

Challenge

Motivation

Diplomacy is rapidly changing in our **digital era**. As people move more freely, technologies like **AI, AR/VR** and **big data** are reshaping how we connect, and younger generations expect **faster, more digital interactions with public institutions**. Embassies must adapt, especially where **physical locations aren't possible**, due to geopolitical conflicts or remote locations. Virtual embassies can make **consular services, cultural exchange, and international cooperation more accessible and secure**, reaching people anywhere and enabling **real-time, inclusive dialogue**.

Task

Your challenge is to **rethink** what an embassy can be in the 21st century. **You don't need to rebuild an entire embassy**. Instead, focus on a **single service, function, or use case** that does not exist, you find interesting, important, you see potential for improvement or ideally all together.

Consider questions like:

- How can **essential diplomatic or consular services** be made **more accessible or user-friendly**?
- What **new possibilities** could a **digital or virtual embassy** offer that weren't possible before?
- How can we ensure the **integrity and security** of these services?
- How can we keep **real-world and digital diplomacy connected**?

You can choose to focus on solutions for **citizens** (such as emergency help, visa applications, or information access), for **diplomats** (such as secure communication, immunity, or host-government liaison), or **both**.

Some examples of **classic embassy functions**: