



Seminar

Presentation -Call for Papers -
Stability and Security in Africa: The Role of Hard and Soft Power

Brief – Agenda

June 19th 2017 | Al Akhawayn University, Ifrane

جامعة الأخوين
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AL AKHAWAYN
UNIVERSITY



Seminar Brief

Defining power is complex and ambiguous but understanding its elements and implications on national and foreign policies remains central to the study of international relations. Both 'hard' and 'soft' powers are employed to pursue political and strategic goals through military, economic, diplomatic and others ways of conquering hearts and minds, to create convincing incentives and exercise influence.

Introduced in 1990, the notion of soft power refers to a country's ability to spread its influence and effectively persuade without the use of coercion and traditional force. However, while on the aftermath of the Cold War this concept exclusively referred to the cultural and economic force of persuasion of the United States in the international scene, currently, the use of soft power is no longer specific to US foreign diplomacy. In fact, emerging powers such as China and India are also using their soft power resources including investments, foreign aid and cultural products to bring forward their national interests and strategic goals abroad.

The use of military, economic or diplomatic tools to leverage diplomatic efforts continues to represent a perennial issue in the field of international relations. The dichotomy between hard and soft power has also been revisited and questioned as some argue that a "grey" area exists where both means are used by states to defend in their interest. The growth of violent extremism and the challenge this represents to the existing international order has also called for an inclusive and comprehensive approach that brings together hard and soft power tools. These mechanisms have been increasingly taken into account within the African continent, where policy makers do not only count on the effect traditional power can have in ending crises and conflicts.

The promotion of good governance practices, stronger economic cooperation and the availability of alternative narratives to the extremist discourse combined with relevant diplomatic tools to promote social justice and equality, quality education, better infrastructure, social empowerment and fair job opportunities for the youth is often going hand in hand with military means in order to find sustainable and effective solutions to security threats and conflicts. In addition, food also, has the potential to become a dominant political issue worldwide and mostly in Africa where the population is set to double by 2050.

The OCP Policy Center in partnership with Al Akhawayn University are organizing a seminar during which they invite the selected participants to [the call for paper](#) on "Stability and Security in Africa: the Role of Hard and Soft Power" to present the content of their research papers. The seminar will allow participants to discuss the structure and outcome of their research with the members of the scientific committee and the audience ahead of the final selection round.

More information

For more information about this seminar, please send your questions to the following email address: sara.mokaddem@ocppc.ma.

Agenda

09:00 – 09:30

OPENING REMARKS

Nizar Messari, Dean, Al Akhawayn University
Karim El Aynaoui, Managing Director, OCP Policy Center

09:30 – 10:45

SESSION 1: RISING POWERS AND THE AFRICAN SECURITY LANDSCAPE

CHAIR:

Abdelhak Bassou, Senior Fellow, OCP Policy Center

AUTHOR(S) OF PAPER

Larbi Ait Oumghar, Université Mohamed V – Souissi, Morocco

"Impact de la puissance douce dans les pays émergents 'BRICS' sur leur commerce extérieur"

Mohamed Ouhemou, Hassan II University, Morocco

"Manufacturing Sympathy: Education, Soft Power, and Moroccan diplomacy in West Africa"

Mounia Slighoua, Euro-Mediterranean University of Fès, Morocco

"The BRICS and Soft Power tools in Africa"

10:45 – 11:00

Coffee Break

11:00 – 12:00

SESSION 2: CASE STUDIES – A CONCEPTUAL ANALYSIS OF RESOLUTION MECHANISMS FOR INTRASTATE INSURGENCIES AND TERRORIST THREAT

CHAIR:

Eric Ross, Visiting Professor, Al Akhawayn University

AUTHOR(S) OF PAPER

Bruno Mve Ebang, Omar Bongo University, Gabon

"Le Smart Power des petits états Africains dans la résolution des conflits"

John Omale, Dept of Sociology, Federal University, Wukari, Nigeria

"The Role of Hard and Soft Powers in counter-insurgency in Nigeria: a critical discourse analysis"

12:00 – 13:30

Lunch Break

13:30 – 14:30

KEYNOTE SPEECHES:

CHAIR:

Nizar Messari, Dean, School of Humanities and Social Sciences Al Akhawayn University

AUTHOR(S) OF PAPER

William I. Zartman, Professor Emeritus, The Johns Hopkins University-SAIS and former President, the Tangier American Institute for Moroccan studies
"Soft Power and Traditional African Conflict Management"

Rachid El Houdaigui, Senior Fellow, OCP Policy Center, Morocco
"Les paradoxes des actions internationales contre la menace asymétrique au Sahel"

14:30 – 14:45

Coffee Break

14:45 – 16:30

SESSION 3: REGIONAL ORGANIZATIONS AND THE DEVELOPMENT OF COLLECTIVE SECURITY SYSTEMS IN AFRICA

CHAIR:

H.E. Mohammed Loulichki, Senior Fellow OCP Policy Center and Visiting Professor, Al Akhawayn University

AUTHOR(S) OF PAPER

Sergio Aguilar, State University of São Paulo (UNESP), Brazil
"Regional Conflict System in Africa: an Option for Analysis"

Abdelhamid Bakkali, Université Mohamed V – Souissi, Morocco
"Sécurité collective en Afrique : Appropriation de la réflexion stratégique"

Omar Kourouma, Abdelmalek Sâadi University, Morocco
"Mutualisation des puissances et sécurité en Afrique : Au-delà de l'idéalisme"

16:30 – 16:45

CLOSING REMARKS

–END OF SEMINAR–

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