

**FCO**

**INTERNATIONAL LEADERS PROGRAMME**

**STRATEGY**

FY 2014/15

Protocol Directorate

GB-3-ILP

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| Programme Name | International Leaders Programme |
| SRO | Anna Clunes |
| Programme Manager | Simon Fairweather |

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| **Programme Overview**  *What is the Programme seeking to achieve?* |
| To connect and engage with future leaders from the Emerging Powers, as well as other selected partners, through an inward visits programme (six visits in 2014/15) and subsequent engagement –representing an opportunity for participants and a ‘Soft Power’ tool for the UK.  To create a dynamic network of talented, influential people, providing mutual benefit to participants, their countries, and the UK. A long-term investment in the UK’s relationships with individuals who can influence our objectives. |

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| **Four Year Goals**  *These are the longer term outcomes you are expecting to deliver*  *How will you know when these have been achieved – what is your “measure of success”* |
| **Participants are rising to positions of major influence within their countries / fields (**i.e. how successful is the programme in identifying / supporting future leaders. Measured through career trajectory + surveys / alumni follow up).  **UK is more prominently positioned in leaders’ engagement plans and decision making than before participation** (feedback from surveys; through FCO posts, press articles).  **We attract consistently high quality / high potential candidates onto the programme, from a diverse range of backgrounds and countries** (quality measure based on feedback from a range of senior stakeholders; statistics kept on participants, countries, professions)  **We have created a sustainable and mutually beneficial network of influencers - building lasting relationships between group and between alumni and the UK** (measured by % of alumni regularly / engaging with the group, UK posts/other contacts. Feedback from posts, alumni. Measured annually)  **ILP has become a positive example of soft power in action – genuinely shaping impressions of the UK & UK values** (Feedback from Survey and interviews with posts – pre and post-visit survey, annual survey of alumni and annual return by Posts; blogs and articles by alumni and others).  **Group visits and personalised visit programmes generate specific outcomes in support of UK / posts’ and participants’ objectives** (measured on a case by case basis, through posts / alumni).  **To create a multiplier effect – participants tell others about their experience in the UK, and on the ILP in particular** (*% of participants saying they would recommend visits / engagement with the UK for colleagues / friends; subsequent surveys back this up)* |

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| **Foreign Policy Priorities**  *Which FPP will you help deliver and how*  *Please note any* ***Priority Outcomes*** *that your Programme will help deliver* |
| The International Leaders Programme supports a range of FCO objectives – in particular:   * To use our global diplomatic network to protect and promote UK interests worldwide. Retain and build up the UK’s international influence in specific areas in order to shape a distinctive British foreign policy geared to the national interest. * Use soft power as a tool of UK foreign policy; Promote British values and Human rights; and contribute to the welfare of developing countries and their citizens. * Strengthen the UK’s with emerging powers in a systematic way across government to support UK prosperity and security.   Given the project’s focus on Emerging Powers, outcomes will be focused on supporting and strengthening leadership capacity within, and relationships with, the powers of tomorrow, in turn increasing Britain’s prosperity and security.  Outcomes will be in the form of medium to longer term benefits for UK’s Security and Prosperity priorities, delivered through a closer relationship with, knowledge of and understanding of the UK and partner countries.  There are also potential shorter-term outcomes to be gained from individual visits. E.g. posts will identify specific objectives per participant (e.g. whether in promoting trade or investment, or increasing understanding of / shifting perceptions on issues of major importance to the UK). |

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| **Thematic and/or Geographic Priorities and Objectives** | | |
| *Please provide detailed, focussed information to ensure well targeted project proposals* | | |
| Theme/Geographic Area | Objective | Focus Issues and Indicators of Success |
| Soft Power  Emerging Powers (each visit includes approx 10 participants, from different countries)  Traditional Allies’ (G8 + Australia)  High Growth countries  Further countries may participate in 2014/15, depending on a review on Q1 2014 | *What objectives will you seek to achieve during the FY?*  *Progress towards four year objectives (see above)*  Participants are rising to positions of influence.  Alumni remain actively engaged with the programme / UK / posts and each other  Depending on the visitor - *specific post objectives, including greater engagement.*    We attract a consistently high quality and diversity of visitors  To generate Soft Power for UK & shape opinions of the UK | *Which issues will you focus on for delivery through projects? How will you know when these have been achieved – what are your “indicators” or “measures of success” for each target area.*  *A range of indicators, from surveys of participants to wider public opinion – demonstrating a shift in perceptions of the UK and issues of importance to the UK.*  *Posts’ feedback showing participants are in positions of greater influence.*  *Measurement of numbers, quality, diversity*  *Reporting from posts on specific achievements / objectives.*  *Also See Four Year Goals, above.* |