



The ICD Academy for Cultural Diplomacy

*The next Academy Session will take place in
Berlin from June 10th - 16th 2011*

The ICD Academy for Cultural Diplomacy

The next Academy Session will take place in
Berlin from June 25th - 31st, 2011

Academy Sessions – Introduction

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 ICD Academy was established to allow individuals of all academic and professional backgrounds the opportunity to learn more about the subject of cultural diplomacy. In recognition of the growing interdependence of individual nation states, and the increasing role of non-governmental organisations in international affairs, the importance of cross-cultural exchange based on dialogue, understanding, and trust is under ever more focus. Each Academy Session will therefore seek to explore the history and development of cultural diplomacy, with a particular focus on the state-sponsored cultural diplomacy of the cold war, and then to evaluate the development of the concept and its application by different actors across the world today.

The Academy Session timetables are designed to allow participants the opportunity to discuss salient issues with experts from the field, whilst providing a framework for group discussions amongst each other. Further information about the academy methodology, speakers, and locations, as well as the application form, can be accessed using the links on the left hand side.

Weeklong Seminars Locations

Based in Berlin, the International Symposium on Cultural Diplomacy 2011, will be hosted at a number of important political, historic, and cultural locations across the city. The conference will be covered by journalists from the "Berlin Calendar".

Sustainable Network

During the weeklong program the participants will have opportunities to network amongst each other, with the speakers, as well as with ICD Advisory Board Members and partners. Academy Session participants become part of a growing international network of people from across the world with

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Berlin from June 25th - 31st, 2011

different fields of interest and levels of experience who share a commitment to intercultural exchange. Participants will be able to remain in touch with each other through the ICD Networks.

Certificate of Attendance

All academy participants will be awarded an official certificate of attendance upon completion of the program, which will provide details of the speakers who took part and the topics discussed. Each certificate will be signed by two members of the ICD's Advisory Board.

Weeklong Seminars Speakers

Speakers during the Academy Sessions include experts from the fields of politics, diplomacy, civil society, academia, and the private sector.

Weeklong Seminars Participants

Each Academy Session will bring together an interdisciplinary group of individuals from across the world. Typical participants include young professionals, students, civil society practitioners, scholars and academics, journalists, and private sector representatives.

If you would like any further information about the ICD Academy Sessions please contact us under academy@culturaldiplomacy.org

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Academy Sessions - Methodology

Learn, interact, exchange

The Academy Session methodology is based on the complementary practices of learning from experts, interacting with speakers and participants, and exchanging perspectives on important issues. The program for each Academy Session will therefore be interdisciplinary and contain the following components:

Lectures:

A range of lectures will be held by experts from the fields of politics, diplomacy, academia, civil society, and the private sector. These components will inform the participants about key perspectives related to the history and development of cultural diplomacy and its contemporary application by different actors, as well as other issues specific to each Academy Session.

Seminars:

Experts from the field will give presentations based on their work or academic area of focus, following which participants have the opportunity to ask questions and discuss issues with the speakers in more detail.

Workshops:

Participants will take part in structured group discussions on salient issues related to the themes of the August Session, providing them with an opportunity to share their personal experiences and perspectives.

Panel Discussions, Debates and Role Plays:

In addition to the seminars and workshops, participants will be asked to adopt positions and take part in debates and role plays on actual & controversial issues.

Excursions:

While based at the ICD House of Arts & Culture, each Academy Session visits a number of other institutions across Berlin during the program. In addition, the timetables include cultural and social excursions that allow participants to experience and enjoy Berlin's vibrant cultural landscape.

Social and Cultural Activities:

Each Academy Session will include social and cultural activities for the participants. These components give participants the opportunity to see a different side to the city of Berlin, help to provide a more informal environment for the participants to get to know each other, and allow the participants to see

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cultural exchange initiatives that are already being organized.

Experience from the Field - Meet the Experts

Academy Sessions are designed to encourage and support discussions amongst the participants, whilst involving experts from the field to provide stimulation for discussions and offer informed perspectives on the topics concerned. Participants will have the opportunity to meet with prominent figures from politics, academia, civil society, culture & the arts, and the private sector.

Looking to the future

Sustainability and Opportunity

The ICD Academy was developed to have a sustainable impact on intercultural relations. It is therefore an integral part of the Academy's work to offer support to participants who would like to conduct research or organise their own cultural exchange initiatives in the future. Such activity allows the principles of dialogue, understanding, and trust between cultures to be spread to individuals at all levels of society, across the world. During each Academy Session the ICD will provide examples of cultural exchange programs that have been organised by participants, which we refer to as "leadership initiatives".

ICD Support for Leadership Initiatives

The ICD can support leadership initiatives in a number of areas including networking (gaining the cooperation of high profile speakers, sponsors, and participants of other programs), marketing (raising awareness of activity amongst potential participants), as well as logistical support (human resources, locations and equipment), and consultation (offering guidance and support in concept development).

In addition to this support, the ICD also provides an online Forum through which participants of our program can communicate with each other directly and share information on research, related events, career opportunities, and their leadership initiatives.

ICD Support for Research

Participants who would like to conduct research into an issue relating to the field of cultural diplomacy are encouraged to do so by the ICD. We are able to offer guidance in selecting an appropriate topic, and will publish studies online once they have been completed, allowing your case study to reach a large audience across the world.

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Academy Sessions Curriculum

Exploring the theory and practice of cultural diplomacy

"...far from being on the verge of a new order, the world has entered a period of great disorder. In facing these new dangers, a re-examination of old priorities is needed. Cultural diplomacy, in the widest sense, has increased in importance, whereas traditional diplomacy and military power...are of limited use in coping with most of these dangers" ~ Walter Lacquer

ICD Academy Sessions include seminars, workshops, and excursions that look at the following areas within the field of cultural diplomacy:

Cultural Diplomacy, Public Diplomacy, and Soft Power

The concepts of cultural diplomacy, public diplomacy, and soft power are related and often overlap. The program will explore the different interpretations of these terms, how they can be separated from each other, and how they are used in academia and politics.

The History and Development of Cultural Diplomacy

The program will provide a historical outline to the development of cultural diplomacy and the leading organisations in the field today. Particular focus will be placed on the use of cultural diplomacy during the Cold War and how the evolution of the leading organisations over the past century with regards to financing and mandate.

Case Studies of Cultural Diplomacy

During the week participants will have the opportunity to learn more about selected case studies of cultural diplomacy – organisations active in the field, whether statesponsored or independent – and how they operate. In considering these case studies the group will have the opportunity to visit different institutions in Berlin and meet with leading figures from the city's civil society.

Propaganda, Advertising, and Cultural Diplomacy

The differences between propaganda, advertising, and cultural diplomacy are a particular salient discussion topic in the field of cultural diplomacy. We will look at definitions put forward for each and consider the extent to which they can be identified and separated.

Cultural Diplomacy at the Sub-National Level

Many countries face challenges in ensuring peaceful relations between different cultural groups within their national boundaries. The program will consider different policy approaches taken by countries in relation to immigration, integration, nationality and citizenship, religious toleration and education,

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and look at organisations facilitating cultural exchange on a sub-national level.

Art, Music and Sports as Cultural Diplomacy

At the political level, art and sports events have the potential to build bridges where official diplomatic relations are problematic. At the grass roots level, the organization and facilitation of sports and artistic programs can create neutral social environments in which individuals from diverse cultural backgrounds can work and interact freely according to universally accepted rules. It will therefore be an integral part of the course to explore the use of art and sport by different actors for this purpose.

Regional Integration – Political, Economic, Cultural?

The increasing integration of the European Union provides an ideal case study to consider the possibilities of such integration in other regions of the world. EU integration also raises the questions as to what the impact will be on cultural diversity in the region and if there is a limit to this process.



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