

## Europe Meets Russia

A Forum for Young Leaders - Berlin, 28th April - 2nd May, 2009

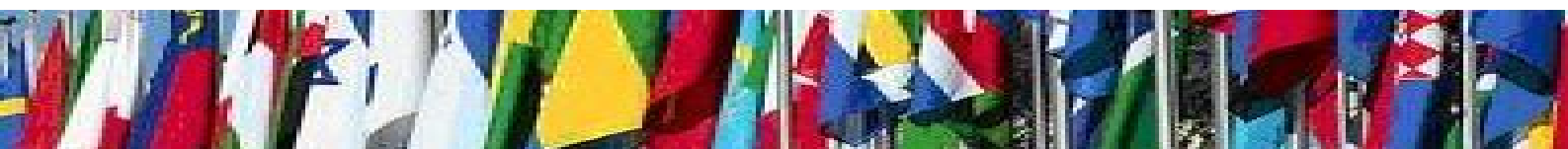


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*“Europe was and remains like a torso without its East”.*

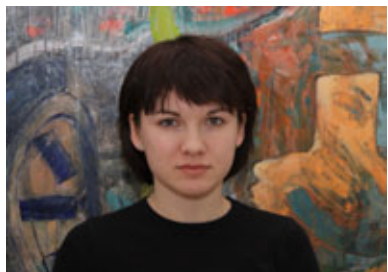
**Willy Brandt**

**Elena Rushálishchikova - Program Director**  
**Europe Meets Russia: A Forum for Young Leaders**



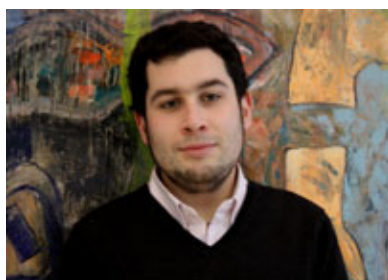
Born in the USSR and raised in the Russian Federation, Elena's studies have given her the opportunity to live, work and study in Italy, France, Sweden and Germany. She has a Russian Double Bachelor's Degree in Economics from the Institute of Foreign Economic Relations and the All-Russian Academy of Foreign Trade (Moscow), and an Italian Bachelor's Degree in Foreign Trade from the University of Turin (Italy), where she is also studying for her Italian Master's Degree in International Relations. Elena's thesis focuses on Cross-Cultural Management and Business Negotiation.

**Kseniya Levina - Program Director**  
**Europe Meets Russia: A Forum for Young Leaders**



Kseniya was born in the USSR, lives in Russia and is going to live in the Russian Federation. She has a Bachelor's degree in International Relations and is studying an interdisciplinary MA program, European Studies, that combines history, political science, economics, law and social sciences. Kseniya's thesis focuses on the EU-Russia energy dialogue, in particular the effects of 'Dutch Disease' in Russia.

**William Hernád - Program Director**  
**Europe meets Russia: A Forum for Young Leaders**



Born in Paris, and having studied in Hungary and Scotland, William has had the opportunity to travel around Europe and work in Germany, Hungary, and France. His academic expertise is in German Civilization, which he has studied at both the Bachelor's and Master's level, and Business Management. During his studies William focused on Budapest, and the portrayal of the city in novels by German writers.



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## Introduction

### The Institute for Cultural Diplomacy (ICD)

The Institute for Cultural Diplomacy (ICD) was founded in 1999 to address the growing need for cultural diplomacy in the international environment. Originating in New York, the organization's main base for activity is now Berlin, Germany.

The ICD has two main areas of focus: the research and the promotion of cultural diplomacy. Research is conducted to better understand the history of cultural diplomacy, the range and diversity of cultural diplomacy initiatives being conducted today, and the areas for development in the field. Up-to-date, accessible information on cultural diplomacy can also be found through our online media service - Cultural Diplomacy News.

In addition to research, the ICD has developed a number of bilateral and multilateral programs which help to promote cultural diplomacy in three ways: firstly, the programs educate the participants about the field of cultural diplomacy. Secondly, the programs require the participants to interact and debate with a multi-cultural group of individuals, and therefore improve their cultural diplomacy skills. Finally, by supporting follow-up initiatives the ICD is able to ensure that the programs have a far reaching effect on the communities of the participants.

### What is Cultural Diplomacy?



Cultural Diplomacy has been described by Joseph S. Nye as “a prime example of “soft power”, or the ability to persuade through culture, value, and ideas, as opposed to “hard power”, which conquers or coerces through military might.”

The ICD understands Cultural Diplomacy not only as the conducting of international relations by governments through the use of soft power, but also as the exchange of cultural values and beliefs at all levels of society, by all actors. In both cases, culture represents not only a system of beliefs and values that each side should seek to understand and be sensitive too, but in many cases also provides a medium (such as sport, art, and music) through which this interaction can take place.

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### The Need for Cultural Diplomacy

The process of globalization, together with the rise of the internet, communication technology and the ready availability of low-budget transport, is increasingly bringing different cultural groups into contact with each other both physically and virtually. To improve communication and to prevent misunderstanding and conflict, it is important to ensure that such interaction is constructive, peaceful, and based on effective dialogue, understanding and trust.

In addressing these problems, the traditional, top-down approach to international and inter-cultural relations can be optimized by increasing the emphasis on constructive dialogue between governments and representatives. This approach can also be supported and complemented by initiatives that raise inter-cultural awareness and understanding at all levels, and which help to build support at the grass roots of society. Cultural diplomacy is therefore an increasingly important tool in today's environment.



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### The European - Russian Relationship

#### How do we define Europe and Russia?



Before looking at the historical development and current climate of European - Russian relations, it is important to first address the problem of definitions, and what we understand by the terms “Europe” and “Russia”.

There exists no clear agreement about the exact meaning of the term “Europe”. Do we, for example, use a geographical definition that has relatively clear northern, western, and southern boundaries (the Arctic Ocean, Atlantic Ocean, and Mediterranean Sea respectively), yet by which the eastern boundary may include the western part of Russia (the Ural river and mountains). A political definition is equally problematic given that the European Union does not include some countries that are otherwise considered part of “Europe” (such as Norway and Switzerland). It is not the purpose of the ICD to put forth a specific definition of Europe, but to note that there is a

general consensus about certain characteristics of Europe, and to encourage further consideration of this complex issue.

Russia can also be defined differently according to geographical and political perspectives. There is a longstanding tradition of viewing Russia from a geographical perspective: Russia is the largest transcontinental state on Earth, covering one sixth of the land surface of the planet, spanning eleven time zones, and sharing borders with fourteen different countries. Some commentators have questioned whether a country that did not experience the Renaissance and the Reformation may be considered a European country; others are equally unwilling to consider Russia as an Asian country. Although we may simply be dealing with the relationship between a continent and a country, the size and diversity of Russia, combined with growth in European integration, mean that the relationship is a valuable one to consider.

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## The State of Affairs

*“I strongly believe the full unity of our continent can never be achieved until Russia, as the largest European state, becomes an integral part of the European process. [...] Today, building a sovereign democratic state, we share the values and principles of the vast majority of Europeans. [...] A stable, prosperous and united Europe is in our interest. [...] The development of multifaceted ties with the EU is Russia’s principled choice.”*

Vladimir Putin

## Politics

Since the collapse of the USSR, Russia (the official title is now “the Russian Federation”) has increased its independence, joined a number of international organizations, and developed a strategic partnership with the European Union. This partnership is based on four main policy areas, described as “common spaces”: freedom, security, and justice; economic and environmental issues; external security; and research and education, which includes close collaboration in the cultural sphere. Members from the European Union and Russia work together in organizations including the Organization for Security and Cooperation in Europe (OSCE), the Council of Europe, and the United Nations, and both parties have benefited in the areas of respect and preservation of fundamental rights, values of democracy, and rule of law. The Partnership and Cooperation agreement signed in 1994 indicates the reciprocal awareness between Europe and Russia with regards to the importance of working together on key challenges.



## Economics

Russia is the third largest trading partner of the European Union (EU), and is responsible for supplying Europe with the majority of its gas and oil. Russia accounts for over 7% of all EU exports and 11% of EU imports. In 2003 the EU and Russia agreed on the creation of a “Common Economic Space”. Since then, there have been 14 mutual policies agreed upon as part of the “four spaces” agreement, covering essential sectors of the economy and promoting legislative cooperation. The overall objective of this economic cooperation is to create an open, well-integrated market system between the EU and Russia, and to generate mutual wealth, prosperity and sustainable development in diverse sectors: energy, transport, information, trade and investment, communication technologies, agriculture, space, research and development. This strengthening of economic cooperation is based on the principals of nondiscrimination, transparency, and competent management, and is a crucial step toward boosting the overall market competitiveness of the EU and Russia.



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*“Deep and comprehensive economic integration between the EU and Russia will allow us to fully exploit the potential of our partnership [...]”.*

European Commission President Jose Manuel Barroso

## Challenges in the Europe - Russian Relationship

The relationship between Europe and Russia is one that both parties acknowledge as important, both politically and economically. There exist, however, a number of challenges between the two. Recent events in Kosovo and Georgia have revealed that there are likely to be continuing disputes regarding the use of military force abroad, the importance of territorial sovereignty, and the right to self-determination, in particular with relation to the former satellite states of the Soviet Union. An equally concerning diversion concerns the level of democracy, as perceived by Europe, in the Russian Federation. Russian politicians can justly point out that their elections are free, fair and democratic, whilst some European commentators claim the shift of Vladimir Putin from Prime Minister to President is a worrying move to retain control behind a façade of democratic legitimacy.

The challenges above impact the Europe-Russia relationship at all levels, from the political to the general public. If we focus on the grass roots, however, we can identify two further difficulties relating to public opinion. Some commentators have claimed there is a “passive isolationism” emerging between Russia and Europe, whereby the younger generations on each side have less interest in learning about the cultural values and heritage of the other. With travel throughout Europe increasingly affordable, and the European university system generally supportive of intra-Europe exchanges, there is less motivation for students and the younger generation to grapple with a comparatively expensive and time-consuming Visa application process.





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### Cultural Diplomacy and the European - Russian Relationship

#### A Firm Foundation for Cultural Diplomacy

We can see, therefore, that although both Russia and Europe acknowledge the importance of working together for mutual benefit and to address global challenges, there remain challenges to be overcome in many areas. In searching for a constructive way forward, it is important that both Europe and Russia continue to promote and strengthen cultural exchange initiatives. They have always shared common values which unite them, and which can be the basis for increased intercultural cooperation.

Europe is the most popular community of states in Russia. This influence can be seen in a number of spheres, in particular academia and culture. European history is a compulsory part of the “world history” subject in the Russian curriculum, Russian school children must study a least one modern European language, and European literature - from Homer to Dickens - is integral in literature studies both at schools and universities. Every second student in Moscow can be seen carrying books by Umberto Eco or Erlend Loe, and it is also possible to observe a clear European influence on Russian classical literature. Since the collapse of the Soviet Union, Europe has been the most popular travel destination for Russians, and looks set to remain so for many years.

#### Cultural Cooperation at the Political Level



The European Union and the Russian Federation have agreed to promote a structured approach to cultural cooperation (the Institution Building Partnership Program), to foster creativity and mobility of artists, the dissemination of art and culture, intercultural dialogue, and knowledge of the history and cultural heritage of other peoples of Europe. An EU - Russia Joint Working Group on Cultural cooperation and an EU - Russia Permanent Partnership Council on Culture were established in 2007 to support the essential role of cultural practitioners and civil society.

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### Cultural Exchange

#### Case Study: Treasures of the Kremlin - from Russia to Italy under armed escort

During the summer of 1993 over one hundred individual items showcasing the treasures of the Kremlin were exhibited in Torre Canavese, Italy. The protection afforded this exhibition in transit indicates its importance to Russian history, as does the symbolism of the gesture to have the items, dating back to the eleventh century, displayed abroad. Bullet-proof display cases, two airplanes, and an armed escort of which many Heads of State would be jealous, guaranteeing the security of the items.

The exhibition represented that first time that the exhibition, spanning five centuries of Russian history, had left Moscow. Among the masterpieces arriving from the East were the eburnean throne of Ivan the Terrible, former possessions of Catherine the Great, and a number of the famous Fabergé eggs. The exhibition was particularly fascinating, because some of the pieces on display were selected from art collections of the former residences of the Tsars; they were gifts of great value that had been created in connection with events of historical importance, such as coronations, marriages, and state visits.

It was Dadrino Marco - collector, antique dealer, and owner of Castello di Torre Canavese - who made the exceptional event possible, helped largely by his personal friendship with the Gorbachev and Agnelli families. Though organized by a private individual, the exhibition was sponsored both by the Presidency of the Italian Republic and the Russian Ministry of Culture. Three years earlier, in 1990, Marco had organized in the same venue another prestigious exhibition: 60 paintings dating back to the seventeenth-eightieth century that were loaned from a selection of museums in Russia and the former USSR.

The display of national treasures in foreign countries has always been controversial, yet such exhibits clearly generate positive attention for the countries involved. Appreciation of these valuable artifacts generates awareness of and interest in the contemporary societies in the region. Such exhibitions also generate further tourism, with visitors stimulated to learn and discover more about the areas from where the treasures have come. As Dadrino himself explained: “[..] times are changing. A new cooperation is required between public and private organizations in order to make easier the exchanges which - starting from the cultural field - can involve social, economic and political life; the aim is to fasten the process of building an integration of that Common House which is the dream of all the People in Europe.” The activity was successful in raising the profile of Russia in Italy and Europe, providing citizens with a more accurate understanding of the Soviet and modern Russian culture.



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### Case Study: Erasmus Mundus



The EU has recently launched an extension to the popular Erasmus program that allows thousands of students to live and study abroad every year. The new Erasmus Mundus program - "Mundus" meaning "world" in Latin - has been developed with the goal of offering the opportunities for international academic cooperation that are currently only open to European students, to the wider world. Over the next four years, and hopefully beyond, the program will allow thousands of students from non-EU countries to study at a European university, and encourage Europeans to travel further afield for their academic pursuits.

Russian universities have taken a proactive approach to this development. On February 6th, 2009, the Delegation of the European Commission to Russia hosted an information day to present the EU's higher education programs, emphasizing the importance of higher education for economic and social development and for securing mutually beneficial cooperation between Europe and Russia. Representatives from over seventy Russian universities attended the event, along with representatives from the European Commission, the European Training Foundation, and the Russian Ministry of Education and Science. With the Erasmus Mundus program about to begin, there are currently twelve Russian universities enrolled.

The promotion of international cooperation between the European Union and Russia's higher education institutions creates a win-win situation, with both sides benefitting from the increased exposure of their students to diverse resources and academic teaching, which in turn paves the way for increased cooperation in the private sector.

## Case Study: The Hermitage in Europe

St. Petersburg's famous Hermitage museum has followed in the footsteps of the Guggenheim, the Louvre, and the British Museum. Branches of the traditional Russian museum, one of the largest and most prestigious in the world, with a collection of over three million pieces, can now be visited in the European cities of London (since 2000), Amsterdam (since 2004) and the Castello Estense in Ferrara, Italy (since 2007).



The establishment of the latest branch of the museum in Italy is indicative of a more outward-facing, globally-oriented cultural policy that will allow enthusiasts in Europe the opportunity to enjoy some of Russia's most prized historical objects. The museum is also prioritizing funding in order to make resources available for scientific research, as well as the creation of a supportive network of individual experts and prestigious cultural institutions with Russia. This high-profile example of cultural promotion abroad serves to aid political cooperation in all sectors, and allows the general public to see a more comprehensive and profound collection of cultural artifacts than other forms of media may permit.



Mikhail Piotrovsky, the Director of the Hermitage, comments on the new branch in Italy: "[..] We are moving on to a very important and new phase in cultural relations between Italy and Russia over cultural issues. Qualitatively, new relations are being established between our countries. The Center will be the place where joint efforts will study and interpret phenomena in Russian and Italian history, artistic creativity and mutual

influences. This unique program will facilitate multifaceted and in-depth evaluations of how the two cultures have permeated one another. The result of this collaboration will be joint exhibitions and the publication of research catalogues to accompany these, along with research into the manifold historical ties between Russia and Italy. I believe this will become a new landmark in our current cross-cultural relations because the agreement has been signed in the presence and with the support of the leaders of our countries. This means that the Center will operate under the direct protection of the leaders of Russia and Italy. I think President Putin and Prime Minister Prodi [at that time, now Berlusconi] will agree with this. [...]"



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### The Need for greater Cultural Diplomacy in the European-Russian Relationship

Both Russia and Europe acknowledge that a productive relationship is mutually beneficial to both parties, as illustrated in their commitment to working with each other at a political level to establish sustainable, long-term cooperation. Despite this awareness, however, there remain a number of challenges in ensuring continuing collaboration. Russia and Europe face their own internal problems, thus disagreements over the use of force abroad, interpretations of democracy, and relations with the US will continue to cause friction in the European-Russian partnership.

Cultural exchange plays an essential role in supporting political, scientific, academic, and economic cooperation between Russia and Europe. Initiatives and programs that raise awareness of the cultural values and the history of the respective regions will help to reduce perceived threats at grass roots level, increase cross-border trade and investment, support academic and scientific exchange and cooperation, and increase tourism. It is for these reasons that the ICD has created Europe Meets Russia: A Forum for Young Leaders.



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## Europe Meets Russia: A Forum for Young Leaders

### Europe Meets Russia: A Forum for Young Leaders

#### Program Overview

The ICD has developed Europe Meets Russia: A Forum for Young Leaders (EMR) to examine the state of the European-Russian relationship today, and to consider the role of cultural exchange in supporting this relationship. EMR has been designed with the intention of bringing together young and influential individuals in order to gain an insight into cultural diplomacy, exchange ideas and experiences, and learn from influential figures in the field. Participants will develop contacts on both a social and professional level and take part in challenging discussions.



The forum will produce a dynamic, informed group of young leaders who are aware of the potential for cultural diplomacy and have the necessary resources to organize their own initiatives. These young leaders will have access to and be part of the Young Leaders Online Network, where they will join the Europe Meets Russia alumni, and be able to communicate with participants from the other ICD Forums. It is hoped that these participants will cooperate on independent initiatives together in their future.

Participants will benefit from insights and presentations from leading figures in the fields of international relations, business, academia, and the media. Seminars will be followed by question and answer sessions, group analysis, and discussions of case studies. This structure encourages critical consideration of how various models may be transferred to the relationship between Europe and Russia.

Participants will consider a wide variety of issues relating to cultural diplomacy in general, as well as to the European - Russian relationship more specifically, including:

- ✓ An introduction to the field of cultural diplomacy
- ✓ An overview of the recent history of European-Russian relations
- ✓ A consideration of Russian and European interpretations of democracy
- ✓ Respective cultural influences - Russia in Europe & Europe in Russia
- ✓ Music, art, and sport as platforms for cross-cultural interaction
- ✓ Stereotypes as a divisive influence in the European-Russian relationship
- ✓ The role of a young leader

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In addition to helping the participants' academic and personal development, Europe Meets Russia aims to provide the young leaders with the knowledge, skills, and networks they need to successfully organize their own cultural diplomacy initiatives following the completion of the forum.

Europe meets Russia will give participants the opportunity to explore how their work, both now and in the future, can have a positive impact at a local, national, and at an international level. The ICD intends that the participants will be inspired to develop their own projects, and in doing so help foster links between local and national organizations based in Europe and Russia. In doing this, Europe meets Russia participants will work toward achieving a better understanding, closer relationships and more cooperative ties between Europe and Russia.

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## Why Berlin?

*'The greatest cultural extravaganza that one could imagine'*

David Bowie

Berlin is an ideal location for the Europe Meets Russia Forum due to its vast array of resources to learn from and be inspired by, and its status as a centre of intercultural dialogue within Europe. Politicians, businessmen, and artists live side-by-side, cultures from all over the world interact and cooperate with each other in their daily lives, and the defiant traces of socialism in the former East Berlin are just a short train journey from the dazzling skyscrapers of Potsdamer Platz. Berlin is, as Bowie described, a “cultural extravaganza”.

The city has a unique spirit, one shaped by a complex and multi-faceted history, and one that demonstrates the important and potential for intercultural interaction in the modern world. As the capital city of Europe’s largest economy, home to several prestigious universities, and a city bubbling with diverse culture and art, Berlin has lots to offer the participants.





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## The Benefits of the Forum

The Forum offers a wide range of benefits to the participants, as well as to their local communities and the culture(s) they represent.

### During the week-long program:

- **Knowledge and inspiration:** The speakers during the week-long program will include leading figures from the fields of academia, politics, business, civil society and the media. Through seminars, workshops, and panel discussions with these speakers, the participants will gain a deeper understanding of the cultural diplomacy sphere and the most salient issues within it, alongside inspirational examples of work being done in this area.
- **Network development:** The participants of the forum will have the opportunity to build relationships with likeminded individuals from different cultural, academic, and professional backgrounds. This will create a network that will prove invaluable in the future and help the participants in their further academic studies and professional careers.
- **Experience Berlin:** The Forum will allow the participants to get beneath the surface of Berlin's civic, cultural and political scenes. As an established NGO, the ICD is able to offer access to expert speakers and historic locations, ensuring a unique experience of Europe's second largest city.
- **Certification:** Upon completion of the week-long program, all forum participants will be awarded with an official ICD certificate detailing the activities of the week and program highlights, and welcoming them to the ICD Young Leaders Network.

### Long-term benefits:

- **Leadership Initiatives:** A group of ambitious young leaders can have a significant positive impact on intercultural relations between the cultural groups involved. The Young Leaders are therefore asked to develop their own leadership initiatives to contribute to improving inter-cultural relations and understanding. To facilitate this, the ICD will provide an information dossier containing the necessary materials and support for participants to develop and execute these initiatives. This dossier includes a framework on how to develop a concept for an initiative, contact and win the support of potential stakeholders, obtain financial support, develop a successful marketing strategy, and partner with governments and local officials.

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Participants will have the opportunity to present their initiatives to a wider audience at the ICD's annual International Symposium on Cultural Diplomacy, featuring alumni from other ICD Forums and events.

- **Online Forum:** Following the completion of the week-long program, all participants are able to communicate with each other on the ICD Young Leaders Online Forum. The Online Forum was created to allow ICD alumni to keep in touch and share information about their own leadership initiatives, and other related events, with each other. Membership is limited to past participants, and the Online Forum therefore represents the ideal site for gathering support for initiatives from like-minded people across the globe.
- **Book Publication:** Participants will have the opportunity to contribute an article to the forthcoming ICD publication "Case Studies in Cultural Diplomacy", scheduled for publication in 2009. Articles can be based on personal experience, and/or an issue relevant to the participant's home country. The publication will allow academics and practitioners to evaluate previous examples of cultural diplomacy and establish good practice guidelines.

The Forum is much more than week-long program. It is a unique opportunity to become part of a sustainable network of individuals with common interests, and to use knowledge and ideas gained from experts to establish future initiatives that will have a meaningful impact on intercultural relations.



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## The Forum Components

### Seminars

A range of seminars will be held during the week that will inform the participants about a particular element of cultural diplomacy and how it is manifest in the European Union - Russia bilateral relationship. Speakers at the seminars will include leading figures from the business, political, academic, diplomatic, nongovernmental, sport, art and media sectors.

### Workshops

Workshops are a necessary complement to seminars for three reasons. Firstly, they offer the participants the opportunity to take part in structured discussions on the subjects they have learned about in the seminars. Secondly, they allow the Young Leaders to learn from each other; each Young Leader will have an experience and perspective that is unique to them. Finally, the group discussions in these workshops help the Young Leaders to learn about their respective backgrounds, develop personal networks, and plan potential leadership initiatives to take place after the Forum.



### Podium Discussions

The week-long Forum will include high profile podium discussions, where a speaker, or panel of speakers, will discuss a relevant topic in front of a larger audience (including the Young Leaders). The purpose of these events is not only to give the participants more exposure to expert speakers, but also to raise awareness for the program in general, giving other stakeholders the opportunity to learn more about the Forum, and allowing the Young Leaders to expand their networks.

## The Locations

The locations that previous forums included are the German parliament, the German Foreign Office and the Berlin Town Hall. This Forum will also involve a number of historical and cultural field excursions that will allow participants to discover more about Berlin. Guided tours to focal points of inter-cultural dialogue will be complemented by behind-the-scenes visits to institutions, group dinners, and ICD-organized parties, taking the participants to the heart of Berlin's musical, artistic, and cultural scenes.

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### Participants of the Forum

Europe Meets Russia: A Forum for Young Leaders is open to Russian and European citizens, as well as the wider international community (providing these applicants demonstrate a clear interest in the subject). If you have at least two years of university education and would like to be considered as a participant, please complete the online application form.

Once submitted, the selection committee will review applications, and you will receive a response within a week of submission. If selected to participate you will be required to transfer the participation fee (195 Euros) to reserve your place. Participants are responsible for covering the cost of their transport, accommodation and meals. If you have any further questions regarding participation, please contact us via email at: [emr@culturaldiplomacy.org](mailto:emr@culturaldiplomacy.org)





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