Cool North - Cultural Diplomacy in the Nordic Countries
“Strategies for Regional Development, Cooperation, Good Neighbor Relations”

Conference Moderator: Verner Kristiansen
Conference venue: Fællessalen, Christiansborg Palace, the Parliament of Denmark

Program

September 8th

12:00 Registration

12.30 Welcoming addresses

• Halldor Asgrimsson, Former Minister and Secretary General of Nordic Council of Ministers
• Mogens Lykketoft, Speaker of The Danish Parliament
• Marianne Jelved, Minister of Culture of Denmark
• Dagfinn Høybråten, Secretary General of the Nordic Council of Ministers

13.30 Plenary Session 1: The Power of Culture in International Cooperation, Trust Building and Peace: Nordic experiences

This session will explore the potential of culture as a tool to reinforce international cooperation by building trust within a political and socio-economic framework. Furthermore, this session will present and analyze Nordic experiences in order to unearth best practices in maintaining peace and strengthening ties of cooperation.

• Ole Waer, Prof., University of Copenhagen
• Jakob Skovgaard Petersen, Prof., University of Copenhagen
• Morten Traavik, Norwegian Artist and Director

14.30 Coffee Break

15:00 Plenary Session 2: Soft Powers of Culture, Media and Creative Industries

The focus of this session will be on soft power, a crucial component of peaceful dialogue and improved intra-national relations. Culture, media and creative industries represent practical means of pursuing these soft power goals and therefore create the possibility for further cooperation from abroad whilst also strengthening the existing bonds.

• Michael Metz Mørch, Ambassador, Director, Danish Cultural Institute
• Rasmus Wininstedt Tscherning, Director, Center for Cultural and Experience Economy
• Dr. Marie-Louise von Plessen, Art Historian and Curator
• Jonas Eder-Hansen, Development Director, Danish Fashion Institute

16:30 Plenary Session 3: Branding and Cultural Diplomacy conflicting or complementary?

This session will explore the relationship between the concepts of nation branding and cultural diplomacy. It will discuss the different strategies used to influence or change the way in which a country or region is presented, and thus perceived, abroad.

• Bernd Henningsen, Prof., Humboldt University
• Marcus Andersson, Tendensor Partner
• Ole Egberg Mikkelsen, Ambassador, Ministry of Foreign Affairs
• Geir Helgesen, Director, Nordic Institute of Asian Studies

18.00 Evening reception at the restaurant Snapstinget, the Parliament of Denmark

September 9th

9:00 Plenary Session 4: The Power of Culture in Regional Cooperation, Nordic-Baltic-Russian Cooperation

This session will explore the significant impact of culture on the strengthening of multilateral relations. It will discuss cultural relations between different regions of the world today, with a special focus on the distinctive Nordic-Baltic-Russian relations and cooperation.

• Annika Rembe, CEO, Swedish Institute
• Karina Petersone, Director, Latvian Institute
• Lene Espersen, Chairman, Baltic Development Forum

Discussion

10:00 Coffee Break

10:30 Plenary Session 5: - Can the Nordics better utilize their Smart Power Experience in International Affairs and Co-operation?

The final session will analyze the Nordic countries' potential for further international engagement through a combination of soft power and hard power strategies. It will explore how the resulting 'smart power' policies can be implemented more substantially on a wider global stage to promote more effective cooperation with other countries.

• Bertel Haarder, Former Minister, Vice President of the Danish Parliament and Chairman of the Danish delegation to the Nordic Council.
• Halldor Asgrimsson, Former Minister and Secretary General of Nordic Council of Ministers
• Karl-Erik Norrman, Former Swedish Ambassador; Secretary General, European Cultural Parliament; Member of the Faculty, Center for Cultural Diplomacy Studies

Discussion

12.00 Summing up and Final Remarks

15:00 Guided Tour of the National Museum of Denmark

• Michael Andersen, Senior Curator and Head of Research and Collections, the National Museum of Denmark
Symposium Organisers

Baltic Development Forum is the leading think-tank and network for high level decision-makers from business, politics, academia and media in the Baltic Sea Region.

Our mission is to position the Baltic Sea Region in the EU and on the global map by advancing the growth and competitive potential through partnership between business, government and academia.

Read more about BDF’s priorities on our website www.bdforum.org

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Institute for Cultural Diplomacy

Founded in 1999, the Institute for Cultural Diplomacy is an international, not-for-profit, non-governmental organization with headquarters in Berlin, Germany and the USA. The ICD’s ultimate goal is to promote global peace and stability by strengthening and supporting inter-cultural relations at all levels.

Over the past decade the ICD has grown to become one of Europe's largest independent cultural exchange organizations, hosting programs that facilitate interaction among individuals of all cultural, academic, and professional backgrounds, from across the world.

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Speakers

Lene Espersen, Chairman of Baltic Development Forum and Member of the Danish Parliament. Former Minister for Foreign Affairs and Deputy Prime Minister. A Member of Parliament (Folketinget) since 1994, she has also served as Minister of Justice and as Minister of Economic and Business Affairs.

Halldór Ásgrímsson is the Former Prime Minister of Iceland and Former Secretary General for the Nordic Council of Ministers. He was also the Minister for Nordic Cooperation between 1985-1987 and 1995-1999, respectively. In 1995, Mr. Ásgrímsson became the Minister for Foreign Affairs and External Trade & Defense and Foreign Aid, a position he held until 2004.

Mogens Lykketoft, Speaker of The Danish Parliament since 2011. In the Cabinets of Poul Nyrup Rasmussen I, II, III and IV which governed from 1993 to 2001; he held positions as Finance Minister and Foreign Minister. In December 2002 he succeeded Poul Nyrup Rasmussen as party leader of the Social Democrats (Socialdemokraterne) until 2005.

Marianne Jelved, Minister of Culture of Denmark since December 2012. She was elected to the Parliament of Denmark in 1987 for the Social Liberal Party and was Minister of Economic Affairs from January 1993 to November 2001. She was the parliamentary group leader of the Social Liberal Party for 15 years until 2007. After the parliamentary election in 2011, Jelved once more became parliamentary group leader of the Social Liberal Party.

Dagfinn Høybråten, Secretary General of the Nordic Council of Ministers. Dagfinn Høybråten has been politician for more than 30 years, and was a member of the Council of Ministers for seven years as Minister of Health and Minister of Labour and Social Affairs for the Christian Democratic Party. He was President of the Nordic Council from 2007 to 2008. He has extensive experience as a civil servant, and, amongst other things, was head of the National Insurance Administration, 1997-2004.

Verner Kristiansen, University of Roskilde (Development Studies). From 2004-09, Verner was an external lecturer of development theory at the University of Aarhus (Public Health) and since 2014 he is examiner at the University of Roskilde (Development Studies). In assignments of scale, Verner Kristiansen often involves a strong Danish and international network of development experts and communication advisers.

Ole Waever, Prof., University of Copenhagen. is a professor of International Relations at the Department of Political Science, University of Copenhagen. He has published and broadcast extensively in the field of international relations, and is one of the main architects of the so-called Copenhagen School in International Relations.

Jakob Skovgaard Petersen, Prof., University of Copenhagen. PhD, Professor of Islamic Studies; Professor at the Department of Cross-Cultural and Regional Studies, University of Copenhagen; Former Head of Danish Egyptian Dialogue Institute (DEDI) in Cairo (Egypt).
Speakers

Morten Traavik is a Norwegian director and artist working across a wide spectrum of artistic genres and international borders. Trained as theater director in Russia and Sweden, the notion of the world as a stage and identity as role play is never far away in his works, as well as a characteristically blurred distinction between art, activism and social issues.

Michael Metz March, Ambassador, Director, Danish Cultural Institute. Michael Metz Mørch, is a former Ambassador and former director of Bikubenfonden. He has been since 2007 a member of Danes Worldwide's board of directors. Besides several other jobs in the private sector, Michael Metz Mørch has a long career in the Foreign Ministry including as Ambassador in Riga and Warsaw and as the Consul General in New York.

Rasmus Winstrødt Tscherning is the Managing Director of the Center for Cultural and Experience Economy (CKO) of Denmark. His key areas of expertise are policies to support creative industries, industrial innovation policy, policymaking, policy assessment, and instrument development/assessment. He has extensive experience working at EU/International, national and regional local level.

Dr. Marie-Louise von Plessen, Art Historian and Curator is a historian, museologist and curator of several major international exhibitions. She gained her PhD in 1974 after studies in history, art history and sociology at the Ludwig Maximilian University in Munich. She is member of the Scientific Board at the Musée de l’Europe in Brussels and Senator of the European Cultural Parliament established in 2001.

Jonas Eder-Hansen, Development Director, Danish Fashion Institute. Since 2011, Jonas Eder-Hansen has been the development director of Danish Fashion Institute. Jonas works on local, regional and global levels with responsibility for the pan-Nordic NICE project and Copenhagen Fashion Summit – the world’s biggest event on sustainable fashion.

Bernd Henningsen, Prof., Humboldt University. Prof. Dr. Bernd Henningsen is a Professor for Northern European culture and politics and the Baltic Sea Region at the Department of Northern European Studies at Humboldt-Universität zu Berlin. He is the co-founder of NORDEUROPAförum and is interested in cultural and political studies perspectives on Northern Europe.

Marcus Andersson, Tendensor Partner. Marcus Andersson is the Head of Public Affairs at the Baltic Development Forum (BDF), where he is working on “BaltMet Promo”, a project aiming to galvanize regional stakeholders into marketing the Baltic Sea Region (BSR) on a global scale. Marcus also functions as Director of Research and Business Development at Tendensor AB, regarded as the leading place-branding consultancy in Sweden.