LA SECRETARÍA DE RELACIONES EXTERIORES
POR MEDIO DEL INSTITUTO MATÍAS ROMERO
CONVOCA AL CURSO EN LÍNEA

E-DIPLOMACY

QUE IMPARTIRÁ
DIPLOFOUNDATION
DEL 7 DE MAYO AL 13 DE JULIO DE 2018
(102 horas)

Este curso a distancia requiere comprometer diez horas de estudio a la semana. Las actividades de aprendizaje y de evaluación que los participantes deberán llevar a cabo se describen en el temario que aparece más abajo, en el inciso "Metodología" (*Methodology*).

Las y los participantes podrán solicitar la asistencia de quienes estén a cargo de la tutoría y el apoyo técnico de DiploFoundation.

I. REQUISITOS DE ADMISIÓN

- Buen desempeño en programas previos del IMR (no se aceptarán candidaturas de personas que tengan calificaciones reprobatorias en el último año) [*]
- Inscripción exclusiva en este curso (no se aceptarán candidaturas de personas que estén cursando otro programa del IMR de manera simultánea)
- Dominio del idioma inglés
- Acceso a computadora con conexión a Internet
- Sistema operativo: Windows XP, Vista, Windows 7, MacOS X
- Hardware: 2 GB o más de RAM para Vista o Windows 7
- Software:
    - Adobe Acrobat Reader (haga clic aquí para descargarlo gratis)
    - Microsoft Office u Open Office (haga clic aquí para descargarlo gratis)
- Navegadores: *Google Chrome*, Internet *Explorer* 9 o posterior; *Firefox* 8 o posterior
- JavaScript, Cookies y Pop-ups (elementos emergentes) deben estar habilitados
- Registro de su solicitud de inscripción en el formulario del Campus Virtual del IMR [**]. Para ello:
    - Haga clic aquí o copie y pegue la siguiente dirección electrónica en su navegador *Google Chrome*:
    - https://registroimr.sre.gob.mx/
    - Capture los datos que se solicitan en cada una de las secciones del formulario.
        1. **Utilice la tecla <Tabulador> para desplazarse de un campo a otro del formulario.**
        2. Escriba su nombre completo, tal como aparece en su pasaporte, empleando mayúsculas y minúsculas.
        3. Utilice el campo *Observaciones*, si tiene dificultades para ingresar su nombre: descríbalas y nosotros haremos los cambios necesarios.

4. Si es de nacionalidad mexicana, ingrese cuidadosamente su CURP. Recuerde que esa clave constituye el número de matrícula de cada participante. Si no cuenta con ella o no la recuerda, puede obtenerla en: http://consultas.curp.gob.mx/CurpSP/ (a quienes no sean de nacionalidad mexicana y, por tanto, no cuenten con la CURP, se les asignará un número de matrícula interno).

o Haga clic en **<Enviar>** y espere hasta que se despliegue el mensaje **¡REGISTRO EXITOSO!**
o Haga clic en **<Aceptar>** para ver la confirmación de su registro y guarde el comprobante para futura referencia. Si durante el proceso se generara un error, capture la pantalla con ese mensaje, guárdela y entre en contacto con la Dirección de Educación a Distancia.

Deberá enviar las cartas de inscripción (autorización y compromiso), por correo electrónico a la dirección: jhuertal@sre.gob.mx.

Le solicitamos atentamente NO enviar las cartas de inscripción al correo oficial del Instituto Matías Romero.

o Prepare su documentación
— Carta de autorización del jefe inmediato completa (firmada y escaneada)
— Carta compromiso completa (firmada y escaneada)

Recuerde que sólo se considerará completo el registro con el envío de dichas cartas.

Consulte el "Aviso de privacidad" aquí

II. CRITERIOS DE SELECCIÓN

Si el número de solicitudes entregadas a tiempo y en forma fuera mayor al número de espacios disponibles, el IMR aplicará los siguientes criterios para seleccionar a quienes participarán:

1. Desempeño de tareas vinculadas con el tema del curso
2. Pertenencia al Servicio Exterior Mexicano
3. Expediente (se dará prioridad a las candidaturas de personas que no hayan tenido calificaciones reprobatorias en los cursos del IMR)
4. Interés reiterado en participar en este programa en línea (se dará prioridad a las personas solicitantes cuyas candidaturas hayan sido rechazadas en imparticiones previas de este programa, si cumplen los criterios anteriores)
5. Equidad de oportunidades (se dará prioridad a las candidaturas de quienes hayan participado en menos de tres cursos del IMR)

6. Equidad en adscripciones (se pondrá un límite al número de participantes de una misma representación)

En caso de igualdad de condiciones, y como criterios adicionales, se considerará la pertenencia al Servicio Exterior Mexicano y el orden de llegada de las solicitudes.

III. CALENDARIO

- Publicación de la convocatoria: **lunes 16 de abril de 2018**
- Fecha límite de recepción de solicitudes: **lunes 23 de abril de 2018, a las 13:00 Hrs. (hora del centro del país)**
- Publicación de la lista de aceptados: **jueves 3 de mayo de 2018**
- Fecha de inicio del curso: **lunes 7 de mayo de 2018**
- Fecha de clausura del curso: **viernes 13 de julio de 2018**
- **En este programa no hay periodo de bajas voluntarias**

Todas las personas que aprueben este programa de estudio recibirán una constancia de participación que se expedirá única y exclusivamente con propósitos curriculares, para el desarrollo personal y profesional del participante.

[*] El periodo de un año de espera para quien repruebe un curso se cuenta a partir de la fecha de término del mismo.
[**] Solamente se tomarán en cuenta las candidaturas de quienes completen su registro en línea en el formulario del Campus Virtual del IMR y envíen a la dirección electrónica indicada las carta compromiso y de autorización, debidamente firmadas y escaneadas.

E-DIPLOMACY

E-diplomacy walks the line between continuity and change in our digital era.

Diplomatic activities are increasingly supported by Internet and digital tools, and other information and communications technologies (ICTs). Diplomats rely on the Internet to find information, communicate with colleagues via e-mail, and negotiate draft texts in electronic format; diplomats are also increasingly using new social networking platforms such as blogs and Facebook. This course focuses on the opportunities and challenges Internet tools offer for diplomatic activities. It also examines the policy implications inherent in these processes.

Some of the questions discussed include: How do we address the (mis)use of social media not only in public diplomacy, but in all diplomatic outreach and, communications, networking and optimising information use? Who is responsible for our cybersecurity? Can we really negotiate online? Can we find a balance between transparency and security? What are the best ways to implement online engagement to realise its advantages for inclusion and economy without losing the advantages of face-to-face meetings?

By the end of the course, participants should be able to:

- List, describe, and analyse the current and potential use of Internet tools for diplomatic activities.
- Identify security risks in the use of online tools for diplomatic activities and describe practices to improve security.
- Identify appropriate situations for online negotiations and e-participation; plan, and run such activities.
- Suggest guidelines for appropriate use of social media and other online tools in diplomatic activities, especially in public diplomacy outreach, and organise effective diplomatic campaigns using such tools.
- Identify and analyse the basic elements of data use in diplomacy.
- Locate relevant information on the Internet, evaluate the validity of that information, and describe appropriate contexts for using the information in diplomatic activities.

Course outline

1. **The Internet and changes in diplomacy – Tools, techniques, approaches:** The Internet has revolutionised two core aspects of diplomacy: information and communication. Social media, blogs, Google, Wikipedia and numerous databases offer simple and powerful access to information. Communication patterns have changed deeply through e-mail, Skype, Facebook, Twitter and other tools. How has diplomacy adjusted to these deep changes? What are the new topics, tools and environment? Has the Internet brought a revolution, or is this simply another stage in the evolution of diplomacy?net resources, especially for professional applications. We look at trends in social media tools and provide an initial mapping with the main diplomatic functions.

2. **New online tools and diplomacy:** This module presents practical considerations for social networks, blogs, and other tools. We are witnessing an evolution in Internet resources, especially for professional applications. We look at trends in social media tools and provide an initial mapping with the main diplomatic functions.

3. **Safe use of the Internet:** Any Internet user is exposed to risks from viruses, hacking, identity theft, and other threats. Diplomats are particularly vulnerable to cyber attacks. However, higher security often involves trade-offs in functionality or reduced access to Internet services. Many diplomatic services limit access to the Internet, blocking some services such as Facebook and Twitter. In this module, we discuss Internet risks and propose ways that diplomatic services can ensure safe and reliable communication without substantially reducing Internet functionality.

4. **Online engagement and diplomacy:** In any conference room today, most delegates have an open notebook computer, tablet, or smart-phone in front of them. These mobile devices and the ubiquitous Internet have changed the dynamics of conference events. Discussions take place in the online space in parallel to the official floor statements. Increasingly, some texts can be drafted online. E-participation in events is becoming easier through video streams, text capturing, and group meeting tools. What is the future of traditional meetings? What must be done face-to-face and what can be done online? What are the advantages and disadvantages of e-participation?

5. **The Internet and public diplomacy (1):** This module takes a closer look at how the Internet can enhance public diplomacy functions, from well-designed websites to the use of appropriate social media platforms. Targeted use of such tools can shape public perception and opinion worldwide. Many people follow influential blogs, Twitter, and YouTube for current information, comments, and views.

However, the danger of information overload and the difficulty to find, filter, and analyse accurate and useful information adds new levels to the need for information management skills.

6. **The Internet and public diplomacy (2):** This second module on public diplomacy focuses on the way social media can be deployed in public diplomacy strategies, and provides examples of effective use of social media and communication in public diplomacy.

7. **Data diplomacy:** This module gives an overview of data diplomacy and its importance. It focusses on the use of digital tools for humanitarian diplomacy while reviewing the opportunities and challenges related to the use of big data in diplomatic activities.

8. **Working with information:** Information gathering and analysis has been one of the core diplomatic functions since the early days of diplomacy. In the past, gathering information was a complex task; today, vast amounts of information can be found through Wikipedia, social media and other online sources. However, the Internet poses new challenges in navigating through information and identifying reliable sources. To what extent can diplomatic services rely on information obtained online? How can diplomats evaluate, contextualise, and effectively use this information?

Methodology

This course is conducted entirely online over a period of ten weeks. Reading materials and tools for online interaction are provided through an online classroom. Each week, participants read the provided lecture text, adding questions, comments and references in the form of hypertext entries. Lecturers and other participants read and respond to these entries, creating interaction based on the lecture text. During the week, participants complete additional online activities (e.g. further discussion via blogs or forums, quizzes, group tasks, simulations or short assignments). At the end of the week, participants and lecturers meet online in a chat room to discuss the week's topic. To complete the course successfully, participants must write several essay assignments. Courses are based on a collaborative approach to learning, involving a high level of interaction.

Lecturer(s)

Ms. Virginia Paque

Born (and currently residing) in the United States, Ms Virginia (Ginger) Paque lived in Venezuela for more than 35 years. An educator and administrator by profession, she has 25 years' experience in business and manufacturing systems consulting. As a board member of the United Nations Association of Venezuela, her work as the Venezuelan member of the World Federation of United Nations Associations Task Force on WSIS marked her entry to the world of Internet governance (IG) during the Geneva PrepComs. Active in Civil Society discussions on IG, Ginger served as IG Caucus co-coordinator for two years. She was a member of the UN Internet Governance Forum (IGF) Multistakeholder Advisory Group (MAG) from 2015 to 2017. Having completed a Master in Contemporary Diplomacy with a thesis focusing on the importance of IG as a new diplomatic priority, Ginger currently lectures on IG for Diplo and curates human rights topics for the GIP Digital Watch.

Mr. Vladimir Radunović

Director of e-diplomacy and cybersecurity programmes at DiploFoundation. He is a lecturer in cybersecurity policy, Internet governance, and e-diplomacy at postgraduate and professional courses. Vladimir also serves as a member of the Advisory Board of the Global Forum on Cyber Expertise (GFCE) and as an expert with the Geneva Internet Platform, and served as a member of the Multistakeholder Advisory Group of the UN Internet Governance Forum (IGF) 2012-2014. He has been a lecturer, speaker and resource person in number of educational and training programmes and events worldwide, including within the WSIS and IGF processes. His professional and research focus is on Internet governance, broadband policy and net neutrality, cybersecurity and cyber-diplomacy, e-diplomacy, and capacity development. He holds an MSc in electrical engineering and a Master degree in contemporary diplomacy, and has undertaken a PhD programme in cybersecurity. He was born and lives in Serbia.

Mrs. Liz Galvez

She was a senior diplomat with the UK Foreign and Commonwealth Office, taking early retirement in 2006 with the rank of Counsellor. During her 33 year career, she served in a wide range of diplomatic jobs in London and several overseas postings, including Finland, Central America and Romania, and 12 years in multilateral diplomacy: UN Geneva, OSCE Vienna (1989-1993) and UN New York (2003-6). She was seconded to the Romanian Ministry of Foreign Affairs in 2001-2002 as adviser to the Foreign Minister on OSCE Chairmanship and NATO accession issues, institutional reform, and diplomatic training. She returned to Romania in 2006 to set up and manage the Aspen Institute Romania until 2009.

She has been a course lecturer with DiploFoundation since 2009, providing training in public diplomacy and multilateral negotiating skills, including a programme for the Asia-Europe Foundation for diplomats from European and Asian countries, and a dissertation supervisor for DiploFoundation/University of Malta Master in Contemporary Diplomacy students. She has run workshops on public diplomacy for the Foreign Ministry of Bahrain; the Foreign Ministry and Parliamentary staffers in South Africa; and the Diplomatic Academy of Armenia. In addition, she has co-facilitated a workshop on Conflict Resolution in Bahrain for Diplomatic Heads of Mission and given a short training programme in Geneva on Diplomatic Reporting in the Internet Era for diplomatic officers from several states. She has run training programmes on negotiating skills for the Foreign Ministry of Bahrain, and at the Italian School of National Administration for Italian new entrant diplomats, and on Diplomatic English writing and speaking skills for the Foreign Ministry of the Republic of Moldova. She speaks operational Spanish, Romanian, and French. She has a BA from the University of London in Latin and Spanish and an MSc degree from the University of London in Nationalism and Ethnic Conflict, and has recently completed the DiploFoundation course on Internet Governance.

Dr. Katharina Höne

She is a research associate in diplomacy and global governance at DiploFoundation. Together with Barbara Rosen Jacobson, she is currently leading Diplo's research project on data diplomacy, commissioned by the Finnish Ministry of Foreign Affairs. She also teaches extensively on issues in diplomacy, both traditional and new, and global governance.

Höne has developed a highly-interactive, ten-week Diplo online course on Education Diplomacy (with the Center for Education Diplomacy), and an eight-week Diplo online course on Negotiation Skills. She completed her doctorate in International Relations theory at the Department of International Politics, Aberystwyth University. She also holds a master's degree in Diplomatic Studies from the University of Leicester.

Ms. Barbara Rosen Jacobson

She is Programme Manager at DiploFoundation and the Geneva Internet Platform (GIP) where she manages several diplomacy and Internet governance-related projects and coordinates Diplo's activities in Geneva. She currently manages Diplo's Data Diplomacy projects and GIP's Data Track. She also curates the topics of digital taxation and content policy for the GIP Digital Watch Observatory. In addition, she represents Diplo at meetings and conferences at the UN Office in Geneva and in International Geneva at large.

Rosen was involved in projects for various organisations. Before joining Diplo in 2014, she worked with the Applied Research Institute Jerusalem, ILGA (the International LGBTI Association), and the RACI Project in Indonesia. She also provided editing and translation support for MICompany (a big data consultancy firm in Amsterdam) and the University of Amsterdam.

Rosen holds a BA in Social Sciences from Amsterdam University College and an MA in International Affairs from the Graduate Institute of International and Development Studies in Geneva.