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I am not certain that there is a Diplomacy 2.0, but we live in a rapidly changing world and accordingly the art of diplomacy is changing as well. If we go back, I was reflecting on France and Sweden and the two countries have been interacting over the years. I think that the most profound early interaction was in the great convulsions of Europe in the Thirty Years' War, where you had both the secret classical diplomacy of Cardinal Richelieu and [inaudible] from our side and that was the classical balance of power/diplomacy. However, there was also the propaganda war in Thirty Years' War. The printing press arrived on the European scene and there were leaflets everywhere explaining the evils of the Pope or the Emperor or the Swedes or whatever it might be. The outcome of the war was of course decided by guns and armies, to some extent, and the secret diplomacy on the one hand, but it was also decided by public diplomacy, propaganda and popular opinion.

This of course applies to a large extent in our world today. I would say that the advent of the technologies that we have discussed and public diplomacy and social media have changed things in two ways. Firstly, we can feel the pulse of the world much earlier and much more clearly. People used to talk about what was called 'the CNN effect', where you could see a crisis on CNN and then have to react to it. Now, I can follow online what is happening in Maidan Square in Kiev on my Twitter account and see the disturbances at the university in Cairo and get the Twitter feed from the Taleban on what they think that they have blown up. If you apply big data to all that, you can really feel the pulse of the world.

Secondly, I can get my message out to the world in any way. There are number of different ways here. My Twitter account might not be that much but I can get my views across instantly to 0.25 million people with a click from my iPhone or iPad. Does that change the world? No, it does not. Does it influence some people? Yes, it does. Does it then change the way in which we do foreign policy diplomacy? Yes, it does.

The answer is therefore twofold. A lot of things remain the same. State relationships remain state relationships, but the environment is a different thing. We feel the pulse of the world much more clearly and we can impact the pulse of the world more effectively with the new technologies.