

6 KEY MESSAGES

1

Cultural relations have a **huge potential for enhancing European influence and attraction** – ‘soft power’ – in the rest of the world as well as for enhancing awareness of other cultures and the capacity to learn from them in Europe.

2

There is great **demand, in Europe as well as elsewhere, 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**. Any future strategy, however, must recognise that people in the rest of the World are not entirely happy with the way Europe currently does the job. They want us to engage in a new way, **sharing and listening together**, rather than simply projecting our individual national cultures. Any future strategy also has to respond better to **the cultural interests and practices of young people**.

4

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

5

Such a strategy requires **political will and commitment**. It also has to be **adequately funded** under the European Union’s budget and **implemented mainly by cultural professionals**.

6

A series of **prototypes and pilot-projects** should be launched forthwith in order to inform and kick start the strategy. The projects selected should also trigger a process of transformative change in the way Europe’s international cultural relations are conceived and carried out.