



USPACOM Science and Technology

Soft Power and its use in the Asia Pacific Region



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How is the US viewed by the international community?





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”

*** Joseph Nye, Dean of Harvard’s Kennedy School of Government**



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

Common Challenges and Mutual Opportunities





Two focus areas for S&T

- **Humanitarian Assistance/Disaster Relief**
 - **Resilient Communities**
 - **Energy (Renewable energy sources)**
 - **Water (Long term, safe water supplies)**
 - **Education (Distance learning, Mobile Learning Environments)**

- **Maritime Security**
 - **Anti-piracy**
 - **Illegal fishing**
 - **Smuggling**



Energy Efficient Water Purification focused on USPACOM HADR

- **ID HADR capabilities with respect to small unit and local populace water purification.**
- **Ten systems assessed in a limited objective experiment as part of Crimson Viper Field Experiment 2010 (CV10) in Sattahip, Thailand.**
 - **Thai military operators and lab technicians operated the systems and provided subjective feedback**
 - **Water quality analysis was both subjective (by operators) and objective (lab analysis of samples)**



ASPEN WATER 2000DM



**UH SLOW SAND
FILTRATION**



Distance Learning

- **Telemedicine with Mongolia**
- **Discussion of use of distance learning with Indonesia**



Maritime Awareness

Senator John McCain said on Monday,

“the United States should help members of the Association of Southeast Asian Nations to develop and deploy an early warning system and coastal vessels in contested waters”

Tensions between China and other rival claimants to the strategically vital waters -- home to two potentially oil-rich archipelagos, the Paracels and Spratlys -- have escalated in recent weeks.

Source: Energy Daily June 20, 2011



The Philippines and Vietnam in particular have expressed alarm at what they say are increasingly aggressive actions by China in the disputed waters



Technology for affordable Maritime Awareness

Low Cost Dual Use HF OTH Radar

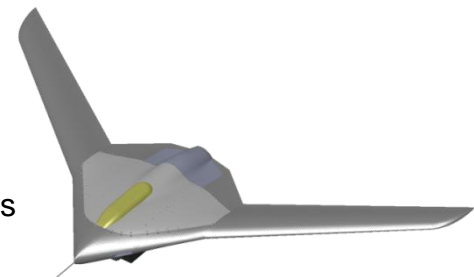


Commercial RADARSAT



Small, low-cost Autonomous UAS

- Heavy Fuel
- Beyond Line of Sight
- Loiter 33 hours
- Power 2.1 kw
- Range > 2000nm
- Usable payload – 76 pounds
- ITAR being worked
- Payloads
 - AIS
 - FMV EO/IR
 - SAR
 - SATCOM



Common Challenges and Mutual Opportunities



POW/MIAs



Humanitarian Assistance



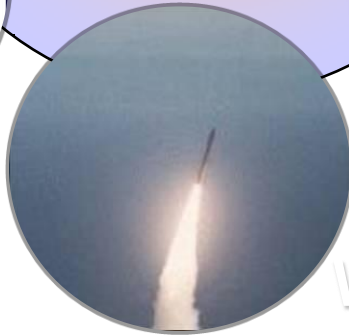
Disaster Relief

DISCUSSION

Terrorism /
Extremism



Maritime Security



Weapons Proliferation



“Tell him we haven't got time for any of his bright ideas – we've got a battle on our hands”