



CRANS
MONTANA
FORUM



DIPLOMACY AND ECONOMICS

SOUTH-SOUTH COOPERATION

Florence



“ We need schools of freedom, international environments, practical and multicultural approaches that, in economics as much as in politics, educate a new generation of business leaders, a young ruling class, of practical dreamers able to harmonize the apparent age-old antagonisms: economics and ethics, action and contemplation, financial power and love.”

- Elio D'Anna,
European School of Economics Founder and President



“ La Coopération Nord-Sud est manifestement épuisée. Il convient de prendre avantage du nouveau potentiel du « Sud-Sud », du dynamisme impressionnant de ces nouvelles Economies qui vont de l'Amérique du Sud à l'Afrique, au Golfe arabe, de Singapour, à l'Inde et à la Chine jusqu'au Japon. C'est aujourd'hui la priorité du Forum de Crans Montana vis-à-vis de notre jeunesse.”

- Amb. Jean-Paul Carteron,
Crans Montana Forum President and Founder



DIPLOMACY AND ECONOMICS

FLORENCE

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INTRODUCTION



DIPLOMACY AND ECONOMICS

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THE CRISES OF THE BEGINNING OF THE CENTURY REPRESENT A UNIQUE OPPORTUNITY FOR THE NEW GENERATION OF FUTURE LEADERS AND DECISION MAKERS.

FOR THEM, THE CRANS MONTANA FORUM OPENS A DOOR TO THE WORLD

The Crans Montana Forum has been working towards the global integration of the African continent for 25 years!

Here, on June 25, 1998, the President of the Swiss Confederation, Mr. Flavio Cotti, brought together many African heads of state at the Crans Montana Forum in Valais and, on behalf of the Swiss government, delivered the "Crans Montana Declaration".



June 25, 1998, the President of the Swiss Confederation, Mr. Flavio Cotti.

THE CRANS MONTANA DECLARATION

68 Africa

“Many sub-Saharan African countries have experienced encouraging economic developments in recent years. These countries have undergone political and economic reorganizations and revitalized the private sector. Thanks to stabilization and structural adjustment efforts, economic growth (nearly 5% on average) has exceeded population growth for the third consecutive year.

Africa has the largest potential for untapped natural resources, which represents interesting investment prospects. As part of the Crans-Montana Forum (June 25-28), the OFAEE launched an initiative to stimulate direct investment in sub-Saharan Africa. This initiative received a very favorable response in Africa, represented at the Forum by more than 25 delegations.

At a meeting chaired by the President of the Confederation, heads of state and government from ten African countries discussed investment framework conditions with representatives of international organizations and the private sector - mainly Swiss. A call for strengthening the partnership between the public and private sectors was made in the form of a declaration.”



DISTINGUISHED AUTHORITIES



Brussels: the President of the European Commission, Mr. Jean-Claude Juncker is presented with the Crans Montana Forum's Prix de la Fondation by Amb. Jean-Paul Carteron in présence of HRH Princess Astrid of Belgium



April 1994 : the Crans Montana Forum is instrumental in resuming the Oslo process between Israel and the Palestinian Authority



DIPLOMACY AND ECONOMICS

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DISTINGUISHED AUTHORITIES



The Chairman and Founder of the Crans Montana Forum, Amb. Jean-Paul Carteron with the United Nations Secretary General Mr. BAN Ki-moon



Important Crans Montana Forum session in Manama (Bahrein)



DIPLOMACY AND ECONOMICS

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PARTNERSHIP PRESENTATION



F L O R E N C E

DIPLOMACY AND ECONOMICS

THE CRANS MONTANA FORUM OFFERS NEW OPPORTUNITIES FOR STUDENTS THANKS TO AN EXCEPTIONAL PARTNERSHIP WITH THE EUROPEAN SCHOOL OF ECONOMICS

The partnership established between the **Crans Montana Forum (CMF)**, the **World Diplomatic Academy (WDA)** and the **European School of Economics (ESE)** offers innovative and high-level opportunities for the new generation of future leaders and decision makers. who want to study International Relations, Diplomacy, Business and Finance focused on the new **South-South Cooperation**.

Indeed, due the impact of the pandemic and recent international upheavals, **the potential of our world's South-South belt**, from South America through Africa, the Arab Gulf, Singapore, India and China to Japan **represents the new framework for growth**, cooperation, industrial development, business, finance and investment.

Students — our future leaders - must be prepared to address these new opportunities, which bear the greatest hopes when the future of their professional activities is concerned. **The purpose of the CMF-ESE partnership is to educate and prepare future world leaders and decision makers for their roles on public and private sector stages worldwide.**

PARTNERSHIP PRESENTATION



F L O R E N C E

DIPLOMACY AND ECONOMICS

THE CRANS MONTANA FORUM OFFERS NEW OPPORTUNITIES FOR STUDENTS THANKS TO AN EXCEPTIONAL PARTNERSHIP WITH THE EUROPEAN SCHOOL OF ECONOMICS

CMF and ESE have a combined experience of more than three decades and are the only collaboration offering such specialized and high level courses, opening doors to prepare students for new professional and business opportunities.

The multicultural communities of both CMF and ESE are enhanced by ESE's firmly established multidisciplinary academic practices that blend intellectual, professional and cultural stimulation, offering the perfect environment for Higher Education. In addition to ESE's pragmatic philosophy and faculty of industry professionals, this unique offer includes highly respected figures from the public sector including past or on-duty Heads of state and government, ministers, decision makers of key business groups.

These highly specialized courses will be run in Florence (Italy), the world capital of arts and culture, in the most elegant and dynamic setting.

Courses offered lead to advanced standing on ESE's BSc in International Political Science and are recognizable for transferable credits in universities worldwide.

PARTNERSHIP PRESENTATION



DIPLOMACY AND ECONOMICS

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ABOUT ESE



NOBEL PRIZE IN ECONOMIC SCIENCES

Prof. Sir James Mirrlees

THE ECONOMICS OF CARROTS AND STICKS

*"People should not be fully protected from bad luck,
because that might destroy incentives.
How much protection should they have?"*







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EUROPEAN SCHOOL OF ECONOMIC'S UNIQUE PHILOSOPHY AND MISSION

The European School of Economics (ESE) is an **International College for Higher Education**, which offers undergraduate (BSc Hons) and postgraduate (MSc and MBA) degree programmes which are accredited and validated by **Richmond American University, London**, as well as a wide range of short business courses, assuring a high international academic standard at all levels.

ESE is not just another **Business School**: its class size is small so that a true focus is on the individual, bringing out each student's unique skills, talents, ambitions and dreams.

ESE's motto *visibilia ex invisibilibus* — the visible from the invisible — is at the heart of its education: what happens on the outside, is a projection of what happens within the individual. **ESE believes it is important to encourage personal, inner development and self-knowledge.**

The **European School of Economics** compact classes ensure active participation in class and a unique learning experience for all participants, in which professors foster a close 'mentor' relationship with their students.

In the short business course here proposed, participants follow course modules that are **eligible for recognition by Universities and Institutes at an international level.**

Participants will be awarded a **Certificate of Specialization: South-South Cooperation** upon successful completion of the course.

ABOUT ESE



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A PRESTIGIOUS, INTERNATIONALLY RECOGNIZED SCHOOL

European School of Economics' UK centre is accredited at Premier status by Accreditation Service for International Schools, Colleges and Universities (ASIC) for its commendable areas of operation.

The European School of Economics is also in a partnership with the British Council and IELTS.

On October 14, 2021, ESE won the Award for Best Quality of Student Life during the Global Student Satisfaction Awards (powered by StudyPortals, UniBuddy, British Council and IELTS) with an overall rating of 4,8/5.



ABOUT ESE



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PROGRAMME OVERVIEW



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DIPLOMACY AND ECONOMICS

At the initiative and with the support of the Crans Montana Forum, ESE offers specialised and professional Business Course options such as the DIPLOMACY AND ECONOMICS Certificate dedicated to the South-South Cooperation.

This course has a duration of 3 months (one academic term) in Florence, plus a 3-month internship in a different location.

This course is specially designed for students who wish to acquire **specific knowledge in South-South international public and economic relations**, and gain **high level management skills**.

ESE prepares participants for the **international job market**, for example for a **specific leadership or diplomacy-related role** within a Company or Institution of their interest. In addition to the network of Crans Montana Forum, ESE enjoys partnerships with over 1.500 companies and organisations worldwide!

PROGRAMME OVERVIEW



DIPLOMACY AND ECONOMICS

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THE PROGRAMME

The DIPLOMACY AND ECONOMICS course, offered in partnership with the *Crans Montana Forum*, is customized and designed to **prepare the next generation of future leaders and decision makers**

in the field of **Diplomacy and International Economic relations**.

The course combines the theory, practice and strategic thinking in Economy, Finance, Banking, Diplomacy and Politics that are needed to understand and analyze complex economic and political challenges of nations and organisations today. **It will provide the tools that are needed to critically evaluate policy options and take the leadership decisions of tomorrow.**

In addition to the course lessons, participants can take part in interactive **workshops, guest lectures, field trips and company visits** that ESE Florence organises during the term.

The course offers an **excellent preparation for further studies in the areas of political science, international and economic relations, leadership and diplomacy** at Colleges and Universities worldwide, especially in the countries of South-South world.

The course, and the additional internship upon successful completion, also help prepare for careers in political institutions, international and regional Organizations, diplomatic corps, major international groups, banks, financial and insurance companies, PR and consultancy firms and think tanks, humanitarian NGOs, law firms, journalism, digital media etc.

PROGRAMME OVERVIEW



DIPLOMACY AND ECONOMICS

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ORGANISATION AND TIMING

The DIPLOMACY AND ECONOMICS course has a **duration of 6 months** and consists of a 3-month term of in-class lessons in Florence plus a 3-month Internship.

FIRST PART:

Classes will start on January 8, 2024 and will end on April 12, 2024 including final exams.

Classes are offered from Mondays to Fridays and attendance is compulsory.

- **4 modules in English:**
International Relations, Geopolitics, Environmental Policy, Law, Politics and International Systems
- **1 module in French:**
Etats du Sud – Commerce et Finance Internationale
- **2 workshops:**
Integral Personal Development (in English)
Peace and Human Security (in French)

PROGRAMME OVERVIEW



DIPLOMACY AND ECONOMICS

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ORGANISATION AND TIMING

SECOND PART:

Upon successful completion of the in-class course, participants take part in an **additional 3-month internship placement for a work experience** in a company, organisation or institution of their choice.

AWARD CEREMONY:

At the end of the internship period, a **2-week final briefing** of the course programme is organised at ESE Florence, including **presentations of the various internship projects** and the official *CMF-ESE Certificate Award Ceremony*.

MISCELLANEOUS:

- **Additional English classes are available** for those who need to improve their English language skills.
Des cours d'anglais supplémentaires sont disponibles pour ceux qui ont besoin d'améliorer leurs compétences en langue anglaise.
- In the eventuality that a student cannot attend the whole programme in presence for proven serious reasons, **online classes can be activated**
- The **internship** (training experience in a company or organisation) starts after successful completion of the course and has a duration of 3 months
- **Assessments:** mid-term assessments (25% of final grade) which are generally individual or group projects with presentations, and final exams (75% of final grade) which are generally individual written exams for the 5 course modules.

PROGRAMME OVERVIEW



DIPLOMACY AND ECONOMICS

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FACULTY

ESE Professors have considerable academic experience, but they are first and foremost **business people** (entrepreneurs or senior managers) or **politicians** with a diplomatic background themselves. They know the day-to-day business and socio-political developments they are teaching.

The courses are therefore **extremely up-to-date and dynamic**: professors bring **actual case studies** into the classroom and present the students with a **great network of professionals**.

Participants are totally immersed in an exceptional atmosphere. Besides ESE Professors, **incumbent or past Heads of State and Government, Ministers, High level civil servants of International Organizations** are invited by the Crans Montana Forum to deliver guest lectures.

One of the particularities of this experience lies in the fact that the **Crans Montana Forum will organize conferences given by high calibre personalities from the world of business, politics and diplomacy** who will spend an entire day exchanging with the students, as part of the programme.

PROGRAMME OVERVIEW



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INTERNSHIP PROGRAMME

Upon successful completion of the Course part, students take part in the additional **Internship programme** for a 3-month work experience in a professional sector, Institution or Organisation of their choice.

Internship placement is highly personalised and will be organised in collaboration with ESE Florence's Internship Department.

The starting point for internship placement preparations is always the student's personal interests and career goals.

ESE has partnerships with over **1.500 companies and organisations worldwide**, without counting on the considerable **network of Companies and Organisations** accumulated by the Crans Montana forum throughout its 37 years of existence.

PROGRAMME OVERVIEW



DIPLOMACY AND ECONOMICS

FLORENCE

COURSE DESCRIPTION



DIPLOMACY AND ECONOMICS

FLORENCE

DIPLOMACY AND ECONOMICS SOUTH SOUTH COOPERATION

The *Diplomacy and Economics* course, offered by the **European School of Economics** in partnership with the **Crans Montana Forum** and the **WDA-World Diplomatic Academy**, is customized and designed to **prepare the next generation of leaders** in the field of **International Economic relations and Diplomacy** within the framework of the **South-South Cooperation**.

The course will provide students with specific information on the exciting opportunities arising in the new South-South dimension while providing an understanding of foreign affairs and the fundamental principles of international relations within the political science framework.

These principles may serve as the foundation for more advanced study in the field of international relations and will help students to not only develop the critical thinking skills necessary to analyse synergies, but in the best of scenarios, to capitalise on them to generate wealth and create prosperity.

Students will study five core modules which will be offered over a 13-week period, in addition to English language courses and a number of workshops and seminars to be led by Industry leaders, government and public officials, and key figures in the realm of diplomacy. Through the seasoned expertise of ESE's placement offices and thanks to CMF's extensive international network, the course will be followed by an internship of three months in the most sought-after of global organizations.

It is important to note that the following core modules are also eligible for credit transfer worldwide and afford any students later enrolling in ESE's BSc International Political Science advanced standing.

COURSE DESCRIPTION



DIPLOMACY AND ECONOMICS

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GEOPOLITICS FIRST MODULE

This module explores topics affecting global politics such as nation-states, nationalism, citizenship, cities, migration, cyberwar, terrorism and liberal democracy through geographical and spatial perspectives.

The goal is to understand the role of modern nation-states and non-state actors in a multipolar world, including citizens, cities, businesses, financial groups, terrorism, migrations and activists.

Specific case studies will relate specially to the new South-South dimension and include topics such as:

- The fight for political sovereignty and international “existence” of the South-South countries
- The world is in the process of being recomposed - the multilateralism in crisis and the emergence of the South-South countries’ role
- Boosting regional and international cooperation as the key to unlocking growth
- Promoting solidarity in the South-South belt to address the new threats, to security, health and finance
- The fair management of Natural resources: the key to development and world integration
- Engaging with European and International Organizations and Financial Institutions

COURSE DESCRIPTION



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INTERNATIONAL RELATIONS SECOND MODULE

International politics deals with organizations vying for power and influence, which can lead to stronger control and reduced personal freedom.

This control can result in unity within states and regions to counter hostility, but also create chaos. Political regimes, identity, democracy, political violence and economic development are analysed in the context of states striving for unity and stability.

Specific case studies will relate to the necessary reinvention of Diplomacy and the Diplomat's role and include topics such as:

- Guidelines for the restoration and structuring of dialogues
- Managing changes in a geostrategic instability and restoring international balance
- The spreading of hard power
- Exceptional opportunities available for Africa
- Multiplying phenomena of rejection and the disappearance of "monopolies" of influence
- Witnessing a new form of non-alignment among the South-South countries
- Challenging the deterioration of inter-state and inter-leader relations
- Virtual reality and the reinvention of Diplomacy – a new concept for diplomacy: Economic promotion and rentability

COURSE DESCRIPTION



FLORENCE

DIPLOMACY AND ECONOMICS

LAW, POLITICS AND INTERNATIONAL SYSTEM THIRD MODULE

This module focuses on the shaping of the international legal system by organizations like the UN and WTO. The relationship between law and politics is complex and intertwined, requiring an understanding of the limitations of politics.

International organizations are not devoid of political influence, and understanding these subtleties is crucial for professionals in the field of international relations.

Specific case studies will relate to Global Governance but also to the role of Societal Values. They will include topics such as:

- The importance of good governance and the law on credibility, image, international economic relations and direct foreign investment
- Societal values as key to social cohesion allowing a valuable and sustainable governance
- Dealing with International, bilateral sanctions and extraterritoriality
- Combining innovation, Economic development and the priority of Environment preservation
- Enhancing the roles of youth and women in the political and economic decision process
- Global Economic progress vs. the disadvantaged populations

COURSE DESCRIPTION

DIPLOMACY AND ECONOMICS

THE SOUTH-SOUTH BELT DEVELOPMENT, ENVIRONMENT AND PRESERVATION OF LIFE FOURTH MODULE

Environmental policy and economics are a priority in the global policy spheres, covering topics such as water resources, waste management, climate change, public health and endangered populations.

A good implementation of appropriate policies is crucial for the survival of humanity, making the environment a central issue in global debate.

Specific case studies will relate to Development and the Environment in the South-South region and include topics such as:

- Transforming a 'curse' into a historic opportunity: Global integration of South-South countries and raw materials as a determining tool for wealth, modernization and social progress in respect of the environment
- The challenge of the necessary energy shift in the South-South region
- Addressing the issue of climate change
- Is a totally decarbonized world a realistic objective?
- Combining development and renewable energies
- Financing the move to renewables — international social responsibility

COURSE DESCRIPTION

ETATS DU SUD ET FINANCE INTERNATIONALE

FIFTH MODULE (THIS MODULE WILL BE OFFERED IN FRENCH)

La coopération entre les pays de la ceinture Sud-Sud représente aujourd'hui l'avenir de notre monde alors que la coopération Nord-Sud est manifestement épuisée et la plupart du temps décrédibilisée. Les activités économiques, l'EXIM, les relations financières et les investissements mutuels sont désormais une réalité entre les pays Sud-Sud. La nouvelle génération des futurs leaders et décideurs ont entre les mains les clés d'un avenir prospère pour tous. Ce module est donc le plus important.

- Le lourd impact de l'histoire mondiale du XXe siècle sur l'émergence des États du Sud et les comportements sociaux, économiques et politiques d'aujourd'hui
- Le handicap d'un long héritage colonial et de ses métastases en Afrique, en Méditerranée et au Proche-Orient face aux perspectives actuelles du monde post-industriel
- Le multilatéralisme global est affaibli - un multilatéralisme régional du Sud est la réponse.
- L'intégration des pays Sud-Sud et le rôle clé des matières premières - transformer la "malédiction" en une "opportunité historique" de croissance, de modernisation et de progrès social.
- La nouvelle dimension africaine du commerce international – quel avenir pour l'Afrique, la Zone de libre-échange continentale (ZLECAf) et la route maritime de la soie ?
- L'Afrique face aux nouvelles activités financières et bancaires : Licence EMI, Crypto valeurs, dématérialisation – Comment améliorer l'accès aux marchés financiers internationaux
- Les nouveaux venus incontournables dans le Sud : les Fonds souverains

COURSE DESCRIPTION



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PAIX ET SOCIÉTÉ HUMAINE

FIRST WORKSHOP (THIS WORKSHOP WILL BE DELIVERED IN FRENCH)

Les États du Sud ont été négligés pendant des années en matière de sécurité globale, de sécurité humaine et de lutte contre la criminalité et le terrorisme. Le moment est venu pour eux d'adopter des politiques efficaces et de se doter des moyens de les mettre en œuvre.

Cet atelier explorera :

- La sécurité alimentaire, en tête de l'agenda mondial - l'amélioration de la souveraineté alimentaire et la sécurisation des chaînes de valeur sont désormais la priorité.
- L'accès à la santé publique et la coopération internationale en santé publique, préoccupations stratégiques lorsque le Covid-19 a montré que les économies mondiales sont en arrêt total lorsqu'elles sont touchées par une pandémie.
- Redonner de l'espoir à la jeunesse : la lutte contre la radicalisation et les migrations sauvages.

COURSE DESCRIPTION



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INTEGRAL PERSONAL DEVELOPMENT SECOND WORKSHOP

The overall aim of this workshop is to strengthen the transferable skills of students in two major areas.

The first is their ability to communicate and the second, which builds on the skills acquired in part one and will be completed at the end of their course, is to promote personal improvement through a far-reaching exploration of personal values and beliefs, probing the central theme of integrity.

Students will be guided towards becoming more aware of the value of correct communication as a key tool to integrate themselves with the outer environment, both public and private.

Sessions will include presentations, seminars and group work and students will keep a personal diary to track their progress and personal realisations.

COURSE DESCRIPTION



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At ESE's Florence centre, located in a Renaissance Palazzo steps away from Ponte Vecchio, students can expect a dynamic learning environment that combines practical coursework with a vibrant student life.

With a multicultural atmosphere that encourages personal development and the exchange of creative ideas, students will gain a comprehensive understanding of politics, economics, and diplomacy in the context of modern-day international business.

ESE FLORENCE CENTRE







ESE FLORENCE CENTRE



ESE FLORENCE CENTRE

DIPLOMACY AND ECONOMICS

ENTRY REQUIREMENTS AND ADMISSION

REGISTER NOW to secure your place on the programme via the online application form.

Entrance into the Short Course programme requires the submission of the following documents to ESE Florence Admissions Office:

- Convincing personal statement (motivation letter)
- Copy of latest obtained academic certificate/diploma and transcripts (min. secondary/high school diploma)
- Resume/CV (including reference to all previous education) or 1-2 recommendation letters
- Good command of the English language (IELTS 6.0, TOEFL 80 or equivalent English Language Certificate is a plus)
- Photocopy of valid passport/ID document

REGISTER





DIPLOMACY AND ECONOMICS

FLORENCE

ESE FLORENCE

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