
First Edition

EUNIC Siena Cultural Relations Forum

**11-15 June
Certosa di Pontignano,
Italy**

EUNIC Siena Cultural Relations Forum

An introduction and suggested flow for the EUNIC Siena Cultural Relations Forum

You will find here the programme, session notes and participants list.

We have short slots over the breakfast and before dinners outside the main programme, so if you want to present a paper or suggest a short session, let us know.

ESCR Forum 2017



As EU institutions, in partnership with member states, move towards an EU strategy for international cultural relations, it is essential that this strategy is informed by the latest research as well as good practice; however, it is generally acknowledged that neither of these areas make effective use of the other.

EUNIC in partnership with the University of Siena, will organise the first EUNIC Siena Cultural Relations Forum in Pontignano outside Siena from 11 June until 14 June 2017. This event will bring cultural relations policy makers and practitioners together with academics and researchers in an attempt to bridge the gaps between the theory, policy and practice of cultural relations. It is an experiment but if successful EUNIC Global will repeat this each year as an annual event.



With the support of the
Creative Europe Programme
of the European Union

TOPICS Covered:

1. **THE CONCEPTUAL FRAMEWORK:** definitions of culture, cultural relations and cultural diplomacy
2. **GEOGRAPHIC AND THEMATIC PRIORITIES** of the new Strategic Approach
3. **THE PARTNERSHIP:** how will EU Member States, civil society and EU institutions work together to shape and deliver the new Strategy?
4. **IMPLEMENTATION PLAN:** structures, mechanisms and tools for the implementation of the new strategy
5. **MONITORING AND EVALUATION:** what will success look like?
6. **TRAINING AND PROFESSIONAL DEVELOPMENT:** training for cultural relations policy makers and practitioners
7. **DIGITAL CULTURAL RELATIONS:** the challenges and opportunities of digital shift

Programme

SUNDAY 11 JUNE

19:00 Welcome and Opening Reception

MONDAY 12 JUNE

09:30 – 10:00 Welcome and Introduction

10:00 - 11:00: A Strategic Approach to International Cultural Relations: Session I -The Conceptual Framework

11:00 – 11:30 Coffee

11:30-13.00: A Strategic Approach to International Cultural Relations: Session II - From Cultural Diplomacy towards Cultural relations

13:00 -14:00 Lunch

14:00 – 15:30: Parallel Workshops on geo-cultural priorities: *EU Neighbourhood SOUTH;EU Neighbourhood EAST; Developed and partner countries; Developing Countries*

15:30 -16:00 Coffee Break

16:00-17:30 Plenary – Presentations and reflections on Day I

18:30-19:30 !!! OPTIONAL Aperó – *The power of the case studies workshop by JP Singh*

20.00: Dinner

TUESDAY 13 JUNE

09:30 - 11:00: The Strategy for International Cultural Relations: Governance

11:00 - 11:30: Coffee Break

11:30 - 13.00: The Partnership between the EU institutions, EU Member states, academia and civil society

Roles and responsibilities – Panel Discussion

13:00 - 14:00 Lunch

14:00 - 15:30 Towards an implementation plan for the Strategy:Part I

Case studies of current partnership arrangements between EU Institutions, EUNIC, UNESCO and Anna Lindh Foundation

15:30 - 16:00 Coffee Break

16:00 - 17:30 Towards an implementation plan for the Strategy: a workshop continued

20.00: Dinner in Siena

WEDNESDAY 14 JUNE

09:30 - 11:00: Recommendations for the implementation of the Joint Communication

11:00 - 11:30: Coffee Break

11:30 - 13.00: Training and professional development for Cultural Relations

13.00 -14:00 Lunch

14:00 – 15:30 Monitoring and evaluation of the impact of cultural relations age

15:30 – 16:00 Coffee

16:00- 17:00 The future of cultural relations in a digital

17:00-17:30 Closing of the EUNIC Siena Cultural Relations Forum

Optional dinner or Free evening

THURSDAY 15 JUNE

Departures before 11 AM

Session Notes



First draft on the session flow for the EUNIC Siena Cultural Relations Forum. The sessions will be led by participants and therefore might change. Please treat the paper as suggested preliminary draft. Any comments or suggestions are welcomed. We will be contacting you individually to confirm the session leads and speakers.

DAY 1 / MONDAY

Intro Session - 09:30-10:00

WELCOME AND INTRODUCTION

SPEAKER: ANDREW MURRAY AND PIERANGELO ISERNIA

Conceptual Framework: exploring the definitions and scope of culture, cultural diplomacy, public diplomacy and cultural relations

This aim of this one hour session is to define and agree the parameters of the discussions, the scope of the EU's strategic approach to international cultural relations and recently adopted strategy.

This session underpins much of the ensuing debates: it gives us a common understanding of different terms so we are all on the same page when we reference them. This is important as each tends to be interpreted slightly differently.

Session I - 10:00-11.00

A STRATEGIC APPROACH TO INTERNATIONAL CULTURAL RELATIONS: PART ONE

SUGGESTED SPEAKER: NICK CULL

Conceptual Framework: exploring the definitions and scope of culture, cultural diplomacy, public diplomacy and cultural relations

This aim of this one hour session is to define and agree the parameters of the discussions, the scope of the EU's strategic approach to international cultural relations and recently adopted strategy.

This session underpins much of the ensuing debates: it gives us a common understanding of different terms so we are all on the same page when we reference them. This is important as each tends to be interpreted slightly differently.

- I. To help define the scope, Nick Cull of USC sets out some definitions in ten minutes. We ask for a stock take/mapping of theories and policies on this topic today, in the EU and globally. This will also address the history and main drivers for the adopted EU strategy for ICR: Why a specific strategy for cultural relations; what makes it so salient today?
- II. A first responder will be asked to set out some reactions, to help position the strategy in the wider social, political, digital disruptions we see today.

The aim of this discussion is to agree the parameters of the debate and identify specific opportunities posed by cultural relations. This point helps make the scope of the event explicit and avoid trying to tackle many issues generically.

A half hour discussion will then be moderated by the chair.

Session II - 11:30-13.00

A STRATEGIC APPROACH TO INTERNATIONAL CULTURAL RELATIONS: PART TWO

SUGGESTED SPEAKERS: SILVIO GONZATO, DIEGO MARANI

From Cultural Diplomacy towards Cultural relations – the opportunities, challenges and implications of the Joint Communication

The aim of this session is to share understanding of the EU strategy on International cultural relations (ICR), be aware of our respective positions on it, and identify sources of risk and opportunity we can focus on in the near term. Ultimately we aim to all share the common sense of purpose behind it. The below Introducers will kick off debate on the following key topics:

- I. Presentation of the Joint Communication for EU Strategic Approach to International Cultural Relations, how we got here and where are we going.
- II. Making it work...for everyone (ten minutes): The adopted strategy has placed an important emphasis on a mutuality & dialogue-based approach called Cultural Relations (rather than). This is different to the term 'cultural diplomacy' which is more about showcasing or nation branding. It is important we know this distinction and discuss implications for organisations where prevailing approaches are different to this. Certainly interests and realities in partner countries differ (one size does not fit all) but how can we ensure stakeholders' actions are still strategically aligned with the objective of people-to-people, dialogue-based cultural relations?
- III. Is it enough? (five minutes): Any strategy must clarify 'how to play' and 'where to play' in order to realise the vision, objectives and allocate resources. The European strategy for international cultural relations (ICR) has set out some of this clearly. Is it enough? What are the missing elements and the risks?

- IV. The reality of diversity (five minutes): The strategy asks us to make appreciation of cultural diversity in the EU a pre-requisite for effective ICR. However, a new fault line has emerged in the EU (and many western democracies) between those who associate diversity with a threat to identity or opportunity; and those that see diversity as an integral part of growth and progress more generally. What risks and opportunities does this hold for implementing the strategy? How can our strategy deployment contribute to social cohesion and trust in the EU?
- V. What is the ultimate vision of success? We don't aim for a definitive answer but it is important to recall at the outset, notably for later discussions on monitoring and evaluation.

A one hour discussion to identify recommendations will be moderated by the chairs.

Session III - 14:00-15:30

PARALLEL WORKSHOPS ON GEO-CULTURAL PRIORITIES:

EU NEIGHBOURHOOD SOUTH LEAD BY MARTIN ROSE

EU NEIGHBOURHOOD EAST LEAD BY TAMAS SZUCS

DEVELOPED AND PARTNER COUNTRIES LEAD BY JP SINGH

DEVELOPING COUNTRIES LEAD BY LINA KIRJAZOVAITE

Coming just after the session on a strategic approach to cultural relations, we will be starting this workshop with a clearer mind about what cultural relations is; its policy drivers in the EU; and the policy responses and strategies to date.

The workshop is one and a half hours and we ask for four speakers (one per group), to spend ten minutes framing the problem and setting out the options for action in each region. This should serve to trigger a brainstorm about the issues and a working group moderator will help draw conclusions, including noting any fault lines in the debate.

The scope of this session addresses regions which are essential partners for the EU, and how EU Cultural relations with these regions should respond there in order to reach wider EU strategic objectives.

Therefore, we ask contributors to first frame the region's overall problem or opportunity vis a vis the EU and then set out options on how Cultural Relations with these regions can be shaped.

The four areas listed are broad categories rather than geographic regions per se. Please explore these wider categories referring to a common approach they may warrant, as well of course by discussing specific areas or countries

in the category, based on threats or opportunities they represent (in any time horizon).

Note the overall scope is that of cultural relations, wherein the EU vision is to 'create global peace and security, in order to obtain peace and security for the EU'. In this context, bear in mind (but do not be limited by) the three priority vehicles for cultural relations foreseen by the EU strategy: Intercultural Dialogue; Cultural Heritage and Cultural industries as a motor for economic growth.

Session IV - 16:00-17:30

PRESENTATIONS FROM RAPPORTEURS FROM THE WORKSHOPS ON GEO-CULTURAL PRIORITIES & DRAFT CONCLUSIONS OF DAY 1

CHAired BY: ANDREW MURRAY, PIERANGELO ISERNIA AND STEPHEN BENIANS

OPTIONAL APERO Session - 18:30-19:30

IN THE EVENING AN OPTIONAL SESSION WILL BE LED BY JP SINGH TO DEMONSTRATE THE POWER OF CASE STUDIES, TO HELP SET THE SCENE FOR STRATEGY DEPLOYMENT AND AS A TOOL FOR TRAINING AND PROFESSIONAL DEVELOPMENT FOR CULTURAL RELATIONS

SESSION BY : JP SINGH, INSTITUTE FOR INTERNATIONAL CULTURAL RELATIONS, THE UNIVERSITY OF EDINBURGH

DAY 2 / TUESDAY

Session V - 09:30 - 11:00

A STRATEGY FOR INTERNATIONAL CULTURAL RELATIONS: GOVERNANCE

SUGGESTED SPEAKERS: RICHARD HIGGOTT

Simply put, the governance structure directly decides how well or poorly the EU will execute the strategy. So, the speaker to introduce this session should address for 15 minutes: what governance structure do we need?

Points to consider:

Theory suggests that states engaging in cultural relations must act both in and above their national interests. In line with that, the strategy aims to shape the world around us and be more competitive within it. Governance should enable that.

Contributions are sought from academia and practitioners that marry latest thinking from the study of cultural relations with case studies from practitioners and institutions that help us design an innovative governance structure to best implement the EU Strategy for ICR. Can we design the governance that shapes the world around us, rather than be limited by our environment? What governance can best facilitates dialogue-based cultural relations where the peoples are at the centre of our approach?

At a time of flux in Europe this is also a time to be inventive and point to new ways of doing things. How can governance be agile and responsive, as well as proactive and visionary? How can it produce a system tightly focused on creating positive outcomes among key audiences worldwide and not be driven by process? Rather than emulating existing best practices, do we need a radical departure for EU governance mechanisms that might then become a best practice for a new Europe?

Session VI - 11:30 -13.00

THE PARTNERSHIP BETWEEN EU INSTITUTIONS, EU MEMBER STATES, ACADEMIA AND CIVIL SOCIETY : ROLES AND RESPONSIBILITIES - PANEL DISCUSSION

SUGGESTED PANELIST: WALTER ZAMPIERI (DG EAC), MIKAEL SCHULTZ (SWEDISH PERM REP TO EU), ANNICK SCHRAMME (ENCATC), GOTTFRIED WAGNER (CONSULTANT, FORMER DIRECTOR ECF)

We welcome four speakers for the panel to kick off discussion in this session.

Speakers will address the following topics should address for five minutes each, to kick off debates on these themes:

- I. The strategy already calls for vertical coordination between governance levels from municipalities, to state level, to the EU institutions; and horizontal coordination between an ecosystem of cultural institutes, private and public operators from the EU and its partner countries. How can this be streamlined so all parts know what they are doing and share a common strategic purpose?
- II. Specifically, the adopted strategy calls for a Friends of Presidency group for members states themselves to coordinate actions that implemented ICR strategy. How might this work? How can we ensure parity of influence over strategic direction? Where are potential pitfalls and opportunities?
- III. How can we ensure latest research shapes programmes among stakeholders to create innovative and cost effective outcomes? How can we share best practices to inform each other's actions and be strategically aligned?

Session VII- 14:00 - 15:30

TOWARDS AN IMPLEMENTATION PLAN FOR THE STRATEGY: CASE STUDIES

SUGGESTED CASE STUDIES: EUNIC (ANDREW MURRAY), UNESCO (PAOLO FONTANI), ANNA LINDB FOUNDATIONS (TBC)

This first session is a more divergent discussion which sets the scene and outlines the existing partnership frameworks between stakeholders mentioned in the joint communication and EU Institutions.

The speakers will outline the existing mechanisms and agreements they have with the EU institutions and present a short case study on how these partnerships in the framework of the Joint Communication are already being implemented on the ground by its networks/offices.

Points for consideration in this scene setter: culture is already present in EU external action but spread across many different budget lines and management structures. How can we unite these resources behind one new financial instrument dedicated to supporting cultural relations? How can this be done without building new silos?

How can robust hypotheses drive programming with a clear path to intended results? What lessons are there from first pilots or other case studies? Should we launch further pilot initiatives as part of implementation and how can that best be done and with which innovative range of operators to maximise impact and efficiency/agility?

A one-hour discussion to identify recommendations will be moderated by the chairs.

Session VIII- 16:00 - 17:30

TOWARDS AN IMPLEMENTATION PLAN FOR THE STRATEGY: IDEAS FOR RECOMMENDATIONS

CHAired BY: STEPHEN BENIANS AND PIERANGELO ISERNIA

A range of ideas have been raised so far, on how the strategy should be implemented: digital cultural relations, virtual one stop shops for the strategy, cultural ambassadors, rapid cultural reaction mechanisms, European houses of culture, avoiding vanity metrics and ensuring genuine impact aligned with objectives? What sort of 'portfolio approach' might be needed?

An introduction will recap some of the main points from the previous session and suggest some ways to coalesce around a common plan. The aim of this session is in fact to converge on an agreement about what a compelling implementation plan looks like.

Other issues to think about here: Who is the plan for? What is the time frame of the plan? What are the accountabilities? How can the plan be transparent for publics worldwide?

A one hour and a half discussion to identify recommendations will be moderated by the chairs.

DAY 3 / WEDNESDAY

Session IX - 9:30-11:00

RECOMMENDATIONS FOR THE IMPLEMENTATION OF THE JOINT COMMUNICATION

Joint recommendations for implementation drawn from discussions in the previous days will be presented and discussed.

Session X, XI, XII

For the successful implementation of the Joint Communication, working with all stakeholders involved, we have already identified three areas that will need not only further development but also close partnership between policy makers, academic and practitioners. In the three sessions we will share knowledge and experience in the three areas and develop milestones for further development of theory and practice.

Session X - 11:30 -13:00

TRAINING AND PROFESSIONAL DEVELOPMENT FOR CULTURAL DIPLOMACY AND RELATIONS

SPEAKER: STUART MACDONALD

Session XI -14:00 – 15:30

MONITORING AND EVALUTION OF THE IMPACT OF CULTURAL RELATIONS

SPEAKER: ANDREW MURRAY

Session XII - 16:00 -17:00

THE FUTURE OF THE CULTURAL RELATIONS IN A DIGITAL AGE

SPEAKER: STEPHEN BENIANS

Closing Plenary - 17:00-17:30

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