MINISTRY OF FOREIGN AFFAIRS OF THE REPUBLIC OF POLAND
PUBLIC DIPLOMACY

2012
Key instruments and activities of public diplomacy

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Economic diplomacy
Language and education as tools of public diplomacy
Historical diplomacy
Polish-Jewish dialogue
Development cooperation
Joint measures with Polish diaspora in the area of public diplomacy
Cooperation with local government and Non-Governmental Organisations
Poland up close – study visits
Working with the media
New image of Polish diplomacy on the Internet

Priorities for 2012

Poland for children’s rights – Janusz Korczak Year
Eastern Partnership
Support for democratic transition in North Africa and the Middle East
European Football Championship Euro 2012
Foreign Service Day

Selected projects
Ladies and Gentlemen,

The contemporary world poses new challenges for the Ministry of Foreign Affairs. It requires modern methods of communication and promotion. Public diplomacy, which helps create an atmosphere of understanding even where political interests are at odds, is growing in importance.

Every measure in the field of public diplomacy is aimed at furthering the national interest. We reinforce the positive image of Poland by cooperating with global media, maintaining a presence on the Internet and in social media, as well as by undertaking activities in the area of economic diplomacy and development assistance.

We promote Polish culture in many different ways, using various means of communication. We share the Polish experience of democratic transition. We encourage others to respect civil rights, in particular children’s rights, as exemplified by our participation in the 2012 celebrations to mark the Janusz Korczak Year.

It is my pleasure to present to you the report on our activities in 2012.
Public diplomacy

The significance of public diplomacy increases every year. Apart from traditional diplomacy, based on a traditional dialogue between political decision-makers, it has become crucial to search for means of communication that allow us to reach societies and opinion leaders directly. Creating a propitious environment around Poland and its interests and working in favour of strengthening the positive image of our country are the most important challenges facing public diplomacy tasks conducted by the Ministry of Foreign Affairs.

We collaborate in this regard with an increasing number of allies, both in Poland and abroad. We develop programmes with the support of local governments, NGOs and Polish diaspora organizations. By way of public tenders, the Ministry of Foreign Affairs financially supports hundreds of projects whose objectives are in line with its policy and serve to enhance international cooperation. The subsidies are awarded mostly to civil society organizations, which then implement the projects.

The range of interests of public diplomacy is also expanding. Apart from cultural diplomacy, Polish diplomacy pays ever more attention to measures that promote Polish business and support and secure the interests of Polish companies operating on international markets. Foreign visits of senior officials from the Ministry of Foreign Affairs are usually accompanied by economic promotion components. Several dozen commercial missions were organized in 2012, mainly to non-European countries. Priority areas include the markets of the Commonwealth of Independent States, Asia and Latin America. Another important element of public diplomacy is the popularization of knowledge about the concepts, measures and actions that helped Poland become the country least affected by the crisis that our continent has been struggling with for five years.

The Council for the Promotion of Poland, an inter-ministerial body appointed by the Prime Minister and chaired by the Minister of Foreign Affairs, serves to ensure synergy in public-funded efforts to establish and strengthen the Polish brand abroad. The Council determines the relevant priority joint measures, their directions and formats.
Development cooperation is another important element in building the positive image of our country. Last year, assistance projects in which the Ministry of Foreign Affairs was involved covered 20 countries in Europe, Asia and Africa, and contributed to a considerable boost of our country’s prestige in these regions.

Public diplomacy is never one-sided; it requires partners both at home and in target countries. These include non-governmental organizations, the media, cultural institutions and the business community. Apart from the Ministry itself, tasks in the area of public diplomacy are carried out by nearly 160 Polish diplomatic missions abroad, including 23 Polish Institutes. Active cultural diplomacy remains the main sphere of activity of the Institutes. Their objective is above all to organize Polish events in the most important and most interesting cultural institutions in the host countries; to ensure that Polish art, ideas and concepts are present at significant international festivals and retrospectives; and to reach local social and cultural media. The role of the institutes as the emissaries of the most important trends in contemporary Polish culture is invaluable. The opening of a Polish Institute in New Delhi in 2012 – the second diplomatic mission of this kind in Asia, alongside the one in Tokyo – demonstrates that we care about the presence of our country on the Asian continent and its increasing significance in Polish foreign policy. Bearing in mind that Polish Institutes play a specific role in the establishment of close relations between Polish and foreign authors, cultural elites, civil society and the most important art and culture institutions, the Ministry will continue to extend this network.
Poles and people of Polish origin on all continents are our natural allies in the development and reinforcement of the favourable image of Poland around the world. There is often a direct correlation between, on the one hand, the perception of Poles and Polish communities in the country they live in, their social status and political power, and, on the other hand, the prevailing opinion about Poland in that country. Aware of this correlation, the Ministry of Foreign Affairs strives to engage active Polish diaspora groups and Poles living abroad in image-building activities. The fact that budget funds allocated to support Polish diaspora activities have been assigned to the Ministry of Foreign Affairs provides the perfect conditions for the best possible development of these relations.

The methods used in historical diplomacy by Polish diplomatic missions abroad have recently changed significantly. Apart from the popularization of the rich and multicultural heritage of our country, we now focus on the promotion of knowledge about our most recent history, in particular about the success of our systemic transformation. These types of measures form part of the so-called Democracy Agenda and provide an opportunity to support the freedom-minded aspirations of other nations and to develop political systems based on democratic values and a free-market economy.
In mid-2012, Polish diplomatic missions abroad monitored media coverage – not only sport-related – of one of our country’s most important image-building undertakings: the co-organization with Ukraine of the 2012 UEFA European Football Championship. During the visits of football supporters and journalists, the atmosphere created by the Polish hosts was well received and publicly acknowledged in Europe and beyond.

It is also worth noting the considerable involvement of Polish diplomatic missions abroad in the celebrations to mark Janusz Korczak Year. In 2012, approx. 400 projects were implemented, which – apart from the promotion of knowledge about Janusz Korczak and his innovative pedagogical methods – provided a reflection on children’s rights in the contemporary world. The most important events included seminars organized in New York, Tirana, Geneva, Brussels, Paris, Strasbourg and Beijing, which provided information about Janusz Korczak from the modern perspective, while at the same time depicting the validity of his concepts and the ongoing activity of Poland in many areas related to children’s rights.

In 2012, over 4,400 projects were implemented all over the world in the area of public diplomacy with the participation of diplomatic missions of the Ministry of Foreign Affairs.
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Almost all Polish missions abroad organized events in 2012 that promoted various fields of Polish humanities, with the goal to present the most interesting, original and universal phenomena. In many places around the world, different types of Polish Days were organized, which combined presentations of various fields of culture, such as film, music, theatre, literature and visual arts. They included, but were not limited to: the Klopsztanga Festival in North Rhine-Westphalia, Germany; Cervantino in Mexico (Guanajuato), “Polish Art Festival 2012 – Wave from Poland” in Guangzhou and Polish Culture Festival in Beijing, China; 10th edition of the Corso Polonia festival in Rome, Italy; Polish Days in Porto, Portugal; 2nd Polish Festival in Montreal, Canada; and Polish Days in Odessa, Ukraine.

Cultural diplomacy is one of the most important areas of public diplomacy carried out by the diplomatic missions of the Ministry of Foreign Affairs. Apart from promoting Polish cultural output, its objective is also to shape a positive image of Poland as a country with a multicultural tradition, where artists enjoy full liberty and create top quality artworks. The promotion of Polish culture is a key task of the network of 23 Polish Institutes, but Embassies and Consulates General also organize events addressed to audiences interested in discovering contemporary Polish culture.
"Nasza klasa" ("Our class") performance in Sala Uno Theatre in Rome

The objective of diplomatic missions abroad is to introduce Polish authors, performers and artists working in the field of visual arts into the repertoire of major local cultural institutions and the world’s most renowned international festivals. At the same time, diplomatic missions abroad act to establish direct relations between Polish and foreign artists, artistic agencies and cultural managers, in order to introduce Polish works of art directly to the cultural community in other countries.

Each year, numerous diplomatic missions abroad organize Polish film festivals on their own or in cooperation with the Polish Film Institute. In many places all over the world, Polish film festivals are well-known brands and are considered significant events. It is worth mentioning that Krzysztof Penderecki and Jonny Greenwood gave a concert in the Barbican Centre at the closing of the 10th edition of the KINOTEKA Polish Film Festival in London. Apart from the United Kingdom, Polish film retrospectives were held in 2012 among others in Germany, Italy, Ireland, Spain, Brazil and Russia. Almost all of Poland’s diplomatic missions work to promote Polish movies at international festivals and retrospectives.
Economic diplomacy

Diplomatic activities to support business ventures consisted in collaboration with over 600 Polish companies on almost 70 global markets. One thousand individual supporting measures assisting specific commercial transactions and investment projects were implemented.

For several years, supporting Polish enterprises abroad has been one of the key tasks of Polish diplomacy. Having noticed the need to support the process of international expansion of Polish companies, and having unique opportunities to act, international experience and representatives abroad at its disposal, the Ministry of Foreign Affairs undertook the effort to “open the door” to economic cooperation and support projects of strategic importance for the Polish economy. A constant dialogue with entrepreneurs, business organizations, and ministries of economy makes it possible to learn about the dynamically changing expectations and identify the geographic priorities in economic activities abroad. Diplomatic support is expected above all when dealing with distant, unfamiliar markets beyond Europe that present considerable economic potential.

It is worth mentioning that in countries lacking Polish Sections for the Promotion of Trade and Investment – bodies responsible for advancing economic policy – promotional measures are implemented by Embassies and Consulates General. They include, but are not limited to, participation in trade shows and exhibitions, organization of seminars, meetings and business missions.

The most support measures were undertaken in relation to Polish businesses that operate in Asian and Pacific countries (33%), which indicates a considerable increase in interest in these markets. The second group included European countries (27%), where companies hardly ever encounter hindrances in their trade and investment activities. The third group consists of markets in North and South America (22%). Moreover, economic diplomacy was actively involved in measures to secure the interests of Polish companies in Turkey, in the Commonwealth of Independent States – in particular in Russia, Ukraine and Kazakhstan – and in North African countries: Egypt, Algeria and Morocco.

Polish enterprises enjoyed diplomatic support on markets that constituted regional centres of economic growth – in 2012, 13 trade missions were organized to accompany important visits by Foreign Minister Radosław Sikorski and MFA Undersecretary of State Beata Stelmach (Brazil, Colombia, USA – New York and Seattle, Saudi Arabia, China, Mexico, Peru, Chile, Burma, Ukraine, Russia). Business programmes accompanying the visits were attended by representatives of nearly 250 companies.
The Ministry of Foreign Affairs reacts to the changes in the global economy and the needs of Polish enterprises on an ongoing basis, supporting economic interests in various ways. As a consequence, such measures are never detached from the business reality and result from the expectations of entrepreneurs and the characteristics of specific foreign markets. Apart from traditional forms of support, such as trade missions, diplomatic interventions when Polish importers/exporters are discriminated or their rights are infringed, provision of reliable economic information or initiation and assistance in the self-organization of Polish companies abroad, measures taken by the Ministry of Foreign Affairs increasingly focus on:

- economic conferences and seminars in Poland and abroad attended by Polish companies, think tanks and economic experts,
- across-the-board promotional events (e.g. focusing on the role of women in business),
- measures supporting international expansion of Polish enterprises (e.g. support for the acquisition of shares in reserves of natural resources),
- support for the acquisition of foreign experience and technology in various fields, in particular in the area of shale gas prospecting and extraction,
- meetings of diplomats with entrepreneurs,
- study visits of foreign economic journalists.

In 2012, the Ministry of Foreign Affairs initiated or continued numerous strategic projects in the area of economic diplomacy aimed at improving the image of Poland and strengthening the position of Polish companies on foreign markets.
A debate on the financial crisis in Europe held at New York University’s Stern School of Business, attended by nearly 150 participants. Panelists included EU Commissioner Janusz Lewandowski; Henryka Bochniarz, President of the Polish Confederation of Private Employers Lewiatan; NYU Professors Ingo Walter, Viral V. Acharya and Edward Altman; and Markus K. Brunnermeier, Professor at Princeton University.

The undertaking was organized in cooperation with the Ministry of Treasury, the Warsaw Stock Exchange, the US-Poland Business Council, Citi Handlowy Bank, Citi Handlowy Brokerage House, NYU Stern School of Business, Vital Voices Global Partnership, Global Summit of Women, the Headlines Porter Novelli think tank, and the Museum of Modern Art in Warsaw – with the involvement of Polish and American companies.

The US-Poland Business Week was composed of four important events that complemented one another:

• **US-Poland Economic Forum** held at the New York Stock Exchange, attended by nearly 300 people, including 50 members of the Polish delegation led by MFA Undersecretary of State Beata Stelmach.

• **Conference on the role of women in business and economic transformation processes** attended by around 70 participants. A special message was delivered by Hillary Rodham Clinton, US Secretary of State, who stressed the crucial role of women in economic growth: “Increasing the role of women in the economy and enhancing their efficiency and productivity can have a powerful impact on the competitiveness and growth of our economies.”

• **Exhibition of works by Alina Szapocznikow, Sculpture Undone, 1955-1972** at the Museum of Modern Art in New York (MoMA) – one of the world’s most prestigious cultural institutions. Works by the artist were presented to the participants by Lauren Stakias, Director for Exhibition Funding, MoMA, and Anda Rottenberg, art critic and historian. It was highlighted that the event at MoMA is an important supplement to the US-Poland Business Week that combined elements of economic, cultural and scientific diplomacy and strengthened the desired effect of synergy.

**The first US-Poland Business Week in the history of bilateral relations – New York, October 2012.**

The first US-Poland Business Week was a success, attracting over 600 people in total.
Promotion of businesswomen and their role in economic transformation

The presentation of economic success of companies directed and governed by women is an efficient tool in the business promotion of Poland. The conveyed message becomes more trustworthy owing to a unique format and an international group of panellists. This type of event contributes to the development of the image of Poland as a modern and dynamic country that plays a key role on the international stage. This model will be recreated in other countries, in particular those where people still tend to believe in stereotypes about Poland. The major objective is to focus attention on the role of contemporary women in modernizing economies and societies and in creation prosperity, but the business-oriented character of these meetings is also important (establishing contacts, showcasing companies, etc.). Initiatives in this area include, but are not limited to:

• A conference on the activity of women in economy – Entrepreneurship has a woman’s face. Women’s activity – Poland and UK cases (London, March 2012). The event was attended by women representing the world of politics, business, think tanks, non-governmental organizations and the media from Poland and the United Kingdom. The conference provided an opportunity to compare existing barriers for female entrepreneurs in both countries, as well as to exchange views and opinions on the institutional solutions aimed at increasing women’s participation in the economy.

• Mission of Polish businesswomen to the Kingdom of Saudi Arabia (December 2012) – co-organized on the Saudi side by the Chambers of Commerce and Industry in Jeddah and Riyadh (Saudi Arabia’s two main political and economic hubs). The main objective of the visit was to establish direct contacts with the Saudi community of businesswomen.

The aforementioned initiatives involved approx. 100 female representatives from Poland

From Euro 2012 to World Cup 2018

The Ministry of Foreign Affairs organized a study visit for Russian local government representatives to Warsaw, Gdańsk and Wrocław, during which they had an opportunity to familiarize themselves with Polish experiences and the offer of Polish companies concerning the organization of big sporting events (Euro 2012). The project will be continued in the coming years. A similar offer was also presented during the official visit of Foreign Minister Radosław Sikorski to Brazil in November 2012.
Language and education as tools of public diplomacy

The Ministry of Foreign Affairs supports measures to promote Poland as an attractive place to study and popularizes the teaching of Polish as a foreign language abroad. Polish diplomatic missions cooperate with Polish philology faculties and initiate the development of new Polish language and Polish studies courses. The Polish language is also promoted by means of popularizing certificate exams in Polish as a foreign language organized by the State Commission for the Certification of Proficiency in Polish as a Foreign Language.

In cooperation with external experts, the Ministry of Foreign Affairs prepared a publication entitled: “Wyzwania polskiej polityki językowej za granicą: kontekst, cele, środki i grupy odbiorcze” (“Challenges of Polish Language Policy Abroad: Context, Objectives, Means and Target Groups”). The publication is a result of the implementation of the Ministry’s tasks in the area of promoting Polish as a foreign language and strengthening its global position. The paper covers three major areas. The first part discusses the objectives and principles of the promotion of the Polish language and the basic theoretical concepts of political linguistics. The second, analytical section discusses Polish language teaching around the world. The third part focuses on the situation of foreign Polish philology faculties and their prospects in terms of development.

Seoul: In October 2012, together with the Embassy of the Republic of Poland, the Polish Studies Department at the Hankuk University of Foreign Studies in Seoul organized an International Academic Conference entitled: “Meetings of Polish Philology Faculties from Three Countries”. The conference was opened by Anna Komorowska, First Lady of the Republic of Poland, together with Krzysztof Majka, Ambassador of the Republic of Poland in Seoul. Apart from lectures delivered by professors from Poland, China, Japan and Korea, the programme focused on the remembrance of Janusz Korczak. An artistic programme consisting of folk dances was presented by the Mazurka group (students and graduates of Polish philology at HUFS)
Polish diplomatic missions abroad promote Polish philology faculties and Polish language courses at foreign higher education institutions, initiate the establishment of new language courses, and examine the option to transform Polish philology faculties into Polish studies departments or to create such departments at foreign universities. The efforts of the Embassy of the Republic of Poland in Berlin aimed at establishing centres of knowledge about Poland at prestigious German universities are also worth noting.

As a part of a contest announced by the Foundation for Polish-German Cooperation (FWPN), funds were assigned to the Martin Luther University Halle-Wittenberg and the Friedrich Schiller University of Jena for the establishment of the Aleksander Brückner Polish Studies Centre. The establishment of this new centre for interdisciplinary Polish studies is aimed at increasing knowledge about Poland and Poles in Germany. The centre in Halle will be the third Polish studies centre in Germany, alongside the ones at the European University Viadrina in Frankfurt (Oder) and the Collegium Polonicum in Mainz.

Opening ceremony of the Aleksander Brückner Polish Studies centre, December 2012 – Martin Luther University of Halle. From left: Professor Erika Kothe, Vice-Rector of the Friedrich Schiller University of Jena; Robert Traba, Director of the Centre for Historic Studies of the Polish Academy of Sciences in Berlin; Professor Udo Sträter, Rector of the Martin Luther University Halle-Wittenberg

Participants of the discussion panel focusing on collaboration with Poland and the promotion of Polish language teaching in Thuringia, Thuringer Landeszeitung, 10 April 2012. The photo features, among others: Stephan Erb, Director of the Foundation for Polish-German Cooperation; Magdalena Erdman, Counsellor at the Embassy of the Republic of Poland in Berlin; Dieter Hackmann, Chairman of the Weimar Triangle Association; Hans Hoffmeister, Honorary Consul of the Republic of Poland in Weimar; Franka Hitzing, Vice-President of the Parliament of Thuringia
Historical diplomacy

In 2012, historical diplomacy focused on the broadest possible dissemination of the Polish historical narrative among international public opinion. The Ministry of Foreign Affairs and diplomatic missions abroad were involved in the implementation of prestigious historical undertakings with renowned experts on the history of Poland and its region.

On 13-15 September 2012, Krakow hosted the 2nd Congress of Foreign Scholars of Polish History. It gathered over two hundred Polish and foreign speakers – academics studying Polish history – and an equally large group of other participants. The theme of the second edition was “Poland in Central Europe”. The Congress encompassed over 40 sessions, discussion panels and debates. Substantive, organizational and financial support provided by the Ministry of Foreign Affairs contributed considerably to the success of the undertaking. The participation of foreign guests was of particular importance because, as the opinion-making elite, they constitute the target group of the Ministry as regards public diplomacy, and as historians, they act as partners of Polish diplomatic missions abroad in the challenging task of popularizing knowledge about Poland, adding credibility to the historical Polish perspective and familiarizing international public opinion with the Polish viewpoint.

The International Festival of History and Literature “20th Century Anamneses”, held on 12-16 May 2012 in Wroclaw with support from the Ministry of Foreign Affairs, was a unique event in terms of its format. It was the first undertaking of this kind in Poland and attracted many globally renowned historians from the world over. Timothy Snyder, US professor and author of the outstanding publication “Bloodlands. Europe between Hitler and Stalin”, was the guest of honour at the festival.
The 1st edition of the event focused precisely on the tragic history of the “bloodlands”. The main objective of the festival, which turned out very successful, was to create an atmosphere of debate among historians, writers, journalists, film-makers and artists, whose works and academic interests concern that period of global history. For several days, Wroclaw became a place where historical perspectives of the representatives of victims and oppressors were confronted. Meetings with distinguished historians and writers served to “rediscover” (Greek: anamnesis) this dark era in the history of Europe and the period preceding it.

The year 2012 was also marked by preparations for the important 70th anniversary of the tragic events in Volhynia to be marked in 2013. We analyzed, implemented and planned social initiatives dealing with this difficult chapter in Polish-Ukrainian relations and used these measures to foster mutual forgiveness and reconciliation.

Thanks to considerable support of the Foreign Ministry, the project entitled “Reconciliation through difficult remembrance. Volhynia 1943” was successfully implemented. The initiative’s major objective was to find Ukrainians who rescued Poles during the dramatic events that took place in 1943 in Volhynia, and Poles who rescued Ukrainians during retaliatory actions. The project was aimed at reconciliation between nations by disseminating knowledge of the painful common history.
Polish-Jewish dialogue

The beginning of a new era in Polish-Jewish relations was closely related to the Polish transformation. Systemic changes made it possible to write a new chapter in the history of Polish-Jewish, Polish-US and Polish-Israeli dialogue of friendship and cooperation, with the participation of Jewish groups.

By initiating and promoting Polish-Jewish dialogue through educational programmes, publications, debates and international exchanges addressed to Poles and Jews, the Ministry of Foreign Affairs acts in favour of reconciliation in a way that combines 800 years of the two nations’ common historical experiences with the need to exchange opinions on contemporary issues.

Extending the knowledge of young Jews on the centuries-long presence of their ancestors in Poland and on their contribution to the social, cultural and economic development of the country is one of the most moving experiences. Directly experiencing Poland is much more effective than just depicting the past and builds a foundation for close relations that overcome stereotypes pertaining to historical events that are damaging for the image of Poland.

Measures undertaken by the Ministry of Foreign Affairs in the field of public diplomacy make the revival of dialogue and change in mutual relations visible not only at the official, state level, but also in the social aspect. The promotion of Jewish issues is an excellent example of modern public diplomacy: there is no clear border between “us” and “them”. The knowledge that we transfer and the people that we showcase are a part of Polish identity and history. What is important, after years of implementing MFA measures, initiatives concerning the promotion of the history and culture of Polish Jews are now undertaken by institutions and organizations in the countries inhabited by the diaspora. Thus, they become the ambassadors of the Polish perspective and influence public opinion in their countries.

Common efforts to maintain an honest discourse, to define difficult issues and to create a new reality in which the representatives of the two nations will no longer follow stereotypes are proof of the success of Polish public diplomacy.

The posthumous honouring of Jan Karski with the Presidential Medal of Freedom was the most spectacular achievement crowning the efforts undertaken by the Consulate General in New York, the Jan Karski US Centennial Campaign, the Museum of Polish History, the Ministry of Foreign Affairs and representatives of US Christian and Jewish circles. Professor Adam Daniel Rotfeld, former Minister of Foreign Affairs, received the Medal from President Barack Obama. This Medal – the highest US civilian distinction – has been bestowed, among others, on John Paul II and Elie Wiesel.
Numerous diplomatic missions were engaged in the project initiated by the Museum of Polish History to remind the world of the life and legacy of Karski, the legendary emissary of the Polish Underground State. It has borne fruit in the form of constantly emerging new initiatives, from educational projects to permanent programmes, such as the efforts to create the Jan Karski Chair at Georgetown University and to develop a grant programme.

“Those who knew Jan Karski will never forget him, and his message will continue to light the path of freedom-loving peoples throughout the years to come. No one could ask for a finer legacy.”

Bill Clinton

“We must tell our children about how this evil was allowed to happen — because so many people succumbed to their darkest instincts; because so many others stood silent. But let us also tell our children about the Righteous Among the Nations. Among them was Jan Karski — a young Polish Catholic — who witnessed Jews being put on cattle cars, who saw the killings, and who told the truth, all the way to President Roosevelt himself.”

Barack Obama
during the ceremony honouring Jan Karski with the Presidential Medal of Freedom

Discussions and panels which present the fact-based Polish position that opposes stereotypes are an immensely important tool of public diplomacy that allows for a positive shaping of the image of Poland. The Ministry of Foreign Affairs organized and supported many such initiatives, including – but not limited to – a discussion panel focusing on Polish-Jewish relations at the University College London, a series of meetings held by Konstanty Gebert in California, Nevada and Texas with students, representatives of Jewish organizations and media focusing on the revival of Jewish life in Poland, the history of Jews in Europe and anti-Semitism in the contemporary world, a panel at the University of Haifa attended, among others, by Professor Jan Wołęński (Jagiellonian University), Professor Jan Tomasz Gross (Princeton University) about a book edited by Adam Michnik entitled “Przeciw antysemityzmowi 1936-2009” [Against anti-Semitism 1936-2009], a lecture by Zbigniew Nosowski, chief editor of “Więź” monthly about Polish-Jewish dialogue during the annual Toronto Holocaust Education Week in Toronto.

The respectful Polish attitude towards Jewish heritage meets with the interest and high regard of Jewish communities. Many projects focus on this issue and increase the number of friends of Poland among Jewish opinion-makers. Such events included a conference on Jewish heritage in Central Europe organized in Bucharest as part of the Polish Presidency of the Visegrad Group, Days of Remembrance and
Dialogue prepared by the Polish Institute in Rome, and a week-long film and music programme at the Brotfabrik Cultural Centre in Berlin entitled “The World According to Schulz”.

“The presentation of the unique universe of the works of Bruno Schulz at the Brotfabrik exactly 70 years after his death is a true miracle.” – Neues Deutschland,

Kira Taszman, cultural journalist who writes for a number of German newspapers, including “Neues Deutschland” and “Jüdische Allgemeine”

The most important task of the Ministry of Foreign Affairs in the area of the Polish-Jewish dialogue is to remember the Righteous Among the Nations by presenting profiles of Polish heroes who rescued those considered Untermenschen by the murderous regime, in a country that was chosen by Nazi Germany as an extermination site. The unprecedented heroism of Poles is an important message to those who are too easily deceived by unjust stereotypes. An international conference commemorating Henryk Sławik was held in the Holocaust Memorial Centre in Budapest. At the Melbourne Recital Centre, Irena Sendler was commemorated with the first performance of a composition by Israeli composer Kobi Oshrata entitled “Irena’s Song: A Ray of Light Through the Darkness”.

Three weeks after the concert, in her speech announcing the Australian donation for the Auschwitz-Birkenau Foundation, Prime Minister Julia Gillard paid tribute to the joint project of the Embassies of Poland and Israel and paid homage to Irena Sendler.
In 2014, the Museum of the History of Polish Jews – a modern, multimedia centre of culture and education that is under construction in the Muranów district in Warsaw, at the heart of the former Jewish district – will open an entirely new chapter in Polish-Jewish relations. It will be the first and only museum in the world dedicated entirely to the history of Polish Jews. It will not be yet another museum devoted to the Holocaust, but a museum of life. It will show how the history of Polish Jews has for centuries been interwoven with the history of Poland itself, as well as how these two cultures influenced and enriched each other. Alongside the United States Holocaust Memorial Museum in Washington and Yad Vashem in Jerusalem, it will become one of the most important Jewish museums in the world. The Ministry of Foreign Affairs is involved in the campaign to promote the museum’s opening by providing diplomatic missions with information materials and by initiating promotional events. Polish diplomatic missions abroad are involved in an across-the-board presentation of the museum.

“Twenty years ago, I wouldn’t have recommended it to anybody to be a Jew in Poland. But today is a good moment to be a Jew in Poland.”

Piotr Jassem, Chair of the Polish-Jewish Heritage Foundation of Canada
Development cooperation

Development policy, which helps strengthen Poland’s image as a country that has achieved economic and political success by means of systemic transformation, is an important tool supporting the achievement of public diplomacy goals. The year 2012 was of particular importance to the Polish assistance program as the Development Cooperation Act and the Multiannual Development Cooperation Programme for 2012-2015 went into force. These two key documents allowed for a more predictable and more efficient provision of Polish development assistance.

The Development Cooperation Act specifies the most important concepts related to development cooperation and introduces the principle of its coordination by the Ministry of Foreign Affairs.

Pursuant to the Multiannual Development Cooperation Programme for 2012-2015, the geographical areas of Polish development cooperation have been divided into two groups. The first group encompasses the six Eastern Partnership countries – Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. The second group includes selected countries in Africa, Asia and the Middle East: eight countries in East Africa (Burundi, Ethiopia, Kenya, Rwanda, Somalia, South Sudan, Tanzania and Uganda), two countries in North Africa (Libya, Tunisia), as well as Afghanistan, Kyrgyzstan, Tajikistan, and the Palestinian National Authority.

Two cross-section thematic areas were selected for the years 2012-2015: democracy and human rights, and systemic transformation. In its development measures, Poland draws on the experiences of its own transformation, which showed how important it is to shape the sphere of civil liberties, establish a state that abides by the rule of law, respect human rights, and develop civil society. We want to share these experiences with the countries that plan a democratic transition or have already set out on the path from dictatorship to democracy.

An important element of the Polish development cooperation scheme involves implementing measures in the first of the cross-sectional thematic areas, namely democracy and human rights, through the International Solidarity Foundation. In 2012, thanks to funds allocated by the Ministry of Foreign Affairs, the Foundation offered grants to initiatives supporting societies that, due to their political regimes, cannot decide about their own fate, which includes countries where the political system encompasses only selected elements that are universally considered democratic, and countries that are currently undergoing transformation.
In 2012, the Ministry of Foreign Affairs and diplomatic missions continued their involvement in initiating the **European Endowment for Democracy (EED)**, an initiative aimed at supporting democracy and civil society development above all in the countries bordering the European Union. The Ministry of Foreign Affairs was deeply involved in work on the Endowment’s statute, documents specifying its priorities, and tasks in the first year of its operation, and advocated for a Polish diplomat to be appointed EED Executive Director.

The Endowment’s statute was finally agreed upon among the EU Member States and institutions in June 2012. This made it possible to register the EED as a Belgian foundation with representatives of EU institutions, Member States and civil society making up its statutory bodies. The Endowment will considerably enrich the European democratization agenda with its assistance offer, and will contribute to the fulfilment of the Community’s objectives. The EED will also complement measures undertaken in the area of democratic transition by international organizations, such as the Council of Europe, the United Nations, the Organization for Security and Co-operation in Europe, or International IDEA.

**The Local Authorities Information Centre in Moldova** with its seat in the Regional Development Agency “Centru” in Ialoveni near Chisinau, which started operating in December 2012, is an example of Polish support for regional development policy in Moldova. The centre was established pursuant to a Memorandum of Understanding signed by the Ministry of Foreign Affairs of the Republic of Poland and the Ministry of Regional Development and Construction of the Republic of Moldova. The project is implemented with help from other countries – members of the Moldova Task Force, which is a part of a project implemented by the Community of Democracies.

The Centre’s task is to ensure access to information about international and national sources of funding for regional and local development. The Centre’s consultants advise on matters related to application procedures, preparation, identification and evaluation of projects, and support Moldovan entities in the establishment of partnerships with institutions in Poland and other countries. The project’s objective is to improve efficiency in project implementation by local authorities. As part of the project, Poland shares its know-how in the field of regional and local administration development. An Internet site that provides access to databases and application forms of various donors is a significant element of the Centre’s information activities.
The Ministry of Foreign Affairs also continued its support for North Africa, initiated in 2011. Most measures were oriented at Tunisia. Study visits were organized aimed at sharing our transformation experiences, mostly in the field of judicial reform and regional development, with representatives of the Tunisian administration. In 2012, the International Solidarity Foundation financed five projects for Tunisia, using funds allocated by the Ministry of Foreign Affairs. Projects implemented by Polish non-governmental organizations were mostly aimed at supporting social leaders, local media and helping to develop a model of transitional justice.
Cooperation with the Polish diaspora and Poles living abroad in the area of MFA public diplomacy

With the increasing significance of public diplomacy in shaping the image of countries and nations, the involvement of national diaspora and ethnic communities in various countries in these measures also grows in importance. Poland has a specific situation in relation to most countries. We have 6th largest diaspora in the world (in relation to the total population); there are an estimated 18-20 million Poles and people of Polish origin living outside our country. This group of people presents a huge potential in terms of efficient collaboration in the area of public diplomacy as implemented by Polish diplomatic missions around the globe. Indeed, there are no better allies in the efforts to shape and boost the image of Poland and the Polish community as a whole.

This gave rise to the project entitled: “Participation of Polish diaspora in pro-Polish lobbying and promotional measures in North America”. One of its objectives is to involve Poles, as well as Americans and Canadians of Polish origin, in particular the young and well-educated, in various public diplomacy measures carried out by Polish diplomatic missions in North America.

All over the world, in cooperation with Polish diplomatic missions abroad, the Polish diaspora organizes events that present a favourable image of Poland and encourage local people to discover the country. It is worth mentioning such undertakings as the huge Taste of Polonia festival in Chicago; the Pulaski Day Parade in Manhattan, New York, organized for over 70 years; PolArt in Australia, one of the largest Polish festivals outside Poland; or the annual Polish Film Festival in Los Angeles organized by the Polish diaspora in California.

In the UK, the grand occasion of the 30th Olympic Games in London was put to good use. A Polish Diaspora Olympic Centre was created at the Polish Social and Cultural Centre for the duration of the Games.

The image of Poles around the world and the prevalent stereotypes depend to a large extent on how the Polish diaspora, Polish ethnic groups, Polish minorities and even individuals are perceived in their places of residence – what they represent by social status, their political influence and their prestige. Aware of this interdependence, the Ministry of Foreign Affairs involves active Polish diaspora groups and Poles living abroad in its PR activities to benefit Poland.

They cooperate with Polish embassies, consulates general, permanent representations and Polish Institutes. Together with the Polish diaspora and Polish communities on all continents, Polish diplomatic missions implement several thousand projects each year. In line with the strategy of cooperation between the Ministry of Foreign Affairs and the Polish diaspora, apart from the obvious duties to preserve Polish identity, it is most important to stimulate and undertake such measures that shape a favourable image of the Polish diaspora and Poles in their countries of residence by means of reaching local opinion-makers, elites and their compatriots in general.
Information points of the Polish Tourist Information Centre and the Embassy of the Republic of Poland were opened and a special programme was prepared, encompassing approx. **30 events** (exhibitions, concerts, movie shows, meetings with Polish Olympic medallists, discussion panels).

Important and difficult tasks in the area of public diplomacy are also carried out by Polish diplomatic missions and consulates in the Russian Federation and post-Soviet countries. Dialogue with the local authorities and opinion-makers, as well as the development of bilateral cooperation is almost always actively accompanied by local Polish communities. In 2012, in Russia, Ukraine, Kazakhstan and other countries, Polish Days, retrospectives of cultural events, conferences, symposia and celebrations related to difficult periods and events in the history of mutual relations were organized a number of times.
Cooperation with local government and NGOs

The success of public diplomacy is measured by contacts with society and individuals working to boost the “Polish brand”. Non-governmental organizations, higher education institutions, research institutes and other entities are invaluable partners who make it possible to carry out tasks which are difficult to implement at the government level. That is why the Ministry of Foreign Affairs maintains cooperation with these groups, mainly by means of competitions addressed to interested parties: “Cooperation in the Area of Public Diplomacy”, “Joint Polish-Belarusian Measures” and the “Polish-Czech Forum: Support for the Development of Polish-Czech Relations”. The total amount of subsidies allocated in 2012 to the implementation of 64 projects amounted to nearly PLN 5,700,000.

In the run-up to the competitions, each year we organize meetings that not only showcase our public diplomacy priorities, but also gather information on trends observed by NGOs, listen to their suggestions and comments, and make use of their ideas and inspirations. A meeting organized in November 2012, attended by over 100 participants, provided yet another opportunity to talk about mutual expectations and the capacities of all parties involved in the implementation of projects.

In September 2012, Białystok and the Podlaskie Voivodeship hosted an annual public diplomacy conference, during which the directors of Polish Institutes and the employees of diplomatic missions abroad dealing with public diplomacy on an everyday basis had an opportunity to establish contacts with representatives of NGOs, cultural institutions and Podlaskie Voivodeship local government bodies.

Furthermore, since 2010, the Ministry of Foreign Affairs has been maintaining a continuously expanded and supplemented database of organizations and institutions acting in the field of public diplomacy, which has led to increased efficiency in collaborating with them.
Cooperation in the area of public diplomacy Competition

In 2012, the 7th edition of the Cooperation in the Area of Public Diplomacy 2012 competition was announced. The objective of the competition is to stress the role of organizations collaborating with the Ministry of Foreign Affairs in shaping the image of Poland in the world in line with Polish foreign policy guidelines, by using modern public diplomacy tools that ensure a productive dialogue with representatives of civil society.

In order to narrow down the scope of topics and encourage initiatives related to key MFA priorities in a given year, the Ministry specifies priority topics and geographical areas. In 2012, priority was given to:

• projects that shared best practices from Poland’s transformation experience with the Eastern Partnership and Arab countries,
• projects which increased the global circulation of information aimed at overcoming the negative image of Poland and its history,
• projects adding to the public debate on Polish-Jewish dialogue and depicting Poland as the place of remembrance and active operation of Jewish organizations,
• projects combining the objectives of the competitions related to Janusz Korczak Year and Bruno Schulz Year celebrations in 2012,
• projects forming part of the current international debate on the future of the European Union,
• public diplomacy projects addressed to the societies of the Russian Federation, Lithuania, China, India and Japan.

The competitions yielded 38 projects, which received grants amounting to a total of PLN 4,000,000
Since 2009, an open competition has been addressed to NGOs to put forward projects that serve to develop cooperation between Poland and the Czech Republic – “Polish-Czech Forum: Development of Polish-Czech Relations”. The competition is one of the instruments adopted by the Polish-Czech Forum established by Ministers Radosław Sikorski and Karl Schwarzenberg. The idea behind the call for proposals is to strengthen bilateral cooperation in the area of politics, economy, local administration, media, culture, science and technology and youth exchanges.

Applications submitted in 2012 presented cooperation projects in the area of European affairs, support for joint foreign policy goals, development of economic relations, including investments in the energy industry, strengthening media cooperation and historical remembrance, as well as a project to host an expert conference focusing on economic and infrastructural cooperation. The jury recommended 8 applications, with total funding amounting to PLN 357,000.

Thanks to the youth project entitled “Strengthening the collaboration of Polish and Czech media, or the Polish-Czech Living Word Academy – civil dialogue across borders” organized by the Association for the Assistance of Children and Youth, permanent contacts were established, and the professional and creative ambitions of young people were stimulated.
**Joint Polish-Belarusian Measures Competition**

In 2012, the subsequent edition of the Joint Polish-Belarusian Measures Competition was aimed at forging social and cultural ties between the societies of Poland and Belarus. The competition was designed to support public and cultural diplomacy activities addressed to Belarusian opinion leaders, i.e. people active in the fields of culture, science and academia.

Growing interest in the competition (over 200 applications were submitted, totalling over PLN 15 million) has once again proven that public and cultural diplomacy activities are an extremely important tool supporting the democratic transition in Belarus.

A total amount of PLN 1,250,000 was allocated to 18 projects that reached the competition’s finale.

**Designing the contemporary world.**

Polish-Belarusian design competition, a project implemented by the Association of Applied Graphic Designers, selected award-winning works.
Project entitled: *Presentation of the output of the International Icon Workshops and involvement of Belarusian artists in an undertaking organized with Ukrainian artists* carried out by the Association of the Friends of Nowica.

Since 2009, each September, authors of icons from Ukraine, Poland, Slovakia and Belarus meet in Nowica. In subsequent editions, workshop organizers apply the tried-and-tested format which consists of uniting icon authors from the East and the West to work together. By inviting independent artists – stemming from different countries and traditions and representing various artistic trends – to Nowica, the organizers create convenient conditions for dialogue. Exhibitions of works created during open-air sessions and the accompanying catalogues are much appreciated by icon authors and recipients looking for works that combine the traditional and modern approaches in a creative way. In 2011, the project has attracted painters linked to the Ikonique workshop in Minsk, and in 2012 the output of the open-air workshops was presented in Minsk, Grodno and Żyrowice.
Local government and civic dimension of Polish foreign policy

The Ministry of Foreign Affairs is involved in civic and local government initiatives in the field of international cooperation. Many of them have been carried out under the auspices of the foreign minister and have received substantial financial support. In 2012, a permanent support tool with a solid budgetary base and precise objectives was developed, which not only makes it possible to bring the intricacies of foreign policy closer to citizens, but also lets regional communities and non-governmental organizations speak out and support the constitutional authorities responsible for establishing Polish foreign policy priorities.

The mechanism supporting the civil and local government dimension of Polish foreign policy has two main goals. Firstly, it familiarizes citizens with Polish foreign policy priorities and intensifies international cooperation at the regional level. At the same time, it reinforces the positive attitude of the inhabitants of other countries towards the Republic of Poland and its citizens and creates a positive image of Poland. Secondly, the Ministry gains inspiration from local government activities and is willing to cooperate in the implementation of local projects with an international objective. The intention of the Ministry of Foreign Affairs is to unlock the potential of social energy and to stimulate the development of Polish regions focusing on Polish foreign policy objectives. An important role in this regard is played by the MFA’s partners – local government boards and voivodeship chief executives, NGOs, universities and think tanks.

Measures supporting the local government and the civil dimension of Polish foreign policy were inaugurated at a conference held on 20 April 2012 in Warsaw. The conference was attended among others by Foreign Minister Radoslaw Sikorski, Minister of Administration and Digitization Michal Boni, and MFA Undersecretary of State Jerzy Pomianowski, who presented suggestions for the coordination of international cooperation by the individual central government offices, local authorities and non-governmental organizations. Everyone pointed to the need to develop an efficient system of information exchange and collaboration of individual institutions in Poland and internationally, which is aimed at enhancing the cohesion of Polish foreign policy.

Speech by MFA Undersecretary of State Jerzy Pomianowski at a conference focusing on the role of local government in Polish foreign policy. Apart from government representatives, the conference was attended by over a hundred local government officials, academics, and representatives of NGOs and think tanks. Warsaw, 20 April 2012
The Foreign Minister’s competitions are the most important tools applied by the Ministry of Foreign Affairs to support the local government and civic dimension of Polish foreign policy. In 2012, two competitions allocated subsidies related to the new mechanism – this made it possible to finance regional measures aimed at defining international cooperation priorities from the perspective of the individual Polish regions and at supporting their international activities in key areas of cultural, social and economic development. A total of 26 projects were financed, and the subsidies allocated to them amounted to over PLN 2 million. As a rule, these measures must be consistent with the current Polish foreign policy goals; the international activity of local governments and citizens supplements the measures carried out by the central government in Warsaw.

**Example projects**

The project entitled “Role of Local Government in Polish Foreign Policy” consisted of qualitative and quantitative research of local governments (associated in the Union of Polish Cities, the Union of Polish Poviats, and the Union of Polish Country Communes) focusing on international cooperation of local governments in the context of Polish foreign policy. The outcomes were presented at a national conference in Warsaw, which served as an introduction to a broad debate on the local government and civic dimension of Polish foreign policy. The project was operated by the Union of Polish Cities.

The project entitled “It’s Good to Have a Neighbour” consisted of the preparation and distribution of 5 extras to the “Tygodnik Powszechny” weekly that focused on the relations between Poland and its neighbours, Polish foreign policy, and social diplomacy. A conference, which brought together representatives of local governments, academia and NGOs, made it possible to hold a multifaceted debate on Polish foreign policy and to present new solutions and priorities in social diplomacy. The project was operated by the Tygodnik Powszechny Foundation.

The project entitled “Lower Silesia for Common Europe” consisted of the organization of an analytical and expert seminar attended by local government officials, NGO representatives and academics from Poland, Ukraine, Germany, Russia and Belarus; the seminar focused on the collaboration of local governments and NGOs pertaining to Polish foreign policy goals; the Polish-Ukrainian Round Table in Kiev on Polish-Ukrainian cooperation was also organized. The project focused on the development of direct contacts between local governments in Poland and Ukraine. It enabled an exchange of experiences and best practices, while the expert seminar made it possible to establish possible priorities and ways to develop cooperation bearing in mind the Polish foreign policy goals and regional needs. The project was operated by the Eastern Policy Forum and the Lower Silesian Foundation for Regional Development.

**Support for NGO Measures in the Area of Implementing Polish Foreign Policy Priorities Competition**

As part of the measures supporting the civic and local government dimension of Polish foreign policy, the Ministry of Foreign Affairs announced a competition addressed to NGOs for projects to enhance the public debate on Polish foreign policy, favouring direct international dialogue between local and regional communities and reinforcing the substantive pillar of regional international cooperation.

Twenty-one applications were submitted. Eventually, 5 projects were implemented, totalling over PLN 1,433,000.
Small Joint Projects of the Ministry of Foreign Affairs and Local Governments Competition

Measures implemented in the framework of the mechanism called “Small Joint Projects of the Ministry of Foreign Affairs and Local Governments” were selected from among initiatives submitted by voivodeship chief executives. They were carried out both by public entities (including local government bodies) and non-governmental organizations (including local government umbrella organizations). In total, thanks to MFA support amounting to over PLN 656,000, 20 projects were carried out.

Example projects

The first meeting of the Standing Conference of International Cooperation of Local and Regional Governments of Poland. The event opened with a conference on international collaboration of local governments in the context of Polish foreign policy; a collection of academic papers was also published in connection with the meeting. The project contributed to the creation of a permanent platform for debate on international cooperation comprising representatives of local and central government bodies. The project was operated by the Office of the Wielkopolskie Voivodeship Chief Executive.

The project entitled “Western Poland and Europe. Capacity of the Central European Transport Corridor” was part of wide-ranging measures to promote the CETC-ROUTE65 transport corridor. Three international conferences on the development of collaboration in Central Europe were organized in Wroclaw (Poland), Rijeka (Croatia) and Brussels (Belgium). Events were held in Poland, 4 Central European countries (Czech Republic, Slovakia, Hungary and Croatia) and Sweden. The project was operated by the Office of the Zachodniopomorskie Voivodeship Chief Executive.

Warsaw Dialogue for Democracy Conference

Warsaw Dialogue for Democracy Conference, Dr Łukasz Kamiński, President of the Institute of National Remembrance, and MFA Undersecretary of State Jerzy Pomianowski

The experiences of Polish transformation ever since 1989 show how important it is to shape the sphere of civil liberties, establish a state that abides by the rule of law, respect human rights, and develop civil society. By sharing its own experiences, Poland is becoming increasingly involved in democracy promotion and support for democratic transformation in countries bordering Europe, as well as in other countries whose societies have set out on the path to democracy.

As a part of these measures, the Warsaw Dialogue for Democracy (WDFD) conference was held on 14-15 December 2012. The conference aimed to establish a forum in Warsaw to exchange opinions as part the so-called Warsaw Process initiated by Madeleine Albright, US Secretary of State, and Professor Bronislaw Geremek, Polish Minister of Foreign Affairs, at a summit of democratic states entitled “Towards a Community of Democracies” held in July 2000 in Warsaw, which led to the establishment of the Community of Democracies. The event will take place in the form of annual conferences – seminars
aimed at exchanging best practices and expertise in
the area of the evolution of democratic systems and
progress being made in democratic transition proc-
esses all over the world, in particular in the European
neighbourhood.

The first edition of the Dialogue was organized by the
Polish Ministry of Foreign Affairs in cooperation with
the Institute of National Remembrance in Warsaw.

WDfD 2012 focused on systemic transformation, in
particular on the role and significance of the democ-

racy agenda in foreign policy. The event served
to exchange views and experiences in the field of
political and legal aspects of transitional justice,
reconstruction of civil society and global education.
Furthermore, the event provided an opportunity to
reinforce the message about the establishment of the
European Endowment for Democracy (EED) and to
initiate a discussion on its mandate.

The conference was addressed to people, institutions
and organizations acting to promote democracy, rule
of law, and human rights. It was attended by repre-
sentatives of foreign NGOs involved in democratic
transition, civil society activists, officials from foreign
governments, international organizations – includ-
ing, but not limited to CIDDEF (Centre for Informa-
tion and Documentation on the Rights of Children and
Women), ODIHR (Office for Democratic Institutions
and Human Rights), League of Arab States, European
Union, Organization for Security and Co-operation
in Europe – directors of Schools of Political Sciences
established in the European neighbourhood countries
(including the Balkans), members of the EED Board
of Governors, representatives of the diplomatic corps
accredited to Poland, and representatives of Polish
government bodies and NGOs involved in democratic
transition processes.
Poland Up Close – study visits

Study visits organized by the Ministry of Foreign Affairs are among the most effective tools used to promote Poland. Their main objective is to shape a positive image of Poland and Poles through the direct contact of foreign opinion-makers with Poland’s culture, history, economy, as well as to disseminate information about the success of Poland’s systemic transformation.

The majority of visits in 2012 focused on:

**Polish political and economic transformation experiences** – Poland was frequently visited by politicians, NGO representatives and officials from the former Soviet bloc and North Africa interested in our systemic transformation experiences, which may be used by these countries in their democratic transition, and journalists describing the Polish path to democracy;

**2012 UEFA European Football Championship** – we organized 14 study visits for over 100 journalists from 20 countries that promoted in particular the host cities, infrastructure growth, and Polish tourist attractions;

**Promotion of Poland’s economic potential** – visits by business leaders and journalists, e.g. a visit by journalists from the Chinese CCTV channel, resulting in the production of three comprehensive, prime-time news reports, a visit by South American journalists, which resulted in numerous press articles and radio coverage;

**Promotion of Polish culture** – thanks to visits by artists, numerous cultural projects were initiated and implemented in the area of literature, theatre, music and the visual arts, which was also linked to the participation of Polish artists in festivals and exhibitions held all over the world.

From 23 to 30 September 2012, journalists from Angola, Kenya and Nigeria visited Poland at the invitation of the Ministry of Foreign Affairs. The visit’s objective was to collect materials for a publication about the Polish economy and Euro 2012 as an impulse for its development. Journalists visited Warsaw, Poznań and Krakow; they toured stadiums and infrastructure projects implemented before the championship and met with municipal authorities and Polish entrepreneurs. They also carried out interviews with government officials and members of the Parliamentary Group for Africa.
In 2012, 900 foreign guests came to Poland for study visits and several international conferences co-organized by the MFA’s Department of Public and Cultural Diplomacy, half of whom were journalists who later published numerous favourable publications devoted to Poland.

From 19 to 22 November 2012, nine representatives of major Egyptian political groups visited Poland at the invitation of the Ministry of Foreign Affairs. The visit’s objective was to familiarize the guests with the Polish transition experiences, key assumptions behind the Constitution of the Republic of Poland and the process of its development, and the current model of state functioning, as well as to show them the Polish path of democratic transition. Egyptian politicians met with Speaker of the Senate Bogdan Borusewicz, Professor Leszek Balcerowicz, and Warsaw Mayor Hanna Gronkiewicz-Waltz. They also visited the Helsinki Committee for Human Rights, the Press Freedom Monitoring Centre and the Polish Parliament (The Sejm).
Working with the Media

Media campaigns

In connection with the organization of the UEFA Euro 2012 tournament by Poland and Ukraine, a media campaign was carried out via the international TV station Eurosport. It included 260 broadcasts of the promotional spot “Feel Invited”, which aired in 59 countries. Such a broad campaign, operated across two TV channels, was only possible thanks to a modern cooperation format which consisted of combining the budget of the Ministry of Foreign Affairs with the budget of the Polish Tourist Organization.

Eurosport joins the list of TV stations in which Poland was promoted in various ways. Before that, the Ministry of Foreign Affairs had collaborated with such stations as Al-Jazeera, CNN and France 24. Our goal is to expand the list of entities we collaborate with that – thanks to their varied languages and themes – reach diverse target groups which may be interested in our country. The advertising campaign was broadcast by Eurosport before and during the championship, from 15 May to 22 August 2012.

In 2012, the Ministry of Foreign Affairs continued its collaboration with the Polish Radio External Service, supporting the development of programmes in Polish, German, Hebrew, Belarusian, Russian and Ukrainian with a sum of almost PLN 10.5 million. The Polish Radio External Service not only features traditional radio broadcasting at varied wave lengths, but also Internet broadcasting services. We hope that with the use of new technologies, the station will reach an increasing number of people interested in our country.

Poland’s image in international media

The analysis of Poland’s image in international media reports is an important factor in planning media cooperation projects. Media monitoring is above all the task of Polish diplomatic missions, which search for information about Poland in the press, television, radio and the web on an everyday basis. In 2012, Polish diplomatic missions around the world registered over 57,000 reports about Poland, with over 16,000 (28%) being positive, and only a little over 3,400 (6%) negative. Positive and neutral reports constituted 94 percent of all references to our country. The ratio of reports boosting Poland’s position on the international stage to negative information was 5:1. The total volume of information about Poland increased in 2012 by 29% compared to the preceding year. The fact that the global media showed much more interest in Poland in 2012 was directly attributed to the 2012 UEFA European Football Championship.
Apart from the reports on Euro 2012, news and commentaries highlighted the good standing of the Polish economy. Other leading themes related to Poland in the media included: (a) “Obama’s faux pas” (the use of the phrase “Polish concentration camps” by the US President during the posthumous honouring of Jan Karski with the Medal of Freedom); (b) the visit of Mitt Romney (Republican Presidential candidate) to Poland; (c) the death of the poet and Noble Prize laureate Wisława Szymborska; (d) the visit of Wen Jiabao, the Prime Minister of the People’s Republic of China, to Warsaw in connection with the China-Poland-Central Europe summit attended by 16 countries from our region.

Naturally, Poland attracted most attention in neighbouring countries which have a similar culture and share common political interests. But Poland was present in the media even in the most distant regions of the world. As regards the number of reports, Europe was followed by Asia and Oceania, North America, South America, the Middle East, and Africa. Analyses show that Poland was perceived as an active player on the international stage; Poland’s stance on issues of key importance for Europe and the world was noted, even if some actions and opinions raised objections or controversies. Poland was also seen as a country involved in the affairs of other nations and ready to share its unique systemic transformation experiences.

The analysis of foreign media reports about Poland demonstrates the prevalence of news related to Euro 2012. Considerable media interest allowed for the development of the image of Poland as a modern European country that has efficiently dealt with the huge organizational undertaking linked to organizing the European Championship. In 2011, the Polish Presidency of the Council of the European Union was an equally important topic, though it attracted less media attention. This proves that international undertakings implemented on a global scale have a positive impact on the image of Poland.
COMPARISON OF MEDIA REPORTS ABOUT POLAND IN THE YEARS 2011-2012

NUMBER OF MEDIA REPORTS IN 2012
The launch of modern websites for every Polish diplomatic mission and the Ministry of Foreign Affairs itself was the greatest undertaking of this kind in the history of Polish Internet. In total, 340 websites in 42 languages were launched, including websites in the Chinese, Arabic or Armenian languages.

The new MFA website – msz.gov.pl – was launched on 17 October 2012 and is much easier to navigate than its previous version. Thus, Internet users can quickly find the information they are looking for, such as warnings for travellers, addresses of Polish diplomatic missions all over the world, the most recent initiatives undertaken by the Ministry of Foreign Affairs, news on foreign visits, or job openings at the MFA. The website has been enriched with blogs (msz.gov.pl/blogi) written by Polish diplomats and experts from the Ministry. The Ministry of Foreign Affairs is the first Polish government body to use this way of interacting with Internet users.

The launch of the new MFA website and the websites of diplomatic missions is linked to the placing of greater emphasis on the development of MFA multimedia projects. In 2012, as part of these measures, we initiated, among other things, “MFA Video Talks” (film coverage of events, e.g. Foreign Service Day); we also created more complicated productions, such as “Strolling with the Ambassador” in Rome, Paris or Athens, which were received by Internet users with enthusiasm, as well as a ten-episode “Savoir-vivre Guide”. The films were published on the Ministry’s YouTube channel.

New image of Polish diplomacy on the Internet

Easy to navigate, modern and abounding in multimedia – these are the key characteristics of the new websites, launched in 2012, of every Polish Embassy, Consulate and Permanent Representation around the world. Poland is also promoted through mobile apps, profiles on social networking sites, and other web-based services provided by the Ministry of Foreign Affairs.
As regards social media, the most important measure in 2012 was the establishment of Twitter accounts for Polish diplomatic missions. Almost 150 profiles have been created in total, constituting an important channel to promote Poland and Polish diplomacy.

In response to an increase in the number of mobile device users, the Ministry of Foreign Affairs has also developed mobile applications for tablets and smartphones with iOS and Android operating systems. In 2012, we created, among other things, a mobile application for the Do You Know Polska? website promoting Poland among young people, which had been launched a year earlier (doyouknowpolska.com).

The innovative consular application iPolak – which makes it easier to locate Polish diplomatic missions abroad and contact them, e.g. by showing the route to the nearest one on the map – was extended too. It contains up-to-date MFA warnings for travellers, safety guidelines, tips on visa procedures, or information how to behave in difficult situations abroad. iOS-based devices were the first to receive the app, but since 2012 iPolak has also been available for users of the ever more popular Android system.

The Ministry of Foreign Affairs also operates an official website dedicated to the promotion of Poland poland.gov.pl, as well as thematic web services and profiles on social networking sites (including Twitter, Facebook, YouTube and Flickr).

The two main websites of the Ministry of Foreign Affairs – msz.gov.pl and poland.gov.pl – were visited almost 10 million times in 2012.
Priorities for 2012

- Poland for children’s rights – Janusz Korczak Year
- Eastern Partnership
- Support for democratic transition in North Africa and the Middle East
- European Football Championship Euro 2012
- Foreign Service Day
On the initiative of the Ombudsman for Children and with MFA support, the Sejm of the Republic of Poland declared 2012 the Year of Janusz Korczak, marking the 100th anniversary of his founding of the Orphans’ Home and the 70th anniversary of his death. This way, we commemorated the pedagogue, doctor, author of children’s books, and the author of the concept of the child as a subject and holder of rights, which served as the foundation of the Convention on the Rights of the Child initiated by Poland. The celebrations were held under the auspices of Anna Komorowska, First Lady of the Republic of Poland.

Korczak Year provided an opportunity to apply a range of public diplomacy tools, undertake cross-sectoral measures, and collaborate with various communities and local partners. Almost all diplomatic missions abroad were involved in the project. As a consequence, Korczak Year became a global event.

Korczak Year celebrations were addressed to human rights defenders, academics, members of the Jewish and Polish diaspora communities and local public opinion. Reaching these groups was only possible due to a multi-layered promotional concept enacted through such undertakings as conferences, seminars, study visits, training sessions for teachers, participation in book fairs, Korczak-themed movie screenings, theatre performances, concerts, sections at children’s festivals, art competitions and exhibitions, as well as the publication of a Wikipedia article about Korczak in numerous languages. It is estimated that Polish diplomatic missions abroad implemented some 400 projects dealing with the legacy of Janusz Korczak, reaching several thousand recipients, exclusive of the readers of print or electronic publications.

The measures implemented by the Ministry of Foreign Affairs in connection with Korczak Year focused in particular on:

- disseminating knowledge about the life and legacy of Janusz Korczak,
- highlighting Poland’s role in the creation of the Convention on the Rights of the Child – showcasing the Polish contribution to the debate on upbringing and education,
- promoting the role of the Ombudsman for Children according to the Polish model,
- developing a network of local friends and spokespersons for Poland,
- presenting Poland as an advocate of the democracy agenda.
**Korczak Seminars**

Seminars organized by seven Polish diplomatic missions: in New York, Tirana, Geneva, Brussels, Paris, Strasbourg and Beijing were of particular significance as regards measures related to the promotion of Janusz Korczak and his work. Seminars were developed based on the concept of transferring knowledge about Janusz Korczak through contemporary problems and highlighting the relevance of his ideas in today’s world. The seminars made it possible to show – using the example of Janusz Korczak – that Poland is active in the area of children’s rights, both in the country (through the institution of the Ombudsman for Children) and globally (contribution to the development of the Convention on the Rights of the Child, involvement in resolving global problems relating to children, and the Polish contribution to the debate on upbringing and education models).

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**BRAZIL**

Opening of the “Reformer of the World” exhibition in the Federal Senate in Brasilia. The event was co-organized by the Embassy of the Republic of Poland, the Office of Senator Cristovam Buarque and the Israeli Embassy. The project was part of the celebrations to mark National Education Week. On the occasion of the exhibition, a competition for a post stamp commemorating Janusz Korczak was organized for primary school students from Brasilia and Sao Paulo.

The Holocaust Museum in Curitiba hosted an exhibition dedicated to Janusz Korczak organized by the Consulate General of the Republic of Poland and the Poland-Brazil House of Culture, the Federal University of Parana, and the Parana Jewish Association. The opening was attended by over 200 people. The exhibition became part of the extracurricular activity programme of many schools in Parana.

An academic seminar on the life and legacy of Janusz Korczak. Lectures were delivered by the Polish employees of the Polish Language Department of the Federal University of Parana. The meeting was attended by students and representatives of the Jewish and Polish diasporas.
UNITED STATES

Seminar on Korczak and human rights entitled “Janusz Korczak and Children’s Rights in Contemporary Perspective”, which initiated a series of events related to Korczak Year. The meeting was attended, among others, by representatives of international organizations, theoreticians and practitioners dealing with children’s rights and their observance.

A study visit entitled “Following the Paths of Janusz Korczak” as part of the Holocaust Teachers’ Summit series, addressed to a group of American secondary school teachers and coaches dealing with the Holocaust in their everyday work (e.g. teachers of history, art history, and literature). During the visit, American participants met with Polish pedagogues. Together they took part in lectures and workshops on the history of World War II and the extermination of Jews by the Nazi Germans.

Presentation of a lesson about Janusz Korczak in the HD Cooke Elementary School in Washington as a part of the “Embassy Adoption Program” in collaboration with Public Schools DC; workshops for children related to the novels “King Matt the First” and “Kaytek the Wizard” as a part of the Kids Euro Festival.

ESTONIA


Opening of the exhibition entitled “The King and the Wizard”

Promotion of the book “King Matt the First” illustrated by M. Oklejak in Tartu, Viljandi, Haapsalu and Tallinn.

Workshops and lectures on the literary output of Janusz Korczak were organized on Korczak Day, celebrated in conjunction with Teacher’s Day.

An actor of the Drama Theatre in Tallinn reads fragments removed by censors, as well as fragments that inspired Aleksander Mustonen, a seven-year-old pianist and composer, to write a composition for violin and piano entitled “King Matt’s Military Campaign”.

Korczak Week in Estonian Centres of Children Work: series of workshops by the illustrator M. Oklejak “My Kingdom’s Flag and Coat of Arms” inspired by “King Matt the First”.

Tartu Toy Museum. Participants of Marianna Oklejak’s workshops “My kingdom’s flag and coat of arms” designing their projects
ARMENIA

A conference entitled “There are no children, just people: Janusz Korczak and his legacy”, organized by the Embassy of the Republic of Poland, was held at the Yerevan State Linguistic University. Children’s rights in Armenia were discussed with the plenipotentiary for children’s rights and a representative of World Vision Armenia (one of the most important NGOs acting for children’s rights in Armenia). The meeting ended with the screening of the movie entitled “Korczak” directed by Andrzej Wajda.

Together with volunteers from the European Voluntary Service, the Embassy of the Republic of Poland in Yerevan organized educational workshops for children from three orphanages (in Yerevan, Abovyan and Gyumri). At an event held at the Zatik orphanage in Yerevan, children explored the topography of Poland and Europe and the works of Janusz Korczak. A football tournament was also organized between the teams from the respective orphanages and a team made up of the EVS volunteers.

JAPAN

Presentation of plaques commemorating Janusz Korczak during the visit of the First Lady of the Republic of Poland to Japan on 14 April 2012 in the Fukudenkai Children Care Centre in Tokyo (Photo: First Lady Anna Komorowska with Mr Takaaki Ota, President of the Board)

The First Lady of the Republic of Poland and Janina Ochojska officially unveiled the plaque commemorating Janusz Korczak – the patron of a kindergarten in Kesennuma (Miyagi prefecture) destroyed during an earthquake and reconstructed partially with funds provided by the Polish Humanitarian Action.

Official presentation of the plaque commemorating Janusz Korczak to the Fukudenkai Children Care Centre in Tokyo by Anna Komorowska; in 2013 the plaque will be placed in a new hall named after Korczak.

Publication of the translation of an illustrated book about Janusz Korczak – “Blumka’s Diary” by Iwona Chmielewska.

Polish-Japanese Korczak symposium in Tokyo and Sapporo with a lecture by Professor Wiesław Theiss from the Faculty of Pedagogy of the University of Warsaw entitled “Children are People – Pedagogic Legacy of Janusz Korczak”.

Series of presentations about Janusz Korczak as a part of the project entitled: “Japanese people discover Poland – Korabo with Porando” accompanied by photography and film-making workshops with Japanese teenagers and members of local Japanese-Polish associations in Matsuyama, Nagano and Sapporo.
KENYA

The Embassies of Poland and Israel jointly celebrated the 70th anniversary of Janusz Korczak’s death. Thanks to their combined efforts the Goethe Institute in Nairobi presented an Israeli documentary entitled “The Last Korczak Boy” featuring one of Korczak’s last living pupils, who recalls the great pedagogue. On the initiative of the Polish Embassy, Maria Beckmann (née Sapieha), a Kenyan of Polish origin, CEO of a social security and health care company, delivered a speech on measures to protect children’s rights in the context of Korczak’s legacy.

NEW ZEALAND

In collaboration with the Faculty of Pedagogy at the Victoria University of Wellington, Andrzej Wajda’s movie entitled “Korczak” was shown, and a lecture was delivered by Dr Joanna Sikora from the Australian National University in Canberra entitled: “Reflection on Korczak’s legacy in the 21st century: Biography, pedagogy and children’s citizenship”. Both events were held at Victoria University of Wellington. They were addressed to the students and employees of the Faculty of Pedagogy. The audience also included representatives of MFA&G (UNHC Division), UN Association of New Zealand, Child Connection Trust, as well as the Israeli Ambassador and other members of the diplomatic corps and the local Polish diaspora.

MOROCCO

The Polish Embassy in Morocco organized pedagogical workshops for children from impoverished families in Temara, thus contributing to global commemorations of Korczak Year. The project was implemented in cooperation with ONA-Villa des Arts de Rabat Foundation. Workshops were preceded by educational classes, during which children familiarized themselves with the location of Poland on the map, its position in the contemporary world, its animals and plants. During the next two days, children designed art works using different techniques, presenting their vision of Poland. Children also listened to music by Polish composers and got their first taste of Polish classical music.
Eastern Partnership

In 2012 the Eastern Partnership – a priority programme for Poland’s foreign policy – entered a new stage. It was a time of intensive efforts to strengthen awareness of the projects among its potential beneficiaries in six Eastern European and South Caucasus countries.

These measures served three fundamental goals: to reinforce the information campaign related to the programme, to support institutional collaboration, to intensify the natural connections between the countries at the civil society level.

A new edition of a brochure about the Eastern Partnership was designed and made available in print, as well as in electronic format on www.eastern-partnership.pl.

In 2012, Polish diplomatic missions implemented numerous information and education projects. A perfect example of such measures is a series of regional seminars about the Eastern Partnership in selected Ukrainian cities, organized for the third time by the Embassy of the Republic of Poland in Kiev. In 2012, discussion panels were held in Kharkiv, Dnipropetrovsk and Kherson.

The Embassy of the Republic of Poland in Brussels engaged in different types of information measures and published a report in connection with preparations ahead of a high-level conference on the Eastern Partnership to be held in 2013.

The Ministry of Foreign Affairs supported the Eastern Partnership Ombudsmen Cooperation project carried out since 2009 under the auspices of the Polish and French Ombudsmen. On 25-27 September 2012, a subsequent edition of the seminar of Eastern Partnership ombudsmen was organized in Warsaw, attended by the representatives of the Offices of Ombudsmen from Poland, France and the Eastern Partnership countries.
In 2012, the Eastern Partnership Journalism Award “Reporters for Reporters” was awarded for the second time. Its objective is to activate, stimulate, train and create networks of young-generation journalists from the EaP countries. In 2012, the “Reporters for Reporters” prize was awarded to Kristina Berdinskikh from Ukraine. Two distinctions were awarded to Marianna Grigoryan from Armenia and Julia Chlashchenkova and Sergey Isak from Belarus.

The project entitled “NGO Map – contest for the best local initiative in the Eastern Partnership countries” served as an incentive to act both for experienced and budding civil society activists in the six EaP countries. The six prize winners came to Warsaw for a study visit, during which they learned about the implementation of social projects. (Photo: Common Europe Foundation).
Support for democratic transition in North Africa and the Middle East

The new political, economic and social situation in the Middle East meant that most measures in the area of public diplomacy were devoted to the building of transformation capacities by sharing Polish experiences, expert assistance and training.

Experience gained in 2011 helped to better adapt projects to the expectations and needs of local recipients, to develop activities and mark the Polish presence in the fields in which we have the most to offer. Thanks to this approach, the activity of Polish diplomatic missions abroad was more visible and efficient. The current social and political situation in individual countries and the needs of local partners determined the choice of implemented projects, which reinforced the message and highlighted the significance of the Polish offer. Measures in the area of cultural diplomacy were also to a large extent subject to the implementation of projects related to the promotion of democracy and dialogue. A project of the Embassy of the Republic of Poland in Algeria is a good example of such measures. In the Main Library of the Benyoucef Benkhedda University of Algiers, the Embassy organized an exhibition entitled “La Pologne, les Chemins de la Liberté” focusing on the Solidarity movement and the period of systemic transition in Poland.

We also shared our experiences related to the development of a constitution of a democratic state, judicial transformation, local government reform and development of independent media. In Egypt, together with the Egyptian Ministry of Local Development and the US Agency for International Development (USAID), the Embassy of the Republic of Poland supported the organization of a conference and workshops about decentralization and local administration reform. Measures in the area of public diplomacy were carried out in connection with measures related to development aid, among others through internships and training workshops, as well as study trips for government officials, which helped representatives of various professional groups from Middle Eastern and African countries to learn about Polish experiences. Many materials were translated into Arabic.

Tunisia: On 24 November 2012, an unusual concert was held in the Centre of Arab and Mediterranean Music in Sidi Bou Said. Drawing on ancient and traditional musical traditions distinguished Polish and Tunisian artists presented compositions created in just a few days that referred to their cultural roots. The “Rawabit” project consisted of a series of musical workshops during which artists drew on their experiences to compose music inspired by Polish poetry translated into classical Arabic.
Study visits

A study visit of Tunisian journalists and media experts from the National Authority for Information and Communication Reform was organized in Poland, during which participants attended a series of meetings with senior management officials and representatives of Polish public and private media institutions.

A study visit to the Institute of National Remembrance in Warsaw for representatives of the Tunisian Ministry of Human Rights and Transitional Justice and representatives of NGOs dealing with justice. At the Institute of National Remembrance, they familiarized themselves with Polish experiences related to transitional justice, settlement, vetting, archives, the activity of the Institute of National Remembrance, the Polish justice system and systemic transformation experiences. Meetings and information and working sessions were held at the Institute of National Remembrance, the Office of the Ombudsman, the Helsinki Committee for Human Rights, the Council for the Protection of the Memory of Combat and Martyrdom, and the Office for War Veterans and Victims of Oppression. Warsaw, 8-12 October 2012.

The Office of the Permanent Representative of the Republic of Poland to the Palestinian National Authority organized seminars in East Jerusalem (on 15 November 2012) and in Ramallah (on 16 November 2012) as a part of a collaboration between the Polish Institute of International Affairs and PASSIA (Palestinian Academic Society for the Study of International Affairs) initiated by the diplomatic mission and resulting from a study visit of Dr Mahdi Abdelhadi, PASSIA’s Director, to Poland in 2011. The events were devoted to national reconciliation, in particular Polish experiences from the transition period. It was the first undertaking of this kind in Polish-Palestinian relations. The contacts are to be continued; a seminar is to be held in Warsaw in 2013.

The 3rd International Interdisciplinary Science Conference “Poland – Jordan – European Union: A New Role of Europe in the Middle East after the Arab Spring”, organized at the University of Jordan in Amman by the Embassy of the Republic of Poland in Amman in cooperation with the University, the Ministry of Foreign Affairs, the Ministry of Economy and the Ministry of National Defence. The conference, organized under the auspices of Professor Ekhleif Tarawneh, the Rector of the University of Jordan in Amman, was included in the programme to mark the 50th anniversary of the establishment of the University of Jordan. The meeting’s agenda covered three thematic panels (socio-political, military and economic), which were attended, apart from academics from Poland, by eight of Jordan’s most distinguished representatives in the sphere of science and politics, including former Prime Minister Marouf al-Bakhit. During the conference, a discussion was initiated on the future of the Middle East, the role of Poland and Europe in the process of ongoing political transformation in Jordan, and the option to extend collaboration between Polish and Jordanian academic and educational institutions.

Conferences, workshops and lectures

In January 2012, Warsaw hosted workshops for journalists from North African countries about media law, media independence, media transformation during times of political transformation and democratic transition, based on Polish experiences.

A seminar entitled “Independence and effectiveness of jurisdiction in Tunisia – foreign experiences” was organized in Tunisia on 5-10 May 2012 by the International Development and Law Organization (IDLO) in cooperation with the Tunisian Ministry of Justice and the Embassy of the Republic of Poland. The event was attended by Jerzy Stępień, former President of the Constitutional Tribunal, who presented Polish experiences in the area of judicial transformation at a training session with senior officials from the Ministry of Justice.
UEFA European Football Championship Euro 2012

The Ministry of Foreign Affairs carried out a number of measures aimed at promoting Poland in the context of UEFA Euro 2012, above all through Poland’s diplomatic presence abroad.

Priority was given to the following areas:

media relations – popularization of knowledge about contemporary Poland, e.g. through the organization of study visits (13 visits attended by 110 journalists from 22 countries); press conferences, articles in local media and Internet promotion via diplomatic mission websites, social media and fan zones; implementation of outdoor projects – advertising posters, street theatres, street art projects;

public and cultural diplomacy – providing information about Poland, co-host of UEFA Euro 2012, e.g. by organizing mini football tournaments for children and teenagers and junior team matches, meetings with football teams, Polish and local football players; participating in academic conferences and book fairs, organizing concerts, seminars, exhibitions (including the promotion of host cities), multimedia presentations, movie shows, organizing fan evenings; accompanying publications;

organization of events at diplomatic missions during the opening match, the final match, and matches of the individual national teams.

Furthermore, a media campaign was launched in the Eurosport TV station together with the Polish Tourist Organization. The “About Polska” guide was also published and is available in paper and electronic format.
PR benefits

Media reports show that Euro 2012 had a direct impact on changing the image of Poland abroad. We managed to present Poland as a country with a rich and complicated history that is quickly developing and modernizing. Foreign media stressed the positive atmosphere prevailing during the Championship, the exemplary organization of the event as a whole, the openness of Poles, and the modern approach pursued by our country.

Financial benefits

The Championship was a natural catalyst for investments in Poland. Experts estimate that transport investments accelerated by 3-5 years. Economists calculate that this acceleration may bring an additional PLN 21.3 billion in GDP by the year 2020. This amounts to approx PLN 2 billion a year for 12 years from the moment Poland was granted the right to organize Euro 2012. Specialists are of the opinion that, thanks to Euro 2012, an additional 66,000 jobs will have been created in the years 2008-2020.

Data based on 97 missions located in 76 countries
INCREASE – 71 missions
NO CHANGE – 12 missions
NO DATA – 14 missions

SOCIAL MEDIA INTEREST

INCREASE – 48 missions
NO CHANGE – 44 missions
DECREASE – 5 missions

MEDIA INTEREST
(in contacting Polish missions abroad)

POSITIVE – 81 missions
NEUTRAL – 16 missions

OPINION OF POLAND IN THE MEDIA
On the occasion of Foreign Service Day, celebrated on 16 November, the Ministry of Foreign Affairs once again organized open days for all those interested in visiting the MFA headquarters. On the weekend of 17-18 November, we prepared a special programme for our guests with the theme “Poland Happens Everywhere”, which consisted of presentations in the two MFA buildings located at Al. Szucha in Warsaw. The programme included the “Art and diplomacy” exhibition and an interactive presentation entitled “Polish Institutes around the world”.

In the main hall of the MFA headquarters, visitors could admire outstanding works of art lost from Polish collections mainly during World War II and recovered in recent years thanks to the efforts of the Ministry of Foreign Affairs and diplomatic missions. These works of art are normally stored in museums and state art collections. The Ministry of Foreign Affairs also helps to recover historic works belonging to private individuals, as long as their origin is documented. Visitors were introduced to these issues by officials dealing with the restitution of cultural goods.
Next door, in the hall of the MFA’s modern office building, an interactive multimedia presentation was set up to illustrate the activities of Polish Institutes and MFA diplomatic missions that present modern Poland abroad through its culture, tourist attractions and economic potential. Polish Institutes are active abroad, just like the well-known cultural centres operated by other countries, such as the British Council, Instituto Cervantes, or Institut Français.

In the casual atmosphere of a literary cafe, guests met with the directors of Polish Institutes in Minsk, Vienna, New York and New Delhi and the team of the Department of Public and Cultural Diplomacy. In a specially-adapted library presentation, guests could familiarize themselves with books, CDs and promotional materials published by the Institutes in over a dozen languages and admire posters illustrating the events they organize. Guests were provided with state-of-the-art multimedia devices to extend their knowledge of Polish Institutes and watch reports and documentaries about the most interesting projects. A Young Reader’s Zone was also prepared for the youngest participants, where they could embark on a literary journey through the continents, participate in drawing workshops and competitions with prizes. A Baby Zone was also set up.
Both MFA buildings hosted an unusual attraction in the form of interior design exhibitions. In the main headquarters, a pre-WWII dining hall of a Polish Embassy from the Interwar period was arranged especially for the weekend. It included Art Déco furniture: a table, chairs and a sideboard designed in 1928 by Wojciech Jastrzębowski, Professor of the Academy of Fine Arts in Warsaw, for the newly constructed Embassy of the Republic of Poland in Sofia designed by architect Bohdan Pniewski. In the Polish Institute section visitors could compare pre-war furniture with modern furniture commissioned by the Ministry of Foreign Affairs and created by Tomek Rygalik, a world-renowned Polish designer on the occasion of the Polish Presidency of the Council of the European Union in 2011.

The objective of the exhibitions and presentations during the open days on the occasion of Foreign Service Day was to spread the knowledge about the less publicized activities of the Ministry of Foreign Affairs. The Ministry of Foreign Affairs has been active in the field of culture and art ever since the Interwar period, and that is precisely what was showcased during the open days.
Poland as a Special Guest of The International Cervantino Festival 2012

Poland was a special guest of the International Cervantino Festival FIC 2012 for the first time in the 40-year history of this cultural festival – the biggest event of its kind in Latin America. Making use of the media attention directed at our country, the Embassy of the Republic of Poland in Mexico organized Polish Days at the beginning of October. The programme included:

• a Polish-Mexican economic forum,
• an international conference on the prospects of shale gas extraction,
• a conference of Polish economic diplomacy,
• Polish-Mexican bilateral economic and political talks.

On the Polish side, the events were attended by an official government delegation led by Minister Beata Stelmach and a business mission made up of Polish entrepreneurs representing the oil, mining, green technology, food, and transport industries, among others. The Cervantino Festival in Guanajuato opened with a “Rock Jazz Chopin” show performed by nearly forty Polish dancers and musicians including Karol Radziwonowicz, Leszek Możdżer and Anna Serafińska. The concert was watched live by an audience of some 5,000 spectators. The following day, every media outlet – printed and electronic – in Mexico and Latin America provided coverage of the festival’s opening night featuring a surprising and energetic performance from Poland.

During the three weeks of the festival, the Mexican audience was treated to performances by such artists as the musicians from the Royal String Quartet, Mariusz Patyra, an outstanding violinist, or Anna Maria Jopek. The theatre programme included “Macbeth” interpreted by the Song of the Goat Theatre, received with enthusiasm by the local public. The festival also provided an opportunity to screen a number of Polish movies and to publish a selection of 20th-century Polish short stories, edited by Sergio Pitl, one of the most prominent contemporary Mexican writers. An exhibition of posters by Rafal Olbinski entitled “Opera Magic”, organized in the yard of the historical State Parliament building, was particularly recommended by the Mexican press to festival guests, and another exhibition, entitled “At the Heart of Europe” – a photo portrait of the three countries who were the special guests of the festival: Austria, Poland and Switzerland – was presented in one of the main squares of Guanajuato.
All of the festival’s events were live-streamed via the FIC website, and were recorded by the Cervantino TV station that broadcasts throughout the year. The number of people who have become acquainted with the Polish artists may thus amount to hundreds of thousands, if not millions of people. Our country’s showcase during Cervantino 2012 was the biggest ever presentation of Polish culture in Mexico, and was financed using funds provided by the Ministry of Foreign Affairs and the Ministry of Culture and National Heritage, in collaboration with the Adam Mickiewicz Institute and the Polish Film Institute, as well as funds acquired from sponsors. All local expenses of the Polish participation were financed by the Mexican counterpart of the Ministry of Culture – CONACULTA – and the festival.

Apart from attracting public opinion in Mexico, the Polish presence at the festival had an impact on the whole Latin American region, since every year the festival is visited by opinion-making cultural journalists from the entire continent, as well as organizers of festivals and retrospectives and audiences from across the Americas.
Bruno Schulz’s Ark Of Imagination

Fifth International Bruno Schulz Festival in the city of “The Street of Crocodiles”

In September, the town of Drohobych welcomed the participants of the Fifth International Bruno Schulz Festival. The year 2012 marked the 120th anniversary of Schulz’s birth and the 70th anniversary of his death. The festival was preceded by an exhibition of works by the artist at the National Art Gallery in Lviv. The home town of the writer and artist was visited by professors of Polish philology, history, literary theory, and Schulz scholars from 17 countries – including the US, Canada, Brazil, Israel, and Japan – as well as writers, poets, and translators of Schulz’s prose into 9 languages.

A part from many interesting meetings with such authors as Victor Erofeyev, Agata Tuszyńska or Bohdan Adura, the festival provided an opportunity to promote the new Ukrainian translation of “The Street of Crocodiles” and the “Sanatorium Under the Sign of the Hourglass”, as well as of the so-called dispersed texts of Bruno Schulz.

Opening lectures were delivered by David Grossman, Israeli writer; Taras Prochaśko, Ukrainian poet; and Adam Michnik, Polish journalist.

“The fact that Schulz is so distinctly present in international discourse is a great success of Polish culture” said Grzegorz Gauden, the Director of the Book Institute, in an interview with the Polish Press Agency. “I am deeply pleased, as it is clearly visible that Schulz is becoming a citizen of this city. The very fact that his works have been translated by the most prominent Ukrainian writer is a huge event in its own right and an important sign of intercultural communication. It is worth noticing that the Ukrainian Parliament declared 2012 the Year of Schulz. In their resolution, the deputies wrote that they cherish the great Polish writer, which – taking into consideration the fragile Polish-Ukrainian relations – is phenomenal and proves that it is possible to develop such a form of international understanding through great artists,” he added.

The festival was also accompanied by a rich artistic programme, which presented the topical and varied nature of Schulz’s inspirations stemming from the arts. It also represented a dialogue of cultures consisting of numerous exhibitions, concerts, performances, movie screenings, meetings and debates. Leszek Mądzik and his Scena Plastyczna KUL theatre prepared an installation entitled “Bruno Schulz’s Rooms of Memory” in the

V Międzynarodowy Festiwal Brunona Schulza
Drohobyćz 6-12.09.2012
National Art Gallery in Lviv. It was a dramatization of the first large exhibition of Schulz’s drawings in Lviv, on loan from the collection of Adam Mickiewicz Museum of Literature in Warsaw – “Bruno Schulz. Time Horizon”.

A photo exhibition entitled “Jerusalem’s Chiaroscuro” by Erwin Schenkelbach, an Israeli photographer born in Drohobych, was shown in a ruined Drohobych synagogue, bearing a symbolic dimension. The photo author is a son of Bertold Schenkelbach (1893-1942), a photographer from Drohobych who was friends with Bruno Schulz and lent the author of “The Street of Crocodiles” the photographic plates on which Schulz created the pictures for his “Xsięga Balwochwalcza” using the cliché-verre technique. Festival-goers could also admire historical photos of Drohobych taken in the Interwar period by Bertold Schenkelbach and recently discovered in New York.

Fascinated by “Schulz’s women”, Krakow artist Anna Kaszuba-Dębska, presented an installation made of 200 high-heeled shoes she had received from women all over the world. The “flower shoes” were placed on a green grass carpet in Drohobych in front of the so-called Bianka Villa, where one of the protagonists of Schulz’s fiction supposedly lived.

The concert opening the Fifth International Bruno Schulz Festival featured the Bester Quartet musical ensemble from Krakow, while theatres performing at the Festival included the Pinokio Theatre from Lodz, which presented its acclaimed show entitled “Bruno Schulz – The Story of A Vicious Imagination”. For the first time ever, Schulz fans in Ukraine were able to watch the digital version of “Sanatorium Under the Sign of the Hourglass” directed by Wojciech Jerzy Has, with Ukrainian subtitles.

The Festival is held in Drohobych every two years, and its accompanying events take place in a multicultural architecture – a synagogue, a Roman Catholic church and an Eastern Catholic cathedral, as well as in the palaces of former oil magnates.

The Festival is organized by the Ivan Franko State Pedagogical University in Drohobych, the Bruno Schulz Festival Association in Lublin and the Lviv Regional Academic Music Drama Theatre of Yuriy Drohobych in Drohobych. The Festival is supported by the Book Institute, the Ministry of Foreign Affairs of the Republic of Poland, the Polish Institute in Kiev, the Ministry of Culture and National Heritage of the Republic of Poland, and the Ukrainian Ministry of Culture.
Nearly a hundred events presented Polish culture in North Rhine-Westphalia (NRW) under the slogan “KLOPSZTANGA. Polen Grenzenlos NRW”. Music, film and literary festivals, theatre shows, exhibitions and discussions were held throughout the year in 20 cities in the region, including large agglomerations such as Aachen, Cologne, Düsseldorf, Essen, Dortmund, Bochum, Bonn and Wuppertal, as well as smaller ones like Unna or Witten, each with a well-developed cultural infrastructure.

The name KLOPSZTANGA is derived from the Silesian dialect (from German Klopfstange, klopfen – to beat) and signifies a carpet-beating frame. For many generations of Silesians, the klopsztanga was a meeting place of Poles and Germans – a place where they exchanged gossip, talked about politics, went dates, and smoked cigarettes. In the context of the partnership of Silesia and North Rhine-Westphalia (as well as Katowice and Cologne), the name of the festival symbolizes understanding and exchange and refers to the cultural and social similarities between these two regions.

The festival of Polish culture was a response to the season of culture of North Rhine-Westphalia “There, there” presented in 2011 in Poland, initiated in Warsaw with an impressive performance of the famous Pina Bausch modern dance ensemble from Wuppertal.

The organizers of the Polish season in North Rhine-Westphalia: the Polish Institute in Düsseldorf, the Adam Mickiewicz Institute and the NRW Cultural Secretariat, supported by the Ministry for Family, Children, Teenagers and Sport of NRW and the Consulate General of the Republic of Poland in Cologne, decided to showcase the youngest authors and the most recent phenomena in Polish art, music and literature. This concept was already apparent during the opening performance entitled “Fest mit Polen”, staged on 15 April 2012 in the Schauspiel Theatre in Cologne and comprising, among others, Julia Marcell, Mitch & Mitch, and Baaba. The whole building and the adjacent chamber hall were filled with an explosive mix of concerts, happenings, performance art, slammer performances, as well as traditional literary meetings such as a presentation of Polish press reporting with the involvement of Wojciech Jagielski, or an interpretation of Czesław Milosz’s poetry by German actors. All of this was a foretaste of the KLOPSZTANGA programme which continued until the end of the year.
An exhibition by Artur Żmijewski entitled “Democracies” was presented in a brewery transformed into a contemporary art centre – the HMKV gallery at Dortmunder U – at the same time as the Berlin Biennale, which was curated by the artist himself. The exhibition entitled “Follow the white rabbit!” – prepared in cooperation with Krakow’s Bunker Sztuki Gallery – was also held in Dortmund. It was aimed at bringing contemporary art closer to children. The presented works were created others by Justyna Koeke, Angelika Markul, Zorka Wollny, Hubert Czerepok, Aleksandra Polisiewicz and Olaf Brzeski.

The youngest Polish artists – Tomek Mróz, Norman Leto and Gizela Markiewicz – were invited by Stach Szabłowski, the curator of the exhibition entitled “Coming soon”, to the Temporary Gallery in Cologne in connection with Art Cologne – the most important art fair in Germany and the world’s oldest event of this kind.

In Seuss, the urban space was filled with an installation by Mariusz Waras called “M-city” which adorned one of the townhouses in the former Rhine port.

Experimental music and jazz were on show during the Polish season in North Rhine-Westphalia. The Polish Institute in Düsseldorf prepared the “Elektroniczki” project that combined music, video and experimental movies from the 1970s, which used painting and sound effects, photography and various types of installations. Concerts in Münster, Dortmund and Cologne were given by Marek Choloniewski and Łukasz Szalankiewicz, Sebastian Buczek and Ignaz Schick, Ryszard and Maria Waśko and others. Polish jazz maestros Tomasz Stańko and Zbigniew Namysłowski also gave performances. The audience at the Jazz Rally in Düsseldorf got to listen to Aga Zaryan from the European Jazz Quartet and the students of Zbigniew Namysłowski’s master class: Bednarska Jazz Ensemble. Polish bands and DJs were also present at the C/O POP festival in Cologne, whose organizers were impressed with the “Don’t Panic. We’re from Poland” festival.
The people of Aachen, Dortmund, Cologne and Münster were in turn able to watch the most recent Polish feature films, animations and documentaries. As part of the travelling Polish film festival “Polish Film on Tour”, Leszek Dawid, Jan Komasa, Eliza Kowalewska, Marcin Koszałka, Marta Minorowicz and Kamil Polak, as well as young actors, cameramen and composers of the “new wave” of Polish movie scores presented their most recent works. A women’s film festival in Dortmund was equally interesting, with guests including the likes of Urszula Antoniak, Anna Zakrzewska and Joanna Turowicz.

“Hamlet” by Radosław Rychcik represented Poland at the Shakespeare Festival in Neuss, while Polish dance theatres and contemporary dance groups dominated the Dance Festival in Bielefeld in July 2012. It is worth noting that students and graduates of ballet and acting schools, such as the Department of Dance Theatre of the Krakow Theatre Academy in Bytom, performed alongside professional groups as part of a festival section dedicated to young talents, initiated by the Polish Institute.

The Polish literary scene also played a key role in North Rhine-Westphalia. Contemporary Polish literature dominated the most important festivals in the region, such as “Wege durch das Land” and “lesART” in Dortmund, as well as the biggest crime fiction festival “Mord am Hellweg” (Ruhr and Westphalia regions) and litCologne in Cologne. It is worth mentioning that these events take place in unusual sceneries: “Wege durch das Land” (“Paths through the country”) is held in palaces, castles and scenic country mansions, the “Mord am Hellweg” crime fiction festival is in prisons, churches, castle ruins, police stations, abandoned factories and mines, etc. Poets from Germany, Poland and the Netherlands also went on a cruise on the Rhine, meeting readers in subsequent ports of call. Polish authors invited to take part in the event included Joanna Bator, Włodzimierz Nowak, Sylwia Chutnik, Andrzej Stasiuk, Bartłomiej Rychter, Izabela Szolc, as well as poets Adam Wiedemann, Julia Fiedorczuk and Dariusz Sośnicki.
In the second half of the year, the NRW audience could enjoy fascinating encounters with the Polish cultural scene: Tomek Jeziorski and Wojtek Ziemilski showed their projects at Ruhrtriennale Bochum Bochum/Essen, Katarzyna Kozyra presented her exhibition “Master of Puppets” in Schmela-Haus – an exhibition space belonging to the K20/K21 in Düsseldorf, while the Düsseldorf Festival in September hosted Małe Instrumenty and the Karbido group with its show “Stolik”.

The comprehensive artistic offer of KLOPSZTANGA and its modern and remarkable message translated into the tangible development of contacts between Polish artists and institutions and institutions in the NRW region. They also generated considerable media interest, which has already resulted in specific plans for continued cooperation in the coming years.