



Sister City Principles of Engagement

The following Principles of Engagement are guideposts for citizen diplomat collaborators to establish enduring sister city relationships.

- 1. View everyone in positive terms.**
Seeing everyone as a potential collaborator helps to level the playing field and engage all in meaningful citizen diplomacy.
- 2. Develop a common language.**
The language we use can either unite or divide people. A common language that is based on the four pillars of sister city engagement (Respect, Friendship, Brotherhood, and Love) will unite people and establish lasting relationships.
- 3. Build strong relationships and trust.**
In personal relationships, it is impossible to overstate the importance of trust, which builds bridges across boundaries and makes sister city relationships solid.
- 4. Remember our shared humanity.**
It is easy to forget we are all humans with more commonalities than differences. Common sense and sister city history tell us we can work together for world peace and harmony—and that when we separate ourselves, we are less effective.
- 5. Value both the process and the results.**
The gap between the process and the results causes many people to give up on citizen diplomacy collaboration. Results-oriented people need actions with observable outcomes, and process-oriented people focus on continuing the methods that drive the action. Both are crucial for improving communities and sister city relationships.
- 6. Look both within and outside the community for guidance.**
People living in communities need to take responsibility for their problems and find actions that will address them. But we also need to recognize that we offer sister city resources that are available from outside of the community. All sister city resources need to be leveraged around a healthy respectful caring attitude toward support of community self-improvement.