



Meeting with stakeholders on Cultural Diplomacy

Bozar, Brussels 9 June 2015

Participants:

Jonathan Hill, Head of Cabinet of Commissioner Tibor Navracsics - Education, Culture, Youth and Sport

Directorate General for Education and Culture, European Commission:

Walter Zampieri, Head of Unit, Cultural diversity and innovation

Claire Morel, Head of Unit, International cooperation in education and youth; Jean Monnet

Carmela Cutugno, Cultural diversity and innovation

Stefano Manservigi, Head of Cabinet of High Representative of the Union for Foreign Affairs and Security Policy and Vice-President Federica Mogherini

Diego Marani, Directorate-General for Interpretation, International Cooperation

Stakeholders:

Sana Ouchtati (Director, More Europe), Gottfried Wagner (Advisor, More Europe); UNESCO Brussels Office; Philippe Kern (Founder and Managing Director, KEA); Jan Melissen (Senior Research Fellow, Clingendael); Susanne Höhn (Director Goethe-Institut Southwest Europe); EUNIC Brussels; Katherine Watson and Isabelle Schwarz (Director and Head of Advocacy, Research and Development, ECF); GiannaLia Cogliandro (European Network of Cultural Administration Training Centers, ENCATC); Bernd Wächter (ACA Academic Cooperation Association); Michael Gaebel (EUA European University Association); Johan Cloet (Secretary General, EURASHE); Elisabeth Gehrke (ESU, European Student Union); Kris Dejonckheere (Secretary General UNICA); Eva Egron Polak (IAU International Association of Universities); Leasa Weimer (Erasmus Mundus alumni association); Neringa Tumenaite (Ocean alumni association); Stefan Jahnke (Erasmus Student Network); Nicola Filizola (GaragErasmus alumni association); Jean Pierre Roose (Delegate in Brussels of the Compostela Group of Universities); Damien Helly (European Centre for Development, ECDPM); European Union-Latin America and Caribbean Foundation (EU LAC); International Federation of Arts Councils and Culture Agencies (IFFACA); Tom Weingaertner (International Press Association President); Kathrin Deventer (European Festivals Association); Paul Dujardin (Bozar).

Objective of the meeting

The main objective of the meeting was to consult key stakeholders on the added-value, the objectives, the approach, the concrete actions and the scope of an EU strategy for culture in the Union's external relations.

Main issues discussed

Jonathan Hill opened the meeting, ensuring equal commitment between EAC/Navracsics and EEAS/Mogherini in fostering a strategic approach to cultural diplomacy, and calling for the active involvement of the stakeholders.

Stefano Manservigi highlighted the key role of culture in increasing the weight of the EU in international relations. Culture enables to reach out and positively influence more people, but also to foster growth, job creation, development, peace, stability and security. He advocated a dynamic cultural dialogue, based on the notion of sharing, rather than on "sending messages". Culture, which in this case also includes education, is crucial in promoting peace, respect, cooperation, inclusion and in building identities based on the respect of diversity. He stressed the importance of using better the existing tools and programmes, as well as the need to cooperate with stakeholders, in order to improve the EU approach to cultural diplomacy which has at its core people-to-people activities.

Walter Zampieri highlighted the importance of being strategic in thinking of **the added value, the objectives, the approach, the concrete actions and the scope of the future EU strategy for culture in the Union's external relations.**

Regarding these issues, **the stakeholders** pointed out that a strategic approach to cultural diplomacy should use and expand the existing tools, programmes and platforms, in order to invest in trust-building activities and in cultural relations alongside the economic and political ones. They stressed the importance of focusing on activities of conflict prevention and resolution, peace-building, capacity-building, development, promotion of human rights, and protection and promotion of tangible and intangible cultural heritage. They highlighted the synergy between culture and education, the need to further invest in civil society, people to people contacts and the private sector, the importance of the cooperation with Institutions like UNESCO, and the role of the EU Delegations and EUNIC. According to the consulted stakeholders the approach should be global, including all countries, while focusing regionally on specific local needs and realities, prioritizing economic issues, human rights and other cultural aspects accordingly.

Final Remarks

EAC and EEAS representatives noted that the EC and stakeholders share very similar priorities and concerns about an EU approach to Cultural Diplomacy, such as a focus on people-to-people dialogue and on strengthening tools and actions that already exist. They expressed their appreciation for all the suggestions coming from the present stakeholders, highlighting that their advice will be taken into account, welcoming other future proposals and encouraging further collaboration.