

icd  
institute for cultural diplomacy



# The Annual ICD Report 2011



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## The Academy for Cultural Diplomacy

## The Academy for Cultural Diplomacy

The ICD Academy for Cultural Diplomacy is the academic department within the ICD that works to analyze and raise awareness of the practice of cultural diplomacy by governments and non-state actors, and to explore new strategies for the strengthening of intercultural relations in general. Areas of particular academic focus for the Academy include the balance of hard and soft power, intercultural exchange, the process of globalization, the interdependence of nation states, and the use of cultural initiatives to generate mutual understanding.

Academy events have an inclusive participation policy and are open to individuals of all academic, cultural, and professional backgrounds. Over the past years we have welcomed students and scholars, teachers and professors, practitioners and journalists, diplomats and politicians from across the world on Academy programs. During the same period in excess of 500 current and former Heads of State and Ministers have contributed to the Academy event as speakers and partners.

The ICD Academy organizes three separate forms of activity: Weeklong Academy Sessions, international conferences, and the MA in International Relations and Cultural Diplomacy (the latter in partnership with Dubrovnik International University):

### Academy Weeklong Seminars

Academy Sessions take place every 3 to 4 months in Berlin. They offer an opportunity for participants to gain an understanding of the history and development of cultural diplomacy, and its practical application across the world today. Each program includes lectures and seminars with experts from the field, as well as interactive workshops and cultural and social activities. Participants have the opportunity to extend their personal networks, experience Berlin's cultural landscape, and learn from Berlin's diplomats, politicians, and practitioners.



## The Academy for Cultural Diplomacy

### International Conferences



The Academy organizes regular international conferences. These conferences take place throughout the year and provide an opportunity for larger audiences to hear lectures, debates, and panel discussions featuring high profile figures from international politics, diplomacy, and academia. International conferences are based at the ICD House of Arts and Culture but will also include external sessions at locations including the German Foreign Office, the German Parliament, and the Berlin City Hall.

### MA Programs in International Relations & Cultural Diplomacy



From January 2011 the Institute for Cultural Diplomacy in partnership with Dubrovnik International University has been offering a Master's Degree Program in International Relations and Cultural Diplomacy. Students will study for a semester at the Dubrovnik School of Diplomacy in Croatia and the ICD Academy for Cultural Diplomacy in Berlin before writing a coursework thesis. The program will combine the traditional academic components of international relations with a new focus on the role of soft power and cultural diplomacy in contemporary global affairs.

## The Academy for Cultural Diplomacy

### Cultural Diplomacy Research

Cultural Diplomacy Research (CDR) is a program undertaken by the Academy for Cultural Diplomacy consisting of components focused on analyzing and interpreting key challenges facing culture and society in the contemporary era. As the field continues to grow, further research undertaken on the role and potential of Cultural Diplomacy consequently develops. CDR therefore focuses on expanding the current understanding of Cultural Diplomacy, as well as the methods for which Cultural Diplomacy can be successfully implemented. The ICD is committed to methodological innovation, and runs initiatives focused on the role and need of methods to innovate how scholarly knowledge practices translate to society, and how the development of innovative digital research methods will enhance the scope and flexibility of Cultural Diplomacy research.

By providing an informed academic portal resource which offers a diverse and current range of examples of Cultural Diplomacy, we can increase the access to and further the development of the field. We aim to highlight the potential utility of this important tool as a valid policy option in achieving conflict resolution and strengthening bilateral relations in the event that traditional diplomacy fails. An important element of the program mission is to investigate key transformations in the social organization of cultural activities in modern civilization, despite its constantly-altering role in the international arena. Our ultimate research objectives are to lead the international agenda across the global disciplinary spectrum and through interdisciplinary initiatives, and make significant contributions to society through the results of our research.

## Interviews

The ICD has interviewed a myriad of speakers from a wide range of fields, including politics, diplomacy, journalism, activism, media, and the private sector. Our interview portal features a multitude of transcribed interviews touching on relevant contemporary issues, which are a great asset to the field of Cultural Diplomacy, International Relations, and politics.



## The Academy for Cultural Diplomacy

### Cultural Diplomacy Research

#### Video Interviews

The ICD has also been able to record an impressive number of interviews with key speakers. The organization conducts an interview with the vast majority of conference speakers after their speech or presentation to the audience. Video interviews therefore allow the ICD to probe deeper into some of the issues raised in the speakers' lectures.

#### Participant Papers

The Institute for Cultural Diplomacy encourages academic research and analysis of issues as a part of the pedagogic entity of to all International Conferences. Following conferences, select papers are chosen to be included in proposal documents that are issued and sent to governments and leaders of the international community. Examples of these Papers can be found on the ICD website.



#### Case Studies in Cultural Diplomacy

A number of Case Studies on varying topics related to Cultural Diplomacy have been written by ICD Alumni members, ICD Staff, and various individuals from across the world who are engaged with Cultural Diplomacy initiatives. These Case Studies represent a diverse collection of academic papers related to the field of Cultural Diplomacy. Topics covered include multiculturalism, globalization, specific Cultural Diplomacy organizations, intercultural and international relations, peace building, immigration, soft power, music, and sport.



## The Academy for Cultural Diplomacy

### Cultural Diplomacy Research



#### Advisory Board Publications

The ICD Advisory Board is made up of representatives from a wide variety of fields. A number of Advisory Board members are also published authors, having written books on diverse topics, from Slovenia's road to independence (*The Making of the Slovenian State*, Janez Janša) to the use of music as a diplomatic tool (*Sound Diplomacy – Music and Emotions in Transatlantic Relations, 1850-1920*, Jessica C.E. Gienow-Hecht). The ICD has therefore collected a number of excerpts from these works, which are available for all to view on the organization's website.

#### Academic Articles, Books, and Literature

As awareness of Cultural Diplomacy increases, a growing number of academics and journalists have turned to exploring the subject in writing. Journalists and academics from a number of countries have written pieces on Cultural Diplomacy; with topics ranging from exchange programs during the Cold War to the use of Cultural Diplomacy after the 9/11 attacks. The ICD has also collated a substantial list of references for publications dealing with Cultural Diplomacy, which will prove a valuable source to anyone doing research on the subject.

## The Academy for Cultural Diplomacy

## Cultural Diplomacy Research

# Cultural Diplomacy Outlook 2011



In 2011, the Institute for Cultural Diplomacy has written extensive research in numerous subject areas such as the public/private sectors, nation branding, global governance and human rights within the broad field of cultural diplomacy. The research is compiled in the Cultural Diplomacy Outlook 2011.

The Outlook takes both a vertical approach by analyzing cultural diplomacy involvement through different sectors, such as public, private, and civil society, and a horizontal approach of how that involvement is carried out in different geographical regions and within various cultural diplomacy themes, such as nation branding, inter-religious dialogue, sports and the arts.

Throughout the course of 2011 local developments, be they in markets, governments, civil society, or artistic contributions have had international implications as is evident in the continuing global economic downturn and the social protests. This interconnectivity and the overall concept of globalization is not new, but its implications are continually discussed in every major sector of society be it public, private, civil or academic.

It has become apparent that there is a global need to foster international relationships that are built on mutual understanding rather than military action and formal diplomatic engagement. That is not to say that these forms of hard power are disappearing, but soft power has reemerged onto the international stage and grown in relevance as an alternate, and often preferable, means of international interaction.

While soft power is becoming an increasingly popular buzzword, it is still a relatively new field of enquiry and as such, there is often an absence of research to inform and develop the discourse on the subject. This is particularly true when it comes to the field of cultural diplomacy. The world of cultural diplomacy changes rapidly and as such, information and analysis of the subject must be continually updated.

## The Academy for Cultural Diplomacy

### International Conferences

The Academy organizes a number of International Conferences which take place throughout the year and around the world. The International Conferences provide an opportunity for larger audiences to actively participate and engage in lectures, debates, and discussions featuring high-profile figures from the fields of international politics, diplomacy, culture, academia, and the private sector. The events have an inclusive participation policy and are open to individuals from all academic, cultural, and professional backgrounds. Over the past years, we have welcomed to our programs a myriad of academics, diplomats, politicians, journalists, young professionals, students, and scholars from across the world. During the same period, a vast number of current and former Heads of State and Ministers, world-renowned academics, Nobel-prize winning innovators, champions for global peace, and celebrities have contributed to the Academy events as speakers and partners.



## The Academy for Cultural Diplomacy

### International Conferences

#### The Future of EU Foreign Policy

“An International Conference on the Political, Economic and Cultural Dimensions of EU Foreign Policy”

Berlin, January 4th - 6th, 2011



As the world reflects on the process of German reunification and its impact on the evolution of the European Union, the Institute for Cultural Diplomacy held “The Future of EU Foreign Policy: An International Conference on the Political, Economic, and Cultural Dimensions of EU Foreign Policy”. The conference brought together scholars and academics, civil society practitioners, journalists, political and diplomatic representatives, and other interested stakeholders for a three-day program of lectures and panel

discussions featuring renowned figures from international politics, diplomacy, academia, and civil society. Cultural and social activities complemented the academic components and provided an opportunity for participants to expand their personal networks and experience Berlin’s rich cultural landscape.

The recent 20th anniversary celebrations of the reunification of Germany presented an ideal opportunity to look back at the impact of this historical event on the emergence of the European Union and the changing nature of international relations. Whilst we are able to reflect on the past two decades with ever greater clarity, the future remains ever more uncertain. “The Future of EU Foreign Policy” will address this challenge.

“The Future of EU Foreign Policy” looked in detail at the development of an EU common foreign and security policy, the involvement of the EU in peacekeeping and humanitarian activity, and how the EU’s role in the world might develop over the coming two decades. Through constructive discussion and debate the conference provided best practice guidelines for current and future European leaders, and made policy recommendations at the local, national, and regional levels.

## The Academy for Cultural Diplomacy

### International Conferences

#### The Future of US Foreign Policy

“The Revival of Soft Power and Cultural Diplomacy?”

Washington D.C., January 4th - 9th January 2011

Two decades after the fall of the Berlin Wall and the end of the Cold War, the foreign policy goals and priorities of individual nation states will increasingly be required to take into account an interdependent, multi-polar international environment, and balance the pursuit of national interests with the pursuit of global public goods. Two years into the new US administration and following the mid-term elections, American citizens and the international community wait expectantly to see how America’s foreign policy approach will adapt to the new challenges confronting the Obama administration.



Over the past two years, the international community has come to see soft power and cultural diplomacy play a more significant role within US foreign policy and international relations in general, as it has been recognized that these approaches can assist in creating multi-lateral consensus as opposed to confrontation. However, the challenges facing the international community within the context of globalization continue to deepen due to a fragmented international framework filled with mistrust, competition and economic and political fragility.

The Institute for Cultural Diplomacy has therefore developed “The Future of US Foreign Policy: “The Revival of Soft Power and Cultural Diplomacy?” to explore the concepts of soft power and cultural diplomacy and assess the role they currently play in U.S. foreign policy. The program will then consider the potential for these strategies in the future and will provide clear recommendations for policy makers in the U.S. and internationally.



## The Academy for Cultural Diplomacy

### International Conferences

#### Germany and the World

Germany and the World: “An International Conference on Immigration, Integration, and Germany’s National Image”

(Berlin, March 3rd - 6th, 2011)



The weeklong seminar “Cultural Bridges in Germany - A Forum for Young Leaders” held in Berlin from 3rd – 6th March 2011. It brought together students, graduate students and young professionals, their interest in the relationship between share immigration and integration, who are dedicated to intercultural exchange in numerous projects and research projects. The list of speakers included, among other leaders and experts from politics, diplomacy, research and civil society.

The theme of the “Cultural Bridges in Germany” conference was called portrayed through the title of “ Germany and the World: An international

Conference on Immigration, Integration and the Image of Germany in the World “and focused excessively on Germany’s approach and the associated opportunities and challenges with regards to immigration and integration. Participants also had the opportunity to explore the German capital of Berlin both from a cultural and political perspective.

The aim of the conference was to examine Germany’s approach with regard to immigration and integration in Germany, the EU and globally, and to analyze.

Especially in terms of the German economy as it is expanding steadily and increasing relationships between cultural minorities in Germany and other EU member states whilst working at the same time to promote a global prayer in the international world order. The event will also deal with the influence of these aspects on Germany’s image in the eyes of its citizens and the international community.

German politicians, academics and leaders generally agreed that Germany has become an immigration country. The interplay of the decreasing birth rate and increasing life expectancy, as well as the sustained economic growth has meant that Germany is dependent on the immigration of skilled workers to its economy to support. Although Germany is attractive for this, some questions remain unanswered, including the extent to which German society can better absorb and integrate immigrants. German Chancellor Angela Merkel said in October 2010, even by a failure of “multiculturalism”. Also with regards to the 3.5 million people comprehensive German-Turkish community, the country needs a new integration strategy. Recognizing the unique role of Germany, as well as the importance of German immigration and integration policy with regard to longer-term economic success, the ICD holds the conference titled “Germany and the World”. To allow an accurate analysis as possible, selected speakers from the fields of politics, diplomacy, culture, civil society and research will be present from Germany and the international community.

## The Academy for Cultural Diplomacy

### International Conferences

#### The Berlin International Economics Congress 2011

“An International Conference on the Future of Nation Branding, Tourism and International Investments in a Globalized World”

(Berlin, 23. bis 27. Juni 2008)



‘The Berlin International Economics Congress 2011: An International Conference on the Future of Global Politics, Nation Branding, Sustainable Tourism and International Investment in a Globalized World’ took place from March 09th to March 12th 2011 in Berlin, parallel to the Berlin International Tourism Conference, the ITB. It brought together a group of speakers consisting of leading figures from international economics and politics, academia, marketing, advertising and civil society, as well as an audience of young professionals, future young leaders, and other interested stake holders from across the world.

The congress examined the challenges and opportunities that states face in attracting international investment and developing their tourism sector, by utilizing perspectives from not only the field of economics, but also from international politics, culture, civil society and the private sector. As many states now rely on tourism and foreign investment as a major source of income, the use of Nation Branding, in order to promote a positive image of a state to the international community, has never been more important. The speakers contributed to a lively analysis and exchange of ideas about the growth of international tourism, and the methods that many states are employing in order to increase their share of this important market.

The first day began with a welcome address by Frédéric Pierret, the executive director of the UN World Tourism Organization. This was followed by the opening keynote speech by the current prime minister of Namibia, the Hon. Nahas Angula. The day continued with a lecture by the Minister for Tourism of Ghana, Akua Sena Dansua, next a presentation by Erwin Feldhaus, director of ProMexico for Middle

## The Academy for Cultural Diplomacy

### International Conferences



and music concluded the evening.

Day two began with a speech by Armands Slokenbergs, the director of the Latvian Tourism Development Agency, on Latvian culture and tourism. Additionally, through their respective national perspectives, the topics of cultural diplomacy, distinctive delegations from Hungary, Ireland, Poland, Malawi, South Africa, Kenya, Pakistan, Slovenia, and the Democratic Republic of Congo further explored tourism, international investment, and nation branding. Highlights of the evening program included a welcome address by the Honorable Lord Jack McConnell, former first minister of Scotland, and a panel discussion with the delightful Rica Rwigamba, as the head of Rwanda Tourism and Conservation Department

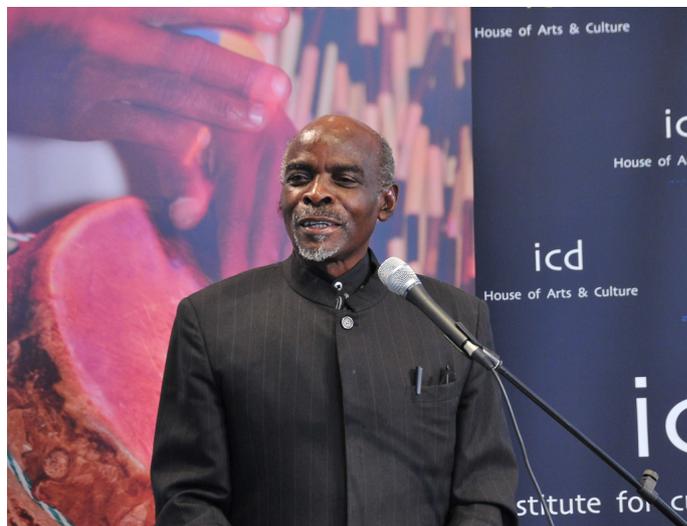
Day three began with a keynote address by The Honorable Al Imam Al Sadig Al Mahdi, the Former Prime Minister of Sudan, followed by a lecture by Dr. Makase Nyaphisi, the Ambassador of Lesotho to Germany. Thereafter, an engaging two-part delegation from Tajikistan took stage, proceeded by representatives from Bangladesh, Austria, Indonesia, Georgia, Seychelles, Singapore, Ethiopia, Sierra Leone, Mali, and Panama. From the private sector, Dr. Gerhard Prätorius and Jose Filipe Torres, representing Volkswagen AG, and Bloom Consulting respectively, provided innovative points of view. Finally, the evening came to a close with a keynote address by the former president of Ecuador, the Honorable Dr. Alfredo Palacio.

The final day of the conference commenced with insights from Hermenegildo Neves, the Director General of the Mozambique Tourism, and subsequently, with an address by the Honorable Walter Mzembe as the Zimbabwean Minister of Tourism. Providing a broad range of European, Asian, and transatlantic perspectives Dr. Joao Freire, Dr. Keith Dinnie, Robert A. Saunders, PhD, offered their keen remarks and observations as prominent academics. Ambassador Tolendy Makeev reflect upon the major themes of the conference as the Ambassador of the Kyrgyz Republic to Germany, and Dr. Ariel King provided a voice for women as the international policy discourse as the founder of the Ariel Foundation.



## The Academy for Cultural Diplomacy

### International Conferences



## The Academy for Cultural Diplomacy

## International Conferences



## The Academy for Cultural Diplomacy

### International Conferences

#### The British-German Conference 2011

“The UK and Germany in a Changing World Order: New Challenges, New Strategies”  
(Berlin, 27th - 30th April 2011)



The British-German Conference 2011 was a four-day program of keynote speeches, panel discussions, and debates that addressed the international roles and responsibilities of the UK and Germany in a changing world order, and the importance of the bi-lateral relationship. High-profile figures from the UK, Germany, and the wider international community, in the fields of international politics, diplomacy, academia, the private sector and civil society spoke at the conference. Participants included young professionals, scholars and students, diplomatic and political representatives, journalist, civil society practitioners, and other stakeholders with an interest in the UK, Germany, and the field of

international relations.

The conference addressed the growing need for self-analysis within Germany and the UK. With public debt at worryingly high levels and economic recovery taking longer than expected, the financial security of Europe and the Eurozone is coming under increasing focus amongst political commentators across the continent. Economic instability in the Eurozone has, in turn, only heightened divisions that exist amongst national politicians in their positions towards the EU.

The structures of international organizations have also been brought under scrutiny by the global economic crisis, and face additional pressure on account of the ongoing instability in Afghanistan and central Asia. With regards to the United Nations, there is continued discussion surrounding the reform of the UN Security Council. Central to this is improving the representation of UN membership; Germany's campaign for a permanent seat is supported by the UK, whilst other members, such as Italy and the Netherlands, have expressed caution.

The conference encouraged discussion and dialogue on the following themes: the changing global context within which the UK and Germany must define their priorities and policies; the global challenges facing Britain and Germany; British and German policies towards regional and global issues; the current strength of political, economic and cultural aspects



## The Academy for Cultural Diplomacy

### International Conferences

within the British-German relationship; the future influence of the UK and Germany in international relations and the global economy.

The national, regional, and global challenges outlined above affect both the UK and Germany, in different ways. As two of Europe's most populous, most economically powerful, and most globally visible states, they have key roles to play in meeting these challenges. The Institute for Cultural Diplomacy therefore decided to launch "The British-German Conference 2011" to reflect on these challenges, the German and British approaches to them, and the importance of the two countries working together.



## The Academy for Cultural Diplomacy

### International Conferences

#### The International Symposium on Cultural Diplomacy 2011

“Hard Vs. Soft Power in Global and National Politics: Innovative Concepts of Smart Power and Cultural Diplomacy in an Age of Interdependence, Digital Revolution, and Social Media”  
(Berlin; May 11th - 15th, 2011)



The conference brought together renowned speakers from across the world to discuss how traditional concepts of power and influence are being redefined by globalization, the digital revolution and the emergence of social media. Held annually in Berlin, the program consisted of keynote speeches, lectures, panel discussions and social activities that provided the audience with an opportunity to gain insights, reflect on, discuss and debate the salient issues. The five-day conference took place at the German Foreign Office, the European House Berlin, the Reichstag and the ICD House of Arts & Culture.

Speakers discussed the change over the past two decades from an international system based on independent nation states to an interdependent world facing global challenges has been widely explored and analyzed. In addition, the role of digital communication technologies and social media were explored, such advancements are revolutionizing the interaction between politicians and citizens; for politicians, new technologies are providing an easier, cheaper way of informing a broad range of people about new policies, opinions, and initiatives. For citizens, the diverse range of media that have emerged as a result of technological advancements means that they can keep up-to-date with developments around the world, in real time.

During the conference an interactive panel discussion entitled “Protest, Revolution and Democracy in Northern Africa and the Middle East: The Role of Technology in Empowering Citizens”, which gave participants and speakers the opportunity to discuss technological developments of the information age and the profound impact they are having with how politicians and leaders communicate with citizens, and on how citizens and communities interact with one another and mobilize themselves. The conference also hosted an engaging interactive panel discussion entitled “The Role of Cultural Diplomacy

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### International Conferences



in Contemporary International Relations”, which demonstrated how a changing security environment, globalization and economic interdependence, and religious tension, have all highlighted the value of relations built on dialogue, understanding, and trust.

The ICD invited the participants of the International Symposium to submit a short paper (2000-2500 words, excluding references) under the title, “Soft and Normative Power: The Importance and Power of “Attraction in International Politics and International Economics”. The papers addressed issues such as Democracy, Legitimacy, International Law, but participants were also encouraged to be original with their ideas and proposals. Ten finalists will be selected and a panel made up of members of the ICD Advisory board will choose the final winner. The winner will have the opportunity to deliver their paper at the forthcoming International Symposium on Cultural Diplomacy (Berlin, May 11th-15th 2011).



## The Academy for Cultural Diplomacy

### International Conferences

#### The Language of Art & Music

“A Three Piece Puzzle: The Relationship between Culture, International Relations and Globalization”

(London; August 25th - 29th, 2011)



„A Three Piece Puzzle“ conference explored the relationship between culture, international relations, and globalization through a program of workshops, lectures & discussions, debates, film screenings, art exhibitions, performances and cultural activities. The event brought together artists and practitioners from the fields of culture, literature, and music that shared their perspectives alongside renowned academics and leading figures from international politics, diplomacy, civil society, and the public sector. The audience included scholars and academics, students and young professionals, artists, diplomatic and political representatives, and representatives of civil society, and other interested stakeholders.

The conference explored the following areas: ‘The use of Culture and Communication in National Foreign Policies’; ‘The Role of Artistic and Cultural Expression in providing a Platform for strengthening Intercultural Relations at the Regional, National, and Local Levels’; ‘New Trends and Tendencies in Cultural Expression’; ‘Art and Political Activism’; ‘The Relationships between Artists, Global Politics and Society and the Potential of the Arts to be a Diplomatic Tool’; ‘Artistic Expression as a Means of Social Engagement and Education’; ‘Culture, Art and the Visibility of Discrimination’; ‘Sports as Cultural Diplomacy’ and ‘The Role of State-Supported Cultural Institutions in Promoting Culture and Values Abroad’.

The conference was held in parallel to the Notting Hill Carnival. The Carnival’s roots date back to the Abolition of Slavery Act in 1833 when the first Caribbean carnival was held in Trinidad. Black Caribbeans took to the streets for their own carnival party, with song, dance and costumes. Over the next century, carnival developed into a strong Caribbean tradition, particularly in Trinidad, where the five disciplines of carnival were established. For many people the Notting Hill Carnival has become a celebration and reflection of London’s uniquely multicultural make-up.

On the first day, two main themes were tackled. The first strand of the day’s conversation and study looked at the impact of Cultural Diplomacy through the work of private organizations and foundations from around the world, such as Cultures in Harmony and the Zenith Foundation. The second prominent idea was that of governance and its role in pushing forward Cultural Diplomacy initiatives, stemming from insightful talks given by the Honorable Bill Cash MP and also the Ambassador of Colombia to the United Kingdom, His Excellency Ambassador Mauricio Rodriguez Munera. The panel discussion featuring artists and representatives from politics, academia and NGOs was particularly interesting for starting the process of weaving together all the different threads of the conference and beginning to form new innovative ideas on future approaches to Cultural Diplomacy.

## The Academy for Cultural Diplomacy

### International Conferences

Friday marked the final day at Portcullis House (the British Parliament) and focused on the political and governmental actions that are necessary in the promotion of Cultural Diplomacy. Questions on the topic of what a government's actions or responsibilities towards Cultural Diplomacy should be were raised during lectures such as "Culture and Diplomacy: An Ambivalent Relationship" given by the Belgian Ambassador to the UK and possible solutions proposed in "Solving the Three-piece Puzzle: A Framework for Action" by Philip Fiske de Gouveia from the Foreign Policy Centre.



Saturday was one of the most diverse days of the Conference, bringing forward new innovative ideas to do with Cultural Diplomacy between Europe and Asia whilst at the same time promoting the use of the theatre and modern art as tools for Cultural Diplomacy through their respective focuses on language and the visual. The day at the beautiful Bulgarian Embassy concluded with a musical concert featuring traditional Spanish songs and a collection of Violin folk tunes from across the world. The vibrant mix of themes from different cultures and countries was a highlight of the Conference as it united the audience in appreciation of the performers' skills and was a fitting contribution to the Conference's aim of investigating the Arts as a form of Cultural Diplomacy.

On Sunday the conference took part at the London Jewish Cultural Centre; the morning's lectures were based on alternative ways of promoting cohesive and functioning multicultural society through concepts such as religion, language and music. This led to interesting debates considering to what extent these areas can be used as constructive tools within Cultural Diplomacy, and how feasible it is to preserve one's own culture without causing separatist friction in society on a local, national and international level. The day finished with a group excursion to the Notting Hill Carnival, a celebration of multiculturalism in London.



The final day of the conference ended fittingly with group discussions and lectures that questioned the future for Cultural Diplomacy and the aims that it can strive for. Talks such as "Cultural Diplomacy - Where have we come from, Where are we now - and What next?" by John Holden, previously Head of Culture at Demos, left the participants contemplating the conclusions and ideas of the week and summed up the questioning and yet constructive approach that the Arts Conference and Young Leaders Forum undertook towards Cultural Diplomacy.

## The Academy for Cultural Diplomacy

### International Conferences

#### The Sino-Global Discourse

“The Growing Prominence of China on the World Stage: Exploring the Political, Economic, and Cultural Relations of China and Global Stakeholders”

(Berlin; September 15th - 18th, 2011 - Held Parallel to the “Berlin - Asia Pacific Weeks Conference 2011”)



The Institute for Cultural Diplomacy led the Europe meets China Young Leaders Forum from the 12th to the 14th September 2011 and the Sino-Global Discourse “The Growing Prominence of China on the World Stage: Exploring the Political, Economic and Cultural Relations of China and Global stakeholders” from the 15th-18th September 2011. This was kindly hosted by the Chinese Cultural Centre Berlin, Hong Kong Economic and Trade office, the Bundestag and the ICD House.

The Program brought together a group of 30 participants - 13 Young Leaders and 17 Conference members and over 40 leading international speakers from professional backgrounds such as Academia, International Relations Public sector, Private sector and NGOs other civil society actors.

The Conference and Young Leaders forum consisted of a very full program of interactive panel discussions, group workshops and research paper presentations. The participants were also given the opportunity to present their own papers, which led to a varied and diverse program of events spread across the week. The key topics of the conference were “The Increasing Prominence of China”, “The Impact of Chinese Culture on the Global Level” and “China’s Rise: Domestic and Regional Challenges”

The conference was held in parallel to The Asia-Pacific Weeks (APW), which takes place every two years in Berlin, hosting more than 150 events on business, science, culture, and society intended to attract attention and raise awareness and to facilitate contacts and concrete cooperation between different players and institutions. The federal government and federal ministries, embassies, business associations of the federal state of Berlin, companies, national associations and corporate offices, museums, galleries and theaters, Goethe Institutes and Asian cultural institutions, universities and research institutions, foundations, non-governmental organizations, and registered associations contribute to the Asia-Pacific Weeks by supporting or organizing events.

## The Academy for Cultural Diplomacy

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The conference opened with a lecture by Peter Clever, Member of the Executive Board of Confederation of German Employers, President of the EESC China Round Table Follow-up Group, “How do we Engage with our Chinese Counterparts; How can we build Trust and move Forward?” which explored the plethora of opportunities for cooperation the west has with China. The first day of the conference also marked the day Robert Eysoldt brought his *Farbwerte: SchwarzRotGold* in China “Exploring National Identity in the Globalised World” exhibition to Berlin. Conference participants visit the exhibition and were able to observe how a national flag can be both a powerful and polarizing symbol. After the exhibition, a group dinner was held at ‘Ming Dynasty’.

The second day of conference was opened with an enlightening lecture from H. E. Amb. Mosud Mannan, Ambassador of Bangladesh to Germany “China in The Eyes of a developing Country Diplomat”. A highlight of the day was a lecture given by the Hon. Yaw Shin Leong, Treasurer of The Workers’ Party of Singapore and a Member of Parliament of Singapore, entitled “Global Stakeholders and the Soaring Dragon”, in which he stressed the need for mutual accommodation” between China and the rest of the world. He also discussed a number of challenges China now faces such as the ageing population and uneven wealth distribution. At the end of the day participants were invited to a group dinner at the ‘Que Pasa’ restaurant.

Dr. Martin Woesler, Professor of Intercultural Communication, University of Applied Languages Munich, Germany; Associate Professor of Chinese Studies, Utah Valley University USA, gave an interesting opening speech entitled “China as the New Super Soft power and the Global Impact of its Culture” on the morning of the 17th. “The Exploration of ‘soft’ and ‘hard’ power” by Dr. Makiko Hamuguchi-Klenner, East Asian Politics Department of the University Bochum was a particular highlight. Dr. Hamuguchi-Klenner spoke of the reversal in position between Japan and China on the world stage, as a result there has been a significant change in both of their soft and hard power. Dr. Hamuguchi-Klenner also spoke of the key elements that comprise China’s utilization of soft power: the scientific development method, Confucianism, Maoism and strategic mutually beneficial relationships.

The fourth and final day of the conference was opened with a lecture entitled “China’s Soft Diplomacy in an Emerging Multipolar World” by Johannes Dragsbaek Schmidt, Associate Professor, and Institute for Global and Cultural Studies, Aalborg University. Following a morning of lectures, an interactive panel discussion was held, which explored “China’s Rise: Domestic and Regional Challenges”. In the afternoon of the 18th participants were invited to present their papers to audience members.

## The Academy for Cultural Diplomacy

### International Conferences

#### A World Without Walls 2011

“Promoting Peace and Stability in the Mediterranean: An International Peace-building Congress”

(Barcelona; September 22nd - 25th, 2011)



The Institute for Cultural Diplomacy led the World Without Walls 2011 Conference entitled “Promoting Peace and Stability in the Mediterranean: An International Peace-building Congress” from the 22nd to the 25th September 2011. The conference was kindly hosted by the European Institute for the Mediterranean in Barcelona.

The program brought together a group of 40 Conference participants and over 30 leading international speakers from backgrounds such as Academia, International Relations and NGOs.

The Conference consisted of a very full program of interactive discussions, keynote speeches, social activities, debates and lectures from individual speakers, which gave participants the opportunity to hear from renowned figures in politics, diplomacy, academia, civil society, and the private sector. The participants were also given the opportunity to present their own papers. The evenings were dedicated to cultural activities related to the La Merce Festival as well as a visit to the Barcelona Symphony Orchestra Concert Hall. All this led to a varied and diverse program of events.



A World without Walls 2011 took place over a period of 4 days. The goal of the conference was to promote peace and stability in the Mediterranean region by providing a platform for interdisciplinary discussion on salient issues, and by establishing a network of likeminded individuals with an active interest in global peace and stability. The conference also aimed to: bridge cultural boundaries and generate friendships amongst young people from across the Mediterranean and the wider international community; increase understanding of the potential for music, sport and art to cross religious, cultural, and national barriers; explore and analyze new approaches to peace building and conflict de-

## The Academy for Cultural Diplomacy

### International Conferences



escalation at the local, national, and international levels and to identify new actors and opportunities for collaboration between existing stakeholders of peace in the Mediterranean region.

The congress analyzed and explored which actors are currently playing an active role in strengthening intercultural relations, and which might play a greater role in the future. It examined the aims of these actors with regards to sustainability and diversity and considered the different approaches taken to peace building in the region. The Program Agenda consisted of the following topics: Region Development, EU Expansion, Migration from

Africa to Europe, Israel-Palestine, Cyprus, Syria and Lebanon, Egypt, Libya and Tunisia and the Balkans.

The first day of the conference was opened by a lecture from Mark Donfried, founder and director of the Institute for Cultural Diplomacy entitled 'Searching for a Cultural Diplomacy in the Mediterranean'. A highlight of the first day on the conference was a lecture by Aurelí Argemí, Founder and President of Escarré International Centre for Ethnic Minorities and Nations (CIEMEN) 'Marginalized European and Mediterranean Peoples for a World without Borders'. Ms. Argemí spoke of the problems facing marginalized people and the existence of language barriers and the "great wall" between privileged and marginalized people. Concluding the first day of the conference, participants attended the opening Ceremony of Mercé Festival and enjoyed a projection show and a concert of Catalan music.

The second day of the conference opened with an enlightening lecture by Secretary Anna Terrón i Cus, Secretary of State of Immigration and Migration of Spain, "Migration and Human Mobility in the XXI Century: a Euro-Mediterranean Perspective". Later that day author and lecturer, Anna Mercadé Ferrando gave a lecture called "Women, Peace and Progress in the Mediterranean", in which she spoke of how women create wealth and social progress by investing in health and education of their children and creating companies that benefit the entire family and bring economic progress to their environment. She also stressed that peace is essential for economic, social and cultural development; people and women in particular need to believe in a peaceful future to give hope and confidence and to create a better future for their children and country. In the evening of the 23rd, participants and speakers alike enjoyed a Special Visit and Tour of Barcelona Symphony Orchestra.

On the morning of the 24th conference speakers the Hon. Minister Jesmond Mugliett, Minister for Urban Development and Roads of Malta and the Hon. Miltiadis Varvitsiotis, Member of the Greek Parliaments, Former Deputy Minister of Foreign Affairs of Greece spoke of both the challenges and opportunities the Mediterranean now face. The Hon. Nouzha Skalli, Minister of Social Development, Family and Solidarity of Morocco gave an inspiring lecture regarding cultural diplomacy and gender equality. She emphasized that the marginalization of women is one of the prominent causes of the deterioration of the economic, social and political reality, in the southern Mediterranean countries and stated that crises are also due, in part to the discrimination against women and their low contribution to the social political and economic decisions. The evening of the 24th culminated in participants attending the Parade of the Mercé and the Pyrotechnic Festival.

## The Academy for Cultural Diplomacy

### International Conferences

#### Conference on Cultural Diplomacy in the European Union

“Crisis, Conflict, and Culture: The Role of Cultural Diplomacy in the European Project”  
(Brussels; December 6th - 9th, 2011)



The EU & Cultural Diplomacy Conference was the first of a series of four conferences dedicated to enhancing awareness and understanding of international governing institutions and their role in promoting cultural diplomacy across the world. The international conference organized by the ICD and other leading organizations focused on the European Union, and took place at the European Parliament in Brussels.

The goal of this year’s conference was to facilitate exploration of the unique challenges currently facing Europe from the debt crisis, to crippling military engagements, to the debate over increased political and economic union—funneled through a thorough understanding of the historical and theoretical foundations of the “European Project.” The “European project” has experienced various incarnations since the Second World War and—despite the proliferation of sovereign debt crises in Greece, Ireland, Portugal, Spain and Italy—remains a unique and unparalleled political experiment with important lessons to impart to the rest of the world. However, the challenges this relatively inchoate union faces are significant and, with the stability of the single currency in peril, the political and economic future of Europe is hazy.

The Conference took place over a period of four days, in the European Union’s home base, Brussels. The conference was dedicated to increasing awareness and understanding of the historical/theoretical foundations of European unity and the Role of Cultural Diplomacy in the European Project” today. The key topics of the conference were: ‘Historical Foundations of European Unity and the Role of Cultural Diplomacy’, ‘European Economic Challenges and Collective Solutions’, ‘Conflict Management and Resolution—the European Way’ and ‘Intra-EU Governance: Convergence of National versus Supranational Interests’. A number of high profile diplomats and experts in fields related to cultural diplomacy gave lectures related to these topics. Henri Malosse, President of the Economic and Social Committee of the European Union, Kristiina Ojuland (MEP), Former Foreign Minister of Estonia, Clive Myrie, BBC Correspondent and Marietta Giannakou (MEP), Former Greek Minister of National Education & Religious Affairs all gave lectures during the conference.

## The Academy for Cultural Diplomacy

### International Conferences



Exploring the history of the European Union is the first and arguably the most essential step toward understanding the current state of the EU and the role of culture within it. The steady increase of European integration over the past 65 years has underscored the importance of cultural diplomacy as a crucial tool for intra-EU relations and for weathering the unique crises that now threaten to jeopardize European unity. The first day of the conference took a look at the history of the European Union and facilitated exploration of the following issues: ‘The Postwar Geopolitical Landscape’; ‘The History of Cultural Diplomacy in Europe: New Solutions to Recurring Problems’; ‘East Meets West: Reunification, Integration and Full Union’; ‘The East-West Imbalance: Current Disparities and Challenges’; ‘Why Lisbon? Costs and Benefits to the 2009 Lisbon Treaty’ and ‘Europe Represented: Literature’.

The European debt crisis, compounded by the lingering effects of the 2008 global financial meltdown, has ushered in an age of austerity and underscored the need for harmonized, Union-wide economic policies to ensure the stability of the single currency. The second day of the conference addressed the origins of the current European debt crisis and encouraged debate of the efficacy of collective solutions—from the EFSF to the introduction of Eurobonds to constitutionalise austerity measures—in a frank and open forum based on honest exchange of views and expertise. Participants were able to enjoy the following lectures: ‘Euro Stabilization: Prospects and Possibilities’; ‘Burdens of the Euro Zone: Germany/France Versus the PIIGS?’; ‘Origins of the Euro Crisis: The Role of Culture; An Ounce of Prevention’; ‘How Increased Diplomacy Can Stave off Future Crises’ and ‘Europe Represented: Art’.

The focus of the third day of the conference was European conflict management and resolution. Conference speakers and participants discussed the role of cultural diplomacy in staving off traditional conflicts and resolving extant disputes; diverging European viewpoints on military engagement, particularly in the current wars in Iraq, Afghanistan and Libya; and what preventative actions can and should be taken to promote a sense of shared European identity, mitigating unnecessary internecine battles. Lectures were given on the following topics: ‘Culture/Wars: How a “New” Form of Diplomacy Can Prevent Traditional Conflicts’; ‘Military Engagement: Divergent Views’; ‘Armies of “Soft Power”: Promoting A European Brand of Public Service’ and ‘Europe Represented: Music’.

The fourth and final day of the conference focused on the debate that has galvanized European policymaking since the Union’s earliest inception: How should the EU balance national interests with harmonized, “European” policy goals and objectives? Lectures were given on the following topics: ‘The Rise of Right-Wing Movements: Effects on Integration’; ‘Migration as Cultural Diplomacy’; ‘Maintaining Subsidiarity: National Interests in the Face of Supranational Governance’; ‘The Future of the EU: 20, 50, 75 Years On’ and ‘Europe Represented: Who We Are’.

## The Academy for Cultural Diplomacy

### International Conferences

#### **The ICD Annual Academic Conference on Cultural Diplomacy 2011** “Cultural Diplomacy and International Relations; New Actors; New Initiatives; New Targets” (Berlin; December 15th - 18th, 2011)



The purpose of the ICD Annual Academic Conference on Cultural Diplomacy was to provide an annual review on the progress, impact and future of Cultural Diplomacy. By providing a platform for valuable discussions on the future of Cultural Diplomacy the conference aided facilitation of new tools to promote international relationships, empowered young leaders and contributed to academic literature within the field of cultural diplomacy.

The conference brought together 70 participants from around the world as well as over 40 prominent international speakers from various backgrounds, including politicians and diplomats, academics, artists, and young professionals. President Valdas Adamkus, Former President of Lithuania, President Emil Constantinescu, Former President of Romania, President Rexhep Meidani, Former President of Albania, the Hon. Yves Leterme, Former Prime Minister of Belgium and the Hon. Theodoros Pangalos, Deputy Prime Minister of Greece all gave lectures during the conference.

During the four days of the conference participants, speakers, and ICD representatives analyzed, reviewed and debated recent developments in the field of Cultural Diplomacy and its relationships with International Relations, Institutions and Global Governance, Civil Society, the Private Sector and Religion. Along with the speakers a number of participants were also given the opportunity to present their papers in front of an international audience. The diverse program also featured a French and Italian cultural event as well as various exciting evening activities, including a lively Christmas Party on Saturday.

## The Academy for Cultural Diplomacy

### International Conferences



Speakers at the conference discussed the importance of cultural diplomacy in relation to current events; the conference opened with two talks on cultural diplomacy in relation to the Arab Spring by former Foreign Minister of Turkey, the Hon. Yasar Yakis and Professor of Georgetown University, Amb. Dr. Cynthia Schneider. The first day of the conference also showcased the various forms cultural diplomacy can take; Cassandra Sciortino, International Scholar Administrator of Berkley University spoke about art as a means to create cultural diplomacy with “Bridging the Gap between art History and Cultural Diplomacy: Rewriting the History of Art in a Globalized World”, whereas William Gaillard, Director of Communications & Senior Advisor to the President of UEFA explored the role of sport in cultural diplomacy in Sports as Cultural Diplomacy - “Football and Europe: a Complex Relationship”. The first day of the conference culminated in a welcome dinner at local restaurant, ‘Black & White’ serving Turkish cuisine

Day two of the conference began with an insightful talk by the former President of Albania Rexhep Meidani about the role that cultural diplomacy can play in bringing about a world without walls. As part of the French Event, Mr. Charles Malinas from the French Embassy in Berlin and Mr. Florian Fangmann from the Berlin French Center talked about French-German cultural relations and the current practices and strategies of French cultural diplomacy. Preceding the discussion on “Cultural Diplomacy and Global Governance Organizations”, the Hon. Yves Leterme, Former Prime Minister of Belgium, gave a very insightful keynote speech, in which he argued that cultural knowledge is the cornerstone of good diplomacy. The day was rounded off with a gala dinner event with live music concert from James Town Ferry.

On Saturday morning conference participants had the opportunity to present their papers. In the afternoon, the ICD Research Team presented the seminal Cultural Diplomacy Outlook Report, followed by the launch of the Italian event, which offered an excerpt of Italian food and artistic talents. The Hon. Yasar Yakis, Former Foreign Minister of Turkey and Mark Donfried, Founder of the ICD moderated a panel discussion titled “Cultural Diplomacy; The Private Sector and Civil Society - International Youth Employment and the Role of Cultural Diplomacy”. Following the panel discussion, all participants and speakers gathered to enjoy the Conference’s Christmas Party, celebrating the 10 years anniversary of the ICD with music from Igor Spallati & Ugo Alunni Jazz Band.

## The Academy for Cultural Diplomacy

### International Conferences



## The Academy for Cultural Diplomacy

### International Conferences



## Thematic Programs

## Thematic Programs

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Thematic Programs are programs focused on specific political, cultural, or economic issues which concentrate on a particular geographical region or area. The Thematic Programs focus on the implementation and utility of Cultural Diplomacy as a tool to promote cooperation and understanding in a number of areas. Each Thematic Program includes a variety of activities based on a particular theme, which encompasses Global Events, Interactive Discussions, and Exhibitions. Thematic Programs further allow the opportunity to explore the theory behind Cultural Diplomacy and become exposed to real-life examples of its application and success as a conciliatory tool. The focused approach of the Thematic Programs provides a comprehensive examination of the issues at hand, thus promoting understanding and consideration through interactive learning.

## Thematic Programs

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During the year 2011, the Institute for Cultural Diplomacy has developed a wide range of Thematic programs focused around a specific regional political, cultural, or academic theme.

The ICD runs the Following Thematic Programs:

- The European-American Relationship
- The ICD "Experience Africa" Program
- Cultural Diplomacy in the Global Economy
- Nation Branding in A Globalized World
- Cultural Bridges in Germany
- Cultural Diplomacy in Europe
- Cultural Diplomacy in Africa
- Cultural Diplomacy in East Asia
- Cultural Diplomacy in Latin America
- The UK Meets Germany
- Art as Cultural Diplomacy
- Music as Cultural Diplomacy

### The European-American Relationship

The Institute for Cultural Diplomacy established the European-American Relationship program to strengthen the political, economic and cultural ties across the Atlantic and to highlight the importance of this relationship to international activity on climate change and in pursuit of global public goods.

The program pursues these goals first and foremost by bringing together a diverse, interdisciplinary range of stakeholders from both regions to discuss salient political, economic, and cultural issues. This activity creates and sustains a bi-regional network of like-minded individuals, and produces innovative suggestions for policy makers on both sides of the Atlantic. In addition, the program and its network conduct a diverse range of research and analysis into the relationship and its context, which is then published online and presented at our events.

#### Program Background

The United States and Europe have a deep historical relationship that has bound the two regions from the Age of Enlightenment and political revolution, through the waves of 19th century immigration, to the political manifestations of the Cold War and the predicted new world order. European heads of state frequently refer to a "special relationship" with the US, and a trip West is inevitably one of the first official visits they will undertake upon election.



## Thematic Programs

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Despite these common experiences, and longstanding cooperation in global politics, there remain key areas in which the transatlantic relationship has become strained, notably over the past decade. These differences are most prominent with regards to foreign and security policy, in particular the use of military force abroad and the need for a comprehensive approach to climate change. The digital revolution has also resulted in differences in domestic policy, such as the role of religion in society, becoming international news and influencing public opinion abroad.

If the challenges and opportunities of an increasingly globalized world are to be met, the US and Europe, comprising around half of the world's total GDP, must work together. It is in recognition of the importance of this relationship that the ICD established the program "The European-American Relationship".

### The ICD "Experience Africa" Program



The Institute for Cultural Diplomacy has developed the program "Experience Africa" to promote social and economic development within Africa, and to strengthen relations between cultural groups and nation states on the continent. At the global level, the program works to promote stronger political, economic, and cultural links between Africa and other regions. The program pursues these goals by bringing together stakeholders from across Africa and the wider international community to discuss and explore salient issues, and to establish sustainable networks of likeminded individuals. Such stakeholders are brought together through regular academic study tours, as part of our young leaders forum "Cultural Diplomacy in Africa: A Forum for Young Leaders", as well as through ongoing conferences and academic events. The program will also contribute a diverse range of academic research that is made available to the general public online.

## Thematic Programs

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### Program Background

The challenges and opportunities facing the African continent have been widely acknowledged and discussed by commentators across the world. At the domestic level, African states are under pressure to improve social and economic development, in particular with regards to education, healthcare, and infrastructure. At the regional and global levels they must address issues of political instability, international trade imbalances, and a comparatively weak influence in global politics and economics.

These challenges are accompanied by opportunities, however. The African continent is not only the world's largest, and second most populous, but also has an abundance of natural resources: A key foundation for increasing economic influence at the global level. The prospects for future development are also helped by the technological advancements of developed countries. Africa can develop quicker by bypassing stages of technological development, such as the use of wired telecommunication systems. Furthermore, as one of the world's most diverse regions, Africa has tremendous potential to develop its tourist industries and to do so in environmentally sustainable manner.

The ICD has established the "Experience Africa" program to ensure that the challenges outlined above are addressed, and the opportunities seized.



### Cultural Diplomacy in the Global Economy

The Institute for Cultural Diplomacy has established the program "Cultural Diplomacy and the Global Economy" to promote stronger economic relations between nation states, to build capacity for economic development in developing regions, and to examine the complex relationship between culture, economics, and politics at the global level. The program pursues this activity through international conferences and seminars, and through research. Academic events provide an opportunity for international stakeholders from the private sector, the public sector, civil society, and academia to discuss salient issues concerning global economics. The events not only support a global network of likeminded individuals, but also produce best-practice guidelines and policy recommendations for policy-makers at local, national, and international levels. In addition to these events, the ICD actively produces and publishes ongoing research related to the program goals.

#### Program Background

In the contemporary economic system, globalization has re-structured the rules of bilateral and multilateral trade and investment in such a way that economic growth requires more than just financial exchange; it requires diplomacy, cooperation, and cultural understanding in order to be successful. As the digital age converts miles into milliseconds, geographical distances have lost their relevance, but the "cultural distance" between international partners remains.

## Thematic Programs

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### Nation Branding in a Globalized World

“Nation Branding in a Globalized World” is an international program that has been established by the Institute for Cultural Diplomacy to explore the concept of national brands and their growing influence in the global economy and the field of international relations.

#### Program Aim

The process of globalization, combined with the digital revolution, has had a profound impact on the ability of nation states to communicate with each other and on the means through which this communication takes place. A 24 hour news cycle, citizen journalism, and the increasing role of global NGOs has insured that the activity of countries is under considerable scrutiny with regards to domestic and foreign policy, security, economic strength, as well as their culture and society.

In recognition of these developments, the Institute for Cultural Diplomacy has created the program “Nation Branding in a Globalized World”. It aims to explore the concept of national brands: How they are established, how they might be shaped, and how they are linked to the levels of tourism and international investment that a country can expect. The ability to understand a nation’s brand will be of paramount importance to stakeholders in international relations in the coming decades, the ICD aims to provide these stakeholders with an interdisciplinary forum through which they can build up this knowledge.

## Thematic Programs

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### Cultural Bridges in Germany



The purpose of “Cultural Bridges in Germany” is to strengthen the relations between the cultural communities within Germany and to illuminate the advantages of a multicultural society, as well as to analyze the growing role of Germany as a regional and global actor.

To secure these objectives, the program brings together experts from all over Germany together with different cultural and professional backgrounds. Through one-week seminars and academic conferences, players can discuss relevant economic, political and cultural issues. The participants are part of a sustainable network with like-minded people.

#### Program Background

Following the arrival of “guest workers” in the 1960s, mainly from Eastern Europe and Turkey, the number of cultural communities in Germany began to grow; as such cultural diversity has increased within Germany. The declining birth rate, increasing life expectancy and a continuing demand for skilled labor has forced Germany to reform itself. Politicians have had to accept that for Germany to maintain its economic strength as a country it must expand. This radical change also necessitates that society make social changes and adjustments to accommodate the growing cultural diversity.

This status has contributed to a considerable reflection on topics such as German identity, integration of minorities, and immigration policy. Germany’s approach with regard to these issues will play a key role in how ongoing social and economic development will be determined. These discussions also characterize the appearance of Germany abroad.

On a global level Germany is growing as a potential international, political and economic actor; this is reflected in the annual Anholt / Roper Nation Brands Index, which in 2010 concluded with Germany in second place. As Europe’s largest economy, the leading force of the euro zone, a key member of NATO and a country which has close relations with both the U.S. and Russia, Germany holds the potential to play an influential role within global policy in the coming decades.

## Thematic Programs

### Cultural Diplomacy in Europe



Cultural Diplomacy in Europe was established by the Institute for Cultural Diplomacy to strengthen relations between cultural groups and countries within Europe, to improve relations between Europe and other regions, and to support Europe in playing a more influential, constructive role in addressing global challenges. The program pursues these aims first and foremost by bringing together individuals of diverse professional and academic backgrounds, from across Europe, to discuss salient political, economic, and cultural issues affecting the region. These events sustain an international network of likeminded individuals, and generate best practice guidelines and suggestions for policy-makers and practitioners

at all levels. The program also supports research related to its goals, which is then published online or presented at our conferences

#### Program Background

Whilst there is ongoing discussion regarding the geographical reaches of “Europe”, there is widespread acceptance that the region has played a profound role in global affairs over the past 500 years. This influence remains strong today. Around 25% of the world’s total GDP comes from EU member states, despite comprising less than 10% of the world’s population. Two of the five permanent members of the United Nations Security Council are European, as are four of the world’s 7 largest economies. The establishment and growth of the European Union is widely acknowledged as a success, having laid a foundation for peaceful inter-state relations and economic growth. Indeed, the success of the European Union is best reflected in the desire for ever more countries to join.

Despite Europe’s prominent and success, however, the region faces a number of significant challenges. Economically, it has been hit hard by the global financial crisis, and recent Eurozone bailouts of Greece and Ireland have caused anxiety and disagreement between states. In political terms, the EU faces an uphill struggle if it is to speak “with one voice” as some member states desire, and a majority acknowledge would be beneficial. Culturally, whilst interstate relations remain strong, recent elections have seen a worrying increase in nationalist and, at times, xenophobic rhetoric.



Europe is, and will remain, a key global player. In order for it to consolidate its political and economic influence at today’s levels, however, it must face difficult choices. It is in recognition of these challenges that the ICD has created the program Cultural Diplomacy in Europe.

## Thematic Programs

### Cultural Diplomacy in East Asia

“Cultural Diplomacy in East Asia” is a program that has been developed by the Institute for Cultural Diplomacy to explore and analyze the East Asian region and its roles and responsibilities in the new world order. By promoting interdisciplinary discussion on salient economic, political, and cultural issues, the program activities work to improve dialogue and understanding within East Asia, and between East Asia and other regions.

Program activity includes young leader’s forums, international conferences, and other individual events, all of which balance academic components with cultural and social activities. Participants at these events include students and young professionals, diplomatic and political representatives, civil society practitioners, journalists, and other individuals with an interest in the East Asian region.

### Cultural Diplomacy in Latin America (CDLA)



The Institute for Cultural Diplomacy created the program “Cultural Diplomacy in Latin America” to have a constructive impact on the region’s development. At the domestic and regional levels, it aims to support social and economic development and strengthen relations between individual nation states and between diverse cultural communities. At the global level it aims to improve economic, political, and cultural relations between Latin America and other regions.

To pursue these goals, the Cultural Diplomacy in Latin America (CDLA) program brings together stakeholders in the region, from Latin American and the wider international community, for academic discussions on salient issues. Regular weeklong seminars are held as part of the CDLA young leaders forum, which supports an international network of likeminded students and young professionals. In addition, ongoing lectures, panel discussions, and seminars, which are open to the public free of charge, provide a forum for interdisciplinary discussion. Finally, the program conducts and supports a diverse range of research conducted that shares the aims of the program.

#### Program Aims

Cultural Diplomacy in Latin America conducts activity that pursues the following specific aims:

- To increase investment in, trade with, and tourism to, Latin America.
- To strengthen intercultural relations amongst nation states and cultural communities within the region.
- To improve and diversity economic, political, and cultural relations between Latin America and other regions.
- To have a constructive influence on social development and mobility, in particular in the fields of healthcare and education.
- To raise awareness of the rich cultural heritage of the Latin American region across the world.

## Thematic Programs

### The UK Meets Germany



The Institute for Cultural Diplomacy developed the program The UK Meets Germany (UKMG) to pursue two primary goals: Firstly, to strengthen the bi-lateral relationship between the two countries by promoting increased economic, political and cultural exchange; secondly, to raise awareness within both countries and the wider international community, of the importance of the relationship, and how the UK and Germany can cooperate on addressing the challenges of an increasingly integrated European Union, and an increasingly interdependent world. The program conducts two main types of activity: Academic events, which provide an opportunity for stakeholders in the relationship to discuss salient issues; and research, which supports these stakeholders and members of the ICD's global networks in researching and supports a network of likeminded individuals from both countries, and the wider international community, with an active interest in stronger British-German relations.

#### Program Background

As their geographical proximity suggests, the cultural, political, and economic histories of the United Kingdom and Germany have intertwined and overlapped for centuries, long before the current boundaries of each country had been determined. The modern historical significance of the relationship is exemplified by Queen Victoria, grandmother to both Kaiser Wilhelm II, the last German Emperor and King of Prussia, and King George V. Since the two rulers rode together on the streets of London at the beginning of the twentieth century, the relationship has been marked by two World Wars, reconstruction and division, the Cold War, and the emergence of the European Union.

Since German reunification in 1991 the UK and Germany have strengthened the close relationship that had been developing between the UK and the German Democratic Republic for over four decades. From a global perspective the two countries share much in common, and are therefore natural partners on many international issues. Both countries face the challenge of adapting to the emergence of new global economic players in Asia and Latin America, of tackling new security threats at home and abroad, and of driving the international community forward in the fight against climate change. Despite this close cooperation there are areas in which British and German perspectives differ and it is of fundamental importance that, as two of the driving forces in international relations, the UK and Germany agree on issues such as the size and role of the European Union, the role of NATO as a global peacekeeper, the promotion of democracy and human rights abroad, and reform of the United Nations.

## Thematic Programs

### Art as Cultural Diplomacy



Art can be instrumental in shaping the tone and nature of intercultural relations. It provides, on the one hand, a medium through which cultural heritage and identity can be experienced and interpreted. On the other hand, it can create a unique space for artists, audiences, and other stakeholders in cultural management to come together on a neutral platform. Despite this influence, the use of art to raise awareness of different cultures, promote social cohesion, and strengthen intercultural relations, is the subject of little research and analysis, and is consistently undervalued. The Institute for Cultural Diplomacy has therefore created the program “Art as Cultural Diplomacy” to bridge this gap and provide a platform for interdisciplinary discussion and research on these issues by stakeholders from the artistic field, civil society, politics, diplomacy, and academia. The program conducts activity that explores the transformative role art can play in society, and therefore highlight future possibilities for its constructive use by artists, civil society organizations, and government actors.

Program Activity

ACD brings together artists, civil society practitioners, students, and young professionals from Europe and the wider international community to explore the role of art in societal transformation. Regular weeklong study tours in Berlin provide participants with an opportunity to take part in academic lectures, seminars, and workshops featuring experts from the field. These components are complemented by social and cultural activities that allow participants to expand their personal networks and experience Berlin’s remarkable cultural landscape.

#### Program Activity

The Art as Cultural Diplomacy program works to raise awareness of the transformative power of art, and supports academic research and analysis with the same aims. Research is conducted regularly by ICD staff, members of our international network, ICD Advisory Board members, and other partners. This research is then published online through the ICD website and, where appropriate, presented at our academic conferences.

Program Foundation

Art is an essential part of individual expression, and the process of being creative is one that is open to all, regardless of age, nationality, religious or political beliefs. The enjoyment and interpretation of art is also universal: because art appeals to human senses and emotions, it is not subject to the controls and restrictions of language and rhetoric. It is, as Goethe has pointed out, “the mediator of the inexpressible”.

#### Program Foundation

The universality and power of art, combined, ensure that it can engender change amongst individuals and communities. Precisely because art does not seek to persuade or convince, but rather to show and arouse emotions, it has the potential to influence the behavior of people to one another in a constructive manner. Whilst such changes are not inherently positive, they represent a valuable counter-balance to the divisive rhetoric of some leaders, and create a space for people to express and share their emotions freely.

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## Thematic Programs

### Music as Cultural Diplomacy

Music is a powerful medium through which individuals, communities, and nations can express themselves. Whilst the role of music as a force for social cohesion can be seen to have emerged together with the earliest musical forms, the use of music to promote political, diplomatic, or societal objectives can be seen to have come to prominence during the Cold War. During this period American Jazz ambassadors, supported by the US State Department, played in a series of jazz concerts across the world, which were seen to reflect the US values of freedom and personal expression. More recently, philanthropic institutions such as the “West-Eastern Divan Orchestra” have emerged with the goal of strengthening bi-lateral relations between specific communities by providing a neutral common ground. Music has also been used, by both individuals and groups, to promote political or ideological messages. Protest songs, in which the song lyrics may criticize a government’s domestic policy, represent a clear example of this. At times, the messages conveyed by musicians are also reflections of general developments across society as a whole. When this is the case, songs can capture the entire mood of a nation and bring together people from diverse backgrounds. The Scorpion’s song “Winds of Change” captured the hope felt by Germans, living in both the East and West, following the fall of the Berlin Wall. In South Africa, civil rights activist Miriam Makeba used her music to campaign across the world against the apartheid regime. In recognition of the power of music as illustrated above, the Institute for Cultural Diplomacy has created the program “Music as Cultural Diplomacy”. It seeks to pursue the following aims:

- To explore the historical role of music as a form of cultural diplomacy during the Cold War and other important historical periods.
- To assess the use of music as a voice for minority communities and a tool to promote societal development.
- To analyze the use of music to build bridges in unstable regions.
- To promote the use of music for social cohesion and development.



## Young Leaders' Forums & Youth Development (Weeklong Seminars 2011)

## Young Leaders' Forums & Youth Development

### Weeklong Seminars 2011

The ICD Young Leaders Forums are international networks of like-minded individuals with an interest in developing and supporting intercultural relations. The first Young Leaders Forum was developed almost a decade ago and we have since developed and launched a variety of different bilateral and multilateral Forums that focus on a diverse range of relationships across the world.

We have developed these Forums to provide a platform for the next generation of leaders to explore the potential of organized cultural exchange in the international environment and to use the networks they become part of to organize their own leadership initiatives. The Forums are an integral part of the work of the Institute for Cultural Diplomacy.

The Aims of the Forums Are:

- To foster an international network of likeminded individuals who have an interest in supporting and strengthening intercultural relations between the countries in focus.
- To give Forum members a greater awareness of the history and development of the field of cultural diplomacy.
- To offer Forum members access to a range of informed perspectives on cultural, political, and economic issues in the relationship or region in focus.
- To support ongoing activity, in particular leadership initiatives, by Forum members.



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#### Cultural Diplomacy in Europe: A Forum for Young Leaders

Berlin, 04 - 09 January, 2011; Berlin, July 4th - 10th, 2011 ; Brussels, December 6th - 11th, 2011

Cultural Diplomacy in Europe: A Forum for Young Leaders (CDE) is a network of young, influential people from across the world, who have an interest in exploring and strengthening relations between European States. The program is based on the recognition that the increasing economic and political integration of the European Union must be accompanied by sustained activity to ensure that public opinion and relations between individual member states, and between member-states and non members states, remain positive and constructive at the grass roots level.



#### The United States Meets Europe: A Forum for Young Leaders (USAME)

Washington D.C. & New York City; 3rd - 9th January 2011; Washington, D.C., 16th - 21st May 2011



The United States Meets Europe: A Forum for Young Leaders (USAME) is a network of young, influential people from both sides of the Atlantic who have an active interest in supporting the relationship between the United States and Europe.

The Forum will focus on the economic, political, cultural, and societal dimensions of the relationship, and the wider context within which this relationship exists. Members join the Forum by taking part in a USAME Weeklong Seminar, during which they will learn about the field of cultural diplomacy, explore the American-European relationships, and take part in challenging group discussions on salient issues.

#### Cultural Bridges in Germany: A Forum for Young Leaders (CBG)

Berlin, 1st - 6th March, 2011; Berlin, September 5th - 9th, 2011

“Cultural Bridges in Germany: A Forum for Young Leaders” (CBG) is a network of dedicated young people who are interested in the challenges and opportunities that await Germany both at national as well as an international level. The forum offers them a platform for interdisciplinary discussions on selected topics that affect Germany’s culture and society, as well as relevant political and economic issues. These discussions would help to strengthen relations between Germany’s cultural communities, as well as bolstering relations between Germany and its international partners.

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#### Cultural Diplomacy in the Global Economy: A Forum for Young Leaders

Berlin, 09 - 15 March 2011

Cultural Diplomacy in the Global Economy: A Forum for Young Leaders (CDEC) is an inter-disciplinary, international network of young people with an interest in the global economy and its relationship to the private sector, international politics, civil society and the environment. The program has been developed in recognition of the importance of combining perspectives from different fields and levels of society in discussing the challenges to the global economy, and on the understanding that “economic bridges” play an important role in promoting global peace and stability.

#### Cultural Diplomacy in Latin America: A Forum for Young Leaders (CDLA)

Berlin, 09 - 16 March 2011

Cultural Diplomacy in Latin America: A Forum for Young Leaders (CDLA) is a network of young, influential people from across the world, who have an interest in Latin America and its role and responsibilities in the new world order. By promoting interdisciplinary discussion on salient economic, political, and cultural issues, the program activities work to improve dialogue and understanding within Latin America, and between Latin America and other regions.



#### Cultural Diplomacy in Africa: A Forum for Young Leaders

Berlin, 09 - 16 March 2011; Berlin, July 11th - 17th, 2011



Cultural Diplomacy in Africa: A Forum for Young Leaders (CDA) is a network of young, dynamic individuals from across the world, who shares an interest in the African continent. The program is based on the recognition that cultural diplomacy represents an important tool in helping Africa to address the challenges it currently faces. The network conducts ongoing activity aimed at supporting development and strengthening relations between different countries and cultural groups within Africa, and between African and external partners.

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#### The ICD Academy for Cultural Diplomacy

Berlin, 17 - 23 February 2011; Berlin, 10 - 16 June 2011; Berlin, July 25 - 31, 2011; Berlin, November 28th - December 02nd, 2011



ICD Academy Sessions are weeklong programs that explore the role of cultural diplomacy in contemporary international relations. Each program features lectures, seminars and workshops lead by experts from the fields of international politics, diplomacy, academia, civil society, and the private sector. During their time in Berlin participants will also have the opportunity to take part in cultural and social activities and to visit institutions such as the German Foreign Office, the German Parliament, the Berlin City Hall, cultural institutions and Berlin-based embassies.

#### The UK Meets Germany: A Forum for Young Leaders (UKMG)

Berlin, 26 April - 01 May 2011

The UK Meets Germany: A Forum for Young Leaders (UKMG) is a network of students and young professionals with an interest in exploring and strengthening the German-British relationship. Participants join the forum by taking part in a UKMG Weeklong Seminar, following which they are encouraged to conduct their own research and organize their own activity in the field.



#### Germany Meets Slovenia: A Forum for Young Leaders

Berlin, June 22nd - 28th, 2011



The principal focus of "Germany Meets Slovenia: A Forum for Young Leaders" is to develop both a real and a virtual network of young leaders committed to building and sustaining lasting ties between Germany and Slovenia in the fields of politics, academia, science, media, business and culture, thereby strengthening the bilateral relationship. The network is supported through a diverse range of ongoing activity and is highlighted each year by a weeklong study tour for new members, which alternates between Slovenia and Germany.

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#### Europe Meets Russia: A Forum for Young Leaders (EMR)

Berlin, July 4th - 10th, 2011



Europe Meets Russia: A Forum for Young Leaders (EMR) is an active network of young, dynamic, and influential people from across the world who have an interest in the European-Russian relationship. The goal of the EMR Weeklong Seminars is to train and prepare the participants to conducting their own activity in the future. Each EMR Weeklong Seminar will be focused on a specific theme related to European-Russian relations and the goals of the Forum.

#### Germany Meets Turkey: A Forum for Young Leaders (GMT)

(Berlin, September 5th - 9th, 2011)



The principal focus of "Germany Meets Turkey: A Forum for Young Leaders" is to develop a network of young leaders committed to building and sustaining lasting ties between Germany and Turkey in the fields of politics, academia, science, media, business and culture, thereby strengthening the bilateral relationship. The network is supported through a diverse range of ongoing activity.

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#### Art as Cultural Diplomacy: A Forum for Young Leaders

Berlin, 14 - 20 February 2011; London, August 23rd - 29th, 2011



“The arts have a unique role in cultural diplomacy; Whether visual arts, literature, film, music, dance or theatre, they have the power to transcend political and cultural barriers. The arts can appeal to universal feelings, thoughts and ideas that everyone can understand, but also can be specific to certain times, places and political climates.”

Art as Cultural Diplomacy: A Forum for Young Leaders (ACD) is a network of young, influential individuals from across the world, who have an interest in art, music, cultural studies, international relations, political science, peace studies, and diplomacy. The program is particularly suited to individuals with an interest in the role of artistic and cultural expression in providing a platform for strengthening intercultural relations at the regional, national, and local levels.

#### Europe Meets China: A Forum for Young Leaders (EMC)

Berlin, September 12th - 18th, 2011 - Held Parallel to the “Berlin - Asia Pacific Weeks Conference 2011”



Europe Meets China: A Forum for Young Leaders (EMC) is a network for young, influential people from across the world, who have an interest in exploring and strengthening Sino-European relations, and wish to gain insight into the current global political and economic trends associated with the rise of China. Each EMC Weeklong Seminar is focused on a specific theme related to Chinese development and the goals of the Forum. The programs provide an analysis of the pressing issues of Chinese growth and the changing dynamics of the global economy from both theoretic and empirical perspective.

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## The ICD Foundation for Human Rights & Global Peace

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The ICD Foundation for Human Rights and Global Peace is a foundation that has been established by the Institute for Cultural Diplomacy to raise awareness of the universality of fundamental human rights, to promote social and economic development in developing countries across the world, and to strengthen intercultural relations between peoples and their communities at all levels in order to achieve global peace and stability. Spearheaded by an international group of experts from politics, academia, and civil society, the foundation's activity includes regular international conferences and academic programs, interdisciplinary research, the promotion of diverse initiatives, and provision of the ICD Global Development Fund.

### The Foundation pursues the following three aims:

- To promote the universality of fundamental human rights

The Foundation will work to ensure there is widespread understanding of what human rights are and why they are important. In addition, it will support activity that serves to monitor and promote human rights across the world.

- To promote socio-economic development in developing countries

The Foundation will conduct activity that aims to support sustainable socio-economic development in areas such as education, energy, tourism, and the economy, in developing countries across the world.

- To strengthen intercultural relations in order to promote global peace and stability

The Foundation will work to strengthen intercultural relations between regions, countries, and cultural communities at all levels, by promoting dialogue, understanding, and trust with the ultimate goal of promoting global peace and stability.



## The ICD Foundation for Human Rights & Global Peace

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### The Foundation conducts the following activities:

To pursue these aims, the ICD Foundation for Human Rights and Global Peace conducts four main types of activity:

- The ICD Global Development Fund

The ICD Global Development Fund is a financial instrument that will invest in socially responsible projects in developing countries. The fund is targeted at investors who are interested in supporting sustainable development, and will invest exclusively in projects and companies that share these goals and assist in promoting global peace and development. Further information about the ICD Global Development Fund can be found [here](#).

- Initiatives

The Foundation will work together with partners across the world to run initiatives that aim to make a concrete difference to a specific subject or a geographical area. Such initiatives may be run by the ICD with external support, or run by an external organization with the ICD's support. These initiatives help to generate momentum on a particular issue, allow an in depth consideration of a specific subject, and allow a diverse range of actors to come together and contribute to a common cause. The Foundation's initiatives include, for example, the ICD initiative against Genocide.

- Conferences & Academic Events

The Foundation organizes regular international conferences and academic events that bring together diverse stakeholders for interactive discussions on salient issues. Speakers at these events include former Heads of State, current and former Ministers, and leading experts from academia, the private sector, and civil society. The participants at these events, who range from students and scholars to political and diplomatic representatives, are able to learn more about the issues under discussion, whilst also expanding their professional networks across cultural boundaries. Following each event, the Foundation will produce a conference book with best practice guidelines and recommendations for policy-makers.

- Academic Research

The Foundation will support academic research into issues related to human rights and development in three ways. Firstly, ICD staff and partners will conduct ongoing research into human rights and development issues that will then be published online. Secondly, the conferences and academic programs organized by the Foundation will be documented online and, as indicated above, concluded with a conference book that will be sent to participants and policy-makers. Finally, the Foundation will support and publish research conducted by program participants and our network members.



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