

EUROPEAN YEAR OF CULTURAL HERITAGE 2018

International Perspectives

Cultural Diplomacy Platform

In March 2016, we have launched the Cultural Diplomacy Platform, to gather all the actors – governments, regions, cities, cultural institutes, civil society organisations, artists, scientists, performers, individuals and many more – of the European external cultural relations, and engage them on a continuous basis, receive feedback, policy advice and support.

Culture is at the core of our foreign policy, and for quite some time now, the development of a strategic approach to international cultural relations is one of our priorities. In this perspective, we – Commissioner Navracsics and I – have presented a strategy for culture in the EU external relations to the Council of the EU and the European Parliament in June 2016.

Indeed, as in today's world cultures are bound to meet, we have a duty to make the most out of this encounter. Therefore, the whole of Europe needs to share the same sense of direction when engaging in these cultural exchanges with the world. And this direction must go beyond the simple teaching of our culture: cultural diplomacy is about learning, listening, sharing new ideas and making them grow together.

The Cultural Diplomacy Platform will strengthen our ability to engage on an equal footing with our partners across with the globe – from international organisations, national governments, local authorities, civil society organisations and individual citizens. The Platform will provide support and policy advice to EU Institutions, including EU Delegations, cultural stakeholders in Europe and outside, and set up a global cultural leadership training programme for young cultural managers.

Federica Mogherini

*High Representative of the European Union for
Foreign Affairs and Security Policy
Vice-President of the European Commission*

THE MAIN OBJECTIVES

- Support the further development of cultural diplomacy policies, activities, methodologies, tools and training programmes;
- Assist in policy dialogues and advising on cultural diplomacy issues;
- Strengthen communities/ networks of cultural relations practitioners.

The Cultural Diplomacy Platform launched by the Service for Foreign Policy Instruments is implemented by a consortium led by **Goethe-Institut**, in partnership with **British Council**, **BOZAR-Centre for Fine Arts Brussels**, **EUNIC Global**, **European Cultural Foundation** and **Institut Français**.



An initiative
funded by the
European Union

**cultural
diplomacy**
PLATFORM

2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

EUROPEAN YEAR OF CULTURAL HERITAGE 2018

Following the 2014 Communication on Cultural Heritage, the EU reaffirmed its commitment to protect Cultural Heritage by celebrating it all throughout 2018.

Cultural heritage, both tangible and intangible, is a shared resource and a common good. It can enrich the lives of all the individuals and be a driver for cultural exchanges and mutual understanding. The way Europe preserves and valorises its Cultural Heritage is also a major factor in defining Europe's place in the world.

This year will be the occasion to see a series of initiatives and events across Europe to enable people to become closer to and more involved with their cultural heritage within four objectives: engagement, sustainability, protection and innovation.

FOUR OBJECTIVES, TEN INITIATIVES

ENGAGEMENT

SUSTAINABILITY

PROTECTION

INNOVATION

EYCH 2018: INTERNATIONAL PERSPECTIVES

Cultural heritage is central to the European Agenda for Culture and contributes to its objectives, which are the promotion of cultural diversity and intercultural dialogue, the promotion of culture as a catalyst for creativity, and the promotion of culture as a vital element in the Union's international relations¹.

Strengthening cooperation on cultural heritage is recognised as one of the three work streams under second pillar to advance international cultural relations with partner countries.

Cultural heritage is an important manifestation of cultural diversity that needs to be protected. Rehabilitating and promoting cultural heritage attracts tourism and boosts economic growth. Cooperation on cultural heritage plays an important role in international relations and in development policies as outlined in

the Commission Communication: **"Towards an integrated approach to cultural heritage for Europe."** Given the growing global demand for expertise, there are opportunities for joint action with partner countries to develop sustainable strategies for heritage protection through training, skills development and knowledge transfer.

The **UN's 2030 Agenda for Sustainable Development**, also recognises that culture can help promote job creation and competitiveness both inside the EU and beyond its borders and underlines that culture, including world cultural heritage and creative industries, can have an important role in achieving inclusive and sustainable development. Culture is therefore one of the important sectors promoted as part of the **EU's development cooperation**.

In 2018, the European Union celebrates its cultural heritage at an EU, national, regional and local levels. As part of EU's strategic approach to international cultural relations, the Cultural Diplomacy Platform is interested in the international dimension of **the European Year of Cultural Heritage** as it is a universal shared heritage and values.

CONTENT

Through the Forum, the Cultural Diplomacy Platform will look at the main themes of the EYCH from an **international perspective**.

The global cultural landscape has changed rapidly over the last few decades and demand for inter-cultural cooperation and dialogue has increased. Cultural Heritage, a masterpiece of human genius, creativity and cultures, is more than ever at the heart of global challenges and perspectives worldwide.

The Forum will be a unique opportunity for an exchange of knowledge, expertise and latest cultural heritage approaches

and strategies, among high-level **speakers from Europe and EU's partner countries**.

A selection of experts from the EU and from its partner countries and organisations will share knowledge and expertise through three panel sessions:

CULTURAL HERITAGE AT RISK

PARTICIPATORY GOVERNANCE OF CULTURAL HERITAGE

INNOVATION IN CULTURAL HERITAGE

📍 VENUE

- Monday, 23 April 2018
- Palais des Académies,
Rue Ducale 1, Brussels
- Metro Station : Trône (lines 6&2
and Arts-Loi (lines 1&5))

✉ CONTACT

Get in touch with the Cultural Diplomacy Platform Team by e-mail: cultural.diplomacy.platform@goethe.de

🌐 FOLLOW US

Follow the Cultural Diplomacy Platform activities on our website (www.cultureinexternalrelations.eu), Twitter (@Cultextrel), Facebook (facebook.com/cultureinexternalrelations) and engage with this event by using **#EuropeForCulture #CDPlatform #EUCulturalrelations**

👤 FOR WHOM

Anyone working or interested in the perseverance, protection and valorisation of Cultural Heritage in Europe and beyond and curious about the international cooperation within this field.

¹ <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32017D0864>