

YOUNG PUBLIC DIPLOMACY SUMMIT

CENTER FOR STRATEGY AND CULTURAL DIPLOMACY



About YPDS:

The Young Public Diplomacy Summit (YPDS) addresses the critical need for sophisticated cultural diplomacy practitioners in an increasingly interconnected yet fragmented world. Through comprehensive skill-building modules combining theoretical frameworks with experiential learning, YPDS equips emerging diplomats with essential competencies in strategic communication, cultural intelligence, digital diplomacy, and creative advocacy. Participants develop practical capabilities through workshop-based exercises, institutional visits to leading organizations like SETA Foundation and Maarif Foundation, and direct engagement with cultural practitioners and policy experts.

YPDS creates lasting professional networks spanning countries and sectors while fostering deep understanding of how cultural heritage, artistic expression, and strategic storytelling serve as powerful tools for international cooperation.



By training young leaders to navigate complex cultural landscapes, counter disinformation through authentic engagement, and leverage cultural assets for mutual benefit, YPDS prepares participants for diplomatic careers that transcend traditional foreign ministry roles—spanning international organizations, cultural institutions, NGOs, and creative industries where public diplomacy skills advance both national interests and global understanding.

YPDS represents essential investment in developing the culturally-aware, strategically-sophisticated diplomatic leaders our interconnected future demands.



Young Public Diplomacy Summit – YPDS 2024 **BAKU, AZERBAIJAN**

March 1-3, 2024

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Azerbaijan University of Languages

The YPDS was hosted at ADU, bringing together over 20 international and 70 local participants for engaging discussions on public diplomacy.



Chief Guests

Distinguished guests included Mr. Noruz Mamedov, Former Prime Minister of Azerbaijan; Ambassador Bilal Hayee of Pakistan to Azerbaijan; the Vice Chancellor of ADU; and the Director of ICYF.



ICYF-ERC HQ

Supported by the Embassy of Azerbaijan to Pakistan, participants were invited to the ICYF-ERC headquarters to explore collaboration opportunities and learn about youth-focused initiatives in the region.



Embassy of Pakistan to Azerbaijan

Ambassador Bilal Hayee welcomed YPDS participants to the Embassy, delivering an inspiring talk on the evolving role of public diplomacy in the 21st century and fostering bilateral cooperation.