

Environmental Diplomacy: New Opportunities for National Branding

Alina Bokhan*

The article presents issues in the development of environmental diplomacy and its role in enhancing international activities, creating a positive image of the countries of the world, changing the construct of the national brand in order to improve competitive position in economic globalization.

Key words: environmental diplomacy, brand, economy, ecological safety.

Introduction.

Diplomacy in the economic nature of the renewal of the world. In the context of globalization, international economic relations are actively developing, which contribute to changing the format of interactions, contacts, diplomacy, competition and cooperation. These are not only new opportunities for all countries of the world, but also targeted investments in a peaceful and prosperous future. Environmental aspects of the development of society are important for all of humanity and therefore requires study at different levels.

In modern conditions, development strategies are changing in various fields of activity: economic, financial, social, energy, innovation, cultural, etc. The key

* Ph.D (Economics), Associate Professor of the Department of international economic relations, Kyiv National University of Trade and Economics, Kyiv, Ukraine.
Dr.oec.pol. der Ukrainischen Freien Universität in München, Germany.

forces for scientific and technological progress and social transformations are new development resources based on nature, energy, ecology, spirituality. But the process of renewing the economic world increases the challenges, threats and risks of globalization, the expansion of countries for energy and territorial resources, and the escalation of conflicts over water resources. All these problems stimulate opportunities for international dialogue in various fields of activity based on the potential of environmental diplomacy.

Results and Discussion.

Impulses of globalization and environmental diplomacy. Global problems greatly complicate the life of humanity, but also update the tasks and mechanisms of development of the countries of the world. Over the last few decades, the exploitation of our planet and degradation of our environment have gone up at an alarming rate. The number of problems is constantly increasing, which entails environmental risks. Experts identified «Top 25 Environmental Concerns»: air pollution, water pollution, soil and land pollution, climate change, deforestation, increased carbon footprint, genetic modification, effect on marine life, public health issues, overpopulation, loss of biodiversity, household and industrial waste, ozone layer depletion, mining, natural resource depletion, natural disasters, nuclear issues, loss of endangered species, acid rain, agricultural pollution, light and noise pollution, urban sprawl, medical waste, littering and landfills [1]. In this case, the current instrument of influence on the situation in international politics and this is environmental diplomacy.

Therefore, the current thesis drew attention K. Dorsey: «Environmental diplomacy can be broken into two general categories: conventions regulating the use of natural resources, and conventions regulating pollution. In each case, the central problem is that political boundaries rarely reflect biological boundaries, so that as

national economies consume resources and produce pollution, they spread environmental problems far beyond their national boundaries» [2].

Environmental diplomacy truly came of age at the 1992 UN Conference on Environment and Development (UNCED) in Rio de Janeiro. Also known as the «Earth Summit» UNCED was the largest gathering of heads of state ever held up to that time: nearly 180 nations participated, 118 at head-of-state level. In addition, there were dozens of United Nations and other intergovernmental organizations, plus thousands of observers representing hundreds of nongovernmental organizations and media sources from every corner of the world. Foreign ministries increasingly took over the issue, while other parts of government – notably finance, economics, science, energy, agriculture, and development cooperation ministries – hastened to buttress their own competence in environmental themes. Special ambassadors were commissioned to coordinate and oversee the increasingly complicated negotiations, which required expertise not only in traditional ecological subjects, but also in economics, finance, technology, and often-arcane branches of science. Environmental diplomacy – international sphere of coordination and control of the negotiation process for a comprehensive examination of the identification («critical science», «creative diplomacy») and finding ways to resolve environmental issues between countries At least major factors distinguish the new environmental diplomacy (figure 1) [3].

These factors also affect the development of environmental and economic policies of countries, the formation of their image / national brand in the global community, and the development of business partnerships.

Modern scientific concept of «Environmental Diplomacy» covers interdisciplinary areas and includes different semantic categories: Environmental Diplomacy, Eco-Diplomacy, Greening Diplomacy Initiative, Green Diplomacy, Diplomacy for the environment. The main logical attributes of the definition of environmental

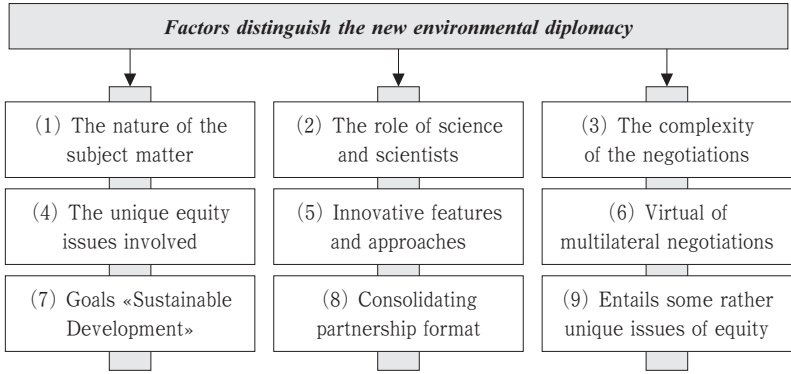


Figure. 1. Major factors distinguish the new environmental diplomacy

(Made by the author using [3])

diplomacy:

- systematic type of diplomatic activity on the generation and protection of ecological and economic interests of countries and other subjects of international relations that are focused on the transformation of a global challenge into a completely new opportunity for sustainable development [4];
- the activities of international organizations and institutions that constitute countries and are based on the principles of global ecological safety [5];
- the general line of action of countries in global environmental policy based on the concept of «sustainable development», includes multilateral diplomacy with a focus on environmental problems [6];
- the activities based on the complex relationships between domestic and foreign politics, the active participation of countries, multinational companies, public organizations [7];
- negotiating more effective global agreements provides an accessible narrative on understanding the geopolitics of negotiating international environmental agreements and clear guidance on improving the current system

[8].

For example, a feature of the study of environmental diplomacy issues is a wide range of problems and the need for in-depth analysis, assessments and forecasts of experts from various industries (figure. 2).

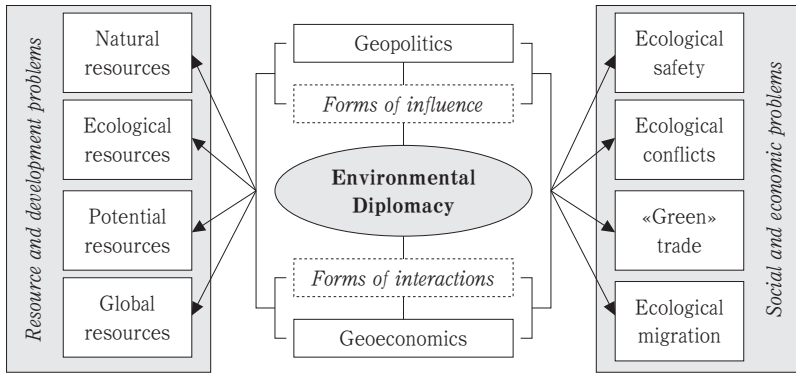


Figure. 2. Segments of environmental diplomacy
(Author's elaboration)

It is the complexity of monitoring, management, control and development of these segments through the focus of environmental diplomacy that provides the basis for revising the level of environmental safety in the areas of economy, market specialization, international cooperation, production of goods. Success in these matters also depends on the achievements of countries regarding the development of national branding, the use of «soft power», diplomacy (public, cultural, media, economic, environmental).

The synchronization of countries' efforts in solving global problems is determined by the development goals for the international cooperation project «The 2030 Agenda for Sustainable Development». Achievements of countries affect competitiveness and international perception.

Ecology and the development national branding. The role of diplomacy in the

Environmental Diplomacy: New Opportunities for National Branding

development of a national brand includes the presentation of the interests of their country as actions, programs, projects, support, popularization, promotion, informatization and public relations on environmental issues. The capital of effective strategic partnerships and foreign economic relations with other countries increases through the greening of business, commerce, trade, tourism, medicine, culture, etc. Popular is the presentation of national products on world markets through a eco-product brand, corporate brand, etc. (figure 3).

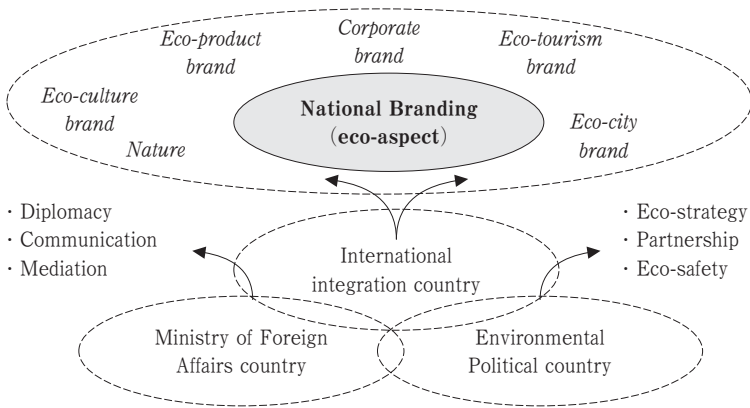


Figure. 3. National brand components

(Author's elaboration)

For example, Anholt-GfK's annual ranking of 50 countries is gleaned from interviews with over 20,000 individuals in 20 countries. The Index measures perceptions of countries based on six factors: tourism, exports, people, culture, governance, immigration and investment. The leader countries of Anholt-GfK National Brands Index – 2018: Germany, Japan, United Kingdom, France, Canada, Italy, USA, etc. (figure 4) [9].

Another dimension is important that finance also evaluates the relative strength of nation brands, determined by performance on dozens of data points across three

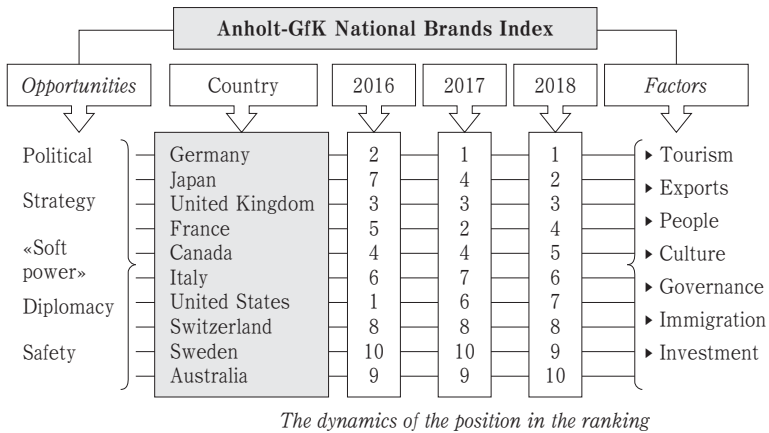


Figure 4. The leader countries of national branding

(Made by the author using [9])

key pillars: goods & services, investment and society. The leader countries («Group 1-50») of Brand Finance Nation Brands 2018: USA – brand value 25,899 USD bn; China – 12,799 USD bn; Germany – 5,147 USD bn; United Kingdom – 3,750 USD bn; Japan – 3,598 USD bn; France – 3,224 USD bn; Canada – 2,224 USD bn; Italy – 2,214 USD bn; India – 2,159 USD bn; South Korea – 2,001 USD bn, etc. «Group 51-100»: Pakistan – 196 USD bn; Egypt – 121 USD bn; Luxemburg – 113 USD bn; Greece – 87 USD bn; Ukraine – 84 USD bn; Sri Lanka – 83 USD bn, etc. (table 1) [10].

Analyzing the report Haigh D. defined: «The effect of a country’s national image on the brands based there and the economy as a whole is now widely acknowledged. In a global marketplace, it is one of the most important assets of any state, encouraging inward investment, adding value to exports, and attracting tourists and skilled migrants. The Brand Finance Nation Brands report shows the benefits that a strong nation brand can confer, but also the economic damage that can be wrought by global events and poor nation brand management» [10].

Table 1 Brand Finance Nation Brands – 2018*

Rank 2018	Nation Brand	Brand value (USD bn)	% change	Rank 2017 → 2018	Brand rating
<i>«Group 1-50»</i>					
1	United States	25,899	23%	·	AAA
2	China	12,779	25%	·	AA
3	Germany	5,147	28%	·	AAA
4	United Kingdom	3,750	20%	↓	AAA
5	Japan	3,598	5%	↓	AAA–
6	France	3,224	9%	·	AA+
7	Canada	2,224	8%	·	AAA–
8	Italy	2,214	9%	↑	AA–
9	India	2,159	5%	↓	AA
10	South Korea	2,001	8%	·	AA
11	Australia	1,669	11%	·	AAA–
12	Spain	1,606	14%	·	AA
13	Netherlands	1,190	18%	↑	AAA
14	Mexico	1,066	2%	↓	A+
15	Switzerland	973	-4%	↑	AAA+
<i>«Group 51-100»</i>					
51	Pakistan	196	15%	↓	A
52	Peru	168	1%	·	A+
53	Kazakhstan	167	8%	·	A+
54	Hungary	149	15%	·	A+
55	Slovakia	123	18%	·	A+
56	Egypt	121	37%	↓	A+
57	Luxemburg	113	16%	↓	AAA
58	Algeria	89	27%	↑	A
59	Greece	87	8%	↓	A
60	Ukraine	84	23%	↑	A–
61	Sri Lanka	83	8%	↓	A+
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* Made by the author using [10]

The presented ratings include various parameters for the formation of new opportunities for the national brand. However, the rating should also include the ratings of the environmental development of the country. One of many is the Environmental Performance Index (EPI) – ranks 180 countries on 24 performance indicators across ten issue categories covering environmental health and ecosystem vitality. These metrics provide a gauge on a national scale of how close

countries are to meeting established environmental policy goals. The EPI thus offers a scorecard that highlights leaders and laggards in environmental performance, gives insight on best practices, and provides guidance for countries that aspire to be leaders in sustainability. The leader countries EPI-2018: Switzerland, France, Denmark, Malta, Sweden, United Kingdom, Luxemburg, Austria, Ireland, Finland, Iceland, Spain, Germany, Norway, etc. (table 2) [11].

Table 2 The Environmental Performance Index – 2018*

Rank	Country	Score	Rank	Country	Score
<i>The leader countries</i>			<i>The other countries</i>		
1	Switzerland	87,42	13	Germany	78,37
2	France	83,95	16	Italy	76,96
3	Denmark	81,60	20	Japan	74,69
4	Malta	80,90	25	Canada	72,18
5	Sweden	80,51	27	USA	71,19
6	United Kingdom	79,89	52	Russia	63,79
7	Luxemburg	79,12	60	South Korea	62,30
8	Austria	78,98	109	Ukraine	52,87
9	Ireland	78,77	120	Chine	50,74
10	Finland	78,64	177	India	30,57

* Made by the author using [11]

Thus, the complex of analyzed factors, indicators, criteria and indicators (economic, social, environmental and others) are conditions for determining the level of development of a national brand. The role of politicians, diplomats, businessmen, society and international organizations in this process is very important for strategic partnership.

Conclusions

For Ukraine, the formation of a national brand has its own difficulties and problems. But first of all, it is important to understand the importance of its formation, development and stimulation. This will contribute to the positive image of the

Environmental Diplomacy: New Opportunities for National Branding

country and the expansion of international economic relations. Focusing on this problem is the experience of foreign countries, which are world leaders in economic, technical, ecological progress and environmental diplomacy (for example, Japan). The natural, cultural and spiritual heritage of countries is very messy, which allows us to form a new opportunities (construct) for national brand, and constantly update its possibilities of perception by other countries of the world.

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