



cultural
diplomacy
PLATFORM

24 May 2017

New Paths towards International Cultural Relations

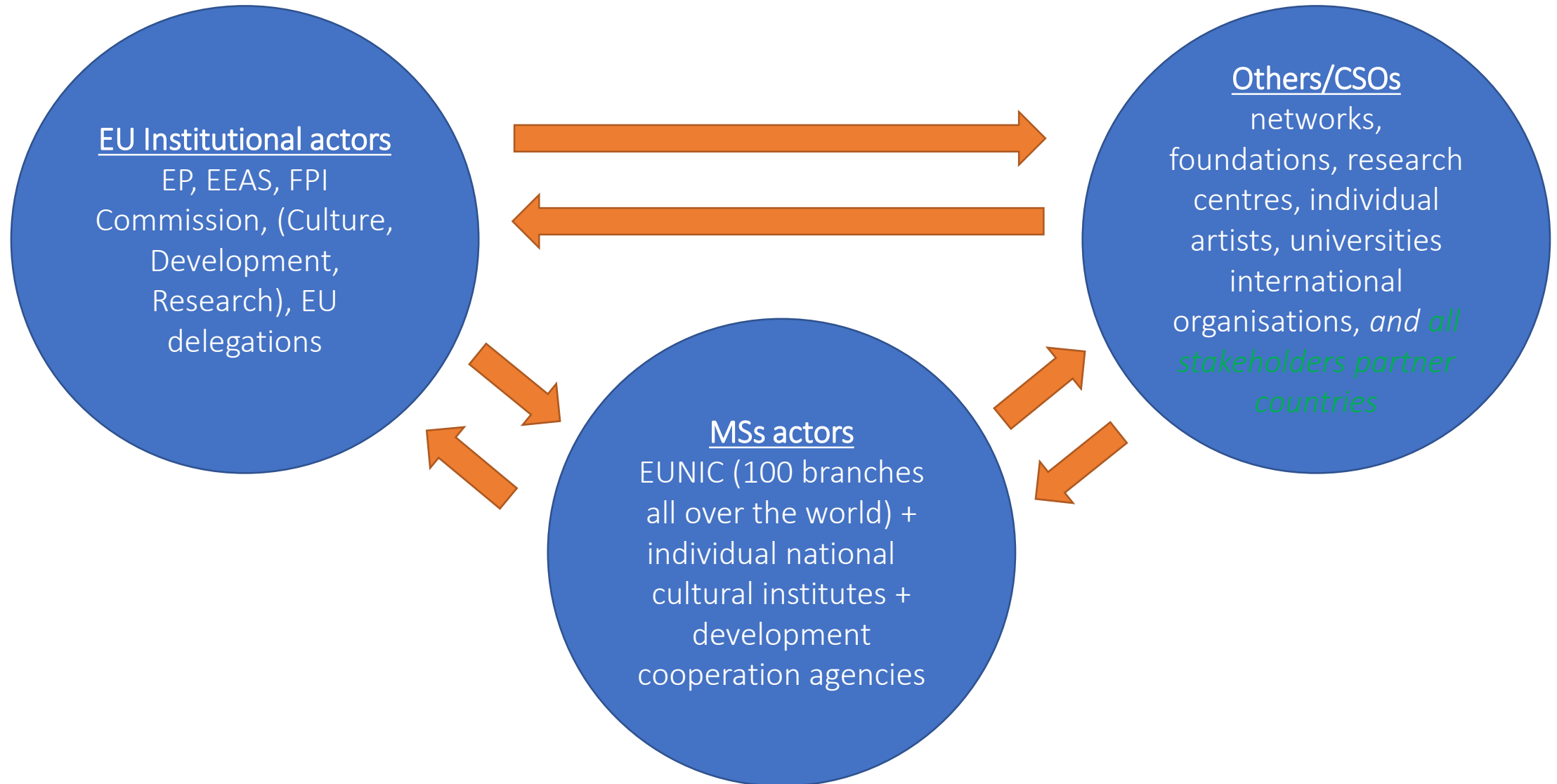
Sana Ouchtati

Consultant on international cultural relations

EU Policy Framework in external cultural relations

- UNESCO Convention on cultural diversity 2005
- European Agenda for culture and its third pillar 2007
- Council conclusions: commitments by Members States of the EU 2008
- Involvement of the EU Parliament-Reports 2011
- Advocacy by More Europe – External Cultural Relations since end 2011
- Preparatory Action (request by the European Parliament) 2013+ 2014
- Strategy on international cultural relations
- **Cultural Diplomacy Platform in 2016-2019**

Active actors in the field



MORE EUROPE - External Cultural Relations (since 2011)

- **High-level public debates** (8 debates in Brussels, Prague, Berlin, Paris, Copenhagen, Amsterdam, Warsaw and Marseilles), that tackled cultural identity, culture & Human Rights, culture & development, EU cultural relations with its Neighbours, cities-to-cities cultural cooperation, *etc.*
- **Active advocacy** for a strategic and more comprehensive approach to culture in the EU foreign policy, both at bilateral and multilateral levels, including cultural sensitiveness, intercultural dialogue, and an innovative approach to cultural diplomacy.
- **Research and studies**, such as *More Cultural Europe in The World* (D. Helly, 2012), *The Power of Culture in Reconciliation in the Ukraine Crisis* (O. Burlyuk, 2014) or *European External Cultural Relations: Paving New Ways?* (G. Lisack, 2014), *etc.*

Preparatory Action "Culture in EU external Relations" 2013-2014

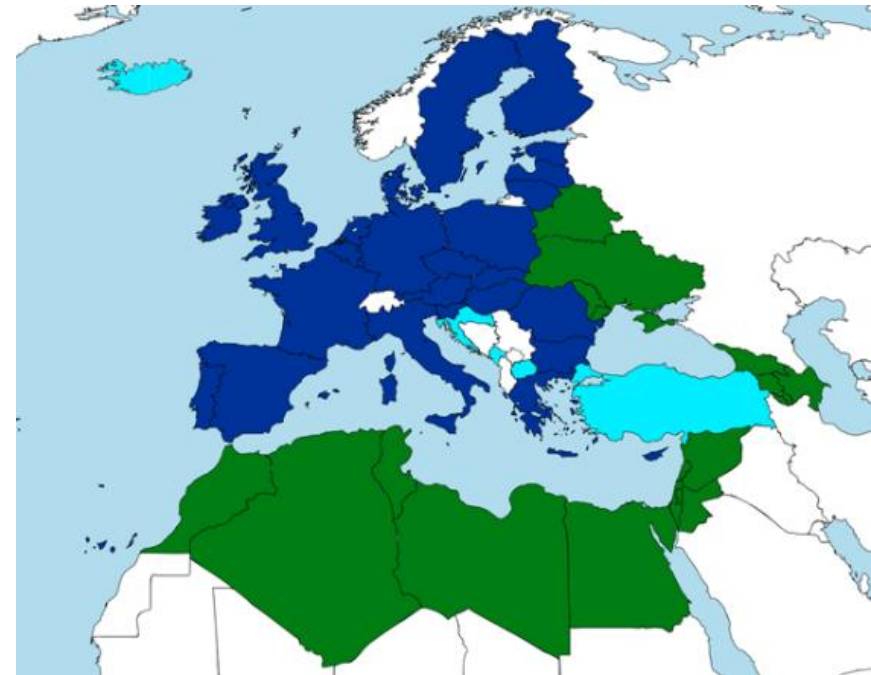
- Initiated by the **European Parliament** following its Resolution on the cultural dimensions of the EU external action (2011), which called for the development of a visible common EU strategy on culture in the EU external relations.
- **Stage #1** - comprehensive mapping of existing resources, approaches and strategies regarding culture in external relations in MSs and a number of EU partner countries;
- **Stage #2** - consultations process involving a wide variety of stakeholders from both the EU and third countries, which allowed to identifying strategies and visions on the contribution of culture to the development of external relations as well as the positioning of different actors vis-à-vis this topic;
- **Stage #3** - final conference to draw conclusions and recommendations for a strategic approach to mobilising the potential of culture in EU external relations.

Geographical focus (Preparatory Action)

10 Strategic Partners



16 Neighbourhood countries



Main Outcomes (Preparatory Action)

- Huge potential of cultural relations for enhancing European influence and attraction
- Great demand for more and better European cultural relations with the rest of the world
- Need of an EU cultural relations strategy engaging 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
- Need of a multi-stakeholders 'joined up' cultural relations strategy based on reciprocity, mutuality and shared responsibility in a spirit of global cultural citizenship
- Need of political will and commitment and adequate funds; to allow cultural professionals to implement such a strategy
- Launch pilot-projects to inform and kick start the strategy and trigger a process of transformative change in Europe's international cultural relations

Joint Communication

Towards EU Strategy in international cultural relations

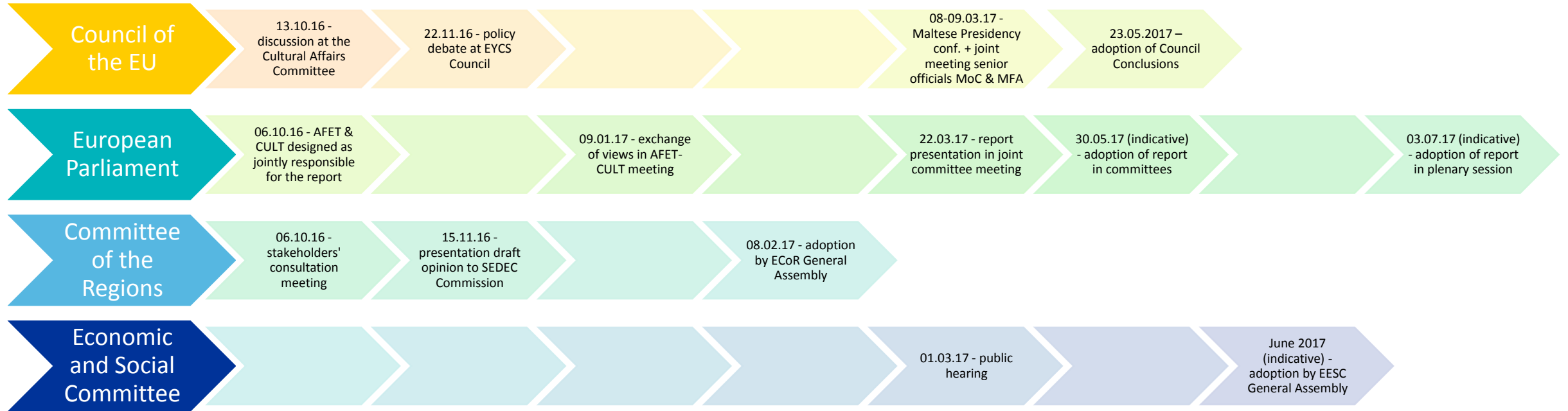
Pillars



- Support culture as an engine for sustainable social and economic development
- Promote culture and inter-cultural dialogue for peaceful inter-community relations
- Reinforce cooperation on cultural heritage

Joint Communication

Towards EU Strategy in international cultural relations



Cultural Diplomacy Platform

Objectives

- Interface for the European Commission, EEAS and EU Delegations to engage with stakeholders in the field of cultural relations
- Funded by the EU and run by a consortium of European cultural operators
- Support the **further development of cultural diplomacy** policies, activities, methodologies, tools and training programmes, within the broader framework of EU Public Diplomacy
- Assist in policy dialogues and **advise on cultural diplomacy issues**
- **Strengthen communities/networks** of cultural diplomacy practitioners.

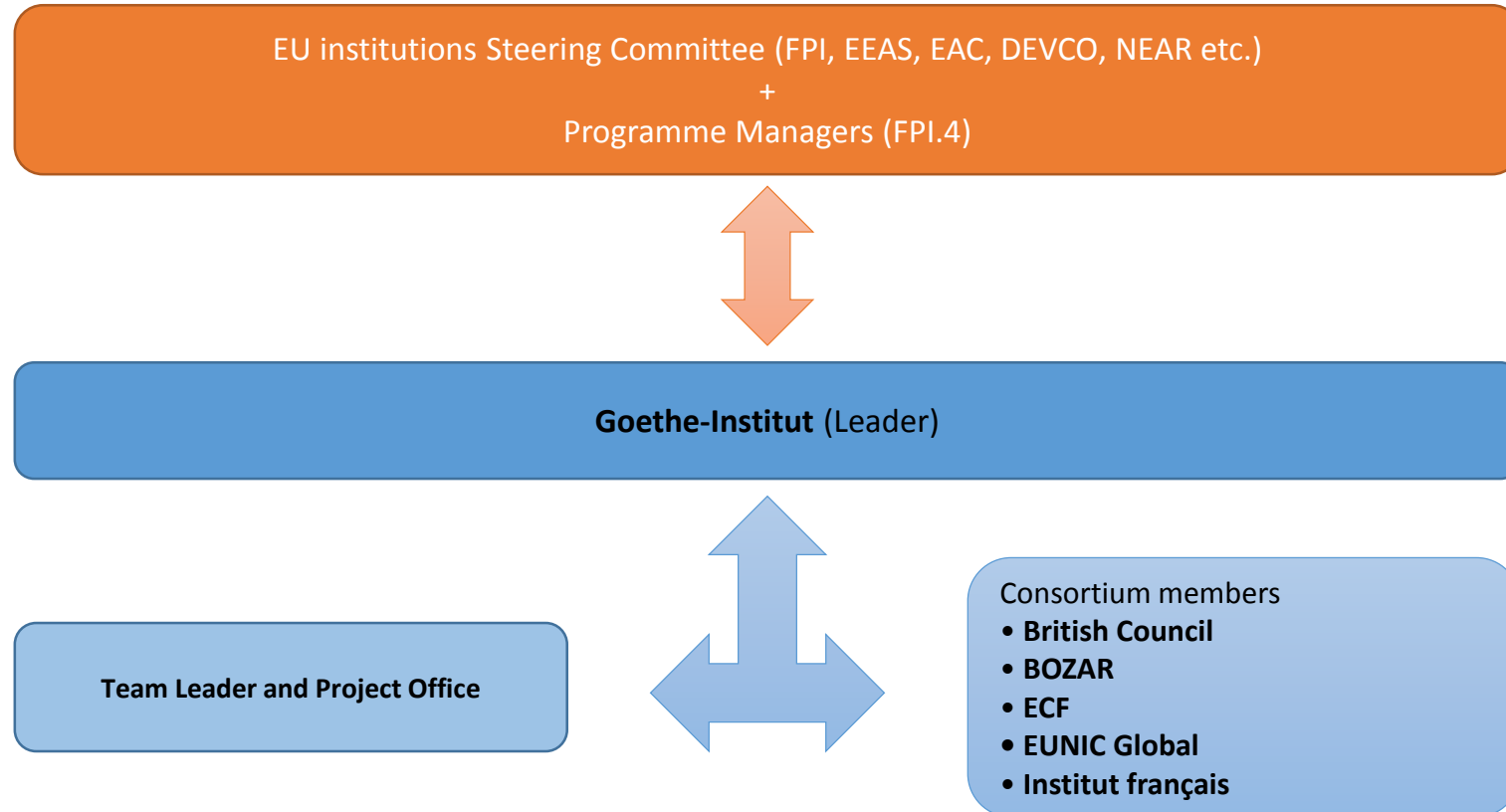
Geographical focus (CD Platform)

Global, with a focus on 10 Strategic Partners



- Brazil
- Canada
- China
- India
- Japan
- Mexico
- Russia
- South Africa
- South Korea
- USA

Consortium Management



Areas of focus and activities (CD Platform)

Current areas of work

- **Training modules** for EU staff, through webinars and short papers
- **Cultural Heritage** and the international dimension of the EYCH (European Year of Cultural Heritage)
- Role of cities and **city-to-city cultural cooperation**
- **People-to-people exchanges**, including with diasporas and migrant communities
- Toolbox/database/webinars

Activities

- Aim at fostering mutual understanding among individuals worldwide and creating spaces for intercultural dialogue
- policy support via mappings, studies, policy papers and meetings
 - events
 - Global Cultural Leadership Programme for young cultural managers

EU Delegations

- **China**
 - EU-Asia Capitals of Culture Seminar
 - EU-China Film industry conference
- **India**
 - Visual arts residency
 - Museography/conservation of cultural heritage
 - European Literature in India
 - Performance arts and new technologies / Dance & Technology Festival
- **Japan**
 - European Literature in Tokyo
- **USA**
 - Assessment of current cultural programming
- **Brazil**
 - European Heritage in Brazil

Council Conclusions 23rd May!

[Press release](#)

*On 23 May the Council adopted **conclusions on culture in the European Union's external relations**. The conclusions follow the joint communication from the High Representative and the European Commission of 8 June 2016 entitled "Towards an EU Strategy for international cultural relations" of 8 June 2016". They provide guidance on the **EU's strategic approach to international cultural relations**.*

*The conclusions underline that such an approach **should be bottom-up** and should respect the independence of the cultural sector. They recognise that international cultural relations can only develop by **encouraging cultural diversity within the EU**, and they call for consistency and coherence of effort.*

*In order to take forward this work, the Council has agreed as a next step that a **working group** will be established to assist in drawing up a **comprehensive EU strategic approach to international cultural relations**. This work will be supported by the Commission and European External Action Service, [drawing on the existing cultural diplomacy platform which was set up in 2016 to help promote the EU's cultural engagement with third countries](#).*

Thank you for your
attention!