

PUBLIC DIPLOMACY ACT

Act No. 13951, Feb. 3, 2016

Article 1 (Purpose)

The purpose of this Act is to contribute to improving the Republic of Korea's image and prestige in the international community by establishing a foundation to strengthen public diplomacy and to enhance the efficiency thereof by providing for matters necessary for public diplomacy activities.

Article 2 (Definition)

"Public diplomacy" in this Act is defined as diplomacy activities through which the State enhances foreign nationals' understanding of and confidence in the Republic of Korea directly or in cooperation with local governments or the private sector through culture, knowledge, policies, etc.

Article 3 (Basic Principles of Public Diplomacy)

- (1) Public diplomacy shall be pursued by harmoniously reflecting the universal values of mankind and the intrinsic characteristics of the Republic of Korea.
- (2) Public diplomacy policy shall focus on the promotion of sustainable and friendly cooperation for amicable relations with the international community.
- (3) No public diplomacy activities shall be disproportionately concentrated in any specific region or country.

Article 4 (Responsibility of State)

- (1) The State shall establish and pursue comprehensive and systematic strategies and policies to strengthen public diplomacy and enhance the efficiency thereof.
- (2) The State shall formulate an administrative and financial support plan necessary for establishing and executing strategies and policies under paragraph (1).
- (3) The State shall make necessary endeavors such as establishing a platform for cooperation with local governments and the private sector in order to efficiently conduct public diplomacy.
- (4) The State shall make necessary endeavors such as in education and public relations in order to form social consensus on the importance of public diplomacy and to promote the people's participation in public diplomacy.

Article 5 (Relationship to other Acts)

- (1) Except as otherwise expressly provided in other Acts, public diplomacy shall be governed by this Act.
- (2) Where any other Act is enacted or amended concerning public diplomacy, such Act shall comply with this Act.

Article 6 (Formulation of a Master Plan for Public Diplomacy)

- (1) The Minister of Foreign Affairs shall formulate a master plan for public diplomacy (hereinafter referred to as the "master plan") every five years in consultation with the heads of related central administrative agencies, the Mayor of the Special Metropolitan City, Mayors of Metropolitan Cities, Mayors of Metropolitan Autonomous Cities, Governors of Provinces and the Governor of the Special Self-governing Province (hereinafter referred to as "Mayors/Provincial Governors").
- (2) Each master plan shall include the following:
 1. Policy direction and implementation objectives for public diplomacy activities;
 2. Matters concerning the establishment and coordination of major policies for public diplomacy;
 3. Matters concerning raising and operating funds for public diplomacy;
 4. Matters concerning the establishment of a foundation, system improvements and evaluations relating to public diplomacy;
 5. A plan to support local governments in public diplomacy;
 6. A plan to support the private sector in public diplomacy;
 7. Other matters necessary for public diplomacy activities.
- (3) The master plan shall be finalized following deliberation by the Public Diplomacy Committee under Article 8. In such cases, the Minister of Foreign Affairs shall notify the heads of related central administrative agencies and Mayors/Provincial Governors of the finalized master plan.

Article 7 (Formulation of an Action Plan, etc. for Public Diplomacy)

- (1) The heads of related central administrative agencies and Mayors/Provincial Governors shall annually formulate and implement an action plan for public diplomacy activities (hereinafter referred to as the "action plan") in conformity with the master plan, and submit such action plan and the performance results of each agency and City/Province to the Minister of Foreign Affairs.
- (2) The Minister of Foreign Affairs shall annually formulate and implement a comprehensive action plan (hereinafter referred to as the "comprehensive action

- plan"), which integrates the action plans under paragraph (1) and the action plan of the Ministry of Foreign Affairs.
- (3) The heads of overseas diplomatic missions shall annually formulate and implement a plan for public diplomacy activities, including activities of the overseas diplomatic mission and public institutions under the Act on the Management of Public Institutions (hereinafter referred to as the "public institution") within its jurisdiction, in conformity with the master plan.
 - (4) In the formulation and implementation of plans under paragraphs (1) through (3), similarities and duplications of activities shall be avoided. In particular, related institutions shall closely cooperate with one another so that the plans may be formulated and implemented in the light of the local characteristics of each region and each country.
 - (5) The Minister of Foreign Affairs shall notify the heads of related central administrative agencies and Mayors/Provincial Governors of the details and results of each comprehensive action plan and plan for activities within the area in which an overseas diplomatic mission has jurisdiction under paragraph (3).
 - (6) Other matters necessary for the formulation and implementation of action plans and comprehensive action plans shall be prescribed by Presidential Decree.

Article 8 (Public Diplomacy Committee)

- (1) The Public Diplomacy Committee (hereinafter referred to as the "Committee") shall be established under the jurisdiction of the Minister of Foreign Affairs in order to deliberate on and coordinate the principal matters for the comprehensive and systematic pursuit of public diplomacy policy.
- (2) The Committee shall deliberate on and coordinate the following:
 1. Matters concerning the formulation, alteration and pursuit of a master plan;
 2. Matters concerning the formulation and evaluation of a comprehensive action plan;
 3. Matters concerning cooperation and coordination in public diplomacy affairs among government ministries;
 4. Matters concerning the people's participation, public-private cooperation, etc. in relation to public diplomacy;
 5. Other matters tabled at meetings by the chairperson of the Committee in relation to public diplomacy.
- (3) The Committee shall be comprised of no more than 20 members including the chairperson; the Minister of Foreign Affairs shall serve as the chairperson, and

the Minister of Foreign Affairs shall appoint or commission members from among the Vice Ministers or Vice Minister-level public officials of related central administrative agencies, and persons who have extensive professional knowledge of and experience in public diplomacy, as prescribed by Presidential Decree.

- (4) Other matters necessary for the composition, operation, etc. of the Committee shall be prescribed by Presidential Decree.

Article 9 (Support to Local Governments and the Private Sector)

- (1) Where a local government requests the State to cooperate in public diplomacy activities, the State may provide necessary support.
- (2) Where necessary to strengthen the private sector's participation in public diplomacy, the State may fully or partially subsidize expenses within budgetary limits or provide administrative support necessary to conduct affairs.
- (3) Matters necessary for support under paragraphs (1) and (2) shall be prescribed by Presidential Decree.

Article 10 (Fact-Finding Survey)

- (1) The Minister of Foreign Affairs may conduct fact-finding surveys on the status of public diplomacy in order to formulate and implement public diplomacy policy.
- (2) Necessary matters concerning subjects and methods, etc. of fact-finding surveys pursuant to paragraph (1) shall be prescribed by Presidential Decree.

Article 11 (Establishment and Operation of a Comprehensive Public Diplomacy Information System)

- (1) The Minister of Foreign Affairs may establish and operate a comprehensive public diplomacy information system in order to conduct public diplomacy in a systematic and efficient manner and provide useful information to related institutions, etc.
- (2) Where necessary to establish and operate a comprehensive public diplomacy information system, the Minister of Foreign Affairs may request the heads of related central administrative agencies, Mayors/Provincial Governors, heads of public institutions, etc. to provide necessary data. In such cases, heads of related central administrative agencies, etc. requested to provide data shall comply with such request unless special circumstances necessitate otherwise.

Article 12 (Designation, etc. of an Institution that Conducts Public Diplomacy)

- (1) The Minister of Foreign Affairs may designate an institution that conducts

public diplomacy (hereinafter referred to as an "institution that conducts public diplomacy") in order to efficiently carry out activities necessary to promote public diplomacy.

- (2) An institution that conducts public diplomacy shall perform the following activities:
 1. Support for the formulation of a comprehensive action plan and an action plan;
 2. Establishment of a platform for cooperation with institutions, organizations, etc. related to the pursuit of public diplomacy at home and abroad;
 3. Establishment and operation of a comprehensive public diplomacy information system;
 4. Implementation of support projects such as education, consultations, public relations, etc. for public diplomacy activities;
 5. Training of professional manpower for public diplomacy activities;
 6. Fact-finding surveys on the status of public diplomacy and compilation of its statistics;
 7. Other activities necessary to achieve the objectives for which the institutions that conduct public diplomacy are designated.
- (3) The Minister of Foreign Affairs may support expenses incurred in the operation, etc. of an institution that conducts public diplomacy.
- (4) Matters necessary for the designation, operation, etc. of an institution that conducts public diplomacy shall be prescribed by Presidential Decree.

Article 13 (Report to the National Assembly)

The Government shall prepare a report on the current status, etc. of the implementation of the master plan and comprehensive action plan, and submit such report to the National Assembly of the Republic of Korea before its regular annual session.

ADDENDUM

This Act shall enter into force six months after the date of its promulgation.