SOFT POWER AND THE UK’S INFLUENCE

Report

Making the UK’s voice heard through international networks

Presenting a strong United Kingdom to the rest of the world

UK government and UK citizens speaking directly to people overseas

Making the UK attractive to foreign countries and their citizens

Adapting UK foreign policy to a hyper-connected world

Helping developing countries reach their potential

Changing nature of warfare means military force not always sufficient

Building on the overseas reach of diaspora communities

The work of non-governmental organisations

Avoiding policies that undermine the UK’s soft power

Connecting the UK to the world through the English language

Communicating the UK to the world

Removing students from immigration targets

Blending hard and soft power to bring the UK ‘smart power’

Using the Armed Forces for humanitarian roles and post-conflict reconstruction

Tourism

British institutions and individuals enhancing the UK’s reputation overseas

Employing soft power for trade and prosperity promotion

Supporting the UK’s cultural, creative and sporting strengths

British Council

Barclays Premier League

Supporting the UK’s excellence in education

International scholarships

Research collaboration

Telling a convincing story about the UK

Connecting the UK to the world through the English language

Helping developing countries reach their potential

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For more information visit: www.parliament.uk/soft-power-and-uks-influence

www.youtube.com/watch?v=NsQx0VoC0e4&feature=youtu.be