



2010 PACIFIC OPERATIONAL SCIENCE AND TECHNOLOGY CONFERENCE AND EXHIBITION

**“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!



‘Ainokea



**Aloha kakahiaka
kakou!**

**Good morning
everyone!**



poi



pipi



pipi kaula



pua'a



pua'a kalua



lau



lau lau



cheekeen long rice



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Washington Place





Energy as a Tool of Soft Power?

- **US-Japan Clean Energy Action Plan:
Hawaii-Okinawa Clean Islands Partnership**
- **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 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



Humanitarian Assistance



Disaster Relief

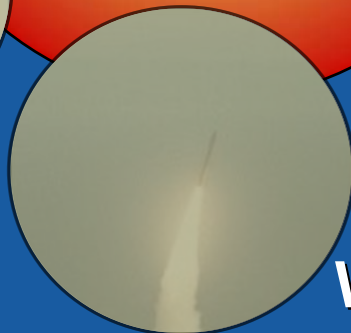
- Medical Cooperation
- Engineering Projects



Terrorism / Extremism



Maritime Security



Weapons Proliferation

Common Challenges and Mutual Opportunities



POW/MIAs



Humanitarian Assistance



Disaster Relief

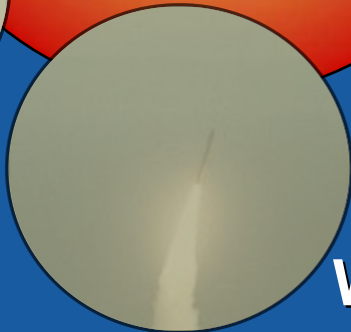
- Disaster Response
- Capacity Building



Terrorism / Extremism



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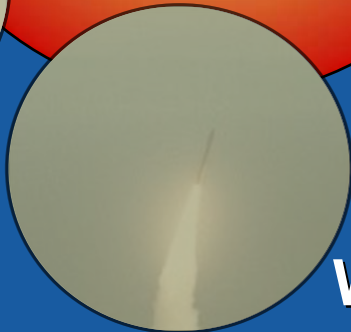


Disaster Relief

- Law Enforcement
- Information-sharing
- Tailored Exercises



Terrorism / Extremism



Weapons Proliferation



Maritime Security

Common Challenges and Mutual Opportunities



POW/MIAs



Humanitarian Assistance



Disaster Relief

• PSI / UNSCR Enforcement



Terrorism / Extremism



Maritime Security



Weapons Proliferation

Common Challenges and Mutual Opportunities



POW/MIAs



Humanitarian Assistance



Disaster Relief

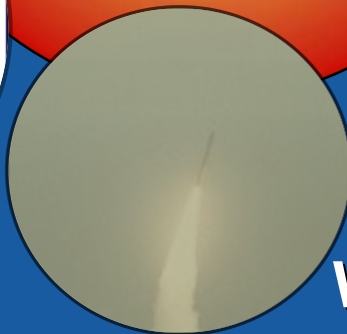
Terrorism / Extremism



- Cooperation
- Capacity Building



Maritime Security



Weapons Proliferation

Common Challenges and Mutual Opportunities



Humanitarian Assistance

Disaster Relief

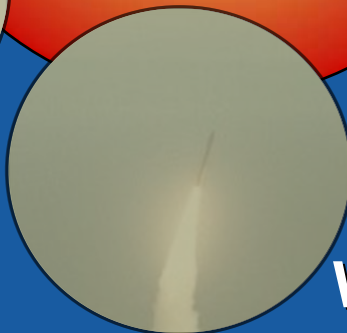
- Recovery
- Accounting

Maritime Security

Weapons Proliferation

Terrorism / Extremism

POW/MIAs



Common Challenges and Mutual Opportunities



POW/MIAs



Humanitarian Assistance



Disaster Relief

DISCUSSION

Terrorism / Extremism



Maritime Security



Weapons Proliferation