



**moroccan public
diplomacy center**

The Moroccan Public Diplomacy Center Award for Public Diplomacy

*“Power is the ability to influence the behavior of others to get the outcomes one wants”
— Joseph S. Nye Jr*

The Moroccan Public Diplomacy Center is pleased to launch a call for applications of its first annual trophy's edition for Public Diplomacy. This Trophy, which will be awarded during the 1st MPDC Symposium to be held on May 21, 2022 under the theme: What cultural diplomacy? for which Soft Power in the era of the Covid 19 pandemic?, is one of the most prestigious distinction that MPDC can afford to Moroccan state entities, private companies, academic institutions, NGOs and citizens in order to recognize their outstanding leadership and their contributions to the efforts of Moroccan public diplomacy.



The MPDC recognizes that all components of Moroccan society (individuals, universities, foundations, associations and companies, etc.) actively contribute to advancing Morocco's Soft Power in the world through public diplomacy. These distinctions give a particular importance to the contribution in the following strategic areas:

- Advance research and practice of cultural diplomacy;
- Capacity building of the various actors in the field of cultural diplomacy;
- Community engagement to highlight and promote a positive image of Morocco to the World.

The MPDC Award is given to five categories of Moroccan actors:

- Administrations;
- Research structures;
- Private companies;
- NGOs (foundations, associations, unions, etc.);
- Individuals

Eligibility

All applicants must be Moroccan entities or citizens. Applications are taken into account for activities or programs that have taken place within the past five years. Recipients must be foreign audiences.

Selection process

Applications are evaluated by a committee made up of experts in cultural engineering, international relations, strategic and influence communication, political and public communication, and territorial marketing as well as university professors, etc.

Applicants are invited to fill in an application file including the supporting documents for each carried action (internal notes, link on website, official documents, photos, recordings, etc.) which will allow the committee to judge:

- Their quality (context, strategic, tactical and operational objectives, target audiences, impact assessment methods);
- Their impact: in quantitative term (number of people impacted) and qualitative term (soft power generated);
- Their motivation (understanding, informing, engaging and influencing);
- Their sustainability/ continuity.

Who can participate?

Participation is open to any Moroccan entity and citizen who has implemented initiatives and developed high-impact cultural diplomacy practices.

How to participate?

Applications are submitted exclusively through the email address: moroccanpublicdiplomacycenter@gmail.com

Award criteria

Applicants must demonstrate:

- **Cultural diplomacy support:** Activities that support cultural diplomacy efforts to understand, inform, engage and influence foreign audiences.
- **Effect/impact multiplier:** activities that generate substantial results and positive feedback in the targeted community; the reproduction of best practices by individuals or organizations in the wider community.
- **Sustainability:** activities that are sustainable and culturally relevant so that they are widely accepted by individuals or organizations in the target community; tangible and effective measures
- **Values and key audiences:** actions that convey positive Moroccan values such as hospitality, solidarity, tolerance, etc. and that focus on audiences such as young people, women, opinion leaders, religious, elites and journalists, etc..

The deadline for receiving applications is **April 30, 2022.**