



Foreign &  
Commonwealth  
Office

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17 July 2012

Richard Ottaway MP  
Chair  
Foreign Affairs Committee  
House of Commons  
London  
SW1A 0AA

*Dear Richard*

I undertook in Command Paper 8059 of April 2011 to provide the Committee with a quarterly update on the FCO's Public Diplomacy efforts in support of the London 2012 Olympic and Paralympic Games. I am pleased to attach our latest report, covering the period from February to June 2012.

Over this period, the FCO has continued to work with LOCOG and partners to use London 2012 to boost UK reputation and influence and reach priority audiences overseas. The period between February and June saw our most intense activity to date, and I wrote to the Committee on 2 May enclosing a summary of our activity around the network, including over 100 events around the world to mark the 100 Days to Go milestone. The attached report also covers 100 Days to the Paralympics, activity to mark the Diamond Jubilee, our work on Olympic Truce and cooperation with Brazil as hosts for the 2016 Games.

We are continuing to focus our efforts in particular on: prosperity, where our Posts are working to support UKTI activity and where our on London 2012 highlights the skills and creativity available in the UK; security, where we have been working to promote the ideals of the Olympic Truce; and British values, where we have been working to promote the efforts made to respect the needs of visitors and athletes observing Ramadan during the Games. Another area of focus is the UK regions – our list of 100 facts, counting down from 100 Days to Go, features a number of entries from around the country and the Olympic torch relay has also seen coverage from around the UK broadcast around the world.

In addition to activity directly linked to London 2012, the FCO continues to contribute significantly to the cross-Government GREAT Campaign, launched by the Prime Minister in September 2011 to maximise the economic benefits of 2012 through a tourism, trade, education and inward investment campaign designed to show the world that, in the Prime Minister's words, *'Britain today is a great place to visit, study and work'*.

GREAT has now launched in a number of key markets: USA, Canada, Brazil, France, Germany, India, Japan, China, Hong Kong and Australia. The campaign deploys high impact tourism and inward investment messages (TV, press, bill board

posters, train wraps etc). High-profile launches generated extra publicity for the campaign, prime among them being the one attended by HRH Prince Harry in Rio de Janeiro. The FCO and partners at Post have augmented this activity by holding more than 200 GREAT events around the world.

A strong digital and social media effort targets audiences open to visiting or investing in the UK; 2.8m visits to Yahoo have driven 1.55m visits to the VisitBritain website in 4 months, while Love UK and ThisisGREATBritain Facebook pages have a combined total of nearly 1.5m fans.

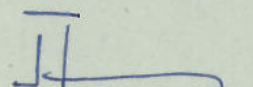
Over 60 British businesses and organisations have supported GREAT, whether through offering access to audiences through their own channels (e.g. Facebook, Google), branded products (e.g. Mini, McLaren), content (e.g. Universal music), benefits in kind or sponsorship or joint-funded programmes. Over 90 celebrities have also given their time and support to GREAT, including Victoria and David Beckham, Sir Paul Smith, Sir Richard Branson, Lewis Hamilton and Dame Vivienne Westwood.

GREAT has also delivered positive diplomatic impact for the UK, and early indications suggest that we are helping to reposition our reputation globally amongst key audiences (opinion formers, young professionals). The campaign continues through the Olympics period and beyond.

Over the past few months, FCO Ministerial colleagues and I have also continued to be personally engaged in Olympics public diplomacy work. I have used my overseas visits to highlight London 2012 and the positive attributes of the UK demonstrated by our approach to the Games. Among more memorable moments have been: touring Olympics training facilities in Chile; watching BMX demonstrations in Peru; meeting Colombia's Olympic hopefuls who demonstrated their newly-acquired English language skills while in Latin America in March; and, on a visit to Asia, playing football in Seoul with teams including South Koreans and North Korean settlers. In the UK, I attended the UK School Games at the Olympic Park in May – welcoming in particular the involvement of a contingent of young Brazilian athletes – and have accompanied the London Ambassadors of South East Asian and Latin American countries on tours of the Olympic Park. Another highlight was welcoming Sir Roger Bannister to the FCO in May, when he spoke to staff and officially opened our Olympic Coordination Centre. I and my fellow FCO Ministers will also have a full programme of activity during the Games.

As ever, Andrew Mitchell as lead FCO Director or I would be pleased to talk more to you about any of the issues set out in the Report should you wish.

Yours sincerely,



Jeremy Browne  
Minister of State

## **FCO Olympics Public Diplomacy Work: Update March – June 2012**

Over the last quarter, the work of the FCO 2012 Public Diplomacy Campaign Team in London has focused on “milestone moments” on the road to the Games, including 100 Days to Go to the Olympics and Paralympics. The Queen’s Diamond Jubilee represented another major Public Diplomacy moment, with the FCO and Posts working closely with partners and with the Palace to take forward activity appropriate to the occasion, reaching a wide international audience.

The following update report provides information on developments over the past quarter; plans for the next quarter; and an update on other London 2012 related work across the FCO.

### **Highlights and developments since February 2012**

#### **Sport Relief Mile, March 2012**

Working closely with Sport Relief 2012, the 2012 and GREAT Team held Sport Relief Mile Events and activities in 37 countries. Posts were invited to host Mile events between January and the end of March and raise money for a local charity. Posts used branded T-shirts, high-visibility vests and start and finish banners to add colour to their event.

These Mile events included local businesses, government representatives and schools. Activities involved participants completing a 1, 3 or 5 mile course, and Posts held receptions or other activities that promoted the UK as open, connected, creative and dynamic. Some Posts linked activities to the GREAT campaign, particularly Sport is GREAT. Most notably, Rio’s Mile event was part of Brazil’s GREAT launch with HRH Prince Harry.

In total, the FCO raised over £15,000 for local charities around the world and 10,000 people took part in an international Sport Relief Mile. A number of events featured in Sport Relief’s international Mile show shown on BBC Entertainment channels, and presenters on the BBC also thanked the FCO and Embassies for taking Sport Relief Mile worldwide.

#### **100 DTG Olympics 18 April 2012**

FCO Olympics Minister Jeremy Browne wrote to the Committee on 2 May, enclosing a copy of our report and evaluation of 100 Days to Go activity around the FCO network. This was our largest scale Olympics moment to date and had significant impact around the world. The “100m for 100 Days to Go” campaign created eye-catching moments, at venues including the former Olympic Stadium in Sarajevo, Brandenburg Gate in Berlin, and the beach in Miami. We also used this to link the 100m “sprint” to the “marathon” effort and achievement which had allowed the UK to

reach this point in good shape, providing an opportunity to promote UK design, innovation and business excellence. Overall, we saw activity at around 115 Posts around the network, with a global audience of millions.

### 100 DTG Paralympics 21 May 2012

On and around 21 May, Posts around the world used 100 Days to Go to the Paralympic Games to raise awareness and excitement about the Paralympics and disability issues more broadly. Working with LOCOG and Department for Work and Pensions, the London team provided a package of material drawing on the UK's central role in Paralympic history and demonstrating British values of inclusiveness, equality and our strong record on disability rights. Materials available included a quote and video message from Mr Browne, an op-ed piece by Chris Holmes, Director for Paralympic Integration at LOCOG, and a set of interviews with well-known Paralympic athletes created by Channel 4.

We set a central target of reaching 100 million people world-wide and events were held at 30 Posts. Events involved youth, disabled groups, members of Government and local Olympic and Paralympic Committees, and included local celebrities, Ministers and athletes. The core messages focussed on our achievements in creating accessible venues for athletes and an accessible London for visitors this summer. Some Posts used the milestone and worked with local Paralympic Committees to present the national Paralympic team to the public for the first time.

Our assessment of coverage suggests that the network considerably exceeded our initial target with over 360 million people reached through media coverage via TV, print, digital and social media channels.

The highlight of the activities was Jerusalem's event, which attracted world-wide media attention. HMCG Jerusalem invited the Palestinian Paralympic team based in Gaza to Jerusalem to visit the Haram Al Sharif – the Dome on the Rock and the Al Aqsa Mosque - the third most holy site in Islam. Gazan athlete and coach Mousa Qadoum said, "Our feelings are beyond words. In my life I have never imagined that I would be here; this is a big moment for me and the team. The British Consulate has made our dream come true. This is a great boost for us for the London 2012 Games."

A fuller report on 100 Day to Go Paralympic events is attached.

### Diamond Jubilee

100 Posts around the world marked the Diamond Jubilee over the Central Weekend from 2-5 June. The Palace asked that we help provide an opportunity for anyone who wished to mark the Jubilee to do so. Posts were given freedom to design events appropriate for local circumstance, but we helped many posts to link their events to celebrations in the UK, for example by lighting beacons, holding Big Lunches or screening Central Weekend events. Posts also used the opportunity to highlight

strengths in their bilateral relationships with their hosts and a number used footage and images from past State Visits to create eye-catching events.

The 2012 and GREAT Campaign provided Posts with key messages, film and digital materials and a fund to enable Posts to consider creative ways of marking the Jubilee.

We worked with No.10, Buckingham Palace, Visit Britain and multipliers such as the Royal Commonwealth Society to share digital material on Facebook, Twitter and Pininterest. Posts covered Jubilee events on their websites. We have also prepared an entry for the Foreign Secretary to be included in the Jubilee Time Capsule and are discussing with the Royal Commonwealth Society a suitable time for its release.

Examples of activity include:

- In Islamabad the High Commission organised a small event with local school children to bury a time capsule which celebrated connections between the UK and Pakistan;
- Milan used their Jubilee activity to supplement events highlighting high end British jewellery design, and UAE held a GREAT British Car Rally to showcase British car design and innovation;
- New York (who held a Jubilee run in Central Park) and Tokyo (who hosted a Vivienne Westwood fashion show) also received local and international coverage for their high profile events.

A fuller report on Diamond Jubilee activity is attached.

### Olympic Truce

We continue to support international activities to demonstrate the UK's commitment to the ideals of the UN Resolution on the Olympic Truce. Our activities are focussed on the three themes of: promoting local solutions to local problems; legitimate politics; and building a 2012 Truce legacy. Since February 2012 we have, through our Posts, delivered over 30 Olympic Truce activities in China, the Caribbean, South America, Africa and Europe. This is in addition to Olympic Truce elements being included in other London 2012-related events, and other strands including activities and engagement with NGOs and with Lord Bates.

Examples of Olympic Truce related activities in this period include:

- Funding a short North-South media development course for key contacts involved in reporting the violence in Southern Thailand. Better awareness of the violence, its consequences, and the appetite for peace among people in Southern Thailand, should help secure progress;

- Efforts to mark the contribution of peacekeepers around UN peacekeeping day (29 May) online and in country including the contribution of Bruneian peacekeepers in June;
- Sponsored football matches in Zamboanga in the Philippines between stakeholders in the Mindanao peace process;
- Co-hosting a conference on EU crisis response in Finland for the Nordic Baltic region;
- Our Minister of State responsible for Conflict Issues, Henry Bellingham MP, has promoted the Olympic Truce in Uganda, Barbados, the Cayman Islands and BVI;
- FCO Olympics Minister Jeremy Browne and Embassy staff played in an Olympic Truce football match in Seoul between mixed teams of South Korean and new settler students plus Embassy staff.

We held further meetings with external stakeholders in March and May and have worked imaginatively and in partnership with others on the “legitimate politics” theme, for example issuing a joint letter with the Westminster Foundation for Democracy to Posts. BHC Kampala briefed the British Group Inter-Parliamentary Union ahead of the 126<sup>th</sup> General Assembly. On 19 June Henry Bellingham hosted a reception at Lancaster House to engage with Parliamentarians and Heads of London diplomatic missions, where Lord Bates also spoke.

We are laying plans to hand on the UK’s Olympic Truce legacy, for example contributing to the UN Secretary General’s report on Sport and Development for Peace and establishing how to mainstream international Olympic Truce ambition in the UN and IOC systems. Russian Foreign Minister Sergei Lavrov and Foreign Secretary William Hague formally agreed on 28 May 2012 in Moscow that the UK and Russia (as 2014 Winter Games hosts) would cooperate closely to promote the ideals of the Olympic Truce. We now seek to form a partnership with the Brazilians. We also hope to work with the IOC to hand over the UK’s international Olympic Truce legacy, in New York this autumn.

Our webpage on the Olympic Truce is at:

<http://www.fco.gov.uk/en/global-issues/london-2012/olympic-truce>

## **Other activity**

### **Sponsored Media Visits**

The final two in our series of sponsored media visits took place in March and April 2012, offering a full programme of visits and meetings to a further 38 journalists from a range of countries including priority markets for our campaign such as Afghanistan, Argentina, Australia, Bangladesh, China, Indonesia, Japan, Qatar, Russia and UAE. Evaluation of the second visit programme is ongoing, but evaluation of the first suggests that all the journalists reported on the core messages for the programme (sustainability and legacy, urban regeneration, UK expertise in delivering complex

infrastructure projects, and delivery of London 2012 on time and on budget). Most journalists filed 3-4 articles on their return, reaching an approximate total audience of over 24 million.

### Documentary films

Game Changer, the second of our London 2012 documentary films, has now been sold to 16 channels and 10 airlines, and has been picked up by networks covering the Middle East, Brazil, Asia (including China and India) and a number of European channels. It aired in the UK on Monday 2 July on UKTV "Watch" channel. The first film, Going for Green, has now been picked up by 31 channels and nine airlines. We will continue to monitor sales, as well as use at screenings held by Posts, as part of our campaign evaluation.

### Brazil

London 2012 continues to provide an unprecedented opportunity for furthering relations with future host nations, particularly Brazil. Through a government-to-government Memorandum of Understanding on sports co-operation we have built up an extensive programme of policy, technical, cultural and commercial exchanges on all aspects of Olympic planning, delivery and legacy – a level of co-operation never seen before between adjacent hosts. Since late 2010, the UK has received over 50 Brazilian government Olympic-related missions to learn from UK experience, including in the field of public diplomacy. Three Brazilian Foreign Ministry officials recently spent 3 weeks within the FCO 2012 Campaign team, learning from UK experience. We have also seen a series of high profile visits, including so far in 2012 by HRH Prince Harry, Lord Coe, the Foreign Secretary and Jeremy Hunt.

Co-operation is generating concrete commercial opportunities. UK companies have already won 20 contracts linked to Brazil's hosting of the World Cup and Rio 2016, estimated to be worth in excess of £50 million. The FCO is now working with 12 departments across government this summer to offer Brazil a Government Observer Programme which will give participants privileged, behind the scenes access to how the UK government is preparing to deliver a successful London 2012 and which will see up to 100 Brazilian officials stationed within Whitehall this summer learning from UK experience.

Through this programme we are advancing co-operation on dealing with the threat of cyber crime, enhancing bilateral military links, boosting trade and investment, expanding cultural links, pushing messages on sustainability and green growth and accessibility and equality, and much more. This is leading to tangible benefits for the UK's prosperity and security agenda.

We plan to build on this positive momentum following London 2012. The six-month UKBrasil season, to launch in Brazil in September 2012, will use London 2012 as a hook to influence Brazilian perceptions of the UK as open, connected, dynamic and

creative. We will achieve this by attracting attention and building interest to visit/trade/interact with UK through a series of consistently branded, dynamic and engaging projects that capture imagination and attention, as well as demonstrating what the UK has to offer Brazil.

Events will include a workshop to promote UK motor industry innovation; a road show to promote UK expertise in hosting sporting events; celebrating the centenary of Alan Turing's birth to promote the UK's strength in Computing, Artificial Intelligence and Robotics; a two day UKLive festival to be organised in partnership with Sony Music showcasing music and film; an Education roadshow in partnership with Universities UK to highlight UK involvement in Brazil's Science Without Borders scheme; and UK presence at other major events including the Rio Oil & Gas show, the Rio film festival, the CasaCor interior design show.

### Media engagement

The FCO's Press and Digital Department (PDD) organised two major briefing sessions in February and June for 450 foreign journalists. They were briefed by the Sports Minister and officials from the Home Office, Department for Transport, UKTI and Transport for London. Participants have told us that these briefings provided a lifeline for them into the Games, and it has meant that the journalists have a better understanding of the Games and the processes involved.

We have arranged a number of media briefings by FCO Minister for the Olympics Jeremy Browne, and the FCO Director for the Olympics and the Paralympics. A wide range of UK and international media has been given interviews, including Japanese, Brazilian, Chinese and Indian outlets. The digital team has increased the volume of content on Olympics and Paralympics, along with promotion of this through our global channels.

FCO communications staff are now working across the communications hubs and domains for the Games.

### Planned work

In the run-up to the Games, we are providing guidance and materials to support the overseas network in Games time events. Examples of planned activity include receptions to bid farewell to athletes as they depart for London or to welcome them on their return. A number of posts will hold events before, during and after the Opening Ceremony.

The Foreign Office is creating a "GREAT Pavilion" in the FCO during the Games in order to use the public diplomacy opportunities presented by the Games to promote the GREAT campaign in support of tourism, trade and investment. It will include GREAT branded materials and visual imagery, as well as exhibits demonstrating British innovation, creativity and design and heritage.



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## **Wider FCO Olympics work**

The Olympic and Paralympic Games are first and foremost a festival of sport and a celebration of human sporting endeavour. But we welcome the opportunity that the Games represent to demonstrate Britain's qualities to the world. The FCO will work to ensure that those who visit us have the best possible experience of their time in London and that we maximise the long-term benefits to the UK of hosting the Olympic and Paralympic Games.

We hope that stronger bilateral relationships will be part of the legacy of the Games. It is not yet clear which Heads of State and Government, or how many, will attend since many will defer finalising their plans until closer to the Games. In addition to the Heads of State and Government, hundreds more ministers, senior officials and invitees to the British Business Embassy will be in London at Games-time. We have plans in place to manage the visits of all those who decide to attend. We are particularly keen to encourage attendance at the Paralympic Games to help raise its profile internationally and to harness the opportunity that the Paralympics present to bring about a real change in society's attitude to disability and disability sport around the world. Ministers on overseas visits have been encouraging Heads of State/Government attendance at the Paralympic Games opening ceremony.

The FCO will use the opportunity of this unprecedented number of visitors to strengthen relationships with Emerging Powers, particularly with future Games hosts such as Brazil, Russia and South Korea; to help UKTI meet their trade and investment objectives from the Global Investment Conference and British Business Embassy; and to work with UKTI to achieve specific outcomes from Ministerial meetings with visiting leaders at Games time that impact Britain's prosperity.

Andrew Mitchell  
FCO Director for 2012 Olympic and Paralympic Games  
July 2012



# Foreign & Commonwealth Office

## Diamond Jubilee

### Objective

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We aimed to provide opportunities to communities around the world to celebrate the Diamond Jubilee of HM the Queen, and use this opportunity to benefit the UK through the GREAT campaign. We encouraged Posts to devise creative ways to draw in key audiences for trade, investment and tourism. Many Posts took the opportunity to engage with new audiences and reach out to young, creative sectors.

The GREAT and 2012 Team provided prosperity messages for Posts to use which focused on highlighting the role of the Royal family and British heritage in creating a dynamic, creative and innovative place to trade, invest and visit. The 2012 & GREAT Fund earmarked £150 000 of project funds to support Jubilee activity.

### Activities

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Across the FCO network over 100 Posts marked the Diamond Jubilee during the Central Weekend of celebrations from 2-5 June. Many Posts held events and receptions which tied into activities taking place in the UK. Most Commonwealth countries held beacon lighting ceremonies, Big Lunches or other events to mark their particular relationship with the Queen; Posts were involved with many of these. Many Posts used the opportunity to highlight strengths in their bilateral relationship with their Hosts and a number used footage and images from past State visits to create eye-catching events.

The Palace asked that we give the chance to those communities around the world who wished, to celebrate the Jubilee. We provided materials and messaging that Posts could tailor to their local policy objectives, but were not prescriptive about the design of events. For example in Pakistan the High Commission organised a small event with local school children to bury a time capsule which celebrated connections between the UK and Pakistan and received a lot of positive media coverage. The Embassy in Uzbekistan used the example of the Queen to engage with business women, who are having an increasingly important impact on the Uzbek economy but remain unrecognised. Many Posts worked closely with their UKTI colleagues to deliver a commercial diplomacy focused event. Examples include Milan, who used their Jubilee activity to supplement events highlighting high end British jewellery design, Tokyo who hosted a Vivienne Westwood collection launch and UAE who

held a GREAT British Car Rally to showcase British car design and innovation. In London we worked closely with key partners including Number 10, Visit Britain and Buckingham Palace to share and push digital content and media messaging before and during the central weekend.

More detailed information and photographs of a selection of events is at Annex A

## Results

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A full evaluation of the events and associated media coverage is underway. A number of posts have yet to hold their events, in particular Jerusalem and Bogota have bid for and secured funds to hold events which will take place in August and September. Jerusalem are planning to hold a public diplomacy event around the Big Lunch concept which will bring together school children from around the Occupied Territories and from the UK and Bogota plan to hold a charity golf match highlighting UK commercial messages and strengthening bilateral ties.

To date there has been widespread media coverage of Posts' events. New York, Tokyo and New Delhi both achieved significant international and local coverage as did many of the Commonwealth countries where interest in Jubilee activities was high.

## Annex A: Events around the Network

### Asia Pacific

#### Tokyo

**Event format:** On arrival, guests were welcomed by a huge projection of GREAT campaign videos and images onto the front of the (iconic, central Tokyo) Embassy building - after sunset, traffic outside stopped to admire. Guests were led down 100m of red carpet through a display of 13 British made or



manufactured cars and motorbikes worth £1.3m. Once inside, they saw the world premiere of Vivienne Westwood's 2012/3 spring summer collection fashion show. A garden marquee provided a special Jubilee menu of the finest British food and drink. And Tomoyasu Hotei, "Japan's Mick Jagger", played his signature tune from "Kill Bill" in a surprise guest appearance.

**Number of attendees:** 800

**Media coverage:** An estimated £220,000 worth of TV coverage, and significant coverage in print media. The event was featured on Japan's premier evening and breakfast news shows, reaching a potential audience of 21.5 million viewers. At least 40 specialist/industry media organizations covered the event. HMA also gave a number of print and television interviews emphasising the importance of the links between the Royal and Imperial families, as well as the diversity of the UK today.

**Social media:** The link with Vivienne Westwood and Tomoyasu Hotei enabled a much greater reach than usual: over 15,000 views so far of the short film posted about the event and the Japanese blogosphere is full of positive comment and user-generated content from the event itself - some of it of the GREAT projection from passers-by in the street, some produced live by celebrities, guests and sponsors during the event. The coverage focused on many of our key messages about the UK strengths in car manufacturing (innovation), creativity, fashion, music, and food & drink.

#### India

As well as a large Jubilee reception at the time of the Duke of York visit the High Commission secured huge amounts of media coverage with their British Jubilee Tea Party, helped by the elephant which provided rides for children.



## Europe

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### Brussels

**Event format:** On Tuesday 5th June VIP Belgian, British and international personalities in politics, royalty, business, sport and culture gathered in Brussels on the island in Bois de la Cambre to celebrate the Jubilee. A GREAT branded “ferry” transported guests to the island which showcased British brands and products. This was followed by a visit from HMS Edinburgh.

**Number of attendees:** 500

**Media coverage:** Widespread local media coverage including on RTL-TVI (estimated 154 000 viewers) where HMA and Visit Britain spoke live about the Thames Pageant.

**Social media:** Ship’s visit mentioned on *West Flanders Governor Carl Decaluwé’s* blog ([Diamanten ambtsjubileum Britse Koningin](#)) and over the course of the celebrations the Embassy facebook page saw a large increase in interest and reach. Reach (number of unique people seeing our content): Jumped from 524 to 1573 people. Page “Likes”: 7.73% increase. Discussions: 280% increase  
Twitter coverage also reached a wide audience thanks in particular to @RoyalNavy retweets and use of #diamond #jubilee hashtags



### Italy

The Embassy in Rome and Consulate in Milan have both held multiple events including UK-Italy in the pages of Corriere della Sera; an exhibition organised by [Fondazione Corriere della Sera](#) and the [British Council](#), sponsored by Shell Italia; a photographic exhibition by [British School at Rome](#); a multimedia symphonic concert dedicated to British and Italian cinematography by the [Orchestra Italiana del Cinema](#) with the support of [Lazio Regional Council](#); and [London Calling](#), a video-projection from the BBC series Knowledge.

## North America

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### New York

**Event format:** New Yorkers were invited to the Jubilee by running six kilometres through Central Park, one for every decade of her reign. The run raised \$14 000 for two charities: the St George's Society, which supports needy British and Commonwealth citizens, and Disabled Sports USA. A Beatles tribute band provided music, and Liverpool-born award-winning Sex and the City star Kim Cattrall started the race.

The run was GREAT-themed throughout, from the runner's T-shirts to the signage – the registration area's claim that "Queuing is Great" proved particularly popular with photographers. Bowler hats, British-themed fascinators and fancy dress added colour to the occasion. The event brought together a number of wider British organisations, including Play Rugby USA who have run a hugely successful programme to bring rugby into under-privileged communities (Premiership coaches and the Aviva Trophy were also present), Morgan motor cars (who provided a three-wheeled pace car with an American engine and British bodywork, highlighting UK manufacturing) and British round-the-world sailors from Venture Clippers. Our top-tier sponsors British Airways, BBC America and Standard Chartered highlighted British tourism, creative industries and financial services respectively. The cost of the activity was approximately £170,000 which was funded from the GREAT budget.

**Number of attendees:** Around 700 runners but many more spectators

**Media coverage:** Getty, Reuters, CBS, The New York Post, The Daily News (New York), BSkyB, Us Weekly, OK! Magazine and many more were present. There was good coverage in the US media and in the UK (see the [Mail](#) and [Telegraph](#) websites). Latest total for potential eyes is 58.8 million through print and digital media.



**Social media:** Activity on the Embassy's [Twitter](#), [Facebook](#), [Pinterest](#), [Tumblr](#), [Instagram](#) and [Flickr](#) accounts.

Potential eyes - 1.2 million through social media (405,000 through Twitter and 600,000 through Facebook plus hundreds on LinkedIn). GREAT Clipper media coverage: 7.8 million. Additional Diamond Jubilee coverage in the build-up to the run: 9.5 million.

## Middle East

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## Abu Dhabi

The Embassy held a 'Great British Car Rally', the first of its kind in the UAE. The rally was organised by the British Embassy and Yas Marina Circuit. Key sponsors of the event included Premier Motors, Abu Dhabi Motors, Al Habtoor Motors, and the International Automobile and Touring Club. Starting at the British Embassy in Abu Dhabi at 6pm, the motorcade travelled along Abu Dhabi's iconic Corniche en route to the Yas Marina Circuit, where rally participants first did a loop of the F1 race track before mixing and mingling at a reception at the Circuit's main pit garages. At the reception, the guests were able to admire the iconic Rolls Royce that HM The Queen travelled in when she first visited the UAE in 1979.

The Great British Car Rally was one of a number of events hosted by the British Embassy UAE to celebrate the Queen's Diamond Jubilee. The Embassy in Dubai opened up its lawns up to the British and International community who picnicked whilst enjoying live transmission of the Diamond Jubilee Pageant down the River Thames.

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## Africa

### Cape Town

Event format: The Consulate hosted two receptions to mark the Diamond Jubilee. At the reception in Hout Bay, they saluted The Queen by firing two salvos through six cannons from the oldest working battery of guns in the world. At the second reception, which was co-hosted with a corporate sponsor, they invited the public to join in a lighting of a beacon and saluting The Queen by firing six cannons. Each cannon represented a decade of Her Majesty's reign.

**Number of attendees:** 120 people in attendance at the Hout Bay Reception and 200 at the second reception.

**Media coverage:** Sky and BBC coverage (10s of millions of viewers), radio coverage (reach of around 900 000), news articles in print media which reached a potential audience of around 533 665.

**Social media:** Activity on Twitter, UK in SA homepage, Cape Times online, Facebook, potential audience of 10s of thousands

### Nairobi



time.

The High Commission marked the Jubilee with a Beacon lighting at Treetops Lodge, the location where Princess Elizabeth heard of her father's death and ascended the throne in 1952, and with a Jubilee focused QBP, which featured items such as the car used by The Queen in 1952 and an exhibition featuring radio broadcasts and photographs from the

The Beacon lighting received extensive media coverage, including from AP, BBC, CNN and Sky.

## South America

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### Brazil

The Embassy held a Jubilee week in Sao Paulo and Brasillia. Prominent areas in both cities were dressed with Union flags, cultural exhibitions were set up and images (60 photos for 60 years) and films (highlights of royal visits to Brazil, historic footage and Visit Britain films) were used. There were activities for children (including making model boats for a mini flotilla) and a Big Lunch. Post worked with local cinemas and restaurants to show themed films and serve special jubilee dishes.

### Mexico

The Embassy held a reception showcasing British brands – the BBC provided Diamond Jubilee programming, EMI contributed a unique CD of British Music, Jaguar and Land Rover provided classic cards, Wedgewood and Twinings set up a British Tea House experience, and Diageo supplied a British bar. Over 1000 guests attended and the Ambassador gave a number of interviews around the Jubilee and events both in the UK and Mexico. The reception was one of a series of events being held in Mexico City to celebrate the UK and promote GREAT.





## Foreign & Commonwealth Office

### 100 Days to go Paralympic Games

#### Objective

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On and around 21 May, Posts around the world used the 100 Days to Go to the Paralympic Games milestone to raise awareness and excitement about the Paralympics and disability issues more broadly. Drawing on the UK's central role in Paralympic history, the 2012 and GREAT campaign enabled Posts to demonstrate British values of inclusiveness, equality and our strong record on disability rights, through eye-catching and innovative events, and helping to bring about lasting change in all societies' behaviour towards disabled people.

The 2012 and GREAT campaign, working with LOCOG and DWP, provided a package of material including a quote and video message from Mr Browne, an op-ed by Chris Holmes, Director for Paralympic Integration at LOCOG and a set of interviews with well-known Paralympic athletes created by Channel 4.

In order to encourage posts to think strategically about shaping their activities to maximise reach, in the context of communications excellence, we set a central target of reaching 100 million people world-wide. To encourage posts to think creatively we offered a prize (a pair of Wenlock and Mandeville dolls for future public activities!) to the posts with the greatest reach by population size.

#### Activities

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Over 30 Posts have reported their activities in detail. Posts worked with local athletes, celebrities or Ministers. The events involved youth, disabled groups, members of Government and local Olympic and Paralympic Committees.

The core messages focussed on our achievements in creating accessible venues for athletes and an accessible London for visitors this summer. Some Posts used the milestone and worked with local Paralympic Committees to present the national Paralympic team to the public for the first time. Overall, feedback was overwhelmingly positive, with local Ministers supporting Post initiatives and promoting the Paralympics and disability rights and inclusion to the general public.

The highlight of the activities was Jerusalem's event which attracted world-wide media attention. HMCG Jerusalem invited the Palestinian Paralympic team (based in Gaza and many of whom had never left the strip) to Jerusalem for a VIP tour of the Haram Al Sharif – the Dome on the Rock and the Al Aqsa Mosque - the third most holy site in Islam. The emotional tour, which represented a huge moment for the athletes, some of whom were reunited with family members for the first time in decades, was captured by local, regional and international media.

Gazan athlete and coach Mousa Qadoum told the accompanying press “Our feelings are beyond words. In my life I have never imagined that I would be here; this is a big moment for me and the team. The British Consulate has made our dream come true. This is a great boost for us for the London 2012 Games.”

More details about activities around the network can be found in Annex A.

## Results

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The activities received widespread media coverage. High-profile guests, including MPs, Ministers and Members of the National Olympic and Paralympic Committees made speeches at most of the events about the efforts of the British Embassy to highlight the importance of the Paralympic Games, with several stating that the UK was an example to follow.

Our assessment of media coverage suggests that the network considerably exceeded our initial target. We estimate over 500 million people were reached through media coverage via TV, print, digital and social media channels.

The Posts with some of the best media coverage included Oman with 950,000 from a population of over 2.7million (34%) and Jakarta who reached over 342million people. The winner however, was Sarajevo with 161% who reached this extraordinary figure through eye catching events that got regional and international coverage that far outstripped the population of Bosnia. They will soon be receiving a pair of large mascot dolls to show off at their events.

## Annex A: Events around the Network

### Middle East

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#### OPT

#### From Gaza to Jerusalem: Celebrating 100 days to go to London 2012 Paralympics

To mark this milestone, the British Consulate General in Jerusalem hosted the Palestinian Paralympic team. The British Consulate General, in association with the Palestinian Paralympic Committee, arranged for the delegation to be granted permits by the Israeli Authorities so that they could leave Gaza and visit Jerusalem. The British Consulate General organised a day of activity, including a visit to the Haram Al Sharif and a garden party at the British Consul General's Residence.

The tour to Al Haram Al Shareef was covered positively by the Guardian and the Independent. The Independent's newspaper: **'Paralympic athletes make it to Jerusalem thanks to the British'**

<http://www.independent.co.uk/news/world/middle-east/palestinian-paralympian-team-visits-jerusalem-old-city-7771232.html>

<http://www.guardian.co.uk/sport/2012/may/21/palestinian-paralympians-visit-jerusalem?newsfeed=true>

The tour was also covered by regional channel **MBC**. Palestine TV covered the reception extensively, as did Reuters, and Ma'an TV.

The photograph below appeared in Al Quds front-page, the Guardian, the Independent, USA Today, Yahoo sports, Ma'an, AFP and in gettyimages.



#### Oman

An awareness raising 100DTG event involving children and teachers from six schools, Oman's wheelchair basketball team and the Chairman of Oman's Paralympic Committee.



Post held a Paralympics and disability awareness themed event on 19 May. Planned by the Embassy PPA team and hosted by the Sultan's School (of which the Sultan himself is the patron and which is the top Omani private school), it was attended by staff and pupils (aged 8-11) from six schools and with the full engagement of the Oman Paralympic Committee. As per Diptel 1203807 the event used 2012 messaging to raise awareness of disability issues in a country that is making progress on these but still has a long way to go. In addition, the relatively new Principal of the Sultan's School wants to increase his and other schools involvement in wider community issues, so the event also hit a useful secondary objective of helping to encourage participation and volunteerism. It also secured wide coverage in the press.

## Asia Pacific

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### Jakarta

Post held a screening of Paralympic short films in a local cinema. The short films showed the history of the Paralympics and inspirational success stories from Paralympians of how disabled people can use sports to enrich their lives. British Ambassador, Mark Canning, gave a speech including messages that the UK is known as a leader in promoting rights for disabled people and for raising awareness of disability sports, and that London 2012 will be the most accessible Games ever. Five of the confirmed Indonesian Paralympians going to London 2012 attended the event.

**Media coverage:** The event was covered by four TV stations with a combined daily viewership of over **330 million**, and in print media by Sinar Harapan, the largest afternoon daily. It also featured on all key online news portals, with combined number of daily visitors exceeding **6.5 million**, and on [BBC Indonesia website](#), which has **6 million** visitors daily. Coverage was positive and factual for the UK, picking up that London was ready to welcome everyone for the most accessible games ever.

### Beijing



Embassy staff conducted a series of interviews with Chinese Paralympians and made two videos which were shared on the Embassy's website and social media channels. The first video was of the Ambassador meeting Ping Yali, China's first Paralympic gold medallist, at his Residence. They talked about the London 2012 Paralympics and about issues of inclusivity and accessibility for people with disabilities in the UK and China. Ping Yali was very pleased that she was allowed to bring her guide dog, Lucky, into the Residence. The second video was of interviews with wheelchair basketball players Yang Lei and Chen Haijiang and runner Yang Sen.

**Media coverage:** The videos were published on the popular QQ website (screenshot above), and were promoted on three sections of the website: Olympics Channel, Videos Channel and Discovering UK Channel. Viewings exceeded **30,000** within 24 hours. The videos were also shared on the Embassy's Sina Weibo account (Twitter equivalent), which has **230,000** followers. They generated 182 retweets and 30 comments. On Youku (Youtube equivalent) they have been viewed 406 times and generated 42 comments. Netizens were overwhelmingly positive in their comments relating to both the Olympic and Paralympic Games. Many supported the view that the Games were extremely accessible and were encouraged by the prominence of the Paralympic Games.

The press release was featured on the [Embassy website](#) and on three major Chinese online news portals (Xinhua, Sohu News and China News).

## Seoul



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The Embassy's Head of Media and Public Affairs visited Korea's National Training Centre for disabled athletes to deliver a message of support to Korean Paralympic hopefuls, including a video message from the Ambassador. He was met by Mr Yoon Seok-yong, President of Korean Paralympic Committee (above left). Embassy staff also filmed some video messages from the Korean athletes about what they look forward to from the London 2012 Paralympics and what they want to achieve, which are being edited for the Embassy website and social media platforms.

**Media coverage:** Media accompanied the visit and Chris Holmes' op-ed was placed in leading daily newspaper Hankook Ilbo (circulation **291,600**).

## Europe

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### SARAJEVO

#### Marking the final 100 days countdown

The British Embassy Sarajevo organised a friendly sitting volleyball match between the Embassy and sitting volleyball team of Bosnia and Herzegovina with British Ambassador Nigel Casey and the Federation of Bosnia and Herzegovina Prime Minister Nermin Niksic as guest players. As the Bosnian team are winners of two Olympic medals, the result of the match came as no surprise to anyone. However, it brought together spectators from different areas of Bosnian society, including several former sport stars and paralympians who will take part in the Games in London this summer. Four members of the UK All Party Parliament Group for Bosnia and Herzegovina, who were here on an official visit, joined numerous Bosnian spectators in watching the match. Karen Lumley MP congratulated the Bosnian Sitting Volleyball Team on their victory over the Embassy and wished them good luck in London in the summer.

The match was followed a few days later by a debate on the Paralympics. The event, which was unexpectedly well attended, was organised and run by Post's partner organisation, the Centre for Cultivating Dialogue which gathers secondary school students from across the country, regardless of ethnic or entity boundaries. Along with over 120 students, it was attended by several paralympians, civil society, government authority representatives, foreign diplomats and media. The Ambassador delivered a speech and Embassy staff presented certificates and London 2012 Paralympic pins to the best debaters.

### MOSCOW

#### Breaking down barriers to sport

Athletes of all abilities were brought together in Moscow in celebration of 100 Days to Go to the opening of the London 2012 Paralympic Games. They competed as mixed teams which gave an opportunity to many of the competitors to experience for the first time a taste of what it is like to play sport from a wheelchair or impaired by another disability.

The event was organised by the British Embassy with Russia's University of Sport and the Worldwide Olympic and Paralympic sponsor McDonald's as partners.

Players from the Embassy, the Sports University and disabled children threw themselves with great enthusiasm into everything from relay races and basketball to hockey and tug of war with a 'teambuilding' exercise using a giant multi-coloured parachute before the Ambassador presented medals and mementoes to participants.

## **BRUSSELS**

### Para-cyclist Kris Bosmans and Ambassador Jonathan Brenton celebrate 100 days to go until the best ever Paralympics

In an inspirational interview at the British Embassy in Brussels, Belgian Para-Cyclist Kris Bosmans told Jonathan Brenton, UK Ambassador to Belgium:

*"I'm really looking forward to the London 2012 Paralympic Games and cycling at Brands Hatch in particular – it's a dream: hilly like Belgium and the weather resembles here too! There's going to be a fantastic crowd atmosphere in London so I can't wait to perform at the Olympic Velodrome. All I need to do now is train, train, train, and win a medal!"*

At the interview, President of the Belgian Paralympic Committee Anne d'Ieteren said:

*"2012 is a great year for the Belgian Paralympic Committee with twice the number of Belgian para-athletes competing in London as in Beijing. 40 this year, 22 in Beijing. Our para-athletes, like Kris Bosmans, will be important ambassadors for the Paralympic movement in Belgium."*

## **VILNUS**

To coincide with 100 days to go to the opening of the London Paralympics, the Embassy together with the Lithuanian Paralympic Committee, launched a publicity campaign celebrating the achievements and increasing public awareness of Lithuanian Paralympic athletes. These eye-catching posters, designed by leading Lithuanian designers, featured famous Lithuanian Paralympians and the London 2012 Olympic and Paralympic Games. With the help of an advertising company these posters were plastered over bus stops across the major cities and towns of Lithuania. Disability organisations as well as the Lithuanian Paralympic Committee flagged up the importance of 'selling' disability and the Paralympic Games to the local media and involving them in future work. There have already been positive results. The Lithuanian language version of the Economist, IQ, has become a media partner for our Paralympics campaign. It is publishing the posters as well as offering to file stories on sports for people with disabilities at London2012. The National Television Station has now included Paralympic elements in their Olympic feeds schedule. We expect the campaign to generate increased media coverage of the Paralympics and of the achievements of athletes with disabilities. During the reception, the British Chamber of Commerce in Lithuania handed over a charity donation of £5000 to three sports clubs for disabled and visually impaired children and young people from Vilnius and Kaunas.

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## VATICAN

### A talk to the Vatican Radio to mark 100 days to go until the 2012 Paralympic Games

In an interview with the Vatican Radio, the British Ambassador to the Holy See Nigel Baker marked 100 days to go until the London 2012 Paralympic Games which, for the first time ever, will be completely integrated within the Olympic Games, as a full part of the wider London 2012 experience.

The Catholic Church and the other ecumenical movements, using the 2012 Games as a backdrop, are also playing a strong role in emphasising the importance of people of different beliefs and cultures coming together. London is a world city and most of the countries participating will be supported by their local communities, concluded the Ambassador.

## BERNE

On the eve of the Paralympics 100 DTG, HMA Sarah Gillett joined the Swiss Minister for Sport (and Defence) at Nottwil, Switzerland's Stoke Mandeville equivalent as a Paraplegic Centre for pre-Paralympic competitions between national teams – including from Switzerland and the UK. There is particularly keen competition between wheelchair athletes Marcel Hug (Switzerland) and David Weir (UK), which local journalists made much of in very good spirit, as well as giving good 100 DTG messaging. For Switzerland the Paralympics appear even more important than the Olympics. Swiss medal prospects are probably greater for the Paralympics. There is also a widespread view in Switzerland that the Paralympics do a great deal to raise awareness of what the disabled are capable of.

## Africa

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### Mauritius

Port Louis held an event for the 100DTG to the Paralympics. The HC visited a school for disabled children accompanied by the two Paralympics athletes who will be at the games. The athletes then talked to the children about their experience as a disabled athlete, preparations for the games, etc. The HC talked more broadly about London's key messages on the Paralympics. Media coverage was very good, especially considering Paralympics are traditionally ignored in country, with coverage in the 3 dailies and a lengthy report on the main radio. The two athletes then had a full page profile to themselves the next day.

### Zambia

Lusaka held a successful Paralympics Event, the latest in a series of activities promoting 2012, with a relay wheelchair race in the local IOC-funded sports training facility. At the relay the Deputy Sports Minister, the Deputy Mayor of Lusaka and the HC took part in teams with Paralympians. Ten wheelchairs were handed over to the Zambian Paralympics Association, which used the event to promote the local disability agenda.

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## South Africa

Cape Town held two exciting events to mark 100 Days to Go. The first was led by the National Paralympic Committee with several Ministers, Sports Personalities, media and most of the South African Paralympic Team. The highlight of the evening was the lighting of Table Mountain in the South African colours and the Event got wide coverage. This was complemented by another event held at the High Commissioner's Residence two days later, involving visiting young players from English Premier League teams, South African football legends such as Aaron Mokoena (former South African Captain and Portsmouth player) and players from the South African cerebral palsy and blind football teams. Highlight was a kick around on the Residence lawn between the professional and disabled players. Speeches highlighted the importance of the Paralympics to blur the boundaries between able bodied and disabled sport. Both events were covered widely in the media and filmed by Premier League TV and Super Sports, which means a global reach.

## Botswana

To mark 100 days to go to the Paralympics, a group of 20 elite cyclists took part in a [284km race](#) from the Residence in Botswana's capital, Gaborone, to the Leonard Cheshire Foundation's rehabilitation centre for disabled children in Palapye, completing the distance in a remarkable seven hours. The following day, cyclists of all ages raced 40km on traditional steel framed, single gear Hamba bicycles, which remain the main mode of transport in Botswana's rural areas. This was followed by a wheelchair race over 100 meters. There was a real sense of celebration about the event, which deliberately took the excitement of the Games to one of Botswana's more politically significant but internationally unrecognised corners and engaged a wide range of people from the local Chief and MP to school children and Palapye's disabled community.

## Ethiopia

The British Embassy in Addis Ababa celebrated the 100 days to go to the Paralympic game countdown in a stylish and inclusive way. The day started with the raising of the Olympic flag by Tesfalem Gebru, a 21 year old Ethiopian paralympian and Chris Allan, chargé d'affaires of the Embassy. Tesfalem lost his hand when his house was bombed during the Ethio-Eritrea war in 2001. But that hasn't stopped him from running. He goes to London this year to take part in the 800m and 1500m races. Later in the day, the staff from the Embassy had their work cut out as they played against physically disabled team of Dires house of Sport in football and a wheelchair basketball match. Dires House of Sport is a local NGO that works in empowering disabled youth through sport and has long standing links with the Embassy. Dires House of Sport Team showed real spirit and determination and beat the able-bodied Embassy staff 3-0 in football and 7-0 in wheelchair basketball.

## South America

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### Peru

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The British Embassy in Peru and the Peruvian Paralympics Committee jointly organised a basketball in wheelchair match at a public school in Lima.

The objective of the activity was to raise awareness about disabled people rights and to showcase how London 2012 is the most inclusive and accessible Games ever.

Peruvian Paralympics medal winners and the first Peruvian disabled athlete that has qualified to London 2012 took part at the activity.

Additionally, British Embassy organised a web contest for the school students. To participate they had to read information about London 2012 Paralympics Games in the Embassy website and answer the question "What makes London 2012 the most inclusive Games ever and what of these things would you like to be done in your city?" The winners received their prizes from the Ambassador after the basketball match.



## Mexico

The British Embassy in Mexico City celebrated 100 days to go to the Paralympic Games with a press conference given by Ambassador Judith Macgregor and members of the female wheelchair basketball team who recently qualified for the Games. Several media outlets covered the event: Televisa, Televisa Deportes Network, TVC Sports, La Jornada Newspaper, Record Sports Newspaper, Esto newspaper and IMER (Mexican Institute of Radio). Interviews were given at the Embassy's London 2012 pavilion at the Feria.

After the press conference, visitors received coaching from the basketball team and were invited to shoot a basket using a competition wheelchair. The event coincided with Mexican Culture Festival 'Feria de las Culturas Amigas' and a Weekly Bicycle Ride organised by the Government of Mexico City so an exceptional large number of guests attended the Embassy event.

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## Venezuela

On Sunday, 20 May, more than 2500 participants converged on one of the most popular neighbourhoods in Caracas to run an innovative 21k relay race organised by Coca Cola Venezuela, as world-wide Olympic sponsor, and the British Embassy, as part of the countdown for the London 2012 Olympics.

The race's 21k could be run in teams of 2, each participant running 10.5k, or in teams of 4, running 5.25k each. An anklet with a timing chip acted as the baton that runners from each team had to pass on to their mate.

This was the first time that a relay race was held in this country, which made it that much more attractive to the health- and image-conscious Venezuelan public.

