policy, in best way supports this conclusion of him.

Some of the reasons for a not so proper level of Kosovar diplomacy, are: the lack of tradition in diplomacy, Kosovo's limited potential in the international arena and finally the composition of party politicization not only of Ministry of Foreign Affairs as well as of the diplomatic body.¹⁴

Not only the politism but also nepotism are weaknesses of the Ministry of Foreign Affairs, are points that can be presented figuratively as "worm in the apple."

Public diplomacy to be effective and productive needs that people who deal with, to be well trained experts in the field of planning, strategic communication and proactive approach. It creates preconditions for the establishment of positive opinion about politics and the image of a certain state.¹⁵

To these questions should to respond the Kosovo Government in order to form a public diplomacy strategy for the country:

(I.) Objectives

(II.) Coordination between government bodies

(III.) Potential Institutions

(IV.) Communication

(V) Collaboration¹⁶

¹⁴ Baliqi, B., "Hyrje në diplomaci dhe politikë të jashtme", 2010, Prishtinë, <http://www.scribd.com/doc/37241479/HYRJE-NE-DIPLOMACI-DHE-POLITIKE-TE-JASHTME>, re found March, 30 2012.

¹⁵ Ibidem.

¹⁶ Wählich, M., Xharra, B., "PUBLIC DIPLOMACY OF KOSOVO STATUS QUO, CHALLENGES AND OPTIONS ", Friedrich-Ebert-Foundation, Prishtina Office, Kosovo, 2010, pg. 59.

2.1 The objectives

What is the main objective of public diplomacy in Kosovo?

As an initial step, the objectives must be identified and determined in order to plan a strategy for public diplomacy. There are two dimensions:

a) regarding specific content - (*What is the main message we want to send to other countries?; What is the overall purpose of Kosovo's foreign policy?; How is public diplomacy related with overall foreign policy of a country?*)

b) in relation to a particular group of audience - (*Which is our main objective, audience, groups, eg individuals, overall, analysts with influential opinion, Diaspora audience, NGOs, the business community, researches and the educational institutions, or a specific geographic focus? What do you want to get and from whom?*).¹⁷

As a next step, short- medium-and long-term priorities can be determined, eg: Which countries can help Kosovo in order to increase the number of countries to accept Kosovo's independence?, Which countries wants Kosovo to be close to,in the long-term plan, eg : The U.S, Germany, etc..?

An option for Kosovo, for example, is to move closer to Arab countries mainly by playing Muslim card. In a ping-pong strategy, Kosovo can be noted that it is more than "new Europeans", it can be "European Muslims" and be a bridge between East also West in Europe. Another alternative is to focus on countries that have similarities with Kosovo, small, spam, post-conflict countries, in order to win "strategy" from them for the development of public diplomacy.¹⁸

¹⁷ Ibidem, p. 60

¹⁸ Ibidem, p. 60

2.2 Coordination between government bodies

How should coordinate public diplomacy efforts within official institutions of Kosovo?

A key aspect in order to enhance the efficiency and sustainability of public diplomacy efforts is coordination. Although there is a Ministerial Committee and also a focal point in the Ministry of Economy dealing with the campaign "Young Europeans", other structures should still fully developed. The remaining questions are: Which is the ideal ministry which should take the lead in public diplomacy activities in the future that goes beyond that what is called nation? Should activities be centralized by the Office of the Prime Minister? Whether the Ministry of Foreign Affairs needs to take the leading role? It is really necessary for a coordination with the Inter-Ministerial Committee?

Who is or will be responsible for agreeing on a strategy of public diplomacy (eg. approval by Parliament), advising the allocation of resources, and monitoring the performance of public diplomacy activities? Kosovo's public diplomacy should be centralized or decentralized?¹⁹

2.3 The possible Institutions

Through what kind of infrastructure should be directed Kosovo's public diplomacy? Some countries have established non-governmental institutions together with government bodies, to deal with issues of public diplomacy. Questions that can be considered are: Should Kosovo have an institute of public diplomacy? What other institutions can be useful to achieve and make them stable (programs eg university for public diplomacy, or a component of public diplomacy in Kosovo Diplomatic Academy)? Institutions should be governmental, private or hybrid?²⁰

¹⁹ Ibidem, p. 60

²⁰ Ibidem, p. 61

2.4 The communication

Kosovo with what tools should communicate its public diplomacy? The spectrum of tools and resources for public diplomacy is endless. TV commercials and posters are just some of the options that can be used to reach a target audience. Different instruments as Web 2.0 and Marketing, can open the chains of communication in order to make Kosovo recognized through conventional and unconventional ways. Would be useful a diplomatic bulletin? How can the objectives identified to communicate in and out? How can be reached the information? As an example of the effect of public diplomacy, recently the Israeli government launched a campaign to turn in a public relations agent every Israeli, in effort to restore internationally the country's image in decline. The message was: Are you bored with the way that we are portrayed around the world? You can change the picture.²¹

2.5 Collaboration

Who can be partners in Kosovo's public diplomacy? Spreading the word to reach other countries requires strong partnership. Questions to be asked are: To what extent are current approaches of public diplomacy interconnected and did they complement each other? How can government, nonprofit organizations, diaspora and the world business collaborate to provide the country and to represent that what they perceive as the fundamental purpose of their common country? How can Kosovo strengthen friendships with influential countries and individuals, in order they to help us to reach out to other countries?

Example of public-private cooperation is German campaign "Land of ideas", which was initiated by the German government in cooperation with the Federation of German Industries, and several German companies. In Rwanda, a Development Board has been established to unify all efforts of the government and private sector to bring investment into the country.²²

²¹ Ibidem, p. 62

²² Ibidem, p. 63

3. What has been done so far and which are government further plans related to visa liberalization process ?

Since March 2002, the European Commission has reported to the European Council and the European Parliament regarding the progress of the countries of the region of the Western Balkans. The report about Kosovo has spoken in generally for recent years by describing relations between Kosovo and the EU, the political situation in Kosovo in the context of democracy, rule of law, human rights, protection of minorities and regional issues, also analyzed the economic situation and Kosovo's capacity to implement European standards.

Since for Kosovo's neighbors have been removed visas, currently a few months ago, more accurately on 14 June 2012, the Republic of Kosovo was handed roadmap for visa liberalization.

Normally this is something positive for the country's government and its citizens, but to us normally is expected a lot of work to meet all the criteria required by the EU for the lifting of visa.

The government has so far declared that although we had not taken roadmap the Visa Liberalization, we began to meet certain criteria such as Biometric passports, etc.. But currently by getting the Visa Liberalization Roadmap, the Government of the Republic of Kosovo is stating that duties that have to fulfill, will fill in record time.

3.1 The Visa Liberalisation Action Plan

Based on relevant sectors focused on guidance, local and international experts as well as institutions, the Government of the Republic of Kosovo on 15 October 2009 approved the Action Plan on Visa Liberalisation, through this plan, the Kosovo institutions will attempt to implement the roadmap .²³

²³ Republic of Kosovo - Action Plan for Implementation of the Government Roadmap on visa liberalization with the European Union (2009-2011).

Kosovo as one of the youngest countries in region and world, in order to follow examples, best practices and to accomplish European objectives that the European Commission has decided for other regional countries, has made this unilateral step of drafting the roadmap and action plan to undertake necessary reforms for the visa liberalization process, by making them concrete in a government plan.

According to the government, Action Plan for visa liberalization with European Union is designed considering the situation, the developments and current capacities of local administration, and according to reality, for the fulfillment of obligations arising from this document.

According to the Progress Report and according to the government, some of the measures in this plan are being implemented and for some others are being taken concrete steps to finalize them, but in my opinion there is still too much to be done.

The Government of Kosovo, the visa liberalization process has put as a priority, fulfilling the conditions arising from the roadmap, to reach to the end of this process.

3.2 The objectives of the Action Plan for Visa Liberalization

The whole dialogue is divided into four sets of issues such as document security, illegal migration, public order and security as well external relations issues related to the movement of people.

Dialogue is done depending of the areas where a country needs to be reformed in order to meet the the EU criteria and the speed of finalization of the visa liberalization becomes depending on the progress made by the respective country, of course this applies to all states of the region which have developed dialogue and some have met conditions and some not, but the case of Kosovo is characterized by specific aspects. Below we will mention the technical terms which the Government of the Republic of Kosovo with the initiative of the Ministry of Internal Affairs is planning to complete within two years, even though an early dialogue is not seen nearly.

Is well known that besides technical criteria are also political criteria that should be completed but the latter belongs more replenish to the EU, because five member states have not recognized Kosovo. If the Republic of Kosovo conduct the belonging part in fulfilling these criteria, and the EU do not still have a solution for this issue, the consequences for the new state of Kosovo with poor economic conditions and social would be disastrous.

In the Plan of Action adopted by the Government of the Republic of Kosovo are summarized roughly the objectives which are mainly set out in the Roadmap on visa liberalization with the European Union.

This plan consists of the following components as:

- Document Security / conditions and procedures for issuing identity documents, biometric passports;
- Cooperation in law enforcement / prevention and combating organized crime, terrorism, drugs, corruption and trafficking in human beings;
- Judicial cooperation in criminal matters;
- Asylum policies;
- Management of migration;
- Border management;
- The protection of personal data;
- The rights of citizens, including the protection of minorities.²⁴

The security of documents in the first point is foreseen that up to June 2010 to be done the establishment and functionalisation of the Civil Registration Agency and to began issuing travel documents / biometric passports for citizens of the Republic of Kosovo, in accordance with conditions ICAO and the EU acquis.

Public Order and Safety - Regarding the cooperation in law enforcement preventing and combating organized crime, terrorism, drugs, corruption and trafficking in human beings

²⁴ Republic of Kosovo - Action Plan for Implementation of the Government Roadmap on visa liberalization with the European Union (2009-2011).

will take the following measures: national strategies have been developed to combat and prevent organized crime, corruption, anti-drug strategy against terrorism, human trafficking and the planned establishment of a department within the Ministry of Internal Affairs to design, implementation and monitoring of policies.

The field of judicial cooperation - In criminal matters the focus is on finalizing the negotiations, signing of bilateral agreements with EU member states and other countries in the region in order to have international judicial cooperation in criminal issues as well as strengthening the relevant capacities in the Ministry of Justice.

In the field of **illegal migration** will be taken the following measures: in asylum policies will be done the reorganization of DKAM within the Ministry of Internal Affairs, the DSHAM.

At the management of Migration will be the strengthening of management capacity in the field of migration control - point at which this tragedy on the River Tisza result shows that management is very weak.

Border management - Ministry of Internal Affairs has drafted a national strategy for Integrated Border Management and its plan of action. Protection of personal data is also an important aspect.

Foreign relations and fundamental rights such as: freedom of movement, full access to travel documents for all citizens of Kosovo regardless of race, gender or ethnicity as well as citizens' rights including protection of minorities.

Also **monitorin the mechanism** for implementation of the Action Plan on Visa Liberalisation is another measure. There will be established a Working Group for Monitoring the Implementation of the Action Plan on Visa Liberalisation.²⁵

Monitoring the Implementation of the Action Plan on Visa Liberalisation is associated with the strategy for combating human trafficking, organized crime, terrorism, narcotics, anti-corruption, crime prevention, for integrated border management, for migration , and for the collection of their weapons and action plans.²⁶

²⁵ Ibidem.

²⁶ Ibidem.

4. Conclusions

What was said above, I think that should be the form and journey which should follow the Kosovo government.

The conditions are quite "heavy", but will remain so or will look even worse later if the Government of Kosovo now doesn't start to mobilize all democratic ways for the achievement of goals, especially to mobilize public diplomacy and people who deal with this area, which in our country they are not numerous but also are not so deficient.

Desiring to conclude with the final reviews, the paper has resulted in several conclusions and recommendations:

- 1.** Public diplomacy is seen as way which opens world cultures for cooperation.
- 2.** Public diplomacy should be used from all the states that do not have political influence, military, etc., in the process of integration.
- 3.** States need to consolidate public diplomacy sector by prioritizing the opportunities offered by this model of diplomacy.
- 4.** Kosovo as a new state in the near future, should as soon as possible increase its capacity of the Ministry of Foreign Affairs and to use Public Diplomacy as it a very efficient tool for achievement of political goals.

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