

Nov 04, 2016 by *Naomi Leight-Give'on*

The Two Sides of Aid Diplomacy ^[1]

Public diplomacy through the distribution of aid has been a staple component of the public diplomacy strategies of various countries. This month we have seen numerous governments provide aid to the people of Haiti. Since the tragic earthquake of January 12, countless stories of aid diplomacy have appeared in the news. From these stories highlighted in PDiN, two public diplomacy related themes have dominated the headlines: 1) That government aid to Haiti is not a purely altruistic act, but a strategic foreign policy move to enhance the donor-country's soft power in the global arena; and 2) That the billions of dollars in economic assistance flowing into the small island nation is not designed to institute a patronage but to form partnerships to rebuild and develop Haiti.



U.S. soldier providing food packages to Haitian children after the recent earthquake.
© *Creative Commons, Flickr, The US Army*


While “Aid diplomacy” exemplifies economic power (hard power), it is in fact a soft power enhancing tool of public diplomacy. The global public is watching to see which nations step up in times of crisis—and which are absent. The countries that are deemed the most altruistic—ones with no apparent ulterior agendas—stand to gain the most. Some gain soft power not for their donation but for putting aside conflicts with others to aid the country in need, as China and Taiwan have demonstrated in the last few weeks. Poor countries such as the Democratic Republic of Congo and Senegal which do not traditionally donate emergency funds have received press coverage and global attention, both positive and negative for their contributions to Haiti.

More than one hundred countries pledged economic assistance to Haiti while acknowledging that humanitarian aid is not the only solution for rebuilding the devastated country. Some news articles argued that foreign aid should be halted, partnerships should be developed and institutions should be created in order to successfully reconstruct Haiti. Public diplomacy seeks to facilitate the creation of mutually beneficial relationships and the earthquake in Haiti has created the conditions for many nations to join together as partners to create a better future for the country.

These news stories demonstrate how public diplomacy can serve to enhance—or damage—a

nation's soft power standing. But the fact remains that Aid diplomacy is a multifaceted dimension of public diplomacy which not only provides assistance to countries in need but can facilitate the foreign policy goals of the donor nation.

More than 120 Countries Provided Aid to Haiti						
Algeria	Algeria	Algeria	Algeria	Algeria	Algeria	Algeria
Argentina	Argentina	Argentina	Argentina	Argentina	Argentina	Argentina
Australia	Australia	Australia	Australia	Australia	Australia	Australia
Bahamas	Bahamas	Bahamas	Bahamas	Bahamas	Bahamas	Bahamas
Bangladesh	Bangladesh	Bangladesh	Bangladesh	Bangladesh	Bangladesh	Bangladesh
Belgium	Belgium	Belgium	Belgium	Belgium	Belgium	Belgium
Bolivia	Bolivia	Bolivia	Bolivia	Bolivia	Bolivia	Bolivia
Brazil	Brazil	Brazil	Brazil	Brazil	Brazil	Brazil
Bulgaria	Bulgaria	Bulgaria	Bulgaria	Bulgaria	Bulgaria	Bulgaria
Canada	Canada	Canada	Canada	Canada	Canada	Canada
Chad	Chad	Chad	Chad	Chad	Chad	Chad
China	China	China	China	China	China	China
Colombia	Colombia	Colombia	Colombia	Colombia	Colombia	Colombia
Czech Republic	Czech Republic	Czech Republic	Czech Republic	Czech Republic	Czech Republic	Czech Republic
Dominican Republic	Dominican Republic	Dominican Republic	Dominican Republic	Dominican Republic	Dominican Republic	Dominican Republic
Egypt	Egypt	Egypt	Egypt	Egypt	Egypt	Egypt
France	France	France	France	France	France	France
Germany	Germany	Germany	Germany	Germany	Germany	Germany
Ghana	Ghana	Ghana	Ghana	Ghana	Ghana	Ghana
Greece	Greece	Greece	Greece	Greece	Greece	Greece
Haiti	Haiti	Haiti	Haiti	Haiti	Haiti	Haiti
Honduras	Honduras	Honduras	Honduras	Honduras	Honduras	Honduras
India	India	India	India	India	India	India
Indonesia	Indonesia	Indonesia	Indonesia	Indonesia	Indonesia	Indonesia
Italy	Italy	Italy	Italy	Italy	Italy	Italy
Japan	Japan	Japan	Japan	Japan	Japan	Japan
Jordan	Jordan	Jordan	Jordan	Jordan	Jordan	Jordan
Korea	Korea	Korea	Korea	Korea	Korea	Korea
Madagascar	Madagascar	Madagascar	Madagascar	Madagascar	Madagascar	Madagascar
Mali	Mali	Mali	Mali	Mali	Mali	Mali
Mexico	Mexico	Mexico	Mexico	Mexico	Mexico	Mexico
Morocco	Morocco	Morocco	Morocco	Morocco	Morocco	Morocco
Netherlands	Netherlands	Netherlands	Netherlands	Netherlands	Netherlands	Netherlands
Nicaragua	Nicaragua	Nicaragua	Nicaragua	Nicaragua	Nicaragua	Nicaragua
Norway	Norway	Norway	Norway	Norway	Norway	Norway
Poland	Poland	Poland	Poland	Poland	Poland	Poland
Portugal	Portugal	Portugal	Portugal	Portugal	Portugal	Portugal
Romania	Romania	Romania	Romania	Romania	Romania	Romania
Russia	Russia	Russia	Russia	Russia	Russia	Russia
Senegal	Senegal	Senegal	Senegal	Senegal	Senegal	Senegal
Spain	Spain	Spain	Spain	Spain	Spain	Spain
Sweden	Sweden	Sweden	Sweden	Sweden	Sweden	Sweden
Switzerland	Switzerland	Switzerland	Switzerland	Switzerland	Switzerland	Switzerland
Taiwan	Taiwan	Taiwan	Taiwan	Taiwan	Taiwan	Taiwan
Tanzania	Tanzania	Tanzania	Tanzania	Tanzania	Tanzania	Tanzania
Togo	Togo	Togo	Togo	Togo	Togo	Togo
Tunisia	Tunisia	Tunisia	Tunisia	Tunisia	Tunisia	Tunisia
Turkey	Turkey	Turkey	Turkey	Turkey	Turkey	Turkey
Ukraine	Ukraine	Ukraine	Ukraine	Ukraine	Ukraine	Ukraine
United Kingdom	United Kingdom	United Kingdom	United Kingdom	United Kingdom	United Kingdom	United Kingdom
United States	United States	United States	United States	United States	United States	United States
Venezuela	Venezuela	Venezuela	Venezuela	Venezuela	Venezuela	Venezuela
Zimbabwe	Zimbabwe	Zimbabwe	Zimbabwe	Zimbabwe	Zimbabwe	Zimbabwe

To view a larger image of the list, click [here](#) .

Source: *The Guardian*