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Polish non-governmental organizations - the Ministry of Foreign Affairs cooperation in development aid and public diplomacy

Abstract

The aim of the study was to verify the hypothesis that Polish development aid, and in particular its elements implemented in cooperation with NGOs, has begun to reflect the assumptions of Polish public diplomacy. It, in turn, enabled the analysis of both fields of Polish *smart power*.

In the first chapter I presented the terminology and research approaches of selected authors to indicate the diversity of methodology in both development aid and public diplomacy. Simultaneously I presented my approach and position to the topics analysed.

In the second chapter I applied research assumptions for the Polish case, analysing the subject in terms of the common relationships between these two areas, as well as in terms of the place and role of Polish non-government organizations. I indicated, whether and how - in the research period - the perception of Polish development aid was shaped; whether and how the message aimed at building the image of Poland and at establishing international relations was formulated.

The third chapter comprised of the analysis of the participation of non-governmental sector in Polish development aid between 2004 and 2012. I indicated that the issues related to the promotion of democracy and the transfer of know-how in the field of successful transformation - realized with the participation of non-governmental sector - were common for both development aid and public diplomacy. This corresponded to the forming concept of building the image of Poland.

In the fourth chapter I examined the NGOs' participation in development aid in the context of the internal dimension of public diplomacy. I argued that the practice - well-known among highly developed countries - of conducting activities in the field of global education simultaneously with development aid projects, involving the non-governmental sector in information and promotion activities and in the debate on development aid, as well as building the international image of the country through development actions, has also become a Polish domain.

In the fifth chapter I indicated that the potential of the NGOs *power*, especially *soft power*, when skillfully used, could become a component of Polish *smart power*. Summing up my thesis, I presented elements that could be used in building the image of Poland as a country of "smart democratic changes". At the same time I came to the conclusion that my hypothesis was confirmed.

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