

Technological Improvement of OSCE

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When it comes to technologies, there is absolutely no doubt that the technological revolution that took place at the end of the 20th century has propelled the creation of modern, sophisticated European society. Surely, the European Union (EU) is one of the most prolific and well-thought out treaties that has ever existed between countries, as it is aimed at the comprehensive development of its members' economic, health care, and military sectors. Nonetheless, particular aspects of the EU's political and economic performance are still longing for improvement, and while its business sector thrives, it seems to be of the utmost importance to talk about how technology can improve an organization that is responsible for global peace, democracy, and transparency—as those three elements of freedom are the basis for an organization's economic freedom and stability. Therefore, with the security sector standing at the first position in the line for positive modifications, refining the operations of the Organization for Security and Co-operation in Europe (OSCE), which is known as the global leader in the scope of solving political disputes, should be considered as the first and the foremost part of the EU that it has to face nowadays.

It goes without saying that the OSCE meets the expectations of the world's democratic alliance by sending its observation missions to elections all over the world, thus ensuring the prevalence of law, order, and transparency. However, pondering its mission as a regulatory body of armed conflicts, it should be acknowledged that the organization could have its operations refined; still, the lack of technological backing prevents it from providing efficient surveillance

over military conflicts, as observing and regulating armed conflicts requires more technical capability than ensuring the right balance of transparency during elections.

Ruminating over the answer to the question of the technological shortcomings of the OSCE, one should deem it right to state that a practical example of the organization's failure is the most ample ground for growing the seeds of doubt regarding its performance. In 2014, an outrageous outbreak of military aggression took place in the very heart of Europe, as Russian armed forces took on Ukraine, having annexed the Crimean peninsula and then started a conflict in the regions of Donetsk and Luhansk. Stefan Lehne from *Carnegie Europe* claims that: "OSCE's monitoring mission in Ukraine has become an essential factor of stability – violence has not stopped, however, and the mission's work remains hampered" (Lehne, 2015). While the pro-Russian politicians claim that the OSCE is not needed at Donbass, the Ukrainian armed forces are claiming the OSCE's importance in stabilizing the situation in the Eastern regions of the country. Nonetheless, the organization, besides being prevented from performing its mission by constant provocations from the Russian party, is lacking technological sophistication that it needs for controlling even the most distant borders of the temporarily occupied Ukraine.

Here comes the right time to define how technology can improve the OSCE's performance within the framework of resolving the conflict in Ukraine, which is a rather practical guide on how technology is a general tool for improvement in the 21st century. Lehne states that in the 1990s, the OSCE's role as a pivotal regulatory body for armed conflicts has greatly deteriorated, as the organization operated on the basis of ideological confrontation and not practical implementation of democracy and conflict regulation (Lehne, 2015). Hence, in

order to define the steps for a technological refinement of the OSCE, its most obvious shortcomings and weaknesses should be pointed out.

The first and the foremost weakness of the OSCE is its lack of work in the realm of public relations. Of course, the organization has its social media profiles, where they eagerly try to keep connected with the public. However, the work that is being done is not enough, as the organization lacks the platforms that would help it receive valuable feedback from the public. Getting the right volume of feedback is crucial, as it helps an organization define its most vulnerable areas of performance. There is no doubt that getting thousands of comments on Twitter and Facebook can help an organization detect the areas it should improve, however, this is not the case with the OSCE. Lisa Larter from *The Huffington Post* claims that: “When a customer is unhappy with good cause and they encounter an emotional, defensive business owner, things are going to go sideways” (2017). This principle also works for the OSCE, though the difference here is that this is not the customers’ satisfaction at stake, but human lives and destinies.

Moving on, given that the OSCE is a purely political organization, it does not have its own military forces—the presence of which could have provided it with direct access to all the locations they need to survey. It was not once that the pro-Russian rebels and the Russian armed forces would not let the OSCE observers into the cities and villages of the Donetsk and Luhansk regions for the sake of not letting them detect the massive allocations of Russian forces, which are said to be not present there. In 2016, the OSCE commissioner for national minorities, Astrid Thors, noted no violations of the Russian-speakers’ rights in the region (which was the primary

justification of Vladimir Putin for the Russian military intervention to Ukraine), but stated that the rights of local Crimean Tatars and Ukrainians were harshly violated (Hooper, 2016). The OSCE finds it hard to perform their duties where they are needed in order to ensure an all-round resolution of the conflict. Here is how technology can help the organization prosper in terms of getting closer to the public, so they can find out what needs to be addressed more thoroughly and how the organizational reforms can be performed not for the record, but for changing the situation for the better.

There are two steps that need to be taken for a successful and efficient resolution of the conflict and an increase in the organization's sustainability. The first step envisages the need for reaching closer to the public, as the OSCE is generally regarded as a rather 'closed' organization. The role technology should play is merely instrumental, as the OSCE has the entire toolkit it needs for becoming an organization that is truly efficient in terms of becoming open to the public. The OSCE management could embark upon creating the organization's local websites, which would mean an enhanced level and volume of cooperation with the public. For example, talking about the conflict in Donbass, it is often possible that the locals can witness an illegal military formation taking on illicit actions towards citizens. Having a local website that would fully operate in the language of a corresponding country would save the day. Glenn Shoosmith from *The Guardian* tries to explain why it is important for every venture to have its own website: "It is important to think local before you think big, as being accessible to customers locally means having an ability to reach for them globally one day" (Shoosmith, 2012). That is, the OSCE tries to control the military conflict in Donbass globally, talking about the events that are

taking place in the Eastern Ukraine through the perspective of peaceful Europe. Meanwhile, they have to try and hear the locals by creating locally-oriented websites.

In addition, the OSCE should embark upon a closer cooperation with the military. There is no need for engaging with the Ukrainian or Russian military; however, when it comes to observing and controlling an armed conflict, it is crucial for the organization to feel protected and safe, so the OSCE should team up with the European Union armed forces for the sake of gaining access to the locations they have been prevented from visiting. William H. Hill et al. state: “In the current dramatically changed security environment, however, the OSCE, like other security organizations, has to adapt to remain relevant” (2011). The organization should start looking for ways for infusing its missions with democracy and transparency, as simply reporting on what its representatives are allowed to observe makes no sense in light of preserving the economic stability of modern Europe.

Dwelling upon the role of technology to be played in this step, it should be precluded that modern military technologies could be used by the organization as tools for advancing the depth of investigating the crimes that take place on battlefields. The neoteric military radars and intelligence technologies, including air intelligence, can play a crucial role in defining the guilty party and bringing it to court as soon as possible. An organization that is not armed itself is not capable of mitigating an armed conflict. Hence, technology as a medium for increasing an organization’s profit does not always look like what people expect it to look like. There are times when economy and business should be regarded in the light of being dependent on peace and stability. Imagining how world business could have looked like if modern Europe was in the state

of war with Russia makes it easy to understand that using technology to ensure peace and security is the first step on the way towards establishing an economically prosperous world.

In conclusion, conducting business in a peaceful and amicable atmosphere is one of the most pleasant things a modern organization can encounter. Ensuring peace and stability in modern-day Europe means ensuring the welfare and solvency of its businesses. The Organization for Security and Co-operation in Europe, which is the stronghold of European democracy and transparency of its political processes, can embark upon the technological sophistication of its processes for the sake of ensuring peace and stability on the continent, thus providing for the well-being of business. The conflict in Ukraine, which is taking place in the heart of Europe, is being regarded as a perfect example of where and why the OSCE has been less efficient than it can be. It is important to talk about SMM, online marketing, neoteric types of advertising, and so on; however, it is sometimes understandable that preserving political and military stability and not letting an armed conflict reach beyond the margins of sanity is the most relevant domain for technology to refine businesses and organizations. Increasing revenues is crucial. Still, it is even more vital to ensure their theoretical probability.

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