

## The ‘Nation To Nation Aid’<sup>1</sup> As The New Pivot Of 21st Century Public Diplomacy.

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### **Abstract**

*As the aim of this paper is to address the robust guidelines of the public diplomacy development in the format of humanitarian aid identified as the directly activated stimulus with the independent model example of Commonwealth Union and Polish citizens to Ukrainian nation subsidies launched during the humanitarian crisis management actions right after the conflict triggered by The Russian Federation in 2022 in Ukraine. The listed below questions indicate the scope of analysis conferred thoroughly in this study: (1) What sort of factors used by ‘nation to nation aid’ modifier have changed the perception of modern 21st century public diplomacy? (2) What new trends in the development of public diplomacy can be identified as indicators increasing the architecture of international security of allied neighbouring countries with the country in the state of war? To answer the above questions, the paper screens distinctly the method of comparable analysis, deduction and synthesis as the exclusive data from the following authorised sources: (1) the Economic Polish Magazine 2022, (2) The report of the Regional Refugee Response for the Ukrainian Situation REACH of December 2022 and (3) UNHCR Operational Data Portal: Ukraine Refuge Situation with the latest data from 14th March 2023 and finally prepared by The House of Commons Report: ‘The Ukraine: UK aid and humanitarian situation 2022-23’ (4). The all identified data show the link between the applied comparative analysis that will make the attempt in defining the new vectors influencing the development of modern public diplomacy stimulus on the basis of ‘nation to nation aid’ as fast track factor in current international relations.*

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### **I. INTRODUCTION**

The primary study will intend to define the landscape of the classical form of public diplomacy working in traditional canvas principally serving its role as the deliberated tool of democratically mandated authorities tailored to communicate the key strategic goals and financial programmes to the country nations or institutions responsible for shaping the future pivot of international security. Next, the content of paper will reveal some patterns of the modern public diplomacy with a concern of being applied comprehensively in the international relation field as the classical form of foreign affairs policy identified as the humanitarian aid. Finally, the research will provide the new tailored definitions concerning the ‘nation to nation aid’, as the phenomenon that has arisen between nations and has not been perceived in such scale and form in this part of European continent ever before. Both independently working international initiatives have been addressed to the Ukraine common citizens needs that have proved the solidarity of democracies in fighting for domestic freedom. All the data show the link that this study contributes for the new perspective to the security sciences in understanding the newly activated modifier reinforcing the modern public diplomacy prism under the term of ‘nation to nation aid’. The selected data for the need of this paper reveal the range of humanitarian response activities mainly initiated by the democratic societies that were modified by the time and scope of the executed actions according to the humanitarian needs identified on the ground of action.

The humanitarian ‘nation to nation aid’ factor has been revealed in this paper as the reinforcing stimulus that will be recognised in the modern development of public diplomacy as the solid and the most long-lasting ‘global’ impulse to launch the prolonged actions segmented by the mandated authorities of democracies to oppose ‘the uncivilised actions’ directed to modify the new world order of the 21st century on the European continent. The research points out the marvel of the democratic civilization when the grass rooted community initiatives have established the robust background of international multistate public actions that link stronger than ever before European relations. It has also brought to life a very distinct governmental and non-governmental

venue taking into consideration as one of the model independent example of Polish and British action taken as systemized solutions that are actively related with underlining solidarity of nations to respect the other nation's need to fight for the freedom and protect the democratic civilization with its values in this part of Europe.

## **II. CURRENT PUBLIC DIPLOMACY TRENDS**

The regular, full-scale modern military hybrid conflict on the European ground commenced on 24th Feb 2022 by the Russian Federation with the target of destroying civilian infrastructure of Ukraine has been lasting more than one year now. The costs of the harsh fights are still calculated with the annihilation of Ukrainian civilians and destruction of the state infrastructure by Russians. Currently, the toll is paid by the native Ukrainians, as millions of them started to cross the borders of neighbouring countries or relocate inside the country with just one reason: to save their lives in the first few days of the Russian invasion. As the final effect, it has reinforced the power of undertaken actions of the mandatory institutions responsible for activating the official communication channels to the nations of the world mainly with the help of e-diplomacy instrument with the addressed statement to diplomats of being 'internationally responsible to protect'.

Just one year before this conflict the whole world was still exercising absolutely unexpected international collaboration among public-health authorities, officials, politicians directed to work with the health crisis management procedures during the COVID-19 pandemics. This experience has brought the essentials to facilitate the proper decisions with science and diplomats to gain the fastest research data to protect nations and build the authority trust in the undertaken actions in media channels globally (Rahimi et al., 2022). The experience of medical help could be easily transformed to regional humanitarian aid using the same scheme of deeply convinced international community about the properly taken decisions with the instrument of social media applied worldwide. Such situations seem to create the unequivocal message to announce that undertaking more efficient internationally mandated initiatives, as like: collective sanctions or international coalitions of food supply, tank supply, ammunition supply working jointly with the UN highest court sentence against the acts of genocide of Ukrainian citizens or terrorists responsible for kidnapping of the Ukrainian children to the Russian territory can bring extensive effect of spreading this shocking information to the world by social media in very few seconds.

The context of this war conflict as observed in the geo-economical mapping can also be recognised as a wave of turbulence in the macro-economical foreign investments of both West and East networks, including the impact of the sanctions implemented especially on The Russian Federation. In this regard, Ukraine can be seen as a part of a wider geopolitical struggle of East and West influencers for the future pivot of new world order and civilization paradigms of democracy versus autocracy on the European continent. The changes are trailing a firm modification not only in the global supply chains and commodity prices, but they have indubitable connotations with the sphere of harder than ever before competence to become the leader of new geopolitical domination, including the relations with: China, Iran, Turkey, UAE, India, Pakistan, Japan, South Korea or European Union.

After the meeting with the Russian Minister of Foreign Affairs, Lavrov, the spokesperson of the Chinese Ministry of Foreign Ministry, Wenbin, stated: "Our striving for peace has no limits, our upholding of security has no limits, our opposition towards hegemony has no limits"<sup>2</sup> (The Moscow Times, 2023). Having those remarks issued, there can be assumed that the radical discontents, especially from China and Russia about the current hegemony are manifesting more determined compact planning of geopolitical strategies of two East competitors. What is more, it can provide the supposition that Ukrainian conflict commenced by the Russian Federation can be a long-lasting complex experience of 21st century in this part of European continent.

In the above described view of dynamic and mosaic actions, the instrument of public diplomacy seems to be one of the most effectively used factor that may widely respond to the needs of geopolitical challenges of the current world in the regional and international manner granting some guidance to coin the new architecture of global security. The current scholarship identifies two general concepts of public diplomacy. The first one lists its active areas in the branding strategies, cultural communication of the states to present and improve better image of the country to international stakeholders. In this context branding helps to support the long term allied relations and facilitates cooperation in the number of similar issues reducing the propaganda adversaries. The second understanding of this phenomenon is recognized as practicing of very different concepts achieved by more rapid solution, such as: the political advocacy. In its perspective the political advocacy uses campaigns to build foreign support for achieving immediate international policy objectives. Especially nowadays, it finds the field of action in the technology development, currently driving the concept of public diplomacy to dimension of the digital diplomacy, with such instruments as: (Twitter, Facebook, Instagram) or official websites of institutions responsible for sustaining the international security concept, as: UN or NATO.

As the dynamics of the current world affairs have been more intensified in the Central-East part of the Europe, there can be found new directions of public diplomacy development in the context of humanitarian aid format as one the recent discovery. The phenomenon can be identified as the new drive to Ukrainian dedicated humanitarian aid supplied and initiated so widely right after the first days of the war on Ukraine in 2022. The performed actions have been organized in two parallel solutions. The first independent example of model humanitarian aid path was launched in 2022 by UK governmental authorities by giving systematic financial help with worldwide brand but also acting on border countries creating the organic instrument of support organized together by European democracies. The second individual model of humanitarian aid path is recognized here as 'on ground direct help' organized by citizens of The Republic of Poland as the border country nation that has been reported in the international media as: 'the humanitarian superpower'<sup>3</sup>, 'Poles with open hearts-open homes'<sup>4</sup> or 'Polish generosity and willingness to open your hearts and homes'<sup>5</sup>.

All the abovementioned undertakings have been uniquely and immediately recognised by numerous authorities of the world. One of remarks was contributed during the most recent visit of The UK official, The Prince William in March 2023 in Poland with the following statement: 'I also want to pay tribute to the inspiring humanity of the Polish people. You have opened your hearts as much as your homes'<sup>6</sup> (BBC, 2023). The visit of US President J. Biden in February 2023 and the speech delivered to the allied democracies of the world at the foot of The Royal Castle in Warsaw in Poland also had the message dedicated to Polish nation: 'Poland is hosting more than 1.5 million refugees from this war. God bless you. Poland's generosity, your willingness to open your hearts and your homes, is extraordinary'<sup>7</sup> (White House, 2023). Next, Brzezinski the US Ambassador in Poland, who was impressed by the taken humanitarian actions in the first days of war in Ukraine imposed that: 'You are our heroes...I'm proud to be ambassador to this humanitarian superpower'<sup>8</sup> (Ptak, 2022). Moreover, there cannot be omitted the First Ladies immense actions responding efficiently and globally with the aim of dedicated fast track help to Ukrainian children and their mothers from the beginning of Russian Invasion on Ukraine. In this situation social media and communications channels were literally used as a combination of state and non-state actors in the field of diplomacy working as 'shifted public diplomacy' to the applied instrument of being: 'networked, relational and collaborated' (Park et al., 2019). The humanitarian initiatives are still supported and developed by the First Ladies of the Central Europe, namely: Agata Kornhauser-Duda and Olena Zelenska as observed during the last visit in Poland (GOV. President Ukraine, March 2023). In this scope of action, it is worth to highlight, that apart of the international authority help, Polish voluntary individuals from all of the country were acting intensively with in next few hours right after the invasion on Ukraine on 24<sup>th</sup> Feb 2022 at the Polish-Ukrainian border lines for fleeing native Ukrainian refugees. It shall be definitely stated that the humanitarian actions were possible to organize so efficiently and fast mainly with the help of digital instruments, such as: Twitter, Facebook or Instagram merging perfectly the need with the emergency aim. According to the data collected by Polish Economic Institute more than 77% of Polish society has been involved in helping the Ukrainian refugees in Poland. The 'nation to nation aid' factor was having very individual stages, especially in the first phase of the activated war, starting from: financial, material and medical support provided mainly by local initiatives of voluntary work of Polish nation, but also inviting the Ukrainian native citizens, mainly women with children and newly born infants, into one's own flats and homes. (Baszczak et al., 2023). These significant remarks of human understanding of the critical situation in neighbouring nation definitely have influenced the process of shaping public opinion globally and have opened the perspective of further analysis of the issue in this paper with the following researching questions:

### **III. INTERNATIONAL PANEL OF HUMANITARIAN AID**

The research data illustrating the concept of the article were collected on the basis of four independent sources presenting a very different dimension of humanitarian aid directed to Ukrainian refugees creating the humanitarian panel :

(1) The Common House Library Report on Ukraine 2022- 23 by Research Briefing Number 9467, Philip Loft, Philip Brien, 20 July 2023 with the provided materials from other reasonable sources as World Bank, FCDO, USAID, BII or UN.

(2) Polish Economic Institution with the issued in July 2022 year report. The collected sample analysis were done on 2200 Poles aged 20 and above as the telephone interview with (CATI) method. The more extensive sample was carried out in individual groups placed in the area of demographic profile residence. This survey was conducted between 25<sup>th</sup> April and 19<sup>th</sup> May 2022. Arbitrary sampling was employed to choose the proper data taking into account age, gender, the size of place of residence. The first part was oriented to fill in 1200 survey questionnaires. The second part consisted of 1000 interviewers where the sampling frame contained 95, 902 individuals and 14 362 telephone calls carried out for 1000 interviewers (Baszczak, et al. 2022).

(3) The report of the Regional Refugee Response for the Ukrainian Situation REACH was performed to inform about humanitarian action of December 2022. As it was directed to update Refugee Accommodation

Sites and Monitoring in Poland. The key interviews were conducted with coordinators, humanitarian staff or volunteers working in accommodation sites in Poland. One key informant was interviewed per site. Data collection took place from 27th of July to 31st of December 2022 with telephoning for the number of 684 and on-site in-person with 301 interviews. The assessments were conducted exclusively through interviews, not through physical inspections (REACH, 2022).

(4)The report of The UNHCR Operational Data Portal for Ukrainian Refugees with the submitted data were done on the basis of the active PESEL launched in Poland as the number of personal identification from the beginning of the conflict till 20th March 2023. It definitely reflected the most dynamic situation with refugees who needed the assistance with the still active PESEL number of 994 989 already registered (UNHCR, 2023).

#### **IV. 'NATION TO NATION AID' IN INTERNATIONAL PROCESSING**

The humanitarian crisis in eastern Ukraine has been indicated since 2014 with the growing index. Till January 2021, over 3,000 civilians were killed, additionally the UN estimated around 2.9 million people who were in the urgent need of humanitarian aid starting from the basic food access, shelter or health services. The estimated data reveals that from February 2022 till June 2023, a further 9,083 civilian deaths have been notified, and the number "in need of humanitarian assistance has risen to 17.6 million people (around 40% of Ukraine's 44 million population)" (House of Commons Report, el. al.2023)

The 'nation to nation aid' in international financial system support proves the possibilities of democratic values in wider perspective: 'for 2023, the UN and its partners have appealed for US\$5.6 billion (£4.5 billion at January 2023 exchange rates) to target 11.1 million in Ukraine and refugees in ten host countries. As of July 2023, the US\$3.9 billion for UNOCHA is 29% funded and the US\$1.1 billion for UNHCR around 55% funded' as the House of Commons Report from 2023 reveals. With the aim of rising the systematic financial help The UK Foreign, Commonwealth and Development Office (FCDO) also did a bilateral aid that is dedicated for a specific purpose or country as the allocated aid to the wider East European and Central Europe region with the possible option that some would have been spent in Ukraine. The UK has deployed humanitarian experts to Poland, Romania, and Moldova to support their actions. The UK 'nation to nation aid' also has provided £347 million of humanitarian funds over the next three years. According to these figures the UK has pledged a total of £347 million in humanitarian aid till 2025. Around 75% of this will be spent in Ukraine, and the remainder in Moldova and the wider region. As for the fact that Ukraine's neighbours such as Moldova, Romania and Poland have hosted many Ukrainian refugees since Russia's intervention of February 2022. This will also include funding for the UN Population Fund and UN experts who work on gender-based violence, and sexual and reproductive health services. As the example of more extended 'nation to nation aid' the UK support has also included funding experts in mental health and child protection in Poland, disability and anti-trafficking in Moldova, and preventing sexual exploitation and abuse in Romania. In total, from February to December 2022, the UK Government confirmed contribution of £13.5 million in direct support to Moldova's humanitarian work and £27 million regionally. What is more, according to House of Common Report The FCDO plans for its bilateral aid to Ukraine stand with the amount of £210 million in both 2022/23 and 2023/24, before falling to £155 million in 2024/25. These figures compare to FCDO spending of around £103 million in 2021/22. Finally, it is worth to admit that during 2022, the UK announced humanitarian commitments totalling £220 million. This aid was to concentrate on life-saving assistance, such as food and shelter, and prioritising women, girls and the most vulnerable ones suffering from this conflict. The Report also provides data that in July 2023, the UK Government announced it would provide a further £127 million in humanitarian aid. Part will be spent through the UN and Red Cross, as this figure includes an earlier announcement of £16 million in response to the destruction of the Nova Kakhovka Dam, which affected 42,000 people in southern Ukraine. Most of the UK funding is delivered by the Red Cross. However, the amount of £250 million is prepared for British International Investment initiative. In 2023, the Prime Minister announced up to £250 million of new capital for British International Investment (BII), for investment in Ukraine. This instrument is operationally independent of the UK Government but recently it has been reinforced by Government capital injections ( by purchasing additional shares) since 2016. Additionally, even more international instruments are prepared at World Bank with the amount of US\$100 million (£74 million) for the Ukrainian Government's budget to support public sector salaries, social protection, and core services. What is more, from February 2022, the UK has provided guarantees of up to US\$1.5 billion in multilateral development bank lending to Ukraine. This includes fundings from the World Bank and European Bank of Reconstruction and Development as well. The data listed in the report show that The World Bank and other international donors have collected US\$37.5 billion in finance for Ukraine from February 2022 to June 2023 (£30 billion). Around US\$23 billion of this amount has been disbursed (as of 29 June 2023). This includes a package of loans and financing to provide wages for workers in education and hospital settings and other public sector organisations. Next important finance instrument known as The International Monetary Fund has approved in March 2023 a US\$15.6 billion programme (around £12.8 billion) for 2022 to 2027 as part of a wider package of support. The lending aims to mobilise wider concessional finance for Ukraine and to maintain economic and fiscal stability in the country. Collective financial support is

also visible in the instrument of debt deferment for Ukraine, 2022 and 2023. As bilateral creditors of Ukraine which are: Canada, France, Germany, Japan, United Kingdom, and the United States concluded a Memorandum of Understanding to provide coordinated debt service suspension for Ukraine. Finally, in 2022, EU institutions collectively committed US\$10.6 billion in bilateral aid (£8.3 billion) to Ukraine as well of which US\$278 million (£219 million) was for humanitarian aids only. This reveals 38% of all its aid spent globally. Based on the data reported to April 2023, the United States and Canada delivered the highest amount of net bilateral aid to Ukraine in 2022 among the G7 countries. Listing these preliminary figures it can be revealed that the UK provided the sixth highest amount of overall bilateral aid, above Italy as it is inserted below in details with the preliminary data on bilateral aid to Ukraine from G7 states in 2022 in US\$ currency in millions.

| Country            | Net Bilateral aid to Ukraine | Of which: humanitarian aid |
|--------------------|------------------------------|----------------------------|
| The United States  | 8,980                        | 198                        |
| Canada             | 2,448                        | 215                        |
| Japan              | 711                          | 117                        |
| Germany            | 526                          | -----                      |
| France             | 505                          | -----                      |
| The United Kingdom | 397                          | 191                        |
| Italy              | 359                          | 24                         |

Fig.1.: Note: The figures on aid to Ukraine are preliminary and partial, as several donors are still in the process of collecting more detailed information. Final statistics for the UK will be released in Autumn 2023. Source: OECD, ODA levels in 2022, 12 April 2023, p12 in House of Common Library Report.

In case of Poland and the collected data by Polish institutions developing the regional profile of 'nation to nation aid' is understood as a different grid of the humanitarian international panel. In the moment of starting the conflict it was launched on the ground by the Polish nation social independent wave of Polish citizens supplementing on the ground international financial systems. The collected data seems to indicate totally different character of given 'nation to nation aid' instrument recognised as the ground charity of Polish nation that has never happened before in this part of Europe. The unquestionable actions done with in first 72 h settle the refugee crisis as the absolutely and so different humanitarian cross border crisis management in terms of response and solidarity involvement in this part of Europe. The Figure 1 below shows the pick number per days of fleeing Ukrainian refugees, who crossed the Polish border. The number of border crossing per day was rising gradually from 24th Feb 2022, it started to fall down after 10th of March 2022 from 117,600 to 87,000 in a day.

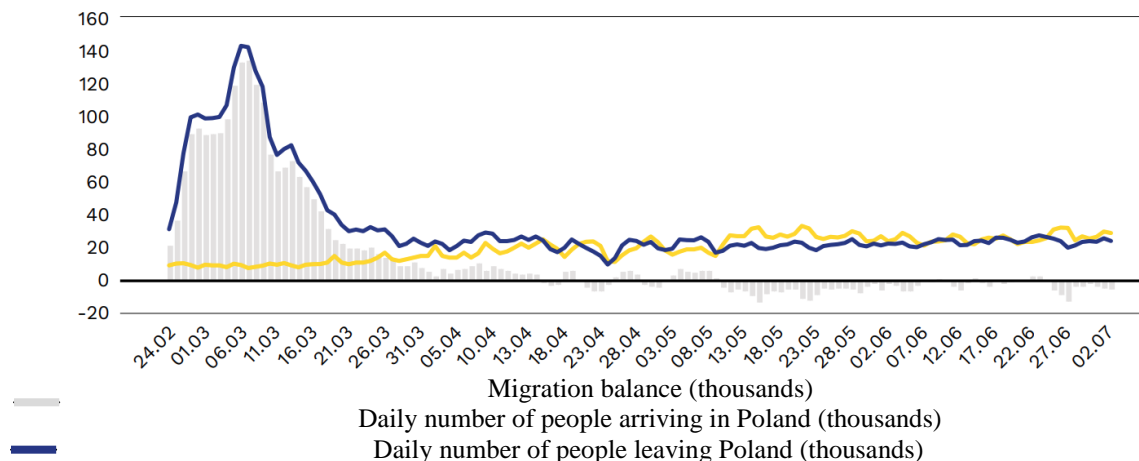


Fig. 2. Migration on the Polish – Ukrainian border line from 24th Feb to 02nd July prepared by PEI based on Border Guard data. Source: Polish Economic Institute, Warsaw p.10.

Such a huge number of civilian refugees coming to Polish border line was reinforced by numerous factors, one of them was identified as the reason of long border between Poland and Ukraine. The next one concerned the official declaration given by the Polish authorities and individual volunteers about readiness of providing the help as long as it would be necessary. The report also reveals that Poland as the host country for the civilian refugees from Ukraine had at the beginning the index of only 20 % as it is listed in Figure 2 below. With some next events in May 2022 the situation was stabilized and the range of active involvement of Polish nation went to 57%. Nevertheless, the most important were the first actions released in very few days of the

conflict when refugees were queuing at the cross borders. The situation caused the exodus of Ukrainian nation on the borders of South-East Poland with the scale of being incomparable to any humanitarian crisis management procedures ever practiced on Polish state territory as the country neighbouring with the country in the state of war. It explains the result of 70 % Poles being involved in any humanitarian supporting actions in the whole country.

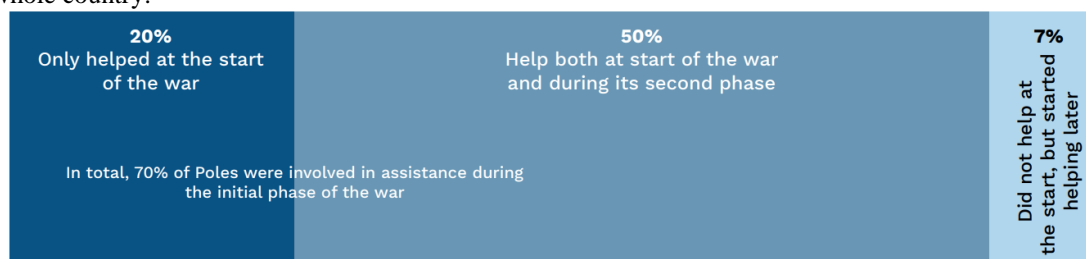


Fig. 3. Scale of Poles' engagement in helping refugees at the start and at a later stage of the war [%]. Source: prepared by PEI based on the results of the survey. Source: Polish Economic Institute, Warsaw p.13.

As the report identifies, there were very different forms of helping Ukrainian refugees, starting from the below listed data in Figure 3, such as: buying very different everyday items as the refugees came to Poland only with very few personal things after being woken up by bombing the civilian houses in the middle of the night. The other factor, such as volunteering one's own time is understood here, as unpaid time of various type of work given to assist the refugees in the amount of 7%. The number of 5% responders pointed out that they made their own homes available to refugees. This factor has created the immediate assimilation between the nations, having the whole families as women and children hosted under one roof of Polish common family.

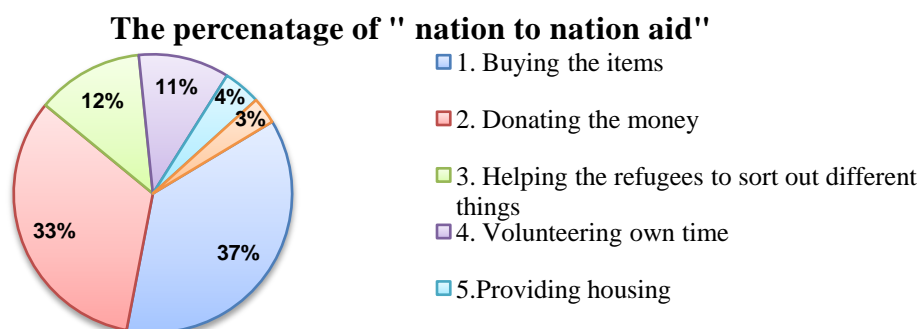


Fig. 4. The surveyed assistance of Poles in the first three months as 'nation to nation aid' Source: Polish Economic Institute (2022), Warsaw p.15.

The Figure 5 below presents the REACH reports data in more extensive perspective with the response of the state with Polish authorities and voivodships. The collected data from the second independent source issues the number of 6.3% as the indexed help in assisting with the housing in the residential buildings belonging to the Polish citizens. This data show the huge work of crisis management country system in Poland, as the whole humanitarian actions were firmly connected with segmented funding of all the undertaken initiatives starting from the charity organization in the first stage of humanitarian actions to be supplemented with country state systems prepared for the next groups of fleeing Ukrainian citizens. The collected data, showing the accommodation capacity module, were rooted with the initiatives of voivodship and state at certain moment of the launched humanitarian actions that were working collectively. It definitely made the undertaken social initiatives much easier to be implemented in that moment of crisis.

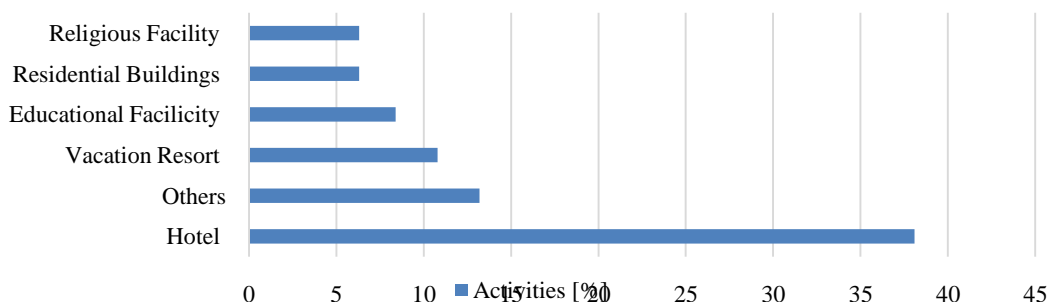


Fig. 5. Top five common types of building used as collective sites in Poland. Source : REACH Refugees Accommodation Sites Mapping and Monitoring, July- December 2022, Information on site management and facilities, p.2.

From the collected data above, there can be mapped, that the most frequent type of accommodation employed as the collective sites were the hotels funded by individuals or state crisis management solution in number of 38.1%. As the situation was dynamically developing the next community initiatives were employed to launch the fasttrack help on the border in the first few hours of the conflict, including the accommodation in the religious facilities, education facilities as appointed in the bottom of the Figure 4. According to the latest data issued with the report of (3) The UNHCR Operational Data Portal for Ukrainian Refugees, the updated number of refugees with activated PESEL ID number estimates around 1, 564, 711 refugees on 10th March 2023. It reflects the number of refugees who have been registered to ask about the temporary protection. The next figures below present and confirm the humanitarian needs of Ukrainians at the beginning of the crisis as monitored with the reports of UNHCR in the first days of conflict. The data has been updated till 10th March 2023, as presented in Figure 6.

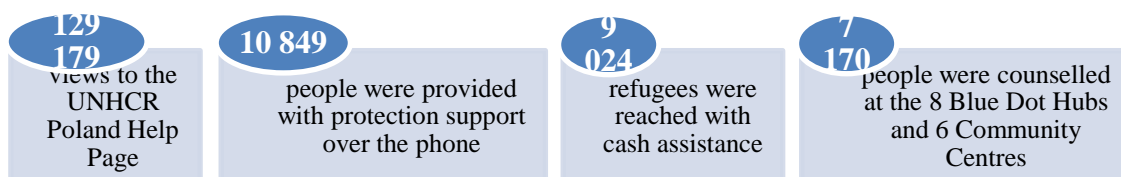


Fig. 6. UNHCR Operational deliveries in 2023. Source: Operational Data Portal Ukraine Situation (2023), Situation in Ukraine p.1.

From the above listed information, there can be observed the incredible human mobilization on multilevel platform of crisis humanitarian management identified as 'nation to nation aid' modifier in very different dimension in the international panel of humanitarian aid. The unexpected situation of fleeing Ukrainians was also recognized in other countries directly bordering with Ukraine in the regions as the emergency need to answer to the humanitarian crisis on the borders. According to the data collected by UNHCR till 10th March 2023, the refugees have asked about temporary protection by registration with ID numbers in the following countries as indexed in the report presented in Figure 7.

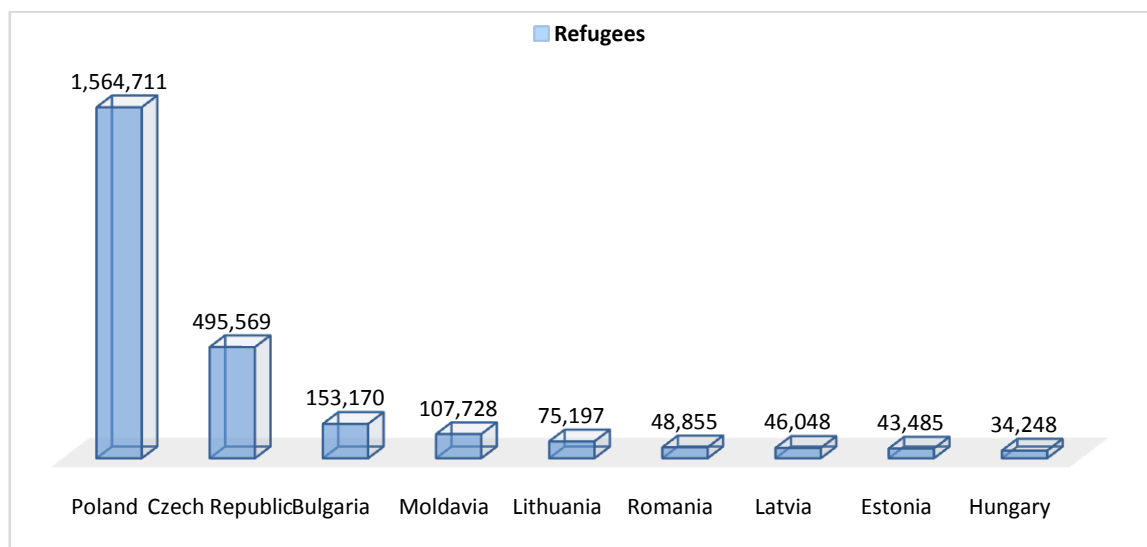


Fig. 7. Refugee numbers linked to the war in Ukraine reported by host countries. Source: Operational Data Portal Ukraine Situation (2023), Situation in Ukraine p.1.

Additionally to the above listed figures, the report reveals the proof of the UN High Commissioner for Refugees' with data of 8.4 million people, who in total have fled Ukraine since the start of the war. So far, up to 3.1 million of them have returned (as of 2.07.2022). According to UN data, the largest share of refugees, 51%, went to Poland (UNHCR, 2022) that only confirms the highest pick of 'nation to nation aid' phenomenon performed by the central European nations. In this regard, The Republic of Poland seems to be the nation that has been employed the most dynamically in providing the humanitarian aid of such scale in this part of the Europe. However, the collected data is also changeable according to the House of Common Report from 20<sup>th</sup> June 2023 Poland has experienced the highest number of recorded border crossings from Ukraine since February 2022 (13.4 million) but it does not host the highest number of Ukrainian refugees anymore. Now the approximate number of refugees in Poland indicates the number of 1.0 million dated on 19<sup>th</sup> June 2023. The report notifies that Russia has the highest number in the amount of 1.3 million, the second is Germany with number of 1 million and approximately 209,000 refugees are in the UK with the data valid on June 2023 (el.al. House of Commons Report 2023).

## V. CONCLUSION

The current study of this paper aims to indicate the areas of development of modern public diplomacy in the context of 'nation to nation aid' factor initiated and fully employed for the Ukrainian refugees fleeing to border country Poland at the beginning of the conflict commenced by The Russian Federation in 2022. The juxta point in the classical and modern theories of public diplomacy seem to deliver the proof that it is one of the most elaborated tools that reacts the most efficiently and smoothly to the new challenges of hybrid dynamics in international relations using the practical public diplomacy as the flexible instruments of crucial financial institutions to work with the foreign policies in the parallel example solution working with Poland as the boarder democratic country and the UK international system of multilayer institutional support. The recent data from The House of Common Report provides that in March 2023, the World Bank, the Government of Ukraine, the EU and UN estimated that the cost of reconstruction and recovery in Ukraine stood at US\$411 billion (el.al. House of Commons Report 2023). This information must be clearly announced to the global communities of unified democracies. Definitely, public diplomacy still performs the classical approach as the fundamental focal point of further development in the undertaken message working with the communication channels between the authorities and communities of democratic civilizations among the counties and institutions. What is more, till the moment of commencing the conflict in Ukraine, the international institutions responsible for keeping the architecture of security were deeply concerned with the coordination of the communication channels understood as the most appropriate instruments to support allied policies, operations or actions taken by NATO in order to advance and reinforce the security objectives of NATO to the allied nations (STRATCOM, 2023). The diplomatic communication previously was based on 'government-to-government' and 'diplomat-to-diplomat' interactions. The upgraded concept has expanded to launch 'government-to-people' contacts that are mostly practiced in international institutions and governments nowadays.



The collected data from four different authorised centres has proved that 'nation to nation aid' stimulus firmly has changed the perception of the 21st public diplomacy theories and practices. Even when the active social public diplomacy was strongly supported by the previous experience of democratic movements during the Revolution of Dignity 2014 in Ukraine, providing only delivery of medical care made by charity organization called Solidarity Fund PL, the awareness of the supplied help made difference in understanding next processes on the Ukrainian territory. The idea of developing democratic merits among Ukrainian nation was expanded as the next step during the conference of Decentralization and Community Development on 20–21 April 2015 in Chernihiv, Ukraine (Bogorodetska, 2018). All the actions taken before 2022 year made Ukraine more democratic and deeply aware of the undertaken decisions to protect their national values right now. The idea of protecting 'civilised nation', apart of humanitarian aspect, has been sent as the message from the other nations of democracies recognised as the solid sign of trans-European solidarity against any aggression on human values. The factor 'nation to nation aid' performs here the role of message carrier among the nation of democracies. It is strongly opposed with autocratic solutions and as the result of undertaken actions, it has created the polarised vision of human values in the communities of the world acknowledged already as the clash of civilisation and its values. What is more, with the help of technological development the motion of 'nation to nation aid' is supported effectively by the digital diplomacy phenomenon as the new approach in the development of public diplomacy. With the progress in communication technology, it transforms the idea of building in the social media blogging and micro-blogging to the new forms of public diplomacy even between official state actors (Zhong et. al., 2013). It can also bring the new power of public diplomacy in the format of 'reinforced soft power' unified as never before with communities of democratic values without state boundaries as the independent model example of British and Polish understanding of humanitarian aid processing delivered directly to Ukrainian nation. This progress is more extensively understood now by scholars in the spectrum not only speed of messaging and building media strategies, but also the dynamics in relations between nations and publics (Zaharna, et al., 2015). The publics using social media power start to be the equal player in building the relations between the nations creating the phenomenon of "relationism". It seems to work as globally robust uncontrolled factor of community value. This axis of changes would be very complex to be understood by the autocratic countries that do not affirmate any human values. In such polarised environment the digital information transfer can counteract with the disinformation of autocracies or any other aggression in the statements delivered in this case by The Russian Federation dystopia.

Finally, the 'nation to nation aid' pivot has reinforced very different responses of communities staging the local initiatives to the range of global dimension actions as unified coalitions of support performed by the democracies in this part of Europe mainly neighbouring with Ukraine country, including in this regard The Republic of Poland. The new human aid identified with this conflict was noticed by other democratic countries, where: 'opening hearts, as wide as homes' is not commonly seen, as it is not deeply and historically coded nation behavioural factor in the European civilization. The analysis in this paper have also implications on the future navigation of the humanitarian help as the new application of crisis management procedures can be compounded in numerous individual solution with the country state humanitarian aid system connected with other governments. The new approach of "nation to nation humanitarian aid" indirectly has resulted in reinforcing the sanctions as well, as the most efficient long lasting diplomatic instrument that brings slow but firm results in the economies. Whereas, from the pure scientific perspective, the public diplomacy has contributed with the new feature of humanitarian status being very close to vulnerable communities with the diplomatic mission of protecting the values of humanity. In the end, all analysed above considerations open the new chapter of superpower capacities for the actions of communities and democratic governments recognised as factor of 'nation to nation aid' to stand for further research.

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