



An initiative funded
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preparatory action

CULTURE *in* EU EXTERNAL RELATIONS



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results

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Une vision prémonitoire

La culture planétaire requière le libre épanouissement des cultures à travers des formes complexes d'échanges dialogiques... Abandonnant pour toujours l'ambition à se poser en point de vue unique et rationalisateur, l'Europe peut jouer à l'égard des autres cultures le rôle de point de vue autre et inattendu, qui aide à se connaître et se développer par soi-même. Abandonnant pour toujours le rôle de centre privilégié du monde, l'Europe peut devenir un lieu de réflexions et d'innovations pour pacifier les humains et instaurer ou restaurer les convivialités.

Edgar Morin, *Penser l'Europe* (1990)

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Key lessons of the inquiry

Very strong interest in **engaging culturally** with Europe, as well as with cherished values such as **freedom of expression, democracy** and **human rights**.

But Europe's **privileged positions** are today **challenged** by powerful **competition** from other countries and regions.

A panoply of European strengths

Have put in place **robust policies** for their cultural life and cultural sectors.

Strong capacities and **professionalization** in our cultural institutions.

We nurture **excellence, creativity** and **creative people, valorise heritage** and are fully **open to exchanges** with the rest of the world.

Societies that are in the main **self-reflective** and **self-critical**.

A **creative continent** that contributes in myriad ways to the **global civilization** today in the making.

Accompanying responsibilities

- To share these achievements and qualities with the rest of the world in a spirit of **mutual learning** and **reciprocity**.

... in a transformed world

New **pathways** and **webs of interactions** have replaced the 'North-South' or 'Europe and the Rest' trajectories of the past.

Creative people retain their **distinctiveness** while appropriating **globalised repertoires, methods** and **strategies**.

Cultural practice has become **trans-continental**, as well as trans-continentally **collaborative**.

Challenges for Europe as well – digital media, social media, deep social and political transformations.

‘Global cultural citizenship’

A horizon of aspiration, a **work in progress**.

A **process**, not a product.

Requires **mutual learning**, notably about living together with others in a spirit of cosmopolitan solidarity.

Both **individual** and **collective**.

Both **values-driven** and **interest-driven**, for each and every people and nation-state.

A **metaphor** for the needs and interests of all.

Added value of a strategy

Member States

the pooling of their individual efforts would minimise duplication and make limited resources go much further.

Cultural operators, networks and businesses

ditto, through increased access to audience, partners and markets.

Third countries

better interface with Europe's cultural actors: easier access to expertise, markets, networks and patterns of cultural innovation.

Added value of a strategy

The EU:

The opportunity to promote its **diversity** in ways that are truly **contemporary**.

Exerting the rights and responsibilities of **global cultural citizenship**.

Boosting the European **creative economy**.

Greater '**smart power**' in a globalized world.

Key building blocks: principles of value

Reciprocity and **mutuality**, notably mutual **listening** and **learning**;

The **promotion of cultural diversity**
in the spirit of the
2005 UNESCO Convention;

Respect for **open expression**,
critical reflection and **free debate**.

Key building blocks: principles of method

- Balance governmental **responsibility** with autonomous cultural practice.
- Involve all cultural stakeholders right from the outset: the **co-creation** or **co-curation** of new projects is the bedrock of deep and lasting ties.
- No ‘quick fixes’. Nor can one size fit all: patterns of cultural relations will have to be modulated on a **case-by-case basis**.
- Build on already existing **good practices**, complementing some, reshaping others.
- New **instruments, mechanisms** and **initiatives**.

Key building blocks: principles of method

- The imperatives of diversity and European commonalities should be combined in *new ways*.
- The EU: more *effectiveness* in the trans-national dimension, rather than new layers of bureaucracy.
- The EU: *coherence* and *synergies* amongst tools and instruments.
- The EU: *transparent* and *participative* decisions as regards the role of different institutional players.
- The EU: *transforming* ways of working and cooperating.

Key building blocks: preconditions and mechanisms

- The EU: set up a small, but sufficiently strong **coordination mechanism** within the European External Action Service (EEAS).
- Stronger **presence** on the ground and across the world.
- EC may **entrust** coordinating role to EUNIC, or one of the European national cultural institutes or an independent foundation or NGO.
- Or staff selected Delegations with **culturally competent** personnel.

Key building blocks: preconditions and mechanisms

- Adequate funding
- Smart pooling of resources
- Better communication
- Eliminating barriers to mobility
- Strengthening civil society
- Possible extension of the European Capitals of Culture process
- Serious monitoring and evaluation

Key building blocks: preconditions and mechanisms

- A better ‘fit’ with the cultures of **young people** as they already communicate across borders to create communities of interest and practice, notably through **digital tools** and the **social media**.
- More **exchange programmes** for young people in both the educational and cultural domains. More opportunities in third countries themselves.
- Conversely, sow the seeds of **cultural awareness** among young Europeans, right from the elementary school level (Umberto Eco).

Key building blocks: preconditions and mechanisms

- Pitch expectations prudently.
- Gradualism and flexibility.
- Different modes of practice: adapt rules, regulations and procedures to fluid realities on the ground.
- Innovate in areas such as trans-national peer-to-peer learning, financing of projects and the empowerment of local actors.
- **Radically simplify application procedures.**

Kick-start and test: pilot projects

Still work in progress...

Possible clusters

Cultural economy

Cultural Policy Development

Culture and development

Culture and social transformation

Culture and Conflict

6 Key Messages

1

Cultural relations have a **huge potential for enhancing European influence and attraction** as well as awareness, in Europe itself, of other cultures and the capacity to learn from them.

2

Great **demand for more and better European cultural relations with the rest of the world** that can also deliver greater prosperity and human development for all.

3

But the European Union has **no cultural relations strategy**. We need one that engages with Europe's Others in new ways, **listening, sharing, imagining and creating together** and that can respond in particular to the **cultural interests and practices of young people**.

6 Key Messages

4

EU institutions, national cultural relations agencies and cultural civil society need to work together to build a ‘joined up’ cultural relations strategy based on **reciprocity, mutuality and shared responsibility in a spirit of global cultural citizenship**.

5

Such a strategy requires **political will and commitment** and be **adequately funded**; it should be **implemented mainly by cultural professionals**.

6

Pilot-projects to inform and kick start the strategy and trigger a process of transformative change in Europe’s international cultural relations.



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