



BUSINESS FOR DIPLOMATIC ACTION
A New Brand of American Diplomacy

Our Mission

To enlist the U.S. business community in actions to improve the standing of America in the world.

Our Goal

To see the day when America is once again admired as a global leader and respected as a courier of progress and prosperity for all people.

Why Now

The alarming rise in anti-American sentiment represents a looming crisis not only for U.S. businesses and brands marketed abroad but for future generations of Americans as well. Even though much resentment of our country currently centers on our foreign policy, *much does not*. Other root causes include the perception that we are arrogant and insensitive as a people, that our culture has become all-pervasive, and that the global business expansion on the part of U.S. companies has been exploitive.

Who We Are

BDA is a private-sector task force directed by preeminent communications, marketing, political science, global development and media professionals. The task force steers a collective of multinational companies in the development, sharing, and warehousing of ideas, insights, and guidance on communication and perception issues that U.S. businesses are uniquely positioned to address.

This effort is not about ads or selling—it's about sensitizing Americans to the extent of anti-Americanism today and its implications, transforming American attitudes and behaviors as necessary, building on the many positive perceptions of America that still exist, and building new bridges of cooperation, respect, and mutual understanding across cultures and borders through business-led initiatives.

Why Business Must Engage

Anti-Americanism is bad for business. The costs associated with rising anti-American sentiment are exponential. From security and economic costs to an erosion in our ability to engender trust around the world and recruit the best and brightest, the U.S. stands to lose its competitive edge if steps are not made toward reversing the negativity associated with America. Additionally, aside from profit-making, American business leaders have the responsibility to use their influence and creative resources to improve the overall reputation of the United States.

Moreover, American business touches more lives than the U.S. government and has greater credibility. American multinationals also have a record of building cooperation across borders and creative problem solving. Further, international representatives of U.S. companies are likely to be nationals, and business initiatives face fewer bureaucratic entanglements as policy created in the private sector is not up for grabs every four years. The private sector alone has the ability to utilize a variety of cutting-edge resources to engage effectively in public diplomacy. *Business must engage.*



BUSINESS FOR DIPLOMATIC ACTION
A New Brand of American Diplomacy

Call to Action

By joining with our efforts at BDA, every corporation, community and individual are in a position to engage in public diplomacy initiatives to make a difference in our country and in the world. Anti-Americanism, while not acutely felt by most Americans, is a growing threat to our economic and national security. If we do not engage to counteract this growing force, future generations will no doubt suffer the direct impact. BDA is working to bring America back to the stature it once held in the world, where it was viewed as a partner working toward a greater good. We need your help to succeed, whether it is in the form of funding, new ideas, implementation, or knowledge. Through a variety of customized diplomatic action initiatives, you can engage. Please contact us for more information.

For More Information

For more information on our effort, please visit our Web site at www.businessfordiplomaticaction.org. For further information on our diplomatic action initiatives, please contact Cari Eggspuehler, Executive Director, at 415.732.3620 or Email cari.eggspuehler@sf.ddb.com.



BUSINESS FOR DIPLOMATIC ACTION
A New Brand of American Diplomacy

Accomplishments to Date

- ***Ongoing Listening and Research Efforts***

- Conducted original research in 17 countries; to include the U.S.
- Analyzed all existing research available to determine root causes of anti-Americanism and provide action steps and long-term strategy
- Collaborated with Zogby International on a research effort focused on senior U.S. business leaders
- Conducted listening efforts in Europe, the Middle East, and domestically
- Partnered with Yale, Wharton, USC and others on a variety of research efforts focused on various aspects of anti-American sentiment
- Engaged the foreign press centers in listening efforts with the foreign media as well as encouraging their participation in our efforts.

- ***Engaging Americans***

- Participated in numerous speaking events, roundtables, and media interviews throughout the U.S. and abroad
- Created Web site, updated daily with latest info on issue, warehousing of all our collective research and insights
- Created, published, and distributed World Citizens Guide for Americans studying abroad; have versions for professionals, kids, as well as every American traveling abroad in development.
- Worked with and shared our insights with numerous NGOs who engage Americans on a variety of levels to address this issue collectively (Council on Foreign Relations, Sister Cities, Travel Business Roundtable, Travel Industry Association, Peace Corps, and many more)

- ***Engaging on Relevant Public Policy Issues***

- Gave testimony with recommendations on public diplomacy initiatives to Congress per the 9/11 Commission Report
- Influenced postponement of more restrictive visa law
- Advised and participated in speaking events and/or task force efforts as well as shared our research and insights with the Council on Foreign Relations, Center for Strategic and International Studies, U.S. Advisory Commission on Public Diplomacy, the GAO Task Force on Public Diplomacy, and the U.S. Chamber of Commerce.
- Joined with the Princeton Project on National Security to outline economic and security consequences of rising anti-American sentiment and provide recommendations to policy makers
- Shared our research and insights with a variety of public policy think tanks, Congressional staff, federal agency leadership, and policy-based NGOs.