

MARPE talk Lisbon

december 10, 2020 16.00 (London time) / 17.00 (Paris time)

Webinar, ISCSP – University of Lisbon

Corporate Diplomacy

**A compass for public/private management
in turbulent times**

16.00 Welcome and introduction

Susana de Carvalho

16.10 Keynote speaker

Wilfried Bolewski

**Former German Ambassador and Deputy Chief of Protocol to
Chancellors Schröder and Merkel. Professor International Law and
Diplomacy, Freie Universität Berlin, American University in Paris,
Académie des Métiers de la Diplomatie (AMD), Sciences Po Paris**

16.50 Reflections and debate

17.30 Closing statements

Sónia Sebastião

Registration: <http://marpenetwork.eu/marpe-talk-lisbon>



MARPE talk Lisbon

“In the 21st Century, our universal community of fate is characterized by grand challenges, external shocks and global fragilities in crisis context, such as economic volatility and societal upheaval. These destabilizing turbulences reveal a paradigmatic shift in the global system with its dysfunctional multilateral organizations towards an era of fragmented and disintegrated international (dis-)order”.

This is the starting point proposed by Professor Wilfried Bolweski for this talk. Advancing that “International society is in demand of content-sensitive orientation knowledge to reassess, adjust and accommodate diplomacy’s essentials (human factor interdependency and interactions: diplomacy for good) to new expectations of the public sphere”. And “Confronted with social and environmental demands international business enterprises seen as “private public entities” are requested to get involved in issues of public concern by providing public goods and co-creating more just and peaceful co-existing societies. International diplomacy provides the tools for corporate conflict management. In tackling grand challenges, corporations are becoming diplomatic co-actors in the trade of diplomacy and acquiring access to the diplomatic arena. (...) Today’s societal purpose of international management is not merely business, and business is not an end in itself, but its social impact should also serve a common good purpose. (...) In tackling grand challenges, corporations are becoming diplomatic co-actors in the trade of diplomacy and acquiring access to the diplomatic arena.”

These are some of the contexts defined by the key speaker of this talk - Professor Wilfried Bolewski. His extensive experience as a career diplomat, as well as an academic allows him to bring very rich contributions to the reflection on the concept of corporate diplomacy.

Registration: <http://marpenetwork.eu/marpe-talk-lisbon>