

Nigeria's 59th Independence Anniversary

The 43rd Anniversary of Nigeria's Diplomatic Relations with the Holy See –
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Theme: Cultural Diplomacy – Pathways to Global Peace and Shared Prosperity

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Abstract

'Humanity is now facing challenges unparalleled in its history. Many of these problems are global in nature, such as climate change, ever-decreasing biodiversity, depletion of the earth's fresh water, and overpopulation. Such global challenges call for global solutions and require cooperation on a scale unprecedented in human history. In a hyper-connected world, the sources of many of these challenges are multidimensional, increasingly complex and span national borders. For this reason, finding solutions to these unprecedented challenges fundamentally requires new ways of thinking'. (Institute for Economics & Peace. Positive Peace Report 2018)

In this presentation, I will attempt to persuade you to accept some dynamic paradigms inherent in this theme - **Cultural Diplomacy – Pathways to Global Peace and Shared Prosperity**. To some of you, it will become a significant paradigm shift if you accept the central theme of this argument.

My starting point would concede as key and recognise the instrumentality of the quote above from the Institute for Economics & Peace, in Sydney. For me it is shown here as important tools towards understanding the theme of the day. This Institution's report acknowledges current human challenges around ***climate changes, ever-decreasing biodiversity, depletion of the earth's fresh water, overpopulation*** and for me, I would add ***the needless human greed and pointless hostilities amongst neighbours and non-neighbours***. The resources of the earth have been the one singular and the most central reason why people interact, cooperate and conflict. In the

process of doing that, greed and power dynamism are employed to play crucial roles in how resources are acquired, distributed, managed and denied. It is at this point when explained that Cultural Diplomacy takes the centre stage as the [Pathway to Global Peace and Shared Prosperity](#).

Cultural-Diplomacy is a term that has been in existence for centuries and as would be explained during this paper, it has been so through evidence in the history of time. Today, cultural diplomacy has also become a vibrant and innovative academic field of research and has successfully established itself as a stand-alone theory and practice.

The evidence of its practice can be seen throughout history. Explorers, travellers, traders, teachers, artists etc can all be considered living examples of “informal ambassadors” or early “cultural diplomats”. Indeed, any person who interacts with different cultures, (currently or in the past), facilitates a form of human dialogues and exchanges, which can take place in almost every field of human endeavour including technology, agriculture, sports, literature, music, science, business, economy and beyond can consider themselves a ‘[Cultural diplomat](#)’.

Cultural diplomacy is then essential for Global Peace. My experience through my work in the humanitarian field and with the United Nations is that Peace is not the absence of war. But Peace is relative.

You observe the relativity of Peace position when measured against other nations, communities, religions, cultures and regions, all show levels of peacefulness. Throughout history the interaction of peoples, the exchanges of languages, religions, ideas, sports, arts, societal structures amongst others have consistently determined and changed relationships between divergent groups and individuals. They consistently determine the levels of peacefulness and their dynamics in every area. We find that carefully crafted and choreographed peace systems appear more useful and endemic. For that, real peace must follow a process that is well crafted, with the willing cooperation, either voluntarily or by virtue of a system of governance which moderates it. Different cultures, religions, philosophies and organisations would therefore have varying concepts of how such a state of peace would come and evolve.

In the main, to achieve world peace, your methodology must use diplomacy in addressing the following main strands of human need, including Human Rights; Technology; Education; Engineering; Medicine amongst others. Since 1945, the United Nations and the five permanent members of its Security Council (China, France, Russia, the United Kingdom and the United States) have operated under the aim to resolve conflicts without war or declarations of war. Although their sincerity in the matter is subject for

another paper. But the fact that nations have entered numerous military conflicts since then underscores the point of this paper which emphasises that [Peace is Relative](#), and [Peace is not the absence of war](#).

The Politicising of human existence has direct causality to the problem. This is illustrated more vividly in the works of [Karl Marx](#) – where in his dialectic materialist theory, he writes about capitalism and sets out to divide humanity into just two classes namely;

- The proletarians - that do not possess the means of production
- The bourgeoisie - that possesses the means of production

But in modern times, it is **The Institute for Economics & Peace (IEP)** that is showing a lead in the development of new conceptual frameworks that define peacefulness. Their works provide metrics for measuring modern peace relationships, at the same time uncover the relationships between business, peace and prosperity, as well as promoting a better understanding of the cultural, economic and political factors that create and sustain peace. The Institution deploys what it calls the Global Peace Index (GPI), which ranks 163 independent states and territories according to their level of peacefulness.

Their so-called objectivity in measuring data analysis of trends in ‘Positive Peace’ focus on the attitudes, institutions, and structures that they argue create and sustain peaceful societies. Their methodology examines the relationship between the actual peace of a country, as measured by the GPI, and ‘Positive Peace’ as defined, and how a deficit of Positive Peace is often a predictor of future increases in violent conflict.

The methodology to some extent plays down the concept of ‘Relativity’ of ‘Peace position’ as espoused above which takes on board culture, religion and ethnicity in determining the nature of the Peace position for any given area. With the indicators and indexes having been applied equally across the board it may be argued that they support relative ‘objectivity’ paradigm. In any event, how **Cultural Diplomacy ensures Pathways to Global Peace and Shared Prosperity** remains the key issue here for this presentation.

The Institute for Economics & Peace (IEP)(2019) shows that **World peace**, or **peace on Earth**, is the ‘concept of an ideal state of happiness, freedom and peace within and among all people and nations on Planet Earth’. This idea of **world nonviolence** is seen as one motivation for people and nations to willingly cooperate, and I said earlier, either voluntarily or by virtue of a system of governance.

The romanticised desire to benefit from cooperative activities in all human endeavours, I argue, fuels passion to work together and face global challenges, promotes calls for global solutions and require cooperation on a scale unprecedented in human history. That is cultural diplomacy in essence; by working together that is how it creates pathways to global peace; and that is how the inherent shared prosperity is actualised.

In the abstract above, the way forward is promised, here it is promulgated. Here it is argued that the dynamisms of **cultural diplomacy** are best demonstrated in development, arts, sports, literature, music, science, business, economy and yields beyond current dividends with the right tools. One of such and arguably the most effective tool we have historically deployed at Reform Corporation is the application **Brokerage Service**.

Reform Corporation Brokerage Service is a concept of establishing **Independent Business Brokerage Services**, designed to maximise the strengths of Cultural Diplomacy to increase business flow and fast track business set ups from around the world.

It is a business consultancy service that provides hand-held approach for business and investors wanting to enter new territories, markets and or wants to diversified existing product/s. We know through knowledge and experience that different business cultures, legal environments and languages limitations increase the risk of confusion when an investor and or businesses want to trade in a new country. For example, trades and services in Nigeria can be different but very lucrative, arguably indeed the best market for any business in Africa because of its teaming and mobile population.

Businesses can often find it difficult to specify exactly what skills are required for services to be delivered and to what standards. Without proper local knowledge, relevant skills and regular guidance, business entering Africa can find it particularly challenging. As a result, it is important for businesses and investors to go through and collaborate with a reliable independent **Brokerage Service** that knows the scene and cultural dynamics which will offer profitable pathways into the markets with comparative advantage.

Reform Corporation's Business Brokerage Service offers the right consultancy services to investors and ensures that investors meet counter parts, experts, networks in the area. Such people would have been vetted and are investment ready. This guarantees investors the type of partners who will make their business competitive because they are ready and have the right skills within their workforce to deliver deals and services as planned and anticipated.

With large investment or trade in goods and services, attention should often focus on consultancies around training, capacity building, access, the law, governance responsibilities for delivery, using internationally recognised tools and security.

There is never a better time to invest in Africa than now and we can help make that happen profitably.

Our Programmes ensure that we only work with credible investors and Africa clients and that deals/investments are mentored properly throughout the line of the investment to ensure good returns. We deliver capacity building interventions to all our clients and partners.

In services, in Africa, it is different, almost the opposite if it is trade in goods. For example, businesses can often find it difficult to specify exactly what services are to be provided and to what standards. It can be helpful to focus on what the desired outcomes are – i.e. what the service should achieve. This can be part of a service level agreement in a contract and so on. How to manage overseas suppliers can also be a challenge.

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Note to Editor:

Professor J. Ukemenam is also;

The Chief Executive of [Reform Corporation](https://reformcorporation.org).

(Reform Corporation is an independent International Development Agency).

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