“Integrating Technologies to Fill Capability Gaps—
S&T Support for Soft Power”

Dr. George Kailiwai III
Director, Resources and Assessment (J8)

March 18, 2010
E komo mai!

Welcome!
poi
pipi kaula
pua’a
pua’a kalua
lau
lau lau
cheekeen long rice
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Energy as a Tool of Soft Power?

- Task Force Meeting, March 29-30, 2010
- Stakeholders
  - Dr. Phyllis Yoshida, Deputy Assistant Secretary for International Energy Cooperation
  - Honorable Linda Lingle, Governor of Hawaii
  - Honorable Duke Aiona, Lt Governor of Hawaii
  - Several representatives from Japan and Okinawa
What is “Soft Power”? 

• Posit a definition:
  - “Soft power is influencing others to act in mutual interest by appealing to shared values”
  • Culture, political values, and foreign policies

• Compared to “Smart Power” and “Hard Power”
Which “Power” is Best?

• Choosing which power(s) to use depends upon what effect(s) we’re trying to achieve

• Soft power is more about winning the peace
  – Longer-term effects
  – Moral high ground

• Borrowing Brilliance, David Kord Murray
  – Root cause analysis: “Why is a problem a problem?”
    • Root problems for warfighting seem to point to higher level problems best addressed by soft power
What Role Does S&T Play in Soft Power?

• Most nations value the development and prosperity that scientific and technological advances bring
  – First, how do we equip our PACOM ambassadors to engage across the theater?
  – Second, how do we use S&T to initiate and improve broader military-to-military engagement and interoperability with our allies and strategic partners?

• There is so much more we can do, and at PACOM we are open to any and all S&T partnership opportunities that we can tie to our most pressing challenges across our strategic and operational portfolios.
  – Be cautious of unintended effects/consequences
Mahalo!

Thank you!
Common Challenges and Mutual Opportunities

POW/MIAs
Humanitarian Assistance
Disaster Relief
Terrorism / Extremism
Maritime Security
Weapons Proliferation
Common Challenges and Mutual Opportunities

- POW/MIAs
- Maritime Security
- Proliferation
- Terrorism / Extremism
- Disaster Relief
- Humanitarian Assistance

• Medical Cooperation
• Engineering Projects

- Terrorism / Extremism
- Maritime Security
- Weapons Proliferation
- Disaster Relief
Common Challenges and Mutual Opportunities

- Disaster Response
- Capacity Building

Humanitarian Assistance

Disaster Relief

Maritime Security

Weapons Proliferation

POW/MIAs

Terrorism / Extremism
Common Challenges and Mutual Opportunities

- POW/MIAs
- Humanitarian Assistance
- Disaster Relief
- Terrorism / Extremism
- Maritime Security
- Weapons Proliferation
- Law Enforcement
- Information-sharing
- Tailored Exercises

Common Challenges and Mutual Opportunities
Common Challenges and Mutual Opportunities

- POW/MIAs
- Humanitarian Assistance
- Disaster Relief
- Maritime Security
- Terrorism / Extremism
- Weapons Proliferation

- PSI / UNSCR Enforcement
Common Challenges and Mutual Opportunities

- POW/MIAs
- Terrorism / Extremism
- Humanitarian Assistance
- Disaster Relief
- Maritime Security
- Weapons Proliferation

• Cooperation
• Capacity Building
Common Challenges and Mutual Opportunities

- POW/MIAs
- Humanitarian Assistance
- Disaster Relief
- Terrorism / Extremism
- Maritime Security
- Weapons Proliferation
- Recovery
- Accounting
Common Challenges and Mutual Opportunities

DISCUSSION

- POW/MIAs
- Humanitarian Assistance
- Disaster Relief
- Terrorism / Extremism
- Maritime Security
- Weapons Proliferation