



Swiss Academy
for Leadership
and Sustainability

EIIS | EUROPEAN INSTITUTE
OF INTERNATIONAL STUDIES



Brussels Institute
for Diplomacy, Geopolitics
and Peace Studies

Paradiplomacy

**Beyond the Capital: Is the Future of Diplomacy
Written by Cities and Regions?**



The world is a collection of cities, not just countries. Are you ready to lead your territory's global ascent?

Description

In the 21st century, the monopoly of the nation-state over foreign affairs is dissolving. As global challenges—from climate change to digital transformation—become increasingly localized, cities, regional governments, and subnational parliaments are emerging as vital international actors. This course provides a comprehensive strategic framework for understanding Paradiplomacy, the process by which subnational entities project their own interests, values, and economic potential onto the global stage. By navigating the complex intersection of local governance and international relations, participants will explore how territories can bypass traditional diplomatic constraints to foster direct global cooperation.

Core strategic pillars

City Diplomacy & Global Networks: analyzing the rise of "Global Cities" and regional blocs as diplomatic heavyweights. This pillar focuses on how local leaders utilize international networks to influence global agendas on sustainability, migration, and economic resilience.

Multilevel Governance & Decentralized Cooperation: examine the strategic alignment between local territorial agendas and national foreign policy, ensuring that "bottom-up" diplomacy strengthens overall sovereign interests while maintaining local autonomy.

Territorial Branding & Economic Projection: developing the tools for subnational soft power. This involves designing strategies for international trade, investment attraction, and cultural promotion that position specific regions or cities as competitive, distinct actors in a crowded global marketplace.

Professional impact

This program transforms local officials, urban planners, and regional advisors into Subnational Diplomats. Participants will acquire the practical tradecraft to design international representation strategies, manage decentralized cooperation agreements, and build high-impact global partnerships. Graduates will be equipped to position their territories as key players in the international arena, turning local expertise into global influence and securing the resources necessary for sustainable territorial development.

Triple International

Certification

Geneva–Stockholm–Brussels

Duration

12 hours Online – 3 Days

Fees: 1200 Euros