



icd - institute for cultural diplomacy

The ICD Academy for Cultural Diplomacy
Academy Sessions Brochure

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"...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

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ICD Academy Sessions

The ICD Academy for Cultural Diplomacy has been developed to raise awareness of the history and development of cultural diplomacy and its application in contemporary international relations. The Academy organises regular weeklong **Academy Sessions** throughout the year that bring together individuals from across the world in Berlin to discuss and learn about these issues.

In an increasingly interdependent world the ability for cultures to understand and interact with each other constructively has become ever more important. The challenges of the 21st century cannot be addressed by nation states acting along, but require multilateral cooperation based on dialogue, understanding, and trust. Cultural diplomacy, the exchange of ideas, people, information, and other aspects of culture, helps to generate this understanding and provides a firm foundation for sustainable cooperation.

By bringing together participants to study the history, development, and contemporary application of cultural diplomacy, and to consider a diverse range of perspectives on the salient issues related to the field, Academy Sessions help to strengthen intercultural relations and prepare participants for the challenges that lie ahead. The curriculum for Academy Sessions has been designed to complement traditional academic studies as well as the careers and vocations of individuals working in the private sector and civil society.



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Academy Sessions Curriculum

Exploring the theory and practice of cultural diplomacy

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

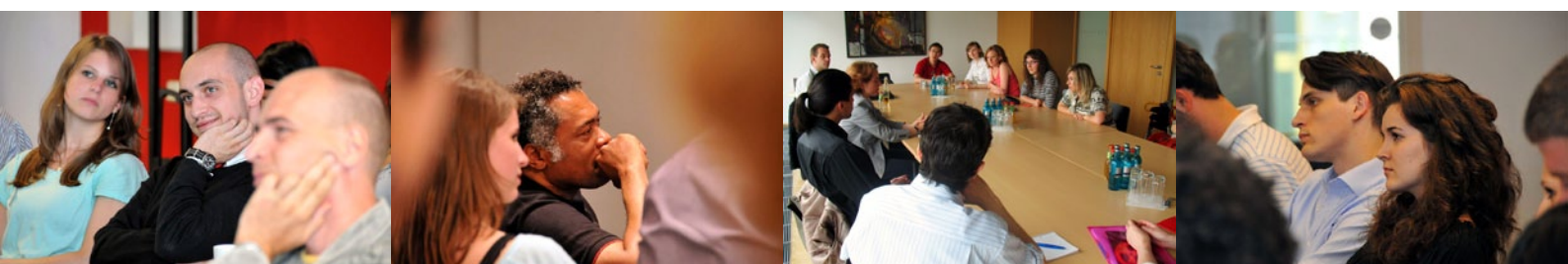
During the week participants will have the opportunity to learn more about selected case studies of cultural diplomacy – organisations active in the field, whether state-sponsored or independent – and how they operate. In considering these case studies the group will have the opportunity to visit different 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, and look at organisations facilitating cultural exchange on a sub-national level.



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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 organisation 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.

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. Based at the ICD House of Arts & Culture, participants will also visit historic institutions in Berlin such as the German Foreign Office, the German Parliament, the Berlin Philharmonic, and the Berlin City Hall.

Previous speakers at Academy Sessions include:

- **Prof. Dr. Ulrich Brückner** (Jean Monnet Professor for European Studies, Stanford University in Berlin)
- **Amb. Karl-Erik Norrman** (Former Head of Culture at the Swedish Foreign Ministry)
- **Katharina Narbutovič** (Director of the Artists-in-Berlin Program of the DAAD)
- **Mike Geddes** (Communications & Media Director, streetfootballworld)
- **Larissa Israel** (Community Development Officer, Berlin Philharmonic)
- **Christoph Lanz** (Managing Director, Deutsche Welle TV)
- **H.E. Victoriana Mejía Marulanda** (Ambassador of the Republic of Colombia to Germany)
- **Willem Noë** (Communications Directorate, EU Commission Representation in Berlin)
- **H.E. Dr. Makase Nyphisi** (Ambassador of the Kingdom of Lesotho to Germany)
- **Leo Riski** (Press Attaché, the Finnish Embassy in Berlin)
- **Michael Zenner** (Commissioner for Communication and Public Diplomacy, German Foreign Office)

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Academy Session 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:

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.

Debates/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 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.



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Joining an Academy Session:

If you would like to take part in an ICD Academy Session please visit the Academy website (www.culturaldiplomacy.org/academy). By clicking on “Academy Sessions” you can see the dates of upcoming Academy Sessions, view photos, videos and reports from previous Academy Sessions, and access the online application form. Please complete the application form in full and click on “Submit Application”.

Application Process and Participation Cost

Once you have submitted the online application form for an Academy Session you will receive an automated reply confirming that it has been received. Within 5 working days of this application being received you will receive a reply from the ICD confirming that we have reserved a place for you on the program.

Once you have been accepted as a participant you are required to transfer the participation cost for an ICD Academy Session (195) to the ICD within 10 working days. Please note, this cost does not include accommodation, food, and tickets to optional cultural excursions. Participants are responsible for covering these costs themselves.

The ICD is a not-for-profit organisation and the participation costs are used to support the running of the Academy.

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”.



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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.

Accommodation, Language Training & Transport

As a not-for-profit organization the Institute for Cultural Diplomacy receives preferred rates for certain services. For example, we are able to organise accommodation for participants in a three to four star hotel Close to the ICD House of Arts & Culture at a cost of €59 per night for a single room, including breakfast.

Alternative accommodation in hostels and hotels can be found from as little as €12 per night. Further information about this accommodation can be found online under "Application Form".

We recommend that participants buy weeklong public transportation tickets for the program, and are happy to purchase these at an additional cost of €26.



