



**“A modern, creative, diverse and relevant UK reaches out to the world”**

**- Report on the Public Diplomacy Challenge Fund 2004-2005**

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Cover photo: British performance artist Jonzi D at the Harare International Festival of the Arts, part of a PDCF project. For the first time in three years, the Zimbabwean state press gave the UK positive coverage.

# REPORT ON THE PUBLIC DIPLOMACY CHALLENGE FUND (PDCF):

**FY 2004-5**

## **Executive Summary**

The second year of the Public Diplomacy Challenge Fund saw the project fund continue to support imaginative and innovative public diplomacy activity to project a modern, creative, diverse and relevant UK to overseas audiences. The aim of the activities was refocused during the course of the year to delivering outcomes that supported the FCO's new Strategic Priorities.

Some 70 projects were supported with a total spend of £2,281,919. Most projects were aimed at meeting Strategic Priorities 3 – 6: an international system based on the rule of law, an effective EU in a secure neighbourhood, promotion of UK economic interests in an open and expanding global economy, and sustainable development underpinned by democracy, good governance and human rights. Approximately 50% of supported projects obtained co-funding or sponsorship in kind from other organisations, and 70% of projects were implemented with other public diplomacy partners, such as the British Council and UK Trade & Investment.

Projects were supported covering the whole world apart from North America (who were engaged in a major campaign promotion of UK Science and Technology). The largest proportion of projects came from European Posts (54%) followed by Asian Posts (20%). The amount of funding was more equal (Europe 31%, Asia 24%, Africa 19%). Projects covered such activities as a conference on climate change, a film festival on British diversity, and promotion of British architecture and design.

Evaluation of foreign publics' opinions on the UK and changes in perception brought about by the supported public diplomacy activities were an important part of each project, and an area much improved during this second year of project funding. More still needs to be done on effective evaluation techniques and there were other project management lessons learned.

## Aims of the Public Diplomacy Challenge Fund

The Public Diplomacy Challenge Fund is a project fund that enables Posts world-wide to undertake imaginative and innovative public diplomacy activity in support of their local public diplomacy objectives and FCO strategic priorities, to project a modern, creative, diverse and relevant UK. Activities should deliver outcomes that support the strategic priorities, which are:

- A world safer from global terrorism and weapons of mass destruction
- Protection of the UK from illegal immigration, drug trafficking and other international crime
- An international system based on the rule of law, which is better able to resolve disputes and prevent conflicts
- An effective EU in a secure neighbourhood
- Promotion of UK economic interests in an open and expanding global economy
- Sustainable development, underpinned by democracy, good governance and human rights
- Security of UK and global energy supplies
- Security and good governance of the UK's Overseas Territories.

The PDCF supports individual Post, country or regional projects, generated by the Posts themselves. In designing and implementing projects, Posts are encouraged to work with other public diplomacy partners, such as the British Council, UK Trade & Investment and VisitBritain.



*foto di matti*

"The conference had an impressive political impact"  
Der Tagesspiegel.

HM The Queen opened the Berlin PDCF project "Climate Change: Meeting the Challenge Together", two conferences that ran simultaneously which promoted the UK as a leading nation on climate change and thereby positively changing the negative public opinion in Germany on the UK's environmental credentials.

## The Public Diplomacy Challenge Fund in 2004-2005

### Impact

In 2004-5, the second year of Fund operations, 130 bids were received from Posts and partner organisations. Of these, the Funding Committee supported 70. The impact that these targeted projects made to the UK's public diplomacy work was significant.

Examples of some projects follow.



#### Turkmenistan Film Festival

"...I have never been to Britain and I thought that the country consists of the English people only. It was a revelation to me that there are so many different communities in the UK and so many Muslims. People within the community keep their traditions and at the same time bring to the British culture its own flavour, style and different vision of the life – it's so interesting!" Comments by a visitor to the PDCF-supported film festival in Turkmenistan, a project that promoted the UK as a nation that embraces diversity.



**Russian British Urban Design** was a series of interrelated events in St Petersburg to gain public recognition of the UK's leading position in the fields of modern design and technology, and to forge links between Russian and British architects, town planners and architecture universities. Activities included a seminar on urban regeneration, workshops on contemporary design and a photo exhibition on UK's contemporary bridges. Two outcomes of the events: urban regeneration is in the St Petersburg regional government's top agenda, and new business links have developed between British architects and St Petersburg government and business.

#### Crisis Game in Argentina

Presidential elections, Government protests, road accident cover-ups, Transport Secretary forced to resign – all this took place during a crisis simulation game in which the British Embassy in Buenos Aires brought together over 100 Argentine parliamentary staff, government officials and NGO workers to re-examine the way they approach a crisis and resulting government communications, with a steer from UK experts. This followed a highly successful crisis simulation game held 7 months earlier for national and provincial government officials, press officers, journalists and NGOs. The participants said that the activity presented the British Government in a creative, imaginative and professional light, helping to overturn deep-seated prejudices against the UK.



### Architecture and the Environment in Korea.

Over 650 Koreans squeezed into a seminar on British Architecture given by three British experts including Will Alsop (pictured), one of the UK's most creative architects (for example, the award winning Peckham Library in London). And this was only one part of a multi-faceted project that promoted UK architecture and urban planning in Korea. The Embassy created a dedicated web-site to promote the project and to be a resource centre for Koreans interested in UK architecture and firms.

### Spend

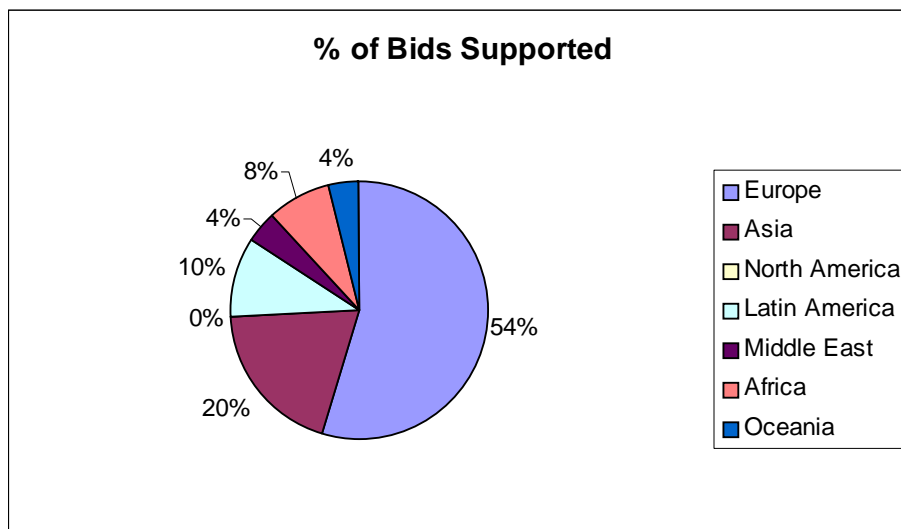
The total project expenditure in 2004-5 was £2,081,888 from an overall budget of £2,443,304. Some 9 projects that started in 2003-4 had an allocation in 2004-5, totalling £318,300.

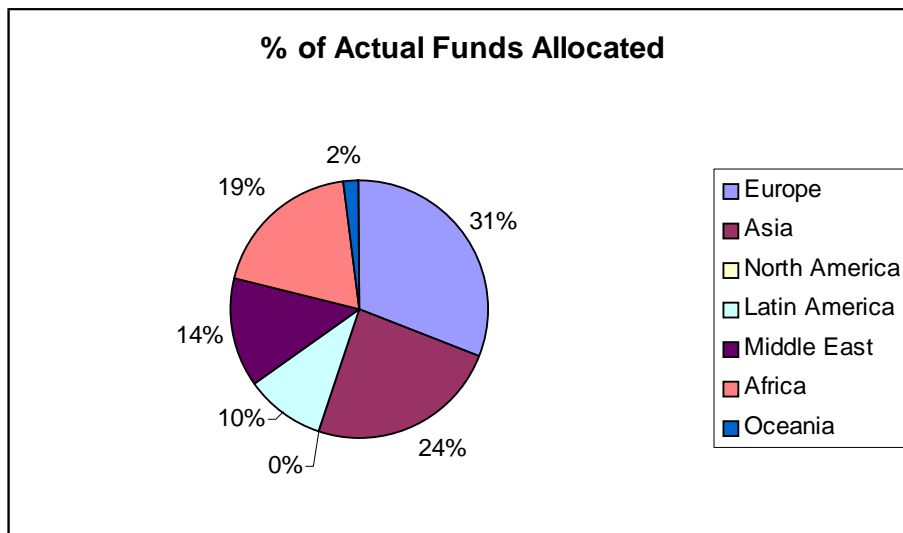
The following table shows a breakdown of new supported projects by size of funding

Cost of successful project	No. of projects	Total Value of Projects
£1 - £4999	1	£230
£5,000 – £9,999	17	£101,943
£10,000 – £19,999	20	£276,338
£20,000 – £29,999	14	£324,200
£30,000 – £39,999	5	£157,000
£40,000 – £49,999	4	£175,437
£50,000 – £59,999	2	£107,240
£60,000 – £69,999	2	£120,000
£70,000 – £79,999	0	£0
£80,000 – £89,999	0	£0
£90,000 – £99,999	0	£0
£100,000 – £149,999	3	£319,500
£150,000 - £199,999	0	£0
£200,000 and over	2	£500,000

### Regional spread

The following charts show the regional distribution of funding





### Area of activity

During the course of 2004-5, the emphasis shifted from activities meeting FCO objective 5 (positive foreign perceptions of the UK) to activities delivering outcomes that supported the FCO Strategic Priorities (as listed above). As can be seen from Annex 1, the majority of projects were aimed at meeting Strategic Priorities 3 – 6 (international system based on the rule of law, an effective EU in a secure neighbourhood, promotion of UK economic interests, and sustainable development).

### Co-funding and working with partners

Approximately 50% of supported projects obtained co-funding or sponsorship in kind from other organisations, and 79% of supported projects were implemented with other public diplomacy partners. Annex 2 shows for each supported project, the amount of any co-funding and the source, and projects implemented jointly with public diplomacy partners.

#### Democracy +10 in South Africa

The British Council, UK Trade & Investment, DFID, the BBC and businesses joined the Embassy Pretoria in holding and funding a highly-collaborative project that combined a number of events in South Africa to celebrate 10 years of democracy and to reinforce positive perceptions of the UK among 18-40 year old South Africans. These included a season of political comedy, a national tour of UK and South African modern music "Respect!", trade events around the theme of economic empowerment of black people, a conference to together tackle the challenge of HIV/AIDS, together with fellowships for young South Africans to study at UK universities. The project was supported 50% by PDCF, 50% from co-funding.

### Evaluation

Evaluation is an important element of every Public Diplomacy project. It is a requirement in the bidding process to state how the implementing organisation would measure the outcomes and impact of the activities. Each successful bid received advice from Public Diplomacy Team's Research and Evaluation Unit on how best to evaluate the project's impact/success. Posts are required to complete a project evaluation within the first month of the project finishing. These evaluated the project outcomes, expenditure and timing, impact of the project and lessons learned. In addition to the evaluation framework, Posts added materials and products

produced as part of the project, together with press cuttings, photographs or other information on the project activity.

#### **"It's only natural" in France**

A survey in France found that only 31% of the French population viewed the UK as technologically innovative and only 23% as scientifically advanced. To change these inaccurate perceptions, the Embassy in Paris decided to hold a high profile seminar on renewable energy in the UK. To showcase the UK's technological expertise in renewable energy and the depth and breadth of the UK's commitment to tackling climate change. Feedback questionnaires were given to participants at the seminar to complete. Questions were framed around perceptions and awareness of UK activities in the field of climate change, and the extent to which these perceptions had been changed by attending the event. Analysis of the completed questionnaires showed that two-thirds of participants registered a positive change in their perceptions of UK policy and activities on climate change and renewable energy. A separate evaluation of media impact showed that the key UK messages on climate change did get reported in a positive light.

## **Administration of the Public Diplomacy Challenge Fund**

### **Bidding process**

To encourage Posts and other bidders to the PDCF regularly to take a strategic view of their public diplomacy work, there are normally two funding rounds per year. Posts are encouraged to use the optional Early Simplified Bids process, to receive constructive advice and guidance from the PDCF Team on whether a particular public diplomacy project idea is worth developing into a Full Bid.

In 2004-5 the timetable for bids was:

	<i>Round 1</i>	<i>Round 2</i>
Early Simplified Bid deadline	September 2003	March 2004
Full Bid deadline	November 2003	May 2004

### **Decision process**

The process of deciding on which projects to support is carried out by a Funding Committee, chaired by the Assistant Director, Public Diplomacy Group. In addition to members of the PDCF Team, the Committee consists of FCO colleagues from Geographical Directorates, Functional Groups (e.g. the Small Post Action Group and Science and Innovation Group), and the Global Opportunities Fund. The Committee met in January and July 2004. Bids from small Posts were considered first to ensure that they were not disadvantaged. In 2004-5 there were 11 successful bids from small Posts, and one from an Overseas Territory. Within 2 days of the Committee meeting, all Posts that had bid for funding were informed by email whether they had been successful. This was followed by a detailed letter giving feedback on why their bid was, or was not, successful and for successful bids, advice on implementing and evaluating the project.

## **Reserve fund**

A small proportion of the funding, £106,155, was set aside as a reserve fund to support urgent worthwhile bids that fall outside the bidding timetable. In 2004-5 there were eight successful bids from the reserve fund totalling £64,155.

### **Chilean Media visits to the Falklands**

The British Embassy in Santiago observed that reporting on the Falkland Islands by Chilean journalists was increasingly out-of-date and portrayed an inaccurate picture of life there. The Embassy decided that a visit by 6 Chilean journalists, in full co-operation with the Governor Falkland Islands, was the best way to try to change perceptions. Due to the harsh climate in the Falklands, the window of opportunity fell before a new financial year had started. It was therefore decided to allocate money from the reserve fund to this project.

## **Lessons Learned**

In evaluating the outcomes of PDCF projects in 2004-5, PDCF Team and Posts identified a number of lessons that had an impact on the success of projects and the Fund.

### **Underspend**

Funds were underspent at the end of the first year of the PDCF as many projects did not spend the full amount budgeted. In 2004-5 the policy aim was to over-commit funds by 10% to counter this underspend. However, funds were still underspent at the end of 2004-5. Therefore during 2005-6 we aim to over-commit funds by 15%. However this is dependent on having enough bids of sufficient quality.

### **Reserve Fund**

Only two-thirds of the reserve fund was allocated in 2004-5. Although the rationale for having a reserve fund remains relevant, PDCF Team is exploring ways effectively to use any remaining reserve funds during the last quarter of the financial year. Suggestions include increasing the range of photographs on the Public Diplomacy Image Bank, to offer the best public diplomacy products that were developed as part of one successful project to a wider range of Posts, or to produce materials and products centrally for Posts to use which focus on FCO's strategic priorities.

### **Strategic Approach**

In 2004-5, organisations with an interest in public diplomacy (such as the British Association for Central and Eastern Europe, and Visiting Arts) were able to bid directly to the Funding Committee for PDCF funding. To ensure that bids are of the highest calibre and contribute to meeting the FCO's Strategic Priorities, all bids from 2005-6 must be submitted by the appropriate Post and be endorsed by that Post's Public Diplomacy Committee, even when the implementing organisation is not the Embassy.

### **Evaluation**

In order to improve our evaluation of the impact of our public diplomacy activity, Project Evaluation forms were further developed during 2004-5. Guidance on the best way to evaluate each successful project was given by Public Diplomacy Group's evaluation experts as a section in the letter informing a Post that it had been awarded PDCF funds. Presentations were given on evaluating public diplomacy activities at regional PPAO conferences and training. Regular

communication from PDCF Team in 2005-6 (using available communication tools such as the Public Diplomacy Newsletter, email and conferences and training events for PPAOs) should help to ensure consistency and better use of effective evaluation techniques by Posts.

### **Prism**

A weakness in project accounting in 2004-5 was the new computing software, Prism. The system was often not working, and when it was on, Posts and PDCF team found the system difficult to use and extremely time consuming. However, the problems were relayed to the Prism team and solutions are being implemented for 2005-6.

### **Partners**

Many Posts have noted that the choice of project partners was critical to the success of the project. Evaluating partner capacity and commitment to the project was essential. For small Posts with limited staff resources, having a partner organisation to help implement the project generally proved to be of immense benefit.

### **Time**

A number of Posts commented on the need to ensure sufficient lead-in time before the activity started for project planning and event preparation.

### **Resources**

Many Posts commented on the significant amount of staff time required to implement a project. This was a particular burden on small Posts. It is already possible to include the cost of additional staff in the project budget. Using student interns to help implement a PDCF project was an example of best practice. Another was the development of projects with the workload shared between Posts.

### **Interpretation and Promotion**

Consideration should be given to using simultaneous interpretation at events where there is a possibility that not all of the participants speak fluent English. One Post highlighted the need to give public diplomacy activities extensive prior-to-the-event promotion, and another had a positive experience from advertising their events on television.

## Annex 1

Post	Project Title	FCO STRATEGIC PRIORITIES								OBJ
		1 <sup>i</sup>	2 <sup>ii</sup>	3 <sup>iii</sup>	4 <sup>iv</sup>	5 <sup>v</sup>	6 <sup>vi</sup>	7 <sup>vii</sup>	8 <sup>viii</sup>	
Iraq Policy Unit/British Office Baghdad	Football United					Yes				Yes
Islamabad	Opening debate on Forced Marriage in Pakistan			Yes			Yes			Yes
Kuala Lumpur	Engaging the Malay (Muslim) Media Through Visual Arts	Yes					Yes			Yes
Kuala Lumpur	Engaging Young Muslim Women in Malaysia						Yes			Yes
LACD	Sporting Partnerships						Yes			Yes
Lima	Still life Exhibition			Yes			Yes			Yes
Ljubljana	Slovenian – Welsh Partnership					Yes				Yes
Ljubljana	Young Entrepreneurs Award					Yes				Yes
Madrid	UKINSPIN Media Awards					Yes	Yes			Yes
Mbabane	Policing and Human Rights			Yes			Yes			Yes
Montserrat	What does it mean to be British?					Yes				Yes
Moscow	British Political Traditions			Yes			Yes			Yes
Moscow	Inclusion Through Sport				Yes	Yes	Yes			Yes
Nairobi	UKenya – A Partnership	Yes				Yes				Yes
Oslo	Norway Centenary				Yes	Yes				Yes
Paris	Entente Cordiale Public Diplomacy 2004				Yes	Yes				Yes
Paris	Promoting British Science				Yes	Yes		Yes		Yes
Paris	It's Only Natural				Yes	Yes		Yes		Yes
PDPD	Public Diplomacy Activities in Support of London 2012 Bid					Yes				Yes
Pretoria	Strengthening Community Radio in South Africa			Yes			Yes			Yes
Pretoria	Democracy + 10			Yes		Yes				Yes
Pyongyang	Outreach: Information Board			Yes		Yes	Yes			Yes
Rome	Hydrogen and Fuel Cells: Energy for the Future				Yes	Yes		Yes		Yes
Rome	Seminar on Inter-Faith Dialogue				Yes					Yes
Santiago and Stanley	Chilean media visits to the Falklands			Yes			Yes			Yes
Seoul	Architecture and the Environment					Yes				Yes

Post	Project Title	FCO STRATEGIC PRIORITIES								OBJ
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Singapore	Collaboration with Singapore on HIV/AIDS initiatives						Yes			Yes
Singapore	UK-Singapore: Islands of Innovation					Yes				Yes
Skopje	Let's go to the UK				Yes		Yes			Yes
Sofia	24 Hours in the Life of.....						Yes			Yes
Sofia	"VKUSNO" – Culinary Show				Yes		Yes			Yes
St Petersburg	Contemporary British Literature in St Petersburg						Yes			Yes
St Petersburg	Russian British Urban Design						Yes			Yes
Stockholm	Science and Society			Yes	Yes	Yes				Yes
Stockholm and Copenhagen	Toward a Multicultural Society			Yes	Yes	Yes				Yes
Suva	FHRC Training						Yes			Yes
Tbilisi	Reorganisation of Georgian state Television and Radio			Yes	Yes		Yes			Yes
The Hague	Brain Science & Cognition Project					Yes				Yes
Tokyo	Aichi Exposition PR and Communications Campaign					Yes				Yes
Tokyo	British Design Week					Yes				Yes
Tokyo	Innovation at UK					Yes				Yes
Ulaanbaatar	Understanding Britain			Yes		Yes				Yes
Valletta	A Modern Commonwealth – Adding Value to the Malta/UK/EU Partnership				Yes	Yes	Yes			Yes
Valletta	European Village Week				Yes	Yes				Yes
Valletta	UK & Malta – A Heritage in Common				Yes	Yes				Yes
Valletta	Malta/UK: Using the Single Market to advantage – adapting to change					Yes				Yes
Vienna	Racism and Xenophobia: A growing Problem in Europe: UK/Austrian Approaches	Yes				Yes				Yes
Visiting Arts	Artschool									Yes
Visiting Arts	Collaborations in Performing arts Awards									Yes
Visiting Arts	Visiting Arts Latin America Initiative 04-05									Yes
Wellington	Transit of Venus					Yes				Yes
Yerevan	Series of Seminars in Yerevan				Yes		Yes			Yes
Zagreb	British Design Season					Yes				Yes
Zagreb	Britain Helping Croatia meet EU standards				Yes		Yes			Yes

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- i. Strategic Priority 1: a world safer from global terrorism and weapons of mass destruction.
  - ii. Strategic Priority 2: protection of the UK from illegal immigration, drug trafficking and other international crime.
  - iii. Strategic Priority 3: an international system based on the rule of law, which is better able to resolve disputes and prevent conflicts.
  - iv. Strategic Priority 4: an effective EU in a secure neighbourhood.
  - v. Strategic Priority 5: promotion of UK economic interests in an open and expanding global economy.
  - vi. Strategic Priority 6: sustainable development, underpinned by democracy, good governance and human rights.
  - vii. Strategic Priority 7: security of UK and global energy supplies.
  - viii. Strategic Priority 8: security and good governance of the UK's Overseas Territories.
  - ix. FCO Objective 5: pivotal influence worldwide over decisions and actions which affect UK interests; positive foreign perceptions of the UK; authoritative, comprehensive information on foreign issues for UK decision-takers.

## Annex 2

Post/Organisation	Project Title	PDCF Funds Awarded	Other Organisations Involved	Co-Funders	Co-Funding / Sponsorship in Kind
Afghanistan Unit	International Football Task Force for Afghanistan (ITFF) – Stage II	£20,000	FA		
Almaty	Education for Sustainability	£40,025	Exxon Mobil British Council Central Asian Regional Environment Centre (CAREC).	Exxon Mobil British Council	£30,000 £10,000 Additional funding was promised by Soros Foundation-Kazakhstan for translation of textbook and posters into Kazakh.
Amman	Regional Investigative Reporter of the Year award “The Inquirer Award 2004”	£29,500	The Thomson Foundation		
Ashgabat	Turkmenistan: Film Festival	£14,950	British Council		
Athens	Britain and Greece in Europe	£20,000 (plus £10,000 in FY 05/06)	British Council DTI	British Council DTI	2,000 Euros for seminar on Tackling Unemployment 2,000 Euros for PPP/PFI event
BACEE	Standards in Public Life (Albania)	£6,518	BACEE		
BACEE	Standards in Public Life (Serbia)	£19,750	BACEE		
Beijing, Shanghai, Chongqing, Guangzhou	Media visits and short TV features	£106,000	British Council UKTI	British Council UKTI	Provided either a cash contribution or support in kind
Berlin	“Don’t mention the Score”: Building British German links through Football	£22,500	British Council	British Council	£22,500
Berlin	Tomorrow’s World Conferences (2 Conferences on Climate Change)	£11,000	British Council German Research Society (DFG)	British Council German Research Society (DFG)	Provided administrative support
Buenos Aires	Intellectual Diplomacy II – The Regional Experience	£49,912	British Council Unveridad de San Andres Unversidad Torcuato Di Tella Instituto Argentino de Responsabilidad Social Empresaria CIPPEC Foro del Sector Social Poder Ciudadano	FLACSO FIEL CFS in Argentina Companies and similar local institutions in Chile, Bolivia, Uruguay.	Funding in kind from partner organisations by way of venues and staff time

<b>Post/Organisation</b>	<b>Project Title</b>	<b>PDCF Funds Awarded</b>	<b>Other Organisations Involved</b>	<b>Co-Funders</b>	<b>Co-Funding / Sponsorship in Kind</b>
Buenos Aires	Strengthening Democracy: The Press game: The Ethics of Government Communication	£19,298		Ministry of Foreign Affairs	'In country costs', providing venues etc
Buenos Aires	Press Game Continuation	£7,125 (Reserve Fund 04/05)		Ministry of Foreign Affairs	'In country costs', providing venues etc
Caracas with Bogota, Lima and Quito	Promoting UK values through Latin American Media	£80,000	BBC World Trust (in UK) National College of Journalists (in Venezuela)	Colombian and Ecuadorian media companies	Provided air tickets for their nominees at £1,500 for each person
Canberra	BritAus – Britain and Australia	£25,000	British Council Visit Britain UKTI	British Council Visit Britain UKTI	Also sponsorship from travel agencies, youth hostels, employment agencies and media groups
Copenhagen	Nanotechnology – Science and Business	£7,000	UKTI Carlsberg Foundation	UKTI Carlsberg Foundation	£1,000 £1,500 and providing high profile venue
Chisinau	Building Partnerships through Music	£7,900 (Earmarked from FY 03/ 04)	Crispin Ward / Chamber Orchestra of Moldova		
Chisinau	Multicultural Britain: Film Festival, Survey and Debates	£10,000	BFI approached but not confirmed		
East African Posts (Ethiopia, Eritrea, Kenya, Sudan, Somalia, Tanzania, Uganda and Rwanda)	Intellectual Capacity Building in the East African Media	£123,316	Stanhope Centre Development Studies Institute at the London School of Economics (DESTIN)	Stanhope Centre Development Studies Institute at the London School of Economics (DESTIN)	Stanhope centre provided meeting and study space, local phone and fax facilities as well as computers and printers. LSE provided use of classrooms and access to the library as well as other summer programmes and speakers.
Ekaterinburg	Birmingham and Ekaterinburg: watching you, watching me	£13,800	University of Birmingham Birmingham City Council		
Ekaterinburg	Postcards from the UK	£6,000			
Ekaterinburg	Tradition & Innovation in UK Interior Design	£5,500			
Guatemala City	Art for All project in Honduras	£5,000 (Reserve Fund 04/05)	UN Volunteers Office in Honduras		

<b>Post/Organisation</b>	<b>Project Title</b>	<b>PDCF Funds Awarded</b>	<b>Other Organisations Involved</b>	<b>Co-Funders</b>	<b>Co-Funding / Sponsorship in Kind</b>
Harare	Harare International Festival of the Arts	£30,000			
Harare	Zimbabwe Goals for Fun	£15,000 (Earmarked from FY 03/04)	DFID	FA	Kit Donations
Helsinki/Tallinn	British Voluntary Sector Excellence	£40,500	Finnish Social Affairs Ministry and STKL Estonian Social Affairs Ministry and NENO Home office and NCVO in the UK		
Hong Kong	Westminster Democracy in Hong Kong	£5,000			
Iraq Policy Unit/British Office Baghdad	Football United	£250,000	IraqiSport Ltd FA British Council		
Islamabad	Opening Debate on Forced Marriage in Pakistan	£67,400 (Earmarked from FY 03/ 04)	SACH		
Kuala Lumpur	Engaging the Malay (Muslim) Media Through Visual Arts	£21,700	British Council	British Council	£12,000 to "the pen is mightier than the sword" exhibition
Kuala Lumpur	Engaging Young Muslim Women in Malaysia	£12,840	Sisters in Islam Woman's Aid Organisation All Women's Action Society Muslim Youth Movement of Malaysia		
LACD	Sporting Partnerships	£50,000 (Earmarked from 03 / 04)			
Lima	Still Life Exhibition	£10,000 (plus £8000 in FY 05/06)	British Council Asociacion Cultural Peruano Britancia (Peruvian British Cultural Association ACPB)	British Peruvian Cultural Association	£18,000 installation and pack up, venue, invitation cards, reception, flower arrangements, marketing, security, catalogues, sundries, administration management

<b>Post/Organisation</b>	<b>Project Title</b>	<b>PDCF Funds Awarded</b>	<b>Other Organisations Involved</b>	<b>Co-Funders</b>	<b>Co-Funding / Sponsorship in Kind</b>
Ljubljana	Slovenian – Welsh Partnership	£12,500	British Council Ministry of Culture Urban Planning Institute	British Council Ministry of Culture City Museum of Ljubljana	
Ljubljana	Young Entrepreneurs Award	£22,500	British Council Faculty of Management in Koper	UKTI Local Partners Fac of koper: administration of the comp and award ceremony venue	Ballantre: a laptop Deloitte & Touche: free consultancy fee RTV Slovenia: advertising
Madrid	UKINSPAIN Media Awards	£7,500	MG Rover	MG Rover	Competition prizes
Mbabane	Policing and Human Rights	£15,500	Swazi Government		Swazi Government provided meals, workshop facilities and accommodation for the two-week period.
Montserrat	What does it mean to be British?	£20,000	Commonwealth Youth Foundation		Accommodation for speakers
Moscow	British Political Traditions	£5,000 (Reserve Fund 04/05)	Russian Academy of State Service	Russian Academy of State Service	Provided venue, technical equipment and headphones for simultaneous translation and to pay for one of the lunches. They appointed Russian scholars who researched and made their own presentations on British politics.
Moscow	Inclusion Through Sport	£55,240	FA CSKA Moscow Football Club British Council Sport Express.		CSKA Moscow provided football ground and equipment (goals, bibs, cones and changing rooms)
Nairobi	UKenya – A Partnership	£60,000	British Council MOD Private Sponsorship (RhinoArk)	British Council MOD Commercial sponsorship (actual and in kind) Sponsorship from RhinoArk	£30,000 £10,000 £60,000 £11,200
Oslo	Norway Centenary 2005	£6,000 (Project cancelled)			

<b>Post/Organisation</b>	<b>Project Title</b>	<b>PDCF Funds Awarded</b>	<b>Other Organisations Involved</b>	<b>Co-Funders</b>	<b>Co-Funding / Sponsorship in Kind</b>
Paris	Entente Cordiale Public Diplomacy 2004	£35,000	The Entente Cordiale Institute - Entente Cordiale Radio Harraps – Lycee quiz French Diplomatic Press Corps		
Paris	Promoting British Science	£5,600	The Museum National de l'Histoire Naturelle Musee National des Arts et Metiers DTI UKTI DEFRA		
Paris	It's Only Natural	£6,000	DTI		
PDPD	Public Diplomacy Activities in Support of London 2012 Bid.	£10,000 (Reserve Fund 04/05)			
Pretoria	Strengthening Community Radio in South Africa	£96,000 (Earmarked from FY 03/ 04)	British Council UKTI DFID Visit Britian	British Council UKTI DFID Visit Britian	£250,000
Pretoria	Democracy + 10	£113,500 £25,000 (Carry over from FY 03/ 04)	British Council South Africa UKTI South Africa DFID South Africa BBC WS and World-Wide	British Council	£100,000
Pyongyang	Outreach: Information Boards	£10,000			
Rome	Hydrogen and Fuel Cells: Energy for the Future	£8,000	UK experts		
Rome	Seminar on Inter-Faith Dialogue	£10,000 (Project completion delayed until FY 05/06)	Corriere della Sera		
Santiago and Stanley	Chilean media visits to the Falklands	£8,800 (Reserve Fund 04/05)			
Seoul	Architecture and the Environment	£32,000	UKTI Seoul Metropolitan City Government	UKTI	Funded UK architects
Singapore	Collaboration with Singapore on HIV/AIDS initiatives	£5,000	Action For Aids(AFA) Tan Tock Seng Hospital	Action For Aids(AFA) Tan Tock Seng Hospital	Offered to pay for any other costs that arose after PDCF monies had been exhausted.

<b>Post/Organisation</b>	<b>Project Title</b>	<b>PDCF Funds Awarded</b>	<b>Other Organisations Involved</b>	<b>Co-Funders</b>	<b>Co-Funding / Sponsorship in Kind</b>
Singapore	UK-Singapore: Islands of Innovation	£40,000 (plus £60,000 in FY05/06)	British Council British Chamber of Commerce	British Council	£300,000
Skopje	Let's go to the UK	£45,000	Macedonian Film Company	Local Travel Agency Local Insurance Company	Provided airfares Provided Travel Insurance
Sofia	24 Hours in the Life of	£25,000 (Carry over from FY 03/ 04)	Elena Yoncheva, Bulgarian TV Journalist		
Sofia	"VKUSNO" – Culinary Show	£20,000	SIA Advertising Producer House Bulgarian National Television		
St Petersburg	Contemporary British Literature in St Petersburg	£5,000	Amphora' publishing house 'Bukvoyed' Bookshop chain		
St Petersburg	Russian British Urban Design	£28,000			
Stockholm	Science and Society	£15,000	British Council Stockholm	British Council Stockholm	£10,000 in the Oresund region UKTI Human Resources
Stockholm and Copenhagen	Toward a Multicultural Society	£22,000	British Council UKTI	British Council UKTI	£15,000 Investing human resources
Suva	FHRC Training	£3,000 (Reserve Funds 04/05)			
Tbilisi	Reorganisation of Georgian State Television and Radio	£25,000 (Reserve Fund 04/05)	Thomson Foundation Georgian State Television		
The Hague	Brain Science & Cognition Project	£10,000 (Earmarked from FY 03/ 04)	Dutch Universities and Institutes	Dutch Universities and Institutes	Lecture programme and contributions to exhibitions
Tokyo	Aichi Exposition PR and Communications Campaign	£170,000 (plus £80,000 in FY05/06)			
Tokyo	British Design Month in Japan	£60,000	British Council BCCJ Visit Britain	Private Sector Sponsors British Council UKTI	£116,000 £37,000 £31,000
Tokyo	Innovation UK	£18,000	British Council British Chamber of Commerce		
Ulaanbaatar	Understanding Britain	£10,000			
Valletta	European Village Week	£8,300		Ministry of Foreign Affairs	Provided the pavilion and running costs such as electricity, security guards etc

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Valletta	A Modern Commonwealth – Adding Value to the Malta/UK/EU Partnership	£18,000 (£10,000 in 05/06)	The Maltese Ministry of Foreign Affairs Investment Promotion (MFAIP) The Strickland Foundation (SF) Malta Australian High Commission( AHC) Valletta	The Maltese Ministry of Foreign Affairs Investment Promotion (MFAIP) The Strickland Foundation (SF) Malta Australian High Commission( AHC) Valletta	All offered support in kind. The AHC also offered in cash terms
Valletta	Malta/UK: Using the single market to advantage - adapting to change	£230 (Reserve Fund 04/05)			
Valletta	UK & Malta – A Heritage in Common	£3,100	Heritage Malta UK Heritage and consultant		
Vienna	Racism and Xenophobia: A growing Problem in Europe: UK/Austrian Approaches	£15,000	British Council	British Council	Promised up to £3,000 to make up any shortfall
Visiting Arts	Artschool	£20,000	Visiting Arts		
Visiting Arts	Collaborations in Performing arts Awards	£20,000	Visiting Arts		
Visiting Arts	Visiting Arts Latin America Initiative 04-05	£30,000	Visiting Arts		
Wellington	Transit of Venus	£12,000	British Airways The Royal Society of New Zealand The New Zealand Society of Freemasons The Ministry of Science Research and Technology	British Airways The Royal Society of New Zealand The New Zealand Society of Freemasons The Ministry of Science Research and Technology	£10,000 (Airline ticket) ran competition at no cost (£6500) £20,000 Paid for the competition publicity
Yerevan	Series of Seminars in Yerevan	£15,000			
Zagreb	British Design Season	£22,000 (Earmarked from FY 03 / 04)	British Council	British Council, Jubilee Sailing Trust, Croatian TV, British Play	£6,500 Donated equipment, 1/3 cost of Jubilee sailing paid for, TV Programme paid for by Croatian TV

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Zagreb	Britain Helping Croatia meet EU standards	£52,000	Kings College BBC  Croatian Ministry of European Integration and Croatian television. Welsh Development Agency UK conservation expert	Kings College BBC  Croatian Ministry of European Integration and Croatian television. Welsh Development Agency UK conservation expert	University Accommodation Free Training attachments for the disabled and HRT news parts of the projects. Cost of organising and televising the competition.  Free training Waived his fee.