



# Bi-annual Newsletter

January - June 2014



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# THE ACADEMY FOR CULTURAL DIPLOMACY



MA Students of the Center for Cultural Diplomacy Studies  
*Symposium on Cultural Diplomacy in the EU*  
Brussels; May 22nd - 24th, 2014

News from the Academy for Cultural Diplomacy - The Center for Cultural Diplomacy Studies

## The Center for Cultural Diplomacy Studies

The Center for Cultural Diplomacy Studies (CCDS) is proud to announce the main highlights and developments that have taken place over the past 6 months in the framework of the Academy for Cultural Diplomacy.

The Center for Cultural Diplomacy Studies offers educational and academic programs in partnership with leading universities, which allows students to explore, analyze and experience cultural diplomacy both in theory and practice. During the first semester of 2014, the Center for Cultural Diplomacy has developed a number of new academic programs in cultural diplomacy and related fields with the following universities: University of Bucharest in Romania, University of Siena in Italy, University of Babes-Bolyai in Romania and Furtwangen University in Germany.

### MA Program in Global Governance & Cultural Diplomacy



Mark meets Prof. Angelo Riccaboni, Rector of the University of Siena. (Siena; February 27th, 2014)



In February 2014, Mark Donfried received a warm welcome at the University of Siena, Italy, for the beginning of the second semester of the MA Program on Global Governance & Cultural Diplomacy - taking place for the first time in Siena. The ICD delegation arrived on a temperate day at the beautiful Siena Campus, both students and faculty flush with bright expectations and excitement about the inaugural semester to follow. "We are very proud that we are working with the Institute for Cultural Diplomacy," said Prof. Dr. Angelo Riccaboni, the Rector of the university.

News from the Academy for Cultural Diplomacy - The Center for Cultural Diplomacy Studies

The University of Siena, founded in 1240, is one of the oldest universities in Italy. In its early days it counted among its scholars the future Pope John XXI, crowned 1276; today it is a thriving modern institution with an international reputation and over 20,000 students. The university's partnership with the ICD is a joint step forward into the future of international relations through cultural exchange.

Last year, the ICD announced its new MA program on Global Governance and Cultural Diplomacy. The first semester of this program, taught between the university and the ICD, began in March 2014 with three months in Berlin, followed by the second half taught in Siena, Italy. The program addresses new and challenging aspects of cultural diplomacy in the modern age of digital communication, increased

access to public figures and fast-paced technological innovation. The course covers all aspects of cultural diplomacy, including its history and evolution, case studies of its implementation all over the world, and the future of cultural diplomacy; students are given the option to delve deeply into foreign policy, European politics and the role of cultural diplomacy in conflict zones and reconciliation after conflict.

In addition to the MA Program in Global Governance and Cultural Diplomacy, the ICD and the University of Siena are currently launching a number of new academic programs that will see their start during the year 2014/2015 including a BA-MA in Political Science & Cultural Diplomacy; and an MA in International Relations & Cultural Diplomacy.



Mark Donfried with Prof. Alessandra Viviani, Vice Rector for International Relations at the University of Siena; and Prof. Luca Verzichelli, Professor of Public Policy Analysis and Italian Politics; Department of Social, Political and Cognitive Sciences University of Siena.



Circolo Giuridico, Research Library University of Siena



Views of the city from the University of Siena



Mark Donfried with Prof. Luca Verzichelli, Professor of Public Policy Analysis and Italian Politics; Department of Social, Political and Cognitive Sciences University of Siena.

## MA Program in International Economics, Business & Cultural Diplomacy



Mark Donfried meets with the Rector of Furtwangen University, Prof. Dr. R. Schofer

The first semester of 2014 has also seen the development of a new academic partnership between the Academy for Cultural Diplomacy and Furtwangen University, which will start with an MA Program in International Economics, Business & Cultural Diplomacy.

On March 2014, Mark Donfried visited Furtwangen University and held meetings with the rector of Furtwangen University, Prof. Dr. R. Schofer and Prof. Dr. Michael Lederer, Vice President of International Affairs & Executive Education, to further developed the program that will start in October 1st, 2014.

During the visit, Prof. Dr. Michael Lederer emphasized that the main strength of the program is the combination of the experience and academic qualification provided by Furtwangen University with the experience and qualification of ICD in the field of cultural diplomacy.

The program consists of 120 ECTS credits in total

and has a duration of four semesters, which take place in both Berlin, and Furtwangen (Germany). The first two semesters of the program are hosted by the Institute for Cultural Diplomacy in Berlin and the third and the fourth semesters are hosted by the Furtwangen University (HFU) in Furtwangen.

The degree focuses on several academic disciplines related to international economics, business and global politics, with a particular emphasis on cultural diplomacy and its historical and contemporary application in the public sector, private sector and civil society. The degree prepares students for careers in diverse fields, such as the field of international relations, the humanities, business, the financial sector, politics and culture, with a special focus on cultural diplomacy institutions and the application of cultural diplomacy in the framework of foreign policy and international economics.



Mark Donfried meets with Prof. Dr. R. Schofer (Rector of Furtwangen University); Prof. Fr. M. Lederer (Intl. Affairs & Esecutive Education); Jutta Neumann (Press & PR); Dr. Thomas Jechle (Head of HFU Akademie), at Furwangen University



Mark Donfried with Prof. Fr. M. Lederer (Intl. Affairs & Esecutive Education)



Students from Furtwangen University



Students from Furtwangen University



Mark Donfried with Prof. Dr. Wolf-Dietrich Schneider, Business Faculty Dean, Furtwangen University



# First MA Graduate Students in Cultural Diplomacy

## Graduation Ceremony for the MA Students in International Relations & Cultural Diplomacy



Rector of the University of Babes-Bolyai, Dr. Ioan-Aurel Pop greets MA Graduate Student, Koen Wellink

The Academy for Cultural Diplomacy is proud to announce the graduation of the first class of students that have completed an MA Degree in International Relations & Cultural Diplomacy, a program co-taught by the University of Babes-Bolyai and the Center for Cultural Diplomacy Studies.

The Graduation Ceremony took place on Thursday, July 3rd at 1pm at the Faculty of European Studies of the University of Babes-Bolyai in Cluj. The program provides the students with the advantage of learning in two major European cities and thus gives them the opportunity to gain academic, professional and personal experience from living in two different cultures. Following the students first year in Berlin, the program took them to the East, where Cluj would be the new setting for their educational groundwork.

The Ceremony was chaired by the rector of the University of Babes-Bolyai, Prof. Dr. Ioan-Aurel Pop and the dean of the Faculty of European Studies,

Prof. Nicolae Paun, "The mission is first cultural and educational, but we are among the best universities focused on research, so our mission is a general scientific and cultural one," declared Dr. Ioan-Aurel Pop.

The students who graduated from the program are the first students worldwide graduating with a MA Degree in Cultural Diplomacy & International Relations. No other institution, department, or discipline offers such a specific understanding to such a crucial facet in the realms of diplomacy and the means for a more peaceful future. The CCDS aims to achieve collectively designed, innovative, graduate level programs that provide a unique approach to the study of the fields of international relations, global economics, intercultural relations, art & culture, globalization and global governance.

"The field of cultural diplomacy gives new opportunities for students, to explore not only the city but their future," Conf. Dr. Gabriela Ciot, Coordinator of the MA Program, stated.



The students spent the first two semesters of their studies in Berlin, where they received the foundations of cultural diplomacy and fulfilled their Professional Development Program. This foundation would build the infrastructure for future generations and world leaders to house a society that sees conflict solved by inter-cultural conversation rather than inter-state conflict. The knowledge garnered inside the classroom and outside, in a city that embodies its own educational experience, laid the underpinnings for the theoretical approaches applied to this new discipline. The aim of the MA was not only to impress upon the students the value of cultural diplomacy, but to encourage and support them to explore the field further and apply it to leave their own mark in the lasting legacy for world peace.

Moreover, students were able to meet with movers and shakers on the European front, demonstrating their new found knowledge on matters related to cultural diplomacy, and applying it first hand in their own cultural exchange with their peers and with the individuals changing the world today. It is this new generation that will take the torch, and light the future, by practicing the insights of cultural diplomacy they have learned.

The program went beyond the traditional international relations based approach to globalization, considering the role of cultural diplomacy and interdependence in a multipolar world. The Studies on Cultural Diplomacy focused in the first semester on the history and evolution of the field of cultural diplomacy, while providing international case studies and future trends to this new discipline. Abdeslam Badre, MA Student in International Relations and Cultural Diplomacy,

reiterated his own thoughts on the program, stating that, "the classes were more hands on practice, and take theory in a very interactive, dynamic way." The second semester provided students with tools to embark in professional development and training program, through which students applied in practice what they learned in theory in the first semester.

The program equipped students with practical experience for both academic and professional development. It allowed students to create a solid professional network and form a concrete base for future academic and professional career paths. On a practical level, the program prepared students for engagement in the international arena, civil society, politics, governmental organizations and international economic organizations.

Besides the practical and theoretical knowledge gathered in the classroom and through the city, the group that graduated provided an international outlook to how their own cultures would apply these skills across the world, including Africa, Europe, Middle East, Asia, and North America.



# Students Life - 2014 Highlights



Learn more about what our students think about the Academic programs at the Center for Cultural Diplomacy Studies

The ICD's Center for Cultural Diplomacy Studies (CCDS) boasts an international and extremely diverse student body. Students from Albania, China, Croatia, Ecuador, France, Greece, Oman, South Africa, the USA and numerous other countries enrich the perspectives on cultural diplomacy and give other students at CCDS experience of unparalleled cultural richness – all in Germany's artistic capital.

'Cultural diplomacy means to me that when people interact with each other and share their customs, culture, arts, and everything else they identify with each other.' – Eros Banaj, MA Student at the Center for Cultural Diplomacy Studies, Albania.

With the Deutsche Oper, the Pergamon Museum and numerous other world-renowned cultural venues, the city of Berlin also offers our students the opportunity to expand their understanding of European culture and the arts in addition to their own experiences within the student and academic bodies. Being in the heart of Europe gives our students access to conferences and discussions with high-profile dignitaries, politicians, artists, academics and other practitioners in the fields of politics, economics and the arts.

This semester, our students attended conferences both here in Berlin and abroad. The Berlin International Economic Congress 2014 was an amazing opportunity for our students to explore the intricacies of economic change through nurturing creative industries especially in light of the current economic crisis. Our students met with politicians and economists, senior diplomats and leading governmental officials such as President Francesco Rutelli, President of the ICD and Former Deputy Minister of Italy, the Hon. Dirk Niebel, Former German Minister for Economic Cooperation and Development and Minister Dato' Seri Mohamed, Minister of Tourism and Culture of Malaysia. They also had the chance to debate and ask questions about the topic and how principles of cultural diplomacy may be applied to these issues during the conference.



MA Student Ben Morgan meets Dirk Niebel (Former Federal Minister of Economic Cooperation and Development of Germany)



Mark Donfried with MA Students Michael Pressl and Betsy Perry



MA Students at the Center for Cultural Diplomacy Studies meet Erkki Tuomioja, Minister of Foreign Affairs of Finland

In Rome, at the 'Promotion of World Peace through Inter-faith Dialogue and the Unity of Faiths' conference, our students participated in discussing the role of religion in unifying peoples through mutual understanding and tolerance. Hosted in Rome and the Vatican, with a diverse array of speakers, from religious leaders to politicians and senior diplomats, this was an opportune moment for our students to broaden their understanding of world religions and their efforts in bringing global peace and security.



MA Students Betsy Perry & Jorge Córdoba interview Archbishop Ignazio Sanna

At the 'EU Cultural Diplomacy in Practice: Building Cultural Bridges within EU States and with the Global Community' International Symposium on Cultural Diplomacy, held in Brussels, our students heard opinions and gained perspectives on multilateral cooperation between states and cultural diplomacy that was mostly centered around the EU. There, they attended lectures by leading European figures in a variety of fields. These experiences, together with their numerous other experiences at conferences discussing different topics, have definitely enriched their awareness of cultural diplomacy on a regional level and the lessons that may be learned from Europe's success. Student life at the CCDS is therefore not limited to the classroom but also offers our students ample opportunities to witness the practice of their study in a variety of settings in Germany's cultural heart.



MA Students Saleem Aldin Abedin & Betsy Lengkong interview the Sultan of Sokoto

# The Center for Cultural Diplomacy Studies

## Best Moments



*Symposium in Cultural Diplomacy in the EU  
Brussels; May 2014*



*Berlin International Economics Congress 2014  
Berlin; March 2014*



*ICD Delegation to visit MA Students in Cluj  
Cluj; January 2014*



*Symposium on International Law & Human Rights  
Montenegro; July 2014*



*Symposium on International Law & Women's Rights  
Helsinki; March 2014*



*An Interview with the Hon. Tara Sowenshine  
Berlin; May 2014*



*Symposium on International Law & Women's Rights  
Helsinki; March 2014*



*Great Gatsby Event  
Berlin; March 2014*



*Berlin International Economics Congress 2014  
Berlin; March 2014*



*Symposium on Cultural Diplomacy & Religion  
Rome; April 2014*



*Berlin International Economics Congress 2014  
Berlin; March 2014*



*The Arts as Cultural Diplomacy Conference 2014  
Berlin; February 2014*



*Symposium on International Law & Women's Rights  
Helsinki; March 2014*



*Symposium on International Law & Women's Rights  
Helsinki; March 2014*



*Symposium on International Law & Women's Rights  
Helsinki; March 2014*

# Research Program

Cultural Diplomacy Research (CDR) is a program undertaken by the ICD Academy for Cultural Diplomacy consisting of components focused on analyzing and interpreting key challenges facing culture and society in the contemporary era. As the field continues to grow, further research undertaken on the role and potential of Cultural Diplomacy consequently develops. CDR therefore focuses on expanding the current understanding of Cultural Diplomacy, as well as the methods for which Cultural Diplomacy can be successfully implemented.

## iCulturalDiplomacy



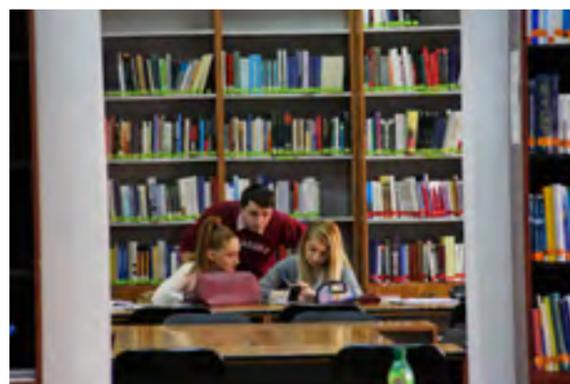
our readers and the various cultural diplomacy projects.

Our 'iCulturalDiplomacy' is always expanding with new articles and information frequently added. From information on the Dante Alighieri Society and American jazz ambassadors' role in American cultural diplomacy in the 1960s, 'iCulturalDiplomacy' is an extensive resource on cultural diplomacy from all angles.

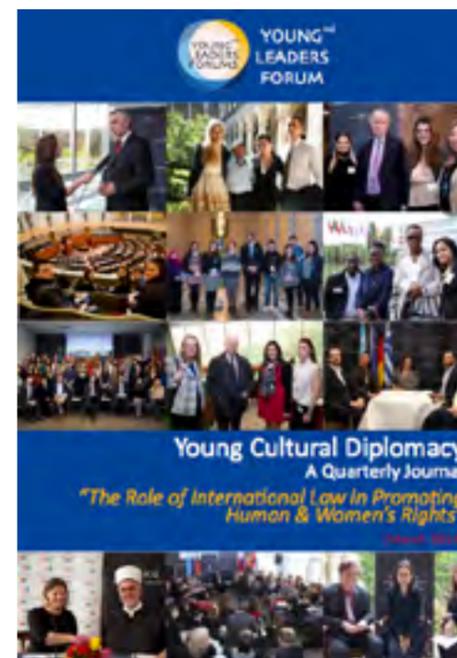
The Institute for Cultural Diplomacy recently launched the 'iCulturalDiplomacy' project, a compilation of research within the field of cultural diplomacy. Through exploring themes such as nation branding, interfaith dialogue, sports and the arts within the field of cultural diplomacy, as well as their practice in different regions in the world, 'iCulturalDiplomacy' is a comprehensive online resource on cultural diplomacy and its related fields, which hopes to expand the understanding and learning of cultural diplomacy.

Programs and activities of individual countries across the world related to cultural diplomacy have also been compiled and included in the resource. Individual country profiles, written by nationals of these countries, provide careful assessment of cultural diplomacy practices and recommendations on improving cultural diplomacy practices in these countries.

In addition, 'iCulturalDiplomacy' provides an index of cultural diplomacy projects and programs around the world. Descriptions of the aims and competencies of each project as well as contact details of people involved with these projects accompany our index in the hope of facilitating between



# Young Cultural Diplomacy - Quarterly Journal



## March 2014 - The Role of International Law in Promoting Human and Women's Rights

Women's Rights play an important role in the process of Human Rights' implementation. Regardless the 1981 ratification of the Convention on the Elimination of All Forms of Discrimination against Women and the establishment of the UN Committee that oversees the Convention, gender inequality remains a serious problem in numerous countries all over the world. Cases of violations of basic Human Rights such as lack of equal access to education, health services or representation in local government for women can be found on a daily bases.

The March issue of the Young Cultural Diplomacy Brochure discusses the question related to international law, Human Rights and Women's Rights. The articles approach a broad range of problems that may encounter the Human Rights' application process; from the legal or political challenges and achievements of international bodies such as the United Nations or European Union in terms of Human Rights promotion to Women's Rights during major political

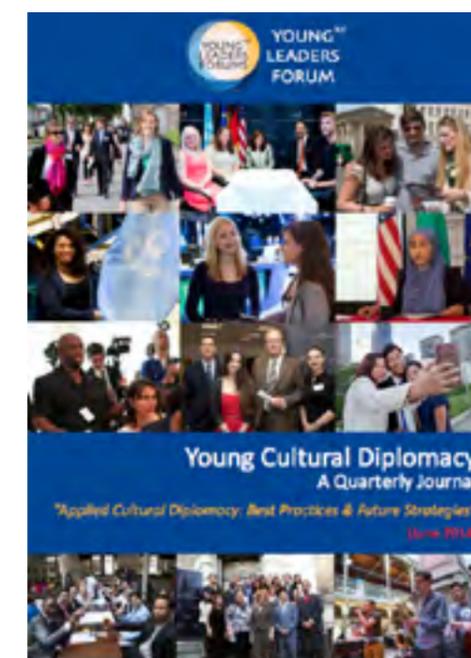
changes such as the Tunisian Revolution and the civil war in Syria to programs that enhance universal principles through the use of media and art. This multifaceted perspective offers a broad understanding of Human Rights in modern society.

## June 2014 - Applied Cultural Diplomacy: Best Practices & Future Strategies

Art is an essential and profound instrument of diplomacy. It enables expression of identity on a personal, communal and national level, creating an accessible space for artists, performers and participants to peacefully engage and exchange ideas. The enjoyment of art – whether it is visual or aural, written or performed – is a powerful vehicle for creating common ground and cultural understanding.

Despite the irrefutable joy and meaning art brings to our lives – to our existence as human beings – the importance of art and culture in communication is consistently downplayed.

It is vital to the future of diplomacy to enhance our understanding of how best to employ cultural diplomacy. Cultural heritage and the importance of beautiful works of cultures past and present as instruments for mutual understanding cannot be ignored at a time when communication and reconciliation have never been more difficult or more important. To address and increase awareness of this need, this June issue of the Young Cultural Diplomacy quarterly journal focuses on "Applied Cultural Diplomacy: Best Practices & Future Strategies."



# Corporate Cultural Diplomacy - Research

## Ranking of the European Private Sector 2013



Ranking of the European Private Sector 2013

This research investigates how companies in the European private sector are involved in cultural diplomacy. It takes a closer look at the ten most significant European sectors by comparing one hundred companies (the ten biggest companies from the ten biggest sectors based on the height of their market value). This research also compares the different sectors with each other and compares the results of different countries.

The research consists of four stages: the first stage is about company selection methods and initial research; stage two and three conduct parameter settings and apply the parameters and finally the last stage focuses on ratio calculation and the grading system. The research evaluates a company's involvement in corporate cultural diplomacy by assessing company policy (which constitutes 30% of the overall score) and company activities (which constitutes 70% of the overall score). As a result, this research is able to compare the engagement of corporate cultural diplomacy per company, sector and country in order to determine the latest trends within this field.

The main purpose of this research is to assess if (and to what extent) top private companies display

interest and involvement in the development of cultural exchanges and cultural responsibility. As multi-national businesses become more culturally aware and respectful they not only provide a channel for significant intercultural exchange, but they also improve and develop their processes to become more efficient and thus increase their profits in the long term. It is necessary to point out that this research does not intend to discredit or expose those companies less involved in cultural diplomacy; rather, this report aims to act as a tool of analysis, which fairly identifies insufficient areas of activity and hopefully encourages future investment in these initiatives. It is necessary to acknowledge the division between appearance of involvement and real commitment; an assessment of corporate cultural diplomacy engagement can be seen as much in a company's policies as it can be in their explicit and direct actions in the field of cultural diplomacy.

Essentially, this research aims to highlight the practices and own initiatives of the firms studied, whilst also promoting different types of cultural exchanges. The research also aims to offer an industry-wide and cross-sector benchmarking assessment with the practices carried out in the area of CCD. It should be noted, however, that whilst certain human rights and environmental concerns have been raised in regards to the business practices of some of the companies included in this report, the research conducted herein used a wholly positive rating system when assigning the numerical values and as such, no companies were penalized with regard to negative practices. Whilst, in its design, this research seeks to highlight the best practices and initiatives of cultural diplomacy in the private sector, the wholly positive rating system might to some extent be deemed to be a constraint on the research and is discussed further in the Barriers to Research section.

## Ranking of the Top 100 African Corporations Engagement in Cultural Diplomacy

The Africa Ranking of Corporate Cultural Diplomacy aims to research the involvement in culture and human rights promotion of the 100 largest public African companies involved in 10 crucial economic sectors.

The selection process of the 100 companies took place in February 2014. During the first stage of the research 10 crucial economic sectors were selected. McKinsey analysis and the World Bank Report served as a primary reference to define central African economic sectors. They are the following: agriculture, banking and investment, consumer goods, infrastructure, mining and materials, oil and energy, telecommunications, transport and tourism. Moreover, (we added) two test groups considered important for development of international trade and cultural diplomacy were added in the ranking, such as media and pharmaceuticals. Furthermore, in order to obtain representative data coming from open sources, the research group analyzed the stock exchanges of the 10 African countries with the highest GDP rate according to the World

Bank ranking. In each country 2 to 4 of the biggest companies per sector were chosen according to their market capital value converted into American Dollars (\$). Subsequently, the market cap value of each company was compared and assessed with the public data that can be accessed on the following websites: Bloomberg, MoneyHub and Reuters. If the market cap of a particular company was not possible to define through those services, the company was excluded from the ranking.

Therefore, enterprises from South Africa, Nigeria, Kenya and Egypt are the most represented in the research not only due to their size but also because it was possible to verify their market cap value through the abovementioned platforms. In addition, it is important to mention that only those companies having a working website were ranked. Once the 100 companies with the highest market capital per sector were selected, 18 parameters were considered for the analysis of each company. The total research has been divided in two major groups of indicators.



# International Conferences 2014



Academy Thematic Programs focus on a specific political, cultural, or economic issue, or concentrate on a particular geographical region or area. Each thematic program includes a variety of activities based on that theme, ranging from international conferences and events to individual panel discussions and exhibitions. The thematic programs focus on the implementation of Cultural Diplomacy as a tool to promote cooperation and understanding in a number of specific areas and fields.

News from the Academy for Cultural Diplomacy - International Conferences

## The International Symposium on Cultural Diplomacy in the USA

*“US Cultural Diplomacy in Practice: Building Cultural Bridges to Strengthen the Relationships between America and the Global Community”*

(Washington D.C., June 23th - 24th; Baltimore, June 25th; New York City, June 26th - 27th, 2014)



Participants of the Symposium on Cultural Diplomacy in the USA at the United Nations Headquarters in New York City

From the 23rd-27th of June, the International Symposium on Cultural Diplomacy in the USA was held in Washington D.C., Baltimore, and New York City, highlighting the importance of practicing cultural diplomacy in the United States and the value it brings to strengthening relationships between groups within the United States as well as to strengthening US relations with the rest of the world.

News from the Academy for Cultural Diplomacy - International Conferences

## Washington D.C.

The Center of Transatlantic Relations  
Johns Hopkins University



Mark Donfried with Amb. Andras Simonyi, Managing Director of the Center for Transatlantic Relations

Beginning in the heart of US politics, the International Symposium opened in Washington, D.C., on the 23rd of June. Ambassador Andras Simonyi, Managing Director of the Center of Transatlantic Relations as the Paul Nitze School of Advanced International Studies at Johns Hopkins University, delivered the opening speech at the Center for Transatlantic Relations, welcoming conference participants and speakers and emphasizing the significance of cultural diplomacy in building bridges between the United States and the global community. Diplomatic representatives from Trinidad and Tobago as well as from Colombia shared their own countries' perspectives on cultural diplomacy, giving greater international context and understanding to cultural diplomacy, its practical application, and its role in foreign policy. Other speakers in the morning also made sure to emphasize the role of the citizen and everyday life in promoting cultural diplomacy.



Mark Donfried with Participants & Speakers of the Symposium on Cultural Diplomacy in the USA at National Public Radio (NPR)

National Public Radio (NPR)

The afternoon of the 23rd took place at the National Public Radio, Washington D.C. There, speakers focused on American cultural diplomacy – its influence and practice in past and present and the powerful tool it will continue to be in the future. The Hon. Alberto Gonzales, 80th Attorney General of the United States, delivered an engaging lecture titled “The Influence of American Diversity and Values through the Rule of Law” and spoke passionately about cultural diplomacy. In his speech, he stated that cultural diplomacy offers one of the most effective complements to levers of power that modern nations employ to address the pressing issues of our world today. In Gonzales' words, “Cultural diplomacy means opportunity and hope...it means communication; it means understanding; it means making progress by the exchange of ideas...In my opinion, [cultural diplomacy] represents the future of this country and represents the future of the world.”



The Hon. Alberto Gonzales, 80th Attorney General of the United States

News from the Academy for Cultural Diplomacy - International Conferences

# Washington D.C.

## The Embassy of Bulgaria to the USA



Symposium on Cultural Diplomacy in the USA at the Embassy of Bulgaria (Washington D.C.; June 24th, 2014)

The second day of the conference (the 24th of June) took place at the Embassy of Bulgaria to the United States. During the morning, speakers focused on US perspectives on cultural diplomacy and the practice of cultural diplomacy during crises or wars. H.E. Amb. Elena Poptodorova, Bulgarian Ambassador to the United States, Institute for Cultural Diplomacy advisory board member, and one of the Symposium's hosts, spoke on cultural diplomacy at times of crisis. Noting the continued existence of conflict and violence, the criticisms against globalization, and problems such as inequality, fanaticism, and marginalization of vulnerable groups, H.E. Amb. Elena Poptodorova emphasized that not only is peace still an ultimate universal aspiration that requires active participation and commitment, but that "culture emerges as an essential factor for lasting peace." Furthermore, she says, "Neither equitable progress or social cohesion is truly possible if culture is left to one side. On the contrary, the road to inclusive social and economic development, environmental sustainability, peace and security, is firmly grounded in culture, understood in its spiritual, material, intellectual, and emotion dimensions and encompassing diverse value systems, traditions, and beliefs."

Both the Hon. Robert S Walker and Gov. Richard Bryan, former member of the US House of Representatives and 25th Governor of Nevada respectively, championed the importance of

cultural diplomacy as well. Hon. Robert S Walker expressed, "The way in which cultural diplomacy will work out in the new tech era is that we will find more and more need to include people beyond the government in dialogues that take place across the world." Gov. Richard Bryan promoted the active use of cultural diplomacy for the benefit of the United States and the world, stating, "We're trying to build cultural bridges to various cultures around the world to promote an understanding that by so doing, it is in the self-interest of America and other countries because that will enhance national security, perhaps avoid some of the conflict we've had based upon cultural differences and misunderstanding, and might also provide a basis for more economic security as well."



Robert S. Walker, Former Republican Chief Deputy Whip of the United States House of Representatives

News from the Academy for Cultural Diplomacy - International Conferences



Mark Donfried with H.E. Amb. Elena Poptodorova (Ambassador of Bulgaria to the United States) and Senator Richard Bryan (Former United States Senator), at the Embassy of Bulgaria to the USA

The afternoon session of the 24th continued at the Embassy of Bulgaria to the United States. Speakers presented various cases of cultural diplomacy both in terms of the United States and internationally. Within US-specific lectures, speakers discussed the American dream; the roles of cultural diplomacy, global governance, and democratic sovereignty; and an example of an American cultural exchange, the North Carolina-Pakistan School Exchange Project. More internationally oriented lectures from both academics and various program directors presented case studies on Afghanistan, Rhodesia, and the Middle East North Africa (MENA) Region, highlighting questions of civic engagement, education and women's rights.



Mark Donfried with Craig Kennedy, Former President of the German Marshall Fund



## Baltimore Development Design Group Inc.



Makr Donfried receives a gift from DDG CEO & Chairman Ahsin Rasheed



Mar Donfried with Director of International Affairs of the Office of the Secretary of the State of Maryland, Anna Yankova

For the third day (the 25th), the Symposium moved northwards to Baltimore and was hosted at DDG (an international planning, architecture, and design company) facilities, with the cooperation of Baltimore Internet Radio LLC, and the special support of David Custy (President of Baltimore Internet Radio LLC).

The welcome remarks on the third day were given by the Director of International Affairs of the Office of the Secretary of the State of Maryland, Anna Yankova, who highlighted the importance that cultural diplomacy has in the State of Maryland, and more specifically in the city of Baltimore, where the population is very ethnically diverse. She furthermore explained how this many ethnic

groups promote cultural diplomacy in the state by ways of different cultural events and other projects.

Ahsin Rasheed, Chairman and CEO of DDG, gave his corporate perspective on the importance and value of a culturally diverse and international group of employees. As well, he shared his own experiences as a Pakistani immigrant to the United States, reluctance towards personal commitments to understanding and appreciating cultural diversity.

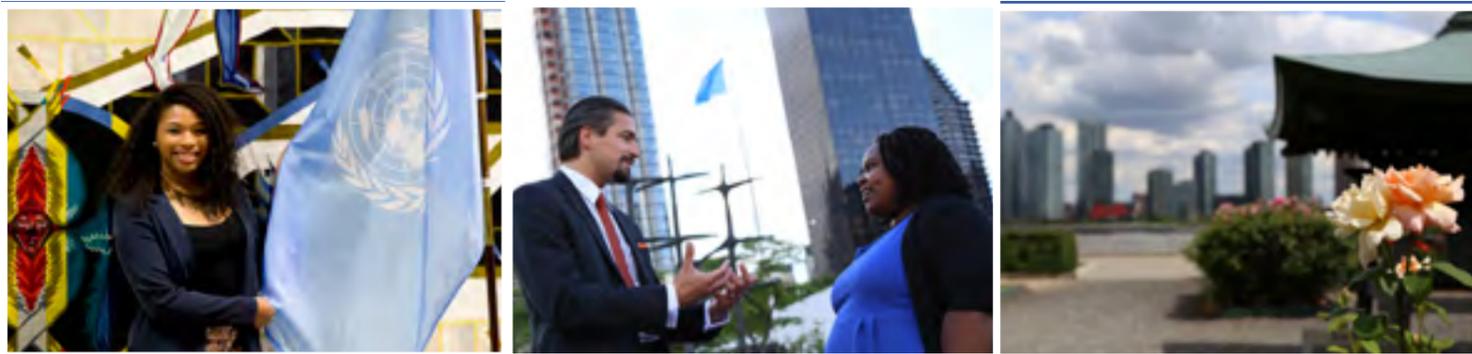
Other speakers discussed their perspectives on US approaches to bridging cultural divides, various Baltimore initiatives, and programs that have been invaluable to both city-branding and bringing the Baltimore community together.



International Symposium on Cultural Diplomacy in the USA  
(New York City; 26th - 27th, 2014)

News from the Academy for Cultural Diplomacy - International Conferences

# New York City United Nations Headquarters



## New York City United Nations Headquarters



Mark Donfried with H.E. Amb. Simona Miculescu and H.E. Amb. Yuriy Sergeyev at United Nations Headquarters in New York City

perspective on cultural diplomacy, saying, "For me, cultural diplomacy means more than a professional duty, it's a personal passion and I'm very happy that I managed to create myself a CD project, which is an album – a music album – composed of word peace-themed covers performed by ambassadors to the UN."

Furthermore, Amb. Yuriy Sergeyev, Permanent Representative of Ukraine to the United Nations) discussed Ukrainian cultural diversity, the Ukrainian diaspora, and Ukrainian-US cultural exchange and relations. More importantly, the Ambassador spoke about the intersection of culture and politics, expressing that just as the Greek terminology does not differentiate between culture and politics, he too does not believe the terms ought to be treated separately from one another. The Ambassador underscored that "Cultural diplomacy is an indispensable means for finding a common language as the world of today is more open and interdependent than it has ever been before."

The fourth day of the Symposium (the 26th), took place at the United Nations headquarters in New York. Representatives of the diplomatic, artistic, and academic community led discussions on governance and cultural diplomacy on the international level, speaking on the role of different forms of art in strengthening multilateral relationships, creating a global community, and championing for social justice.

H.E. Amb. Simona Miculescu, Ambassador of Romania to the United Nations, spoke of the continuing importance of arts in conducting diplomacy, noting the challenges that face the arts world and calling for a reconsideration of the relationship between arts and commerce; the need for government support and regard for cultural diplomacy as a valuable tool that can work in tandem with national and foreign policy priorities; and the critical role that cultural diplomacy plays in fostering international peace, the protection of international human rights, and global peace and stability. Furthermore, Ambassador Miculescu emphasized that cultural diplomacy is "a tool for challenging static realities," and shared her own



Mark Donfried with Prof. Dr. Joseph L Adolphe Professor and the participants of the Symposium on Cultural Diplomacy in the USA:



## New York City Mission of Croatia to the UN



H.E. Amb. Vladimir Drobnyak, Permanent Representative of the Republic of Croatia to the United Nations

Finally, the fifth day of the Symposium (the 27th) was hosted at the Mission of Croatia to the United Nations, New York. The day focused on art, music, and poetry as tools for cultural diplomacy, in particular addressing the potential of American art and culture to transcend national and cultural barriers, with a plethora of writers, poets, photographers sharing their perspectives and experiences.

To begin, H.E. Amb. Vladimir Drobnyak, Permanent Representative of Croatia to the United Nations, grounded discussions for the day by emphasizing the common core values of people and how those are represented legally. The Ambassador delivered an informative lecture giving the EU and UN perspectives on good governance and the rule of law. He spoke against the notion of leaving human rights and good governance for until after a country has reached a certain level of economic development and growth, and instead advocated for policies that aim to make good government at the same time that they aim to help bring about

economic development and growth. He further noted that within larger organizations such as the United Nations or the European Union, it is important to remember that the point should not be imposing values and laws on people – “it is making it known why these values are important to people.”

Moreover, Bob Dotson, American Broadcast Journalist at NBC News, highlighted the cultural diversity that currently exists in the United States and urged for greater appreciation of this cultural diversity in the United States and internationally. According to Dotson, “Cultural diplomacy in the United States can actually expand into the whole world because here in this country, we have 98 different nationalities. So when you look at that, all these people who seemingly have figured out how to live together – I’m not talking about the politicians; I’m talking about the ordinary people – maybe we ought to take an investigative look at the peace in this country and that could translate to the rest of the world.”

Throughout the course of the International Symposium on Cultural Diplomacy in the USA, speakers and participants alike engaged in a series of interesting, informative, and pertinent discussions on the great wealth of art, culture, and diversity in the United States, the practice of cultural diplomacy in the United States and internationally, and the importance of continued support for cultural diplomacy in reaching across different groups of people, leading with new and unique perspectives and understanding the complex and vital field of cultural diplomacy.



International Symposium on Cultural Diplomacy in the USA  
(New York City; 26th - 27th, 2014)

News from the Academy for Cultural Diplomacy - International Conferences

# International Symposium on Cultural Diplomacy in the EU

*“EU Cultural Diplomacy in Practice: Building Cultural Bridges within EU States and with the Global Community”*

(Brussels; May 22nd - 24th, 2014)



International Symposium on Cultural Diplomacy in the EU at the European Parliament in Brussels (Brussels; May 22nd - 24th, 2014)

The International Symposium on Cultural Diplomacy in the EU, hosted at the EU Parliament in Brussels, the Belgian Foreign Ministry, and various diplomatic missions to the EU, took place between May 22nd-24th, 2014. The three-day conference focused on specific issues relating to the practice of cultural diplomacy in the EU - from its economic, political, and foreign policy implications to its tangible influence on art and relations between different cultural groups.



MEP Sabin Cutas (Member of the EU Parliament) with the OYED Delegation to the Symposium on Cultural Diplomacy in the EU

of prominent speakers, including a number of Ambassadors, academics, and artists, allowing for a comprehensive exploration and discussion of the many facets of cultural diplomacy and its potential impacts.

Following an opening address by H.E. Dr. Andrej Lepavcov, the Ambassador of Macedonia to the EU, the first day of the Symposium kicked off with discussions on the relationship and interplay between cultural diplomacy and politics. Speakers from the European Parliament, the Ministry of Foreign Affairs of France, and diplomatic missions to the EU shared their perspectives on the topic; MEP Leonidas Donskis and Prof. Dr. Fabrice Serodes, in particular, highlighted the debate on whether cultural diplomacy could bridge the gaps of modern politics.

In the afternoon of the first day, discussion on the role of cultural diplomacy broadened from a theoretical perspective to practical application. Ambassadors from Belgium and Bulgaria spoke of cultural diplomacy in the twenty-first century

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Mark Donfried with Nicolas Nihon (European Correspondent, Belgian Foreign Ministry)



Director Lieve Franssen, Director, European Commission, DG Employment, Social Affairs and Inclusion

and art as a form of applied cultural diplomacy in Europe, respectively. Following this introduction to applied cultural diplomacy, a series of speakers including European Commission Director Lieve Franssen, artists, and academics touched upon cultural diplomacy in relation to broader topics of multiculturalism, creativity, copyright protection, and EU youth policy.

The second day again started with speeches from individuals uniquely poised to share interesting opinions and perspectives on the role and practice of cultural diplomacy. Beginning at the Belgian Foreign Ministry, Mr. Nicolas Nihon handled the intricacies of creating common EU foreign and security policy. At the Macedonian Mission to the European Union, H.E. Ambassador Andrej Lepavcov welcomed ambassadors, academics, and advisors who

spoke about different perspectives and practices of cultural diplomacy, in particular highlighting Korean and Japanese cultural diplomacy; cultural identities in the EU and elements of EU identity; and difficulties of negotiation and the use of alternative forms of diplomacy, such as science diplomacy.

H.E. Ambassador Chang-Beom Kim, Ambassador of the Republic of Korea to Belgium and to the European Union, in particular, emphasized the evolving role of cultural diplomacy and its growing importance connecting people. He cited the international popularity of “Gangnam Style,” a Korean pop song, as an example of the ability of culture to transcend national borders. In addition, he put great importance on the use of soft power and countries’ capitalizing on their various cultural assets.



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Finally, the third day of the conference culminated in a series of discussions on cultural diplomacy creating a space for peace, forming bridges between disparate groups, and repairing regional and international relations.

Senator Dominique Tilmans, member of the Belgian Senate



Senator Dominique Tilmans  
Member of the Belgian Senate

Senator Dominique Tilmans, member of the Belgian Senate, first highlighted the potential of cultural diplomacy to create a forum for peace in the South Caucasus.

H.E. Ambassador Mxolisi Sizo Nkosi, Ambassador of South Africa and Jonas Slaats, theologian, then spoke on the application of cultural diplomacy to enhance Africa-EU relations and global Muslim communities, respectively. Additionally, speakers emphasized the importance of adopting cultural diplomacy as an attitude, rather than a profession, in order to see real bilateral and multilateral cooperation and understanding in an increasingly globalized world.

The three-day conference, taking place at various locations in Brussels, the heart of the EU, brought together a wealth of experienced and inspiring speakers, all of whom were able to share a unique perspective on the role of cultural diplomacy in theory, application, and practice. To conclude the event, participants partook in an interactive discussion moderated by Mr. Mark Donfried, Director General of the Institute for Cultural Diplomacy, engaging in the topics brought forward by the speakers and bouncing off new ideas, opinions, and questions for the future.



H.E. Amb. Mxolisi Sizo Nkosi  
Ambassador of South Africa to Belgium, Luxembourg and the EU



Mark Donfried visit Brussels with the Participants of the Symposium on Cultural Diplomacy in the EU



Mark Donfried with the participants of the Conference at the Jazz Marathon in Brussels



Mark Donfried with the participants of the Conference at the Jazz Marathon in Brussels



International Symposium on Cultural Diplomacy in the EU  
(Brussels; 22nd - 24th, 2014)



International Symposium on Cultural Diplomacy in the EU  
(Brussels; 22nd - 24th, 2014)

News from the Academy for Cultural Diplomacy - International Conferences

# The Berlin International Economics Congress 2014

*“Global Trends in Creative Economies: Green Industries, Education, Entrepreneurship and Tourism as Drivers of Sustainable Economic Growth”*

(Berlin; March 5th - 7th, 2014)



The Berlin International Economics Congress 2014 (Berlin; March 5th - 7th, 2014)

The Berlin International Economic Congress is renowned for its position as a global conference gathering distinguished guests from around the world and combining the fields of international economics, nation branding and international relations in an interdisciplinary platform and under a multinational framework. The Congress that took place over the course of four days, was held parallel to the Berlin International Tourism Trade Fair, and was hosted at a number of important political, historic and cultural locations across Berlin. The Conference objective was to analyze global trends in creative economies, specifically in the fields of green industries, education, entrepreneurship and tourism, and explore their benefits and contribution to sustainable economic growth. Through the use of Cultural Diplomacy, the Congress was able to further emphasize the importance of corporate social responsibility, economic bridges, global governance and nation branding from an

international viewpoint as the tools of cultural exchange.

The Conference focused on a number of key issues regarding creative industries in the context of globalization. Opening the four-day event was founder of ZTB Zukunftsburo, Andreas Reiter, with a lecture and discussion on “Creative Economies as Key Driver of the Network Society.” Creative economies here refer to the range of economic activities focused on the formation of knowledge and information as their newly defined means for sustainable economic growth. The global trends in creative economies have been demonstrated through the transformation occurring in green industries, education, and tourism worldwide. The role of cultural diplomacy in culture-based economic development has underscored the importance of cultural exchange in facilitating sustainable economic development and securing future growth.

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“Tourism as a Tool for Sustainable Economic Growth” - A Lecture by the Hon. Dora Bakoyannis (Former Greek Minister of Foreign Affairs)



Mark Donfried with the Hon. Dora Bakoyannis, Former Foreign Minister of Greece

The Hon. Dora Bakoyannis, Former Foreign Minister of Greece, analyzed the multifaceted benefits resulting from tourism in fully developed tourist destination and expressed her belief in the potential success of many countries now entering the tourism market. In her speech, “Tourism as a Tool for Sustainable Economic Growth,” she used her own country as a prime example of nations needing to further develop their tourism industries. She stressed, “Greece must expand her tourist product to become all-year round and, in so doing, she must liaise it with every other kind of economic activity in the country.”

Minister Bakoyannis drew attention to the Greek tourism industry’s success and shortcomings, drawing wider conclusions for many other countries in similar situations. Finally, Minister Bakoyannis added that she believes development is possible and can occur with economic activities favoring sustainable growth.

“Engaging Developing Countries in the Creative Economy for Sustainable Development” - A Lecture by Rashed Al Beloushi (Chief Executive, Abu Dhabi Securities Exchange)

The afternoon featured a series of notable dignitaries who related their countries’ experiences in the field of sustainable economic growth. First was the Hon. Rasheed Al Beloushi, Chief Executive of Abu Dhabi’s Securities Exchange, who was instrumental in promoting a nation-branding program for the UAE through exemplifying his country’s ability in aiding sustainable economic development in the region. Drawing on the experience of his own country as a supporter for regional sustainable economic development, Al Beloushi delivered a lecture titled, “Engaging Developing Countries in the Creative Economy for Sustainable Development.” He reiterated Abu Dhabi’s successes and explained the factors contributing to Abu Dhabi’s firm support for sustainable growth.

For Abu Dhabi, 2013 proved to be a positive year for stock markets, in part due to the UAE’s abundance of natural resources, especially oil. “We are putting our strategy vested in that oil,” Mr. Beloushi announced, “So the oil that we have is blessing us and developing us and improving our structures and our systematic planning for the future.” Mr. Beloushi was firm in his conviction that in the upcoming years, experts and analysts will examine the performance of his country and will find that the UAE provides a unique model for sustainable development. The message he conveyed was optimistic, as Abu Dhabi continues to experience sustainable growth and is becoming a model for many throughout the region.



MA Students of the Center for Cultural Diplomacy Studies interview the Hon. Rashed Al Baloushi, Chief Executive, Abu Dhabi Securities Exchange

News from the Academy for Cultural Diplomacy - International Conferences

**“Stuck in the Middle” - A Progress Report of the 2020 Strategy**  
*An event hosted by the Honorary President of the ICD Francesco Rutelli (Former Deputy Prime Minister of Italy; Former Mayor of Rome)*



Stuck in the Middle - A Progress Report of the 2020 Strategy  
 An Event chaired by Honorary President of the ICD Francesco Rutelli (Former Deputy Prime Minister of Italy)



Honorary President of the ICD Francesco Rutelli (Former Deputy Prime Minister of Italy; Former Minister of Culture)

Francesco Rutelli, Honorary President of the ICD and Former Deputy Prime Minister of Italy, hosted an engaging panel discussion on some of the key challenges facing the EU today, such as unemployment, low economic growth, and environment protection. In his analysis, “Redesigning Europe 2020 Strategy, Strengthening Green Growth and Green Jobs,” he discussed the challenges facing the EU in resolving the economic crisis and in putting Europe on a path to recovery, a complex debate to which many other experts in the fields of economics, policy-making and

environmental sustainability added their comments and perspectives. Panel members included Alexander El Alaoui (Policy officer, Team German and EU Climate policy, German Watch), Alfonso Martinez Cearra (Director General Bilbao Matropoli 30), Aldo Ravazzi Douvan (Senior Economist, Italian Ministry of Environment), Manfred Rosenstock (Deputy Head of Unit Resource Efficiency and Economic Analysis DG Environment European Commission), Yann Wehring (Spokesman MoDem and Former Leader of the Political Party Les Verts), and Marinella Davide (Researcher, Centro per un Futuro Sostenibile). On the topic of air pollution, all were in agreement that there is hope in finding solutions through industrial and political will. Furthermore, the EU is a leader in environmental issues and thus also in questions concerning the environment and green growth for the international community at large. However, obstacles impeding the path towards sustainability for the continent still remain as Europe is not building the cities of the future, but of the past. “Nobody is paying the price today for a better future,” emphasized Aldo Ravazzi Douvan, Senior Economist for the Italian Ministry of Environment.

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Many in the guest panel were in agreement with some of the fundamental institutional flaws preventing the EU’s achievement of full economic sustainability. One of such flaws identified is the inconsistency in policies across the European community. Leaders acknowledge a multilateral framework, but lack the will to combat climate change head-on. “We have a problem of finding common rules, especially with green fiscal policies,” Yann Wehring states. He continues, “We need moreover cooperation between industries on this new challenge of renewable energy and energy efficiency at the European level.”



Manfred Rosenstock (Deputy Head of Unit of the Resource Efficiency & Economic Analysis Unit of DG Environment, European Commission)

However, there is reason to remain hopeful as there are a number of instruments for policy making, including suggestions by Manfred Rosenstock such as enhancing competition, converging the EU spirit and the right of developing countries to develop, and recognizing that the EU has its own moral duty to lead by example. It is up to the 28 member states of the EU to come together in tackling biodiversity, climate change, and the economy at large. Mariella Davide, Researcher at Centro per un Futuro Sostenibile, stressed the necessity of a more ambitious Europe and more ambitious action, such as integrating proposals stemming from such discussions as the BEIC into the targets of ETS process.



Yann Wehring (Spokesman of the Democratic Movement and former Leader of the political party Les Verts, France)

Alfonso Martinez finished by remarking that it is ultimately up to Europe to decide its own course for the future; money, techniques, and technology only play a small role and instead the matter of will is the catalyst and roadblock to a bright future for Europe. “Europe needs to decide what it expects from its future, what we expect from our future, and I think that Europe should again be the protagonist of its future.”



Aldo Ravazzi Douvan Chair OECD Committee for Environmental Performance Country Reviews

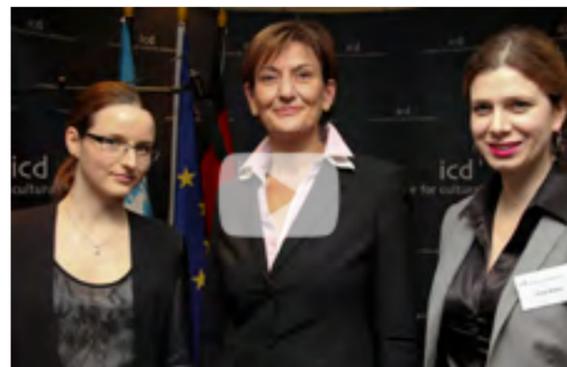


Form left to right: Alfonso Martinez Cearra, Yann Wehring, Marinella Davide; President Francesco Rutelli, Mark Donfried, Davide Triacca, Alexander El Alaoui, Manfred Rosenstock, Aldo Ravazzi



An Interview with MdB Ekin Deligöz (Member of the German Bundestag)

**“Croatia: Economic Perspectives and Opportunities for Culture based development” - A Lecture & Discussion by Martina Dalic (Former Minister of Finance of Croatia)**



MA Students of the Center for Cultural Diplomacy Studies with the Hon. Martina Dalic, Former Minister of Finance of Croatia

The Hon. Martina Dalic, Former Minister of Finance of Croatia, discussed the economic growth and cultural growth in Croatia, advancing this once developing nation-state to a new member state of the European Union. Through citing numerous examples of Croatia’s successes and shortcomings, she highlighted the number of opportunities for job creation that exist in the areas of culture and heritage.

“The ability of cultural industry to use its economic potential is important,” she asserts, “Because this is the sustainable way to create resources for future preservation and development of national cultural identity.” In her last remarks, Minister

Dalic comments that currently 4% of EU GDP and 5% of EU employment is generated by the sector of culture, and she believes “that Croatia can achieve this figure in ten to fifteen years. “

**“Demographic Developments in Germany and the Consequences on Political Discussions” - A Lecture by Ekin Deligoz (MdB) (Member of the German Parliament)**

Ekin Deligoz (Member of the German Parliament) shared her perspective as a Turkish immigrant to Germany with her speech, “Demographic Developments in Germany and the Consequences on Political Discussions.” In her observations, she noted that, “Society is becoming more colorful and the country more diverse,” and with this constant flux, “Cultural and religious diversity will increasingly characterize life in our aging society from generation to generation.” And as with any change, demographic development also brings opportunities. However, she stressed that economic growth must not be the sole measure of all things. In fact, she argues, the fixation of policy on GDP has led us astray and says nothing to the effect of what in the end makes countries successful. “Ultimately if growth is brought at the expense of the destruction of the environment and injustice, it actually makes us poorer.” She maintains, “This too is part and parcel of intergenerational fairness, because it is not right for us to create our own prosperity at the expense of future generations.”

# A Reception by the Embassy of the Democratic Republic of Congo to Germany



*“The most striking result in the sustainable economy depends in the effort for the preservation of the biodiversity, cultural diversity, the promotion of knowledge and gender equality.”*

**H.E. Amb. Kamanga Clementine Shakembo (Ambassador of the Democratic Republic of Congo to Germany)**

## News from the Academy for Cultural Diplomacy - International Conferences



Mark Donfried with Minister Dato' Seri Mohamed Nazri Bin Abdul Aziz, Minister of Tourism and Culture Malaysia and the Malaysian Delegation to the Berlin International Economics Congress 2014

### The Hon. Minister Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, Minister of Tourism and Culture of Malaysia

On the second day, The Hon. Minister Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, Minister of Tourism and Culture of Malaysia, made the keynote speech at the ICD House of Arts and Culture. He gave an impassioned lecture on the importance of tourism as a driver of sustainable economic development and on the huge potential of the tourism sector in generating income and foreign exchange earnings while simultaneously creating job opportunities and attracting foreign direct investment. Minister Bin Abdul Aziz further identified four global "megatrends" that are influencing how Malaysia, for instance, does business by providing tremendous opportunities for the tourism industry in general. In relation to tourism and its impact in linking cultures for future peace and prosperity, Minister Bin Abdul Aziz stressed, "Tourism is also a channel for building bridges and linking cultures among the global community," he declared, "promoting greater understanding, peace and prosperity." Tourism will remain a key sector contributing towards Malaysia goal of achieving high-income nation status by 2020.

Various other Ministers in the area of culture and tourism came to speak after Minister Bin Abdul Aziz, including, Minister Alain St. Ange, Minister of Tourism at the Seychelles.

### Minister Alain St. Ange, Minister of Tourism at the Seychelles

In his speech "Tourism as a Sustainable Economic Boost," Minister St Ange spoke on the importance

of tourism in local and national economies. For Minister Ange, it is crucial for his country to benefit from the tourism industry in such a way that trickles down to the people instead of solely benefiting businesses and their profits.

### The Hon. J.M.T.S Yeung Sik Yuen, Minister of Tourism & Leisure of Mauritius

The Hon. J.M.T.S Yeung Sik Yuen, Minister of Tourism & Leisure of Mauritius, delivered an engaging lecture entitled, "Education, Entrepreneurship and Tourism as Drivers of Sustainable Economic Growth." He highlighted the global trends in creative economies where the facets of education, entrepreneurship and tourism act as drivers for sustainable economic growth. He highlighted the fact that our entrepreneurs today have to work in a fast-changing business environment. Adapting to ever changing global trends is crucial to surviving and thriving in this new economy. "So governments on this spot will have to act as a facilitator," he asserts, and, in doing so, act as an agent of change "by providing the right policy options and creating and enabling governmental business operators, evolve and prosper."



Minister J.M.T.S. Yeung Sik Yuen, Minister of Tourism & Leisure of Mauritius

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Special Exhibition of Mongolian fashion from the last 200 years, during the Mongolian Cultural Event on the occasion of the visit of the Minister of Culture, Sports and Tourism of Mongolia, Minister Tseveddamba Oyungerel.

Minister Tseveddamba Oyungerel, Minister of Culture, Sports and tourism of Mongolia



Minister Tseveddamba Oyungerel (Minister of Culture, Sports and tourism of Mongolia) provided her insight on the crucial role tourism plays in developing and exposing her country to the global economy. Since 1990, Mongolia's democratization, it has been exposed to outside cultures within the nation, and more importantly, the incorporation of the nomadic population in the tourism business. In her speech, she affirmed the importance the nomadic culture has for the tourism sector in Mongolia. "A recent study on tourism of our key market showed that 90% of the tourists come to Mongolia to experience the nomadic lifestyle," claiming, "Mongolia is a very exciting place for those who like adventures."

Executive Chairman of the Egyptian Exchange, Dr. Mohammed Omran - "Open Innovation and Collaboration is a Global Trend Especially in the Creative Economies"



Focusing on economic growth and the concept of inclusion growth. Dr. Mohammed Omran discussed the linkage between these two issues in relation to the latest developments in Egypt, and explained the current state of the Egyptian economy through the relationship between his own country's revolution and exclusive economic growth.

The closing speech for the second day came from Mohmed Abdullahi Wais, Director of the National Tourism Office of Djibouti, with a discussion on the impact tourism plays for growing economies such as his own. Following his speech, a special cultural evening arranged by the Embassy of Djibouti to Germany, provided participants of the event with typical gastronomy from the country.



Embassy of Djibouti to Germany



Embassy of Morocco to Germany



Embassy of Kyrgyzstan to Germany

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**The Hon. Dirk Niebel, Former Federal Minister of Economy Cooperation and Development of Germany**



On the third day, The Hon. Dirk Niebel delivered his lecture on 'Creative Approaches for Simultaneous Secure of Biodiversity, Poverty Reduction and Tourism Development in Example of Kavango-Sambesi-Transfrontier-Conservation-Area (KAZA)'. The focus of this lecture was the importance of creating an effective framework in ensuring that there is an equal division of resources and overall development in a transnational conservation area. Therefore, more coordination and cooperation ought to be done in this Southern African conservation area, especially with local governments and the indigenous people in the region, a region that has had a history of conflict and war. The Kavango-Sambesi-Transfrontier-Conservation-Area stretches over five countries, Namibia, Angola, Botswana, Zambia and Zimbabwe. Linking their national parks into a collective conservation area has proven to be challenging in this respect and also in protecting its biodiversity and alleviating poverty in the region.

"Therefore the cooperation of the tourism and civil society departments of the state with the WWF, the World Wide Fund for Nature work together on which quotas are biologically desirable for particular species in specific regions," The Hon. Dirk Niebel.

The involvement of civil society, working hand-in-hand with local governments and international NGOS, is crucial in achieving these goals of improving the overall situation of conservation area. Moreover, a change in the nature of tourism in this area, from charitable tourism, would make local governments more likely to develop these areas for the benefit of the local populations. The Hon. Niebel ended his lecture with an interesting example of the Bushmen people, an ethnic group living on the borders of Namibia and Botswana and stressed the importance of establishing mutual trust and understanding amongst different ethnic groups to facilitate cooperation and prevent any misunderstandings..

**Maxime Verhagen, Former Dutch Minister of Foreign Affairs**



Maxime Verhagen, Former Dutch Minister of Foreign Affairs, spoke on Cultural Diplomacy as a Tool for Nation Branding and the Cultural Aspects of Contemporary Nation Branding. His address was focused on three main points, the strong feeling of uncertainty in contemporary times, the importance of increasing engagement with foreign diplomats and citizens and changing our attitudes, as Europeans, to be more optimistic on what the future holds. Using The Netherlands, his home country, as an example in making his arguments, Verhagen was able to provide us with a deeper insight into the indispensable role of cultural diplomacy in nation branding

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and creating a brighter future for not only Europe but also for the world.

Perhaps one of the highlights of Verhagen's speech was the importance of adapting to local customs and traditions as a way of better understanding a particular culture or country. This not only offers you better prospects in business and economics but helps you strengthen your knowledge of your country and culture. Active cultural diplomacy, from the grassroots level, gives you an 'optimistic view, (the ability) to operate elsewhere, (and become) a world citizen.' Moreover, with increased cultural awareness and interactions between different peoples, we will be able to 'live together in mutual respect, based on shared values (and) dialogue'. Ultimately, we must 'provide a counterbalance to those forces seeking to undermine human rights and spread the ignorance and polarization.' These factors need to be taken into account in order for us to achieve our goal of creating a more stable and peaceful world for everyone.

**The Hon. George Papaconstantinou, the Former Minister for the Environment, Energy and Climate Change of Greece**



The Hon. Papaconstantinou, the Former Minister for the Environment, Energy and Climate Change of Greece, delivered a lecture, 'From Crisis to Creativity: New Approaches in Greece and the EU', which focused on Greece's path to recovery in light of the European

financial crisis. The Hon. Papaconstantinou stressed the importance of developing a country's potential and take a multilateral approach in resolving the crises it faces. With this approach, while creating a long-term strategy that takes into account all these recommendations, we should strive to change people's mindsets as well as be more open to change to resolve the current problems.

**The Hon. Fanny Palli-Petralia, Vice President, International Olympic Truce Foundation; Former Minister of Tourism Development of Greece**



The Hon. Fanny Palli-Petralia gave a lecture following the reception on the role of culture in tackling issues affecting the global stage. Her speech, "How Can Cultural Diplomacy Lead to the Solution of Contemporary Issues," focused primarily on the various aspects of culture, under the context of economic development, and the seismic shifts occurring right now in world politics that is influenced and aided by the instruments of cultural exchange for fostering peace and prosperity. She concluded that the deepening and widening of the European project should not solely rest on economic or political models, and instead, European leaders should apply cultural diplomacy to renew and expand this peace time project to ensure its longevity; for she stresses, "It is their historical duty."

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Minister Peter Bayuku Konte, Sierra Leone's Minister of Tourism and Cultural Affairs



in order to sufficiently protect intellectual property rights and an underdevelopment of information and communication technology, to name a few. Moreover, he also discussed the role of tourism as a mode of promoting Sierra Leone as a destination that offers various cultural heritage sites and stunning nature – reaching out to cultural tourists, rather than simply the masses. Nonetheless, Sierra Leone and other developing countries face a long road ahead of them with regards to infrastructure, policy and finance. It is unequivocal that developing countries need continued external help and assistance will be crucial to positive change, in which cultural diplomacy can be a productive catalyst.

Sierra Leone's Minister of Tourism and Cultural Affairs, Peter Bayuku Konte, conducted an engaging presentation on the economic development of developing countries in his speech, "Global Trends and Creative Economies: Education, Entrepreneurship and Tourism as Drivers of Sustainable Growth." He posits that the enhancement of creativity in countries that have a history of being colonized produce a cohesive effect on the society of such developing countries – a chief aspect of economic growth. Konte's lecture exposed a number of obstacles that Sierra Leone, and other developing nations, face when enhancing their creative industries: effective law enforcement

The Congress was hugely successful in underlining some of the challenges certain countries face in developing their creative industries as well as in providing a platform for discussions on how to resolve the economic obstacles still remaining. By analyzing the global trends that affect the growth of these industries, countries may be able to better frame policies and initiatives to maximize their countries' development in these sectors. Cultural diplomacy, therefore, can be used as a tool to advance cultural industries, especially through nation branding, economic bridges, and global governance, both at the micro and macro levels of society.



Berlin International Economics Congress 2014  
(Berlin; March 5th - 7th, 2014)

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# The Arts as Cultural Diplomacy Conference 2014

“Cinematic Cultural Diplomacy: Practicing Cultural Diplomacy through Film”  
 Berlin, February 12th-14th, 2014)



Panel Discussion during “The Arts as Cultural Diplomacy Conference 2014”  
 (Berlin; February 12th-14th, 2014)

Held between February 12th-14th, the Berlin Language of Art & Music Conference 2014 celebrated film and cinematography, inviting a wealth of actors, film-makers, writers, diplomatic and government officials and academics from around the world. The conference took place concurrently with Berlinale International Film festival, allowing participants the opportunity for far greater engagement with the art of film and the potential for cinematic cultural diplomacy.

With the increasing popularity and distribution of films internationally, films have increasingly become an important method by which people can learn about places and people far way; gain insight into the social, cultural, and political landscapes of a film’s origin; and foster intercultural understanding by challenging stereotypes. Throughout the conference, speakers highlighted the artistic aspects of films, the great power of films to disperse cultural knowledge and foster intercultural understanding, as well as the potential of cinematic cultural diplomacy as a method for nation-branding, peace-building, and awareness-raising, whether in regards to political and cultural issues or past and continuing conflict. In particular,



The Hon. Erna Hennicot Schoepges, Vice President of the ICD Advisory Board; Former Luxembourgian Minister of Culture and Religious Affairs.

the films *Circles*, *Blue Lips*, and *100 Days* were highlighted as case studies.

Eric Kabera, one of the producers of *100 Days* spoke sincerely on the importance of film to help address difficult issues and to reconcile disparate groups. When asked about the potentially divisive elements of film, Kabera shared his own experience of working on *100 Days* and how that affected his own relationship with the Rwandan genocide. Kabera explained, “Going back a little bit to the genesis of the film, I was bitter and my film

News from the Academy for Cultural Diplomacy - International Conferences



Commemoration of the 20th Anniversary of the Genocide Against the Tutsi in Rwanda  
 A Film Screening and Panel Discussion hosted by the Embassy of Rwanda to Germany

director was very bitter...so both of us, we bonded and became friends because we were all bitter because [of] the inhumanity and the complexity of the whole genocide made us angry.” However, throughout the process of making the film, he found himself moving away from his previous bitterness and pessimism. Even watching the film now, Kabera elaborated, he still feels a bit of bitterness, however, “it is not the bitterness of hate - it is just the bitterness of pain. And that comes out a little bit in the film.” This, he says, is an example of how it is possible for people to reconcile - even if pain continues to exist. It is still haunting and traumatic, but through culture, through media... [film] can help us alleviate or tackle the subjects that were once taboo.”

In addition to artists, film producers, and academics speaking to the artistic elements of film and their

personal experiences and learning processes, speakers also touched on issues of freedom to view films, artistic property protection, the difficulties of maintaining linguistic integrity in cross-cultural filmmaking, and how innovation in film could be a driving force for the creative industries.

Moreover, speakers from the diplomatic services and government cultural agencies also spoke directly on the great potential of film as a tool for cultural diplomacy. Through a panel discussion, speakers and participants were able to exchange ideas and opinions on the benefits of cinematic cultural diplomacy, how cinematic cultural diplomacy might be best applied, and the future development of cinematic cultural diplomacy as tool to help foster international cooperation and peace.



Bentley Brown  
 US Writer & Filmmaker



Neta Riskin  
 Israeli Actress



Antony Thekkek  
 Indian Actor, Producer & Writer



Cosmina Stratan  
 Romanian Actress



Nikola Rakocevic  
 Serbian Actor



Nesrin Cavadzade  
 Azerbaijani Actress



# Thematic Programs

Academy Thematic Programs focus on a specific political, cultural, or economic issue, or concentrate on a particular geographical region or area. Each thematic program includes a variety of activities based on that theme, ranging from international conferences and events to individual panel discussions and exhibitions. The thematic programs focus on the implementation of Cultural Diplomacy as a tool to promote cooperation and understanding in a number of specific areas and fields.

# Art, Music & Sports as Cultural Diplomacy

The Academy for Cultural Diplomacy created the program “Art, Music & Sports as Cultural Diplomacy” in order to explore and analyze the powerful instruments of art, music and sports to serve as vehicles of cultural diplomacy.

## Film as Cultural Diplomacy

### ICD Delegation to the Vienna Filmball

(Vienna; March 14th - 15th, 2014)

In March 2014, the ICD Delegation travelled to Vienna on the occasion of the Vienna Filmball 2014, where stars and celebrities of the film industry met in the „Wiener Rathaus“ – Vienna’s town hall – to celebrate film, music and glamour. The visit took place in the framework of the program “The Language of Arts & Music” which has investigated film as a tool for cultural diplomacy in practice over the last 6 months.

The event attracts various actors, actresses, film directors and film producers from different countries since 2010 to come to the capital of Austria. This year the Italian actress Claudia Cardinale and the American actress Hannah Daryl along with other artists from the German and Austrian film industry honored the Filmball Vienna with their presence and received a Filmball Vienna Award later that evening.

After the gala dinner, debutantes officially opened the Filmball Vienna with a Walzer choreography conducted by Yvonne Rueff – former dancer and owner of a dancing school. Subsequently, the guests could enjoy the evening by dancing to the songs of Dave Kaufmann or by playing games at the casino provided by Casinos Austria.



Celebrated Italian Actress Claudia Cardinale, ICD Board Member and Austrian Actor Albert Fortell, Mark & Teresa Donfried during the Gala Dinner of the Vienna Filmball 2014



The Institute for Cultural Diplomacy participates in the “Vienna Filmball 2014” - Gala Dinner at the Vienna Rathaus.



Celebrated American actress Daryl Hannah with Mark & Teresa Donfried



Celebrated Austrian Actor Albert Fortell, Father of the Vienna Filmball Edi Finger Junior, Fashion Designer Erika Suess, Teresa & Mark Donfried and Celebrated German Actor Barbara Wussow.



ICD Board Member Albert Fortell, Senior Vice President of Sky Deutschland Marcus Ammon, Mark & Teresa Donfried. The Language of Arts and Music



ICD Delegation to the Vienna Filmball  
(Vienna; March 14th - 15th, 2014)

The Academy for Cultural Diplomacy - Thematic Programs

# Music as a Tool for Cultural Diplomacy

## Cultural Ambassador Ivan Ozhogin in Berlin

(Berlin; May 9th - 12th, 2014)



An Interview with Ivan Ozhogin, Renowned Musical Star in Russia & Germany, at the Institute for Cultural Diplomacy

During the weekend of 9th-12th of May, famous Russian musical singer Ivan Ozhogin paid a visit to Berlin. On Friday evening he was a guest at the Institute for Cultural Diplomacy where he gave an interview on the power of music as a tool for cultural diplomacy. Mr Ozhogin stated that he considers himself a "Cultural Ambassador" - after all, his repertoire spans multiple genres from multiple countries, and he hopes that his music will bring together people from different parts of the world. His Saturday concert at the Frantz Club showed that this hope seems to be well founded.

A vibrant crowd consisting of people from a variety of countries, most of them female and clearly avid fans, queued up in front of the club an hour before the show began. For an hour and a half, Mr Ozhogin and his band entertained the crowd with a mix of musical songs and pop songs in a variety of languages including Dutch and Ukrainian. The Sunday concert at the Russisches Haus was a more Russian affair in honor of Victory Day, the day that Russians liberated Berlin from the Nazi's in 1945.

At the event the ICD met with several guest stars to talk about music and its role to build cultural bridges, especially in times of crisis. Among the artists were Mercedesz Csampai, Aydar Gaynullin, Elena Bulanova and Petr Iljasch.



# Experience Africa Program

## ICD Delegation to Addis Ababa for The African Union Summit 2014

(Addis Ababa; January 27th - 31st, 2014)

The ICD Delegation to Ethiopia travelled to Addis Ababa from January 27th to 31st 2014 as part the ICD's 'Experience Africa Program' to participate in the 22nd African Union Summit. The aim of the Summit is to expedite the process of economic and political integration within the African continent. The Summit's aim emulates the African Union's mission to create "an integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the global arena."

The Delegation met with many heads of state, governmental representatives, and held important meetings with African Union Commissioners. The Delegation held its first Addis Ababa Cross-Continental Cooperation Summit, which ran parallel to the African Union Summit. The Cross-Continental Summit reviewed the progress of the Millennium Development Goals, which is two years away from the deadline set by the United Nations in 2000.

The activities and meetings held by the ICD Delegation to Addis Ababa were made possible thanks to the important cooperation and support of the Embassy of Ethiopia to Germany and the Embassy of Romania to Ethiopia.



Closing Ceremony African Union Summit  
African Union Headquarters in Addis Ababa  
(Addis Ababa; January 27th – 31st, 2014)

The Academy for Cultural Diplomacy - Thematic Programs

### Meetings at the Ethiopian Ministry of Foreign Affairs

On the morning of the 28th January, Mark Donfried visited the Ethiopian Ministry of Foreign Affairs and held a meeting with Mr. Abiy Berhane, Director, Promotion and Cultural Exchange, Public Diplomacy Directorate General, Ministry of Foreign Affairs, Ambassador Ababi Demissie, Acting Director General for Public Diplomacy and Communications and Mr. Yosef Kassaye, Director, International Organizations, Directorate General of the Ethiopian Ministry of Foreign Affairs.

During the meeting they discussed the significant role cultural diplomacy can play in the public diplomacy strategies the Ethiopian Foreign Ministry uses.



Mark Donfried with Abiy Berhane (Director, Promotion and Cultural Exchange, Public Diplomacy Directorate General, Ministry of Foreign Affairs) at the Ethiopian Ministry of Foreign Affairs.



Ambassador Ababi Demissie, Acting Director General for Public Diplomacy and Communications at the Ethiopian Ministry of Foreign Affairs.



Mark Donfried with Abiy Berhane (Director, Promotion and Cultural Exchange, Public Diplomacy Directorate General, Ministry of Foreign Affairs), Amb. Ababi Demissie (Acting Director General for Public Diplomacy and Communications at the Ethiopian Ministry of Foreign Affairs); and Mr. Yosef Kassaye (Director, International Organizations, Directorate General of the Ethiopian Ministry of Foreign Affairs)



Closing Ceremony African Union Summit  
African Union Headquarters in Addis Ababa  
(Addis Ababa; January 27th – 31st, 2014)

## Meetings with African Union Commissioners

### Meeting with the AU Commissioner for Political Affairs, Dr. Aisha L. Abdullahi

In the afternoon of the 28th January, Mark Donfried and President Emil Constantinescu held a meeting with Dr. Aisha L. Abdullahi, AU Commissioner for Political Affairs. Dr. Abdullahi oversees the Department of Political Affairs, which aims to coordinate and organize the participation of the African Union in the observation of elections, and also implements the African Union Commission's program for the promotion of democracy and democratic elections in the continent as enshrined in the African Charter on Democracy, Elections and Governance.



Mark Donfried with Dr. Aisha L. Abdullahi, AU Commissioner for Political Affairs, during the African Union Summit 2014

### Meeting with the Deputy Chairperson of the African Union Commission, H.E. Erastus Mwencha



Mark Donfried and President Emil Constantinescu met with the Deputy Chairperson of the African Union Commission, H.E. Erastus Mwencha

On the 29th January, Mark Donfried and President Emil Constantinescu met with the Deputy Chairperson of the African Union Commission, H.E. Erastus Mwencha. The AU Commission states that its mission is to be "An efficient and value-adding institution driving the African integration and development process in close collaboration with African Union Member States, the Regional Economic Communities and African citizens". Mirroring the mission of the AU Commission, after re-election in 2012 Mr. Mwencha stated that he would continue to build networks within and outside of the continent, supporting the continental integration agenda.

### Meeting with the AU Commissioner for Human Resources, Science and Technology, H. E. Dr. Martial De-Paul Ikounga

On the 31st January, Mark Donfried and President Constantinescu held a meeting with with H. E. Dr. Martial De-Paul Ikounga, AU Commissioner for Human Resources, Science and Technology. During the meeting they discussed the progress of the Academy for Cultural Diplomacy and President Constantinescu's Peace Initiative for the Levant Region. During president Constantinescu offered Dr. De-Paul Ikounga his book 'Time of Tearing Down, Time of Building' and in exchange Dr. De-Paul Ikounga gave him his 'Devoir de Parole'.



Mark Donfried and President Emil Constantinescu meet with H. E. Dr. Martial De-Paul Ikounga, AU Commissioner for Human Resources, Science and Technology



President Constantinescu meet with H. E. Dr. Martial De-Paul Ikounga, AU Commissioner for Human Resources, Science & Technology



Mark Donfried a with H. E. Dr. Martial De-Paul Ikounga, AU Commissioner for Human Resources, Science and Technology

The Academy for Cultural Diplomacy - Thematic Programs

## Gala Dinner of the 22nd African Union Summit

On the evening of 30th of January, the Summit held a Gala Dinner, during which Mark Donfried and President Emil Constantinescu met with President John Kufuor, Former President of Ghana and Chairperson of the African Union 2007-2008, President Alpha Condé, President of Guinea, Minister François Lonseny Fall, Minister of Foreign Affairs of Guinea, President Festus Mogae, Former President of Bostwana and the Delegation of Seychelles.

The exclusive Gala Dinner was a great success and gathered all the heads of state and all the commissioners of the African Union together. A highlight of the Gala Dinner was a performance by Ethiopian musician and arranger best known as the father of Ethio-jazz, Mulatu Astatke.



11. Performance by Mulato Astatke, Ethiopian Musician best known as the father of Ethio-jazz Gala Dinner of the African Union Summit 2014.



Mark Donfried, President Emil Constantinescu, President John Kufuor, Former President of Ghana, and H.E. Amb. Gabriel C. Bartas, Romanian Chargé d'Affaires en Pied to Ethiopia and Representative to the AU



Mark Donfried with President Festus Mogae, Former President of Bostwana Gala Dinner of the AU Summit 2014

The Academy for Cultural Diplomacy - Thematic Programs



Mark Donfried and President Constantinescu with the Seychelles Delegation to the African Union Summit 2014: Minister of Foreign Affairs Jean Paul Adam; Secretary of State for Foreign Affairs Ambassador Barry Faure; H.E. Amb. Joseph Nourrice



Mark Donfried with President John Kufuor, Former President of Ghana and Chairperson of the African Union 2007-2008, Gala Dinner of the African Union Summit 2014.



Mark Donfried meets with Minister Dr. Ahmet Davutoğlu, Minister of Foreign Affairs of Turkey,



Mark Donfried meets with Minister Robert Dussey, Minister of Foreign Affairs of Togo, during the Gala Dinner of the African Union Summit



Mark Donfried with President Alpha Conde (President of Guinea) and Minister François Lonseny Fall (Minister of Foreign Affairs of Guinea) Gala Dinner of the African Union Summit 2014



# THE INTER-PARLIAMENTARY ALLIANCE FOR HUMAN RIGHTS & GLOBAL PEACE (IPAHP)



# The Helsinki Conference on International Law & Women's Rights:

*"An Interdisciplinary Analysis of the Role of International Law in Promoting Women's Rights"*

(Helsinki; March 10th - 12th, 2014)



Group Photo with participants and speakers of the Conference  
Ministry of Foreign Affairs of Finland



Minister Erkki Tuomioja  
(Minister of Foreign Affairs of Finland)

Hosted by the ICD Inter-Parliamentary Alliance for Human Rights and Global Peace, the Helsinki Conference on International Law and Women's Rights kicked off the morning of March 10th at the Foreign Ministry of Finland. The conference highlighted the current widespread gender imbalances and the underlying burden it imposes for nation's social, economic and political spheres within all levels of

society. The renewed awareness for this situation brought together politicians, experts and academics from around the world to discuss the potential of international law to create a framework for the development and protection of women's rights and the role of cultural diplomacy to promote gender equality worldwide.

The conference was designed in order to be the first of an event series aimed at exploring and discussing the issues at the forefront of gender inequality and formulate a joint strategy bringing together world leaders and dignitaries for future implementation in promoting human and women's rights. The conference featured a variety of lectures and panel discussions providing participants the opportunity to debate the role of international cooperation in promoting these issues in the hopes of coming to a consensus as to what appropriate means could remedy these critical conditions.



Mark Donfried with The Hon. Mari Kiviniemi, Minister Elisabeth Rehn  
Alessandra Sarelin, Johanna Norrback-Ilvessalo

The opening address made by Erkki Tuomioja, Minister of Foreign Affairs of Finland, kicked-off this three-day event by drawing attention towards gender equality globally using international law, in particular Finland's own standing in eradicating gender inequality.

He noted, "Finland is committed in continuing its work in promoting and protecting gender issues, both nationally and internationally." Minister Tuomioja underscored the challenges and achievements in the implementation of the Millennium Development Goals for women and girls and their increasing participation in education, science and technology as well as equal opportunities for work. He recognized his own country's success and pitfalls by citing the Finnish Seventh Report on CEDAW, highlighting his own country's shortcomings in the legal framework for women's rights. In particular, the challenges remained in reducing violence against women and the improvement still left open in the matters of equal treatment and equal pay. Minister Tuomioja emphasized, "women's rights cannot be entirely secured if violence against women is not eliminated."

The fight for gender equality has been one that has tested nations' inclusiveness and measured the international communities own degree of modernization and democratization. The equal rights of men and women were first brought to light under an international human rights context in the Preamble of the United Nations Charter of 1945 and the Universal Declaration of Human Rights of

1948. It was in 1979, following the success by the UN and the international community at large, that a comprehensive Declaration of Women's Human Rights received recognition under the categories of civil and political rights, introduced to the United Nations Convention for the Elimination of All the Forms of Discrimination Against Women..

*"Human Rights for women requires firstly the setting of Human Rights standards, the acknowledgment by the international community and the adherence by State Parties, but also the challenging of a fundamental cultural and religious beliefs."* - The Hon. Mari Kiviniemi, Former Prime Minister of Finland



The Hon. Mari Kiviniemi  
(Former Prime Minister of Finland)

Following Minister Erkki Tuomioja's opening speech, The Hon. Mari Kiviniemi, Former Prime Minister of Finland, played the role of chairperson for the first panel discussion titled the "Implementation of International and National Laws when Customary Laws are Respected." It included such notable speakers as Professor Dr. Marjut Jyrkinen and Dr. Alessandra Sarelin, but more importantly, an interesting discussion by Minister Elisabeth Rehn (Former Minister of Defense of Finland) on the role of female attorney's in the pursuit of gender equality.

In her speech, the Hon. Mari Kiviniemi stressed the vulnerability human rights still hold under the backdrop of a world in which civil and international conflicts still prevail. In her lecture she stressed under the context of women's rights, much progress has been made for example in the manner that

## Inter-Parliamentary Alliance for Human Rights & Global Peace

gender parity in primary education had produced serious gains and women's proportion in national parliaments has doubled in recent years. Minister Kiviniemi recommended a stronger post-2015 framework for the Millennium Development Goals that encompasses a more holistic view on gender inequality.

The discussion finished with the Former Prime Minister of Finland moving away from her recommendation to her hopes for the future: "Human Rights for women requires firstly the setting of Human Rights standards, the acknowledgment by the international community and the adherence by state parties, but also the challenging of a fundamental cultural and religious beliefs." Following her lecture, Minister Kiviniemi was asked by the ICD in a special interview on her own views, how the international system can remedy gender inequality. She spoke about the importance for national legislation in the application of women's and human rights in order for the international level to tackle these issues successfully. Moreover, she stressed the need for a shift in values at the micro level, where the citizens thinking are altered to reflect these new trends and thus the ability for legislation to be achieved at all levels. "If we want to achieve real gender equality," Minister Kiviniemi suggests,

"what is needed is a different behavior from decades of the past."

One of the highlights from the Conference was the exclusive excursion many of the participants and students of the Center for Cultural Diplomacy took part in to the Finnish Parliament, Eduskuntatlo, conducted personally by MP Satu Haapanen, Member of the Parliament to Finland. It was an exciting and memorable visit where the students and members of the Conference took the opportunity to tour the many floors of the Parliament house and watch the Parliament in session from the public balcony.



Minister Elisabeth Rehn  
(Former Minister of Defense of Finland)



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On the second day of the Helsinki Conference, the conference hosted special visits displaying Helsinki's famous landmarks and attractions for the participants of the Conference. A distinctive landmark in the Helsinki landscape, participants paid a visit to the renowned Helsinki Cathedral, located in the neighborhood of Kruununhaka in the center of the city. Situated next to the famous Cathedral and designed by the same architect Carl Ludwig Engel, participants toured the Senate Square, making up the oldest part of Helsinki, and a striking allegory of political, religious, scientific and economic strength occupying the city's center.

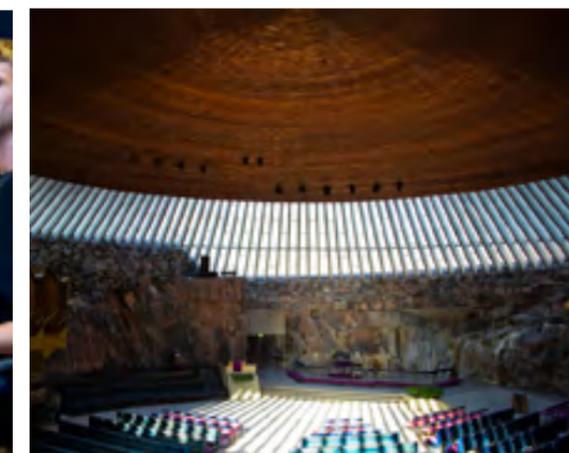
Following the Senate Square, members of the Conference were then taken to Kampi Chapel of Silence, situated on the Narinkka Square, constructed as part of the World Design Capital in 2012, the chapel demonstrates how contemporary architecture at its best still excites and provokes. For lunch, participants took the time to stroll around the Market Square in Helsinki, taking in Finland's easygoing culture and its regional and national gastronomy. The Market was bustling with activity with vendors selling fresh Finnish food and souvenirs, and the

participants having the pleasure of tasting traditional Finnish meat pastries such as lihapiirakka in the surrounding cafes.

The next visit was to Temppeliaukio Church, where students were shown the stone-hewn church located in the center of the city. Many found it to be an exciting visit due to the spectacular architectural design of the Church, as the interior was excavated and built directly out of solid rock and submerged in natural light, penetrating through the glaze dome.

The day wrapped up with an excursion to Soumenlinna Maritime Forest, part of UNESCO's World Heritage site, for what was a beautiful close to an outstanding conference. Located on islands off of Helsinki, Suomenlinna is a novel 18th-century European military architecture, surrounded by a group of islands that make up this historic fortress.

The Helsinki Conference on International Law proved to be a success in opening the debate on gender inequality in the twenty-first century and the steps we could take in minimizing the gender gap using Cultural Diplomacy as a basis and International Law as the framework.



# The Strasbourg Conference on International Law & Human Rights

*“The Role of International Law to Promote Sustainable Development, Youth Empowerment and Women’s Rights”*

(Strasbourg; April 14th – 16th, 2014)



Group photo with conference participants in front of the Council of Europe in Strasbourg

The Strasbourg Conference on International Law & Human Rights was hosted by the ICD Inter-Parliamentary Alliance for Human Rights and Global Peace. It commenced on April 14th with a series of lectures and panel discussions on “The Role of International Law to Promote Sustainable Development, Youth Empowerment & Women’s Rights.” This three-day conference tackled the issue of international women’s rights. The conference also centered on issues that the global youth face, such as mass unemployment, rising tuition rates and a slowly recovering economy. The advancement and development of both of these groups has naturally been affected by the economic downturn and thus remains a significant political concern. It is the role of lawmakers, politicians and legislators this

paramount to encourage positive change for these people.

The Institute for Cultural Diplomacy holds the development of women and youth as a crucial aspect for the future of the international community. This conference was partly initiated in order to create a proposal for the international community at large through detailing important legal developments to generate and support initiatives for the empowerment of youth and women worldwide. The conference brought together a wealth of talent and the opportunity to exchange perspectives and ideas, with speakers ranging from high-powered judges to academics and politicians.



MP Ögmundur Jónasson, Member of the Council of Europe; Member of the Parliament of Iceland; Former Minister of the Interior and Justice of Iceland

The opening address was made by Hon. Ögmundur Jónasson, a member of the Council of Europe, on the afternoon of April 14th. He discussed the issue of Russia’s involvement in the Council of Europe in light of the recent developments occurring in Ukraine. When posed with the question why he voted with the minority to not deprive Russian Parliamentarians the rights to vote in the Council of Europe, he replied: “I had not voted in favor of the Russian state. I had voted in favor of the Council of Europe.”

Mr Jónasson stressed the importance of the European institutions for upholding human rights and highlighted the ability of citizens to take legal action against their respective states. He noted that there is a multitude of people across the globe who are in favor of justice but who might not be successfully represented by their governments. Jónasson urged for continued cooperation with and faith in international institutions as effective means of protecting human rights.

The Hon. Judge Ineta Ziemele (Judge, Section President, European Court of Human Rights), delivered a lecture on women and children under the European Court of Human Rights, speaking critically of the current situation in Europe and the problems that the European Court of Human Rights faces. She draws comparisons between the Court as it is currently and as it was at the time of its inauguration and posits that the Court faces far more complex issues than it did in previous decades, taking care to illustrate the evolution of the breadth of problems that the Court now receives.

Moreover, Judge Ziemele highlighted the vulnerability of women and children in international law and human rights cases, pointing out prominent examples of human rights cases that demonstrate the difficulties that the Court faces. Nevertheless, she stressed that the European Court of Human Rights is progressively developing in order to deal with its cases more effectively and emphasized the European Court of Human Rights’ forward-looking pursuit of the advancement of women’s and youth’s rights.

In addition, Ms. Liri Kopachi (Head of Equality Division, Council of Europe) delivered an engaging lecture on the work of the Council of Europe in protecting women in member states and promoting women’s rights for equal treatment. Kopachi gave valuable insight into the crucial work being done by the Council of Europe, such as developing conventions against human trafficking and violence against women. She also further stressed the important role of conferences in creating dialogue and facilitating the exchange of advice and good practices in order to effectively further beneficial and productive policies. Kopachi notes a “trend towards criminalizing more and more forms of violence against women, including forced marriage and stalking,” and emphasized her optimistic view towards creating effective safeguards, despite the long road ahead for ensuring that comprehensive measures to protect women are in place in all member states. Kopachi remains positive about the prospect of progress facilitated by greater cooperation and convergence in policy throughout the Council of Europe’s member states.



Judge Ineta Ziemele (Judge, Section President, European Court of Human Rights)

Inter-Parliamentary Alliance for Human Rights & Global Peace

April 15th, the second day of the conference, saw great discussion on a broad range of topics related to human rights and the application and aims of human rights initiatives in different contexts and countries. Topics discussed include the gender equality, immigrant and minority protection, and climate change obligations of international human rights protection, while context-specific discussions include the British, Russian and EU-wide experiences.

The day began with the topic of human rights and migration. This lecture was delivered by the Hon. Ms. Lilja Gretarsdottir, Senior Advisor on Migration in the Council of Europe, and considered how the migrants in today's Europe are treated. She juxtaposed the rights of citizens with those of migrants, stressing the message to treat all people as individuals with equal human rights. Gretarsdottir urged the prevention of "collective pushbacks" in which there is no consideration of the need of the individual. Gretarsdottir emphasized that migrants are vulnerable, in need, and trying to build new lives for themselves. Gretarsdottir concludes with the question, "What moral borders are we, ourselves citizens of Europe, actually prepared to cross?"

Mr. Grégory Thuan, a Lawyer with Cabinet Hincker & Associés, presented a lecture on international law, human rights, and the rights of women, with a special focus on the elimination of all violence towards women and the rights to education and women's empowerment in all spheres of life. With relation to the successful implementation of the CEDAW Convention in member states, he points out that the priorities should be: limiting or withdrawing existing regulations which contravene the spirit of the convention; repealing or revising national legislation which is contrary to the convention; ratifying the convention's optional protocol; and reinforcing the convention control mechanism. On the role of Strasbourg Court and other international courts, Thuan posits that they are nurtured by international standards and there is "a mutual influence to reinforce the protection of women's rights."

Overall, this lecture emphasized the need for international laws that uphold the rights of women to be uniform and clear, for which the European Union has been a prominent player in implementing, because violence against women concerns all classes, cultures, and countries.



Inter-Parliamentary Alliance for Human Rights & Global Peace



The Hon. Ján Figel  
(Vice President, National Council of the Slovak Republic; Former European Commissioner for Education, Training, Culture and Youth)



Judge Ineta Ziemele  
(Judge, Section President, European Court of Human Rights)



MP Egidijus Vareikis  
(Member of the Parliament of Lithuania)



MP Wayne David  
(Member of the British Parliament)



MP Anna Wallén  
(Member of the Parliament of Sweden)



MP Fiona Mactaggart  
(Member of the British Parliament)



MP Elfyn Llwyd  
(Member of the British Parliament)



MEP Angelika Werthmann  
(Member of the European Parliament)



Sir Graham Watson  
(Member of European Parliament for the South West of England and Gibraltar; President, Alliance of Liberals and Democrats for Europe)



Judge Dmitry Dedov  
(Judge, European Court of Human Rights)



Mr. Grégory Thuan  
(Lawyer, Cabinet Hincker & Associés)



Judge Dragoljub Popovic  
(Judge, European Court of Human Rights)

## Inter-Parliamentary Alliance for Human Rights & Global Peace



Mark Donfried with MP Ögmundur Jónasson (Member of the Council of Europe; Member of the Parliament of Iceland; Former Minister of the Interior and Justice of Iceland) Judge Dragoljub Popovic (Judge, European Court of Human Rights), Judge Boštjan Zupančič (Judge, the European Court of Human Rights), and Judge Dmitry Dedov (Judge, European Court of Human Rights) at the Council of Europe in Strasbourg

Finally, the third day of the conference focused on the role of international law, the protections international law affords, and international multilateral actions. Questions that the speakers addressed included the roles of non-state actors under international law; the role of women in law-making and women's rights protection; the legality and binding nature of court decisions; and the efficacy of calls for action for protection of women, vulnerable groups, and the environment.

Judge Dragoljub Popovic, Judge for the European Court of Human Rights, delivered a lecture on the international human rights protection emphasizing its importance as not only a means of hope, but also as recourse for the weak. Judge Popovic says that protecting the weak and allowing the weak to stand as an equal, no matter how large or how great the other government may be, are at the essence of international human rights protection. He also comments on the trend of continental human rights conventions and of universalism of human rights in the United Nations, as well as on international networks working towards international human rights protection and the responsibilities and work that remains.

Acknowledging what has been accomplished and the challenges that continue to exist, Popovic finishes by calling for individual action today, saying, "We have transformed the pattern of human rights by elevating them to the international level of protection," and stressing that, "The weak nevertheless persist and the international protection of human rights remains their only

hope. That is why our mission as citizens and as human beings consists of raising awareness of the problem and seeking solutions to it. We are supposed to reach out to the weak and increase their hope, pursuing to strive for human rights and their protection at the global level by way of implementation of the rules of international law."

Dmitry Dedov, a member of the European Court of Human Rights, addressed the audience on the role of the European Court of Human Rights in sustainable development, an important topic that is relevant to us all. He raised some examples of divergence, the most obvious of which is the divergence between the international and national courts. Despite lamenting the fact that there are no common goals that unite the international community on Human Rights issues, Dedov praises the use of continued dialogue between countries and people. He believes that this cooperation can lead to effective advantages. Dedov finished his lecture with the comment: "I believe that human dignity is a very important advantage for pursuing this sustainable development," reflecting his faith in the unity of humanity.

This conference on international law and human rights has addressed many important concerns that we face in today's world. The particular focus on sustainable development, women's rights and youth empowerment has produced useful and lively debate. A resounding conclusion we can identify is that the on-going dialogue between cultures and countries is the most efficient and constructive path towards real progress.



The Hon. Ján Figel  
(Vice President, National Council of the Slovak Republic; Former EU Commissioner for Education, Training, Culture and Youth)

# Cultural Diplomacy & Narratives of Conflict in the Middle East

## ICD Delegation to Cyprus

Nicosia, 9th -11th May, 2014



Mark Donfried with Minister Dr. Ioannis Kasoulides, Minister of Foreign Affairs of Cyprus; and The Hon. Dr. Erato Kozakou-Marcoullis, Vice President of the Council for Cultural Diplomacy Studies and Former Foreign Minister of Cyprus.

The Institute for Cultural Diplomacy's primary and crucial objective is to assist in the fostering of peace and stability throughout the world. This aim is to be realized through promoting the core principles of cultural diplomacy to all levels of society in order to influence and guide global public opinion, and thus adjust the ideologies of individuals hailing from various nations, communities, cultures and faiths. All of this effort is to achieve the above-mentioned, ultimate goal of global peace and stability. In light of these aims, the ICD frequently dispatches delegations overseas to discuss the role of cultural diplomacy in the world today.

From May 9th to the 11th, Mark C. Donfried, the founder and Executive Director of the ICD, made a visit to Cyprus to meet with a multitude of influential individuals from both the governmental sector and

civil society in the Mediterranean state.

The visit began with Mark C. Donfried's speech, entitled: "Future Trends in Cultural Diplomacy: Case Study of the Middle East" at a conference created to explore how the utilization of cultural diplomacy can act as a key supplemental or alternative tool for peace processes in the Middle East. The conference was attended by several influential figures including Erato Kozakou-Marcoullis (Former Minister of Affairs of the Republic of Cyprus) and Emiliou Solomou (Executive Vice President for Administration and Director of UNESCO Chair of the University of Nicosia) to discuss issues ranging from truth and reconciliation to identity building in the unsettled region. The goal of the conference was to bring people closer together from divided communities and dismantle existing stereotypes.



Mark Donfried and The Hon. Dr. Erato Kozakou-Marcoullis (Vice President of the Council for Cultural Diplomacy Studies and Former Foreign Minister of Cyprus) with His Beatitude the Archbishop of Cyprus Chrysostomos II

Of particular significance during this trip was a meeting organized with the Minister of Foreign Affairs of Cyprus, Mr. Ioannis Kasoulides, who also acts in an ancillary role as a member of the ICD Advisory Board. During the meeting Mr. Donfried and Mr. Kasoulides exchanged ideas on the potential for a 'Comprehensive Cultural Diplomacy Based Nation Branding Campaign.' Nation branding aims to build and manage the reputation of a country; this can be achieved via increasing the importance and symbolic value of sites and cultural assets unique to the country in question. It can also theoretically improve a country's standing in the world and augment the prospect of tourism and investment capital by enhancing the image of a nation. This allows the nation to exert itself more effectively on the world stage in both a cultural and political manner. Also on the agenda was the matter of discussing the current ICD programs that are currently operating in Cyprus.

Preceding and succeeding this meeting, a large proportion of the itinerary was dedicated to visiting important sites of cultural heritage and to delve into the rich tapestry of history that depicts Cyprus. It is evident that modern culture is inextricably

entwined with the recent and more ancient past; and as such, visits were made to the Archaeological Museum in Nicosia, the Byzantine Museum to view the Kanakaria Mosaics and other religious artefacts and finally, to see the exhibition 'Discovery of Writing: From Aleph to Alpha.'

During the course of time spent in Cyprus, Mr. Donfried also had the pleasure of meeting with His Beatitude, the Archbishop of Cyprus, Chrysostomos

II. His Beatitude has worked tirelessly throughout his career to strengthen the bonds between other Orthodox Churches as well with other heterodox faiths existing in Cyprus. He is dedicated to the freedom of Cyprus and also maintains a keen interest in culture and education. Mr. Donfried took this unique opportunity to discuss the importance of interfaith dialogue and the work of the ICD in this invaluable field. The ICD is committed to the attainment of world peace by promoting the use of religion as a major force of unification between divergent factions through the analysis and utilization of inter-faith dialogue, therefore this meeting can be considered to be a progressive step in the ICD's activities in this area.

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Mark Donfried with His Beatitude the Archbishop of Cyprus Chrysostomos II

delegation was delighted to receive such a positive and enthusiastic response from all those individuals involved with the visit. The meetings that were organized and conducted have undoubtedly strengthened relations between the ICD and Cyprus and has inspired the institute to continue its efforts of initiating cultural diplomacy activities and programs in the state.



Another prominent figure in Cypriot society, Mr. Donfried had the pleasure of meeting with Anna Marangou. Ms. Marangou is steeped with knowledge of culture and cultural studies, having been Cultural Officer of the Municipality of Nicosia from 1979 to 1991, and has organized and curated a number of exhibitions both in Cyprus and abroad. She has furthermore authored a number of publications dealing with issues concerning the history and culture of Cyprus.

The lunch organized to facilitate discussion between the two dignitaries, allowing Mr. Donfried to further outline and illustrate the engagement of the ICD with the state and the people of Cyprus. Following the lunch appointment, Ms. Marangou graciously provided a guided tour of the old parts of Limassol and the extant medieval castle to demonstrate the wide-ranging wealth of history and culture that Cyprus enjoys.



The delegation of the ICD to Cyprus culminated in a working lunch discussion held at a country house in Pervolia, Larnaca. Although the function was informal and family orientated, significant issues in relation to the burgeoning role of cultural diplomacy in Cyprus were still addressed. Present at the event were Erato Kozakou-Marcoullis, her husband and other immediate family members; Alecos Michaelides, Permanent Secretary of the Ministry of Communications and his wife, George Marcoullis; Haematologist Oncologist and Dean of the Medical School of the European University, and others.



In summary, the visit of the ICD to Cyprus can be perceived as an absolute success and the



Mark Donfried with the Hon. Dr. Erato Kozakou-Marcoullis, Vice President of the Council for Cultural Diplomacy Studies and Former Foreign Minister of Cyprus Cultural Diplomacy & Narratives of Conflict in the Middle East (Nicosia, 9th -11th May, 2014)

# Cultural Diplomacy, Religion & Interfaith Dialogue



*International Symposium on Cultural Diplomacy & Religion  
(Rome; March 31st - April 3rd, 2014)*

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# International Symposium on Cultural Diplomacy & Religion

*“The Promotion of World Peace through Inter-Faith Dialogue & the Unity of Faiths”*

(Rome; March 31st - April 3rd, 2014)



International Symposium on Cultural Diplomacy & Religion - Public Audience with Pope Francis (Vatican City; April 2nd 2014)

The International Symposium on Religion & Cultural Diplomacy was held over four days in Rome, a city famed for its religious significance and held as a symbol that world religions can coexist peacefully. The Symposium focused on “The Promotion of World Peace through Interfaith Dialogue and the Unity of Faiths.” A variety of speakers sought to demonstrate how integral religion has become as a means for promoting world peace and stability. As

we see the breakdown of interfaith relations across the Middle East, this conference offered hope that through successful interreligious cooperation we may be able to facilitate mutual understanding and tolerance. Speakers sought to present projects, research and ideas which demonstrate the positive power of bringing religious groups together and establishing crucial channels of communication in order to foster stability and peace.

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Christian community, which is affiliated with the Catholic Church. The choice of venues reflects the important interplay required between religion and politics in order to create long-term solutions to world problems, while giving delegates a chance to take in some of the most beautiful and culturally significant buildings in Rome.

The agenda of the Symposium focused around four main areas; ‘Buddhism, Christianity, Islam and Judaism in the Global Community’, ‘The Role of Inter-Faith Dialogue in Peace Building & Reconciliation’, ‘Challenges and Opportunities for World Leaders Promoting Inter-Faith Dialogue’ and ‘The Application of Cultural Diplomacy in Promoting Inter-Faith Dialogue’. In order to give a thorough examination and in depth analysis of both past and present conflicts and as such to propose solutions, the Symposium united religious leaders, politicians, diplomats and academics. This mix created an unprecedented and unique platform for free dialogue between nation states and religious leaders and thus hoped to facilitate a new approach to solving religiously motivated conflicts or discord.

The Symposium has come at a time when the newly crowned Pope Francis is seeking to lead by example and build bridges across the world, creating an image of himself as a tolerant and open Pope who embodies the message of the conference; religion has the power to unite people, but this can only be achieved through dialogue and communication. The symposium was held across three venues, the Italian Senate, La Società Italiana per l’Organizzazione Internazionale (SIOI); which is the Italian association for the United Nations and the buildings of the St. Egidio Community; a



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Monday, March 31st 2014

La Società Italiana per l'Organizzazione Internazionale (SIOI)



The Symposium began on Monday March 31st at La Società Italiana per l'Organizzazione Internazionale (SIOI); the Italian association for the United Nations, which has its beautiful offices in the heart of Rome, overlooking the Palazzetto Venezia. The historical surroundings coupled with the centers current work with the UN set the tone for a day of speeches and discussions. The highlights of the day included speeches by the former Minister of National Harmony and Minority Affairs in Pakistan, the Former President of Croatia and the resident Imam and president of the Fatwa Center of America. The diversity of speakers coupled with the auspicious surroundings made for an informative and constructive day.

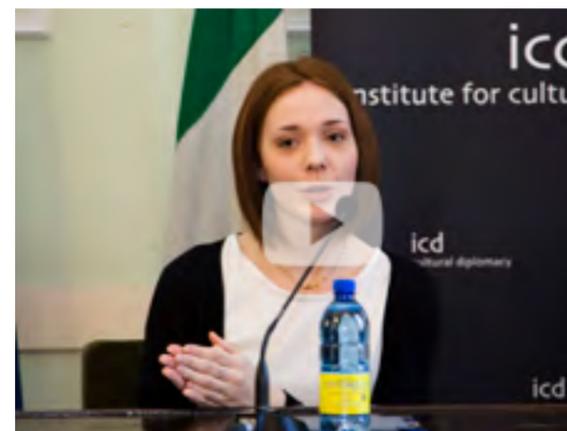
**Welcome Address - The Hon. Halldór Ásgrímsson (Vice President of the ICD and former Prime Minister of Iceland)**



Halldór Ásgrímsson used his opening address to delve into his own countries history, describing

how Christianity came about, not through force, but through democracy and compromise. Through his speech he stressed the need to live in unity, to use our common wishes for peace, respect and freedom to find ways through the conflicts which occur between religions in the modern world.

**“Cultural Diplomacy and the Unity of Faiths” - MP Marta Grande (Member of the Italian Parliament)**



Marta Grande spoke about the changes that we can expect to see both in politics and diplomacy as a result of globalization. She spoke about the vital role diplomacy had played throughout history in shaping the world we now live in. Marta concluded by explaining the importance of understanding religions as they tend to shape the customs and values of societies and that more than ever tolerance and understanding were required to form long-lasting peace.

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**“Religious Communities, Dialogue and Conflict Resolution” - President Stjepan Mesić (former President of Croatia)**



Another highlight of the first day was a speech given by Stjepan Mesić, who warned that the world may well be on the brink of serious conflicts. He also spoke of the dangers of the huge economic inequality that we see in the world today. President Mesić stressed that no problem was unsolvable and that the fundamental principles of religion, such as loving ones neighbor and unity between peoples and nations could serve as a good base for conflict resolution and the protection of peace.

**“Living Together with Diversity is the Only Way Forward” - Dr. Paul Jacob Bhatti (Former Minister of National Harmony and Minority Affairs of Pakistan)**



Dr. Paul Jacob Bhatti gave an emotive speech about his personal experiences. Dr Bhatti spoke about how the assassination of his brother caused

him to lose all hope of political change in Pakistan. However, when he returned for the funeral of his brother, the unity of faiths he experienced condemning this tragedy caused him to rethink his previous sentiments.

**“Dialogue: An Essential Key to Cultural Diplomacy and Religion” - Claudia Bandion-Ortner (Deputy Secretary General, King Abdullah Bin Abdulaziz International Centre for Interreligious and Intercultural Dialogue)**



Claudia Bandion-Ortner spoke about Austria being the first country to legally recognize Islam as the starting point of her speech. She spoke about her work as the former Austrian Minister of Justice and her pride in being part of the relatively new King Abdullah Bin Abdulaziz International Center for Interreligious and Intercultural Dialogue. She spoke about the work of the center in bringing people together, building bridges and fostering dialogue.

**“Islam’s View of Religious Tolerance & Coexistence” - Mufti Ikram ul Hag (Resident Imam, President of Fatwa Center of America)**

Mufti Ikram ul Hag spoke about religion being embedded in our society throughout most of our history and its effect on shaping societies and peoples. He spoke about respect for other religions and freedom of choice of religion as guiding principles of Islam. He praised the noble work of the ICD and pledged his commitment to making the world a harmonious and peaceful place.

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**Tuesday, April 1st, 2014 - Italian Senate & La Società Italiana per l'Organizzazione Internazionale (SIOI)**



The speeches on the Tuesday were split between the Italian Senate building and La Società Italiana per l'Organizzazione Internazionale (SIOI). Beginning in the beautiful surroundings of the Italian Senate building, day two started with a look at the interplay between politics and religion and how policy can underpin this important aspect of inter-faith communication and harmony. The Symposium then returned to SIOI for a look at the importance of religious dialogue in our modern and increasingly globalized world.

**“The Religion in the Mediterranean Area” - MP Sandro Gozi (Member of the Italian Parliament)**

The MP spoke about what we can learn from the history of the Mediterranean, and the wars, which were fought for control over this unique area which spans Europe, Africa and the Middle East. He stressed that the Mediterranean had not only been a theatre of war but a historical example of dialogue between cultures, he went on to express his hope that this model of cultural exchange could be facilitated across the world as we can now easily travel and communicate across all borders and regions.

**“Education as a Key Policy for Inter-Faith Dialogue” - Senator Linda Lanzillotta (Vice President of the Italian Senate)**



The Senator spoke of her optimism that interfaith dialogue would provide a tool to build peace amongst peoples at an international level while at the same time building security and social cohesion within individual countries. The main theme of her address was that inter-faith dialogue should not be confined to religious institutions but that it should be the focus of policy making and political action. She clearly explained how education was vital in fostering inter-faith relations, promoting peace and creating harmony across the world.

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**“Peace and Dialogue among Civilisations”**

**President José Luis Rodríguez Zapatero (Former Prime Minister of Spain)**



The Former Prime Minister of Spain addressed the Symposium to speak about the tragedy of conflicts throughout history and his hope that peace will be facilitated by dialogue between civilizations. President Zapatero then went on to talk about migration and the challenges facing migrants as they cross cultures. He praised the work of Pope Francis in this area and said that his messages and tolerance and human rights should be coming from all religions.

**“Austrian Initiatives in the Field of Intercultural and Interreligious Dialogue” - MP Reinhold Lopatka (Chairman of the Parliamentary Group of the Austrian People’s Part in the National Council)**



The Symposium then returned to SIOI after a short break for lunch where MP Reinhold Lopatka took to the stage to talk about his own experience and the Austrian initiatives in places to promote interreligious dialogue. He echoed one of the themes of the Symposium, that technological advances have created an entirely new way of communicating with one another, and while in most cases this is extremely beneficial to cultural diplomacy, this rapid exposure to new ideas and new cultures needs to be harnessed in some way in order to fully utilize its potential.

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**“Religions: the Key to spread the Culture of Human Rights”- Ivana Simeoni (Member of Italian Senate)**

Ivana Simeoni began by explaining the dangers of seeking to dominate others and explained that throughout history this urge to dominate has led to many violations of human rights. She addressed the importance of philosophy and religion in issues which cannot be solved by science alone and went on to explain that through their guiding principles and large sphere of influence it is religions on whom we must rely in order to spread the culture of human rights that we seek to promote in the modern world.

**“Exploring the Judaeo-Christian Scriptures for Age old Templates for Intercultural and Interfaith Dialogue” - Auxiliary Bishop Pablo Virgillio S. David (Auxiliary Bishop of San Fernando, the Philippines)**

The Bishop began with an analogy relevant to the ICD, he explained the anticipation, excitement and the coming together of people, symbolized by the fall of the Berlin Wall. As a biblical scholar, the Bishop used his speech to share some reflections from the scriptures he had studied which he considered as age-old templates for inter-faith and inter-cultural dialogues. He used the stage at the Symposium to give real biblical evidence to support the idea that religion must underpin inter-cultural dialogue if that dialogue is to be successful.

**“Intercultural Culture and Peace Building: Perspectives From the Sokoto Caliphate” - His Eminence Sultan Muhammad Sa’ad Abubakar (Sultan of Sokoto, Nigeria; President General of the Nigerian National Supreme Council for Islamic Affairs)**

As the leader of over 80 million Nigerian Muslims Sultan Muhammad Sa’ad Abubakar used his personal experience of Nigeria’s recent history as the basis for his speech. He shared aspects of the intellectual culture of the Sokoto Caliphate with the Symposium; firstly the emphasis on knowledge and learning, secondly the imperative of justice and thirdly the protection of rights especially of minority groups. He went on to ask the symposium how the current symbolic status of inter-faith dialogue, which was evident at the symposium, could be transformed into a real agenda for action. The Sultan finished his speech by offering his own perspective on how to answer this question based on personal experience.

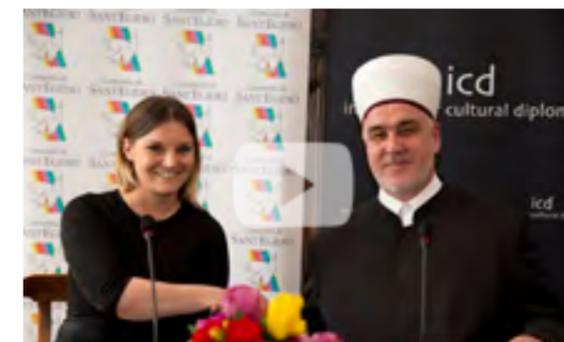


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**Wednesday, April 2nd, 2014 -St. Egidio Community & SIOI**

Wednesday saw another change of venue, while the Symposium was still initially based at SIOI, the afternoon session was conducted at the St. Egidio Community. The St. Egidio Community is a perfect example of the kind of projects the Symposium is trying to promote. This denomination of the Catholic church is famous for its community projects, most notably its AIDS programs in Africa. The community is also a well-respected peace mediator, giving the delegates a chance to experience a project, which is already succeeding in promoting peace and stability through religion.

**“The Role of Religious Communities in Peace Promotion -Bosnian Model” - His Eminence Husein ef. Kavazovic (Grand Mufti of Bosnia & Herzegovina)**



His Eminence began by speaking of the vital nature of peace on every level of our society. He also spoke about the danger of teaching our young people to hate one another as throughout history this has produced disastrous results for communities and nations. He suggested that the teaching of religion in public schools was a good starting point for peaceful co-existence, stressing that only education would create stability and peace.

**“The Promotion of World Peace through Christian/Muslim Dialogue in Jordan” - H.E Maroun Laham (Patriarchal Vicar for Jordan of the Latin Patriarchate of Jerusalem)**

The topic of this speech was peace through Christian/Muslim dialogue. The Vicar began by addressing the connection between the words peace and dialogue; he went on to define the two

terms in his understanding and used this as a base for his discussion. He ended his speech by speaking about the ethical and spiritual values common to all religion, he called for peace in the fullest sense of the word, which in his opinion could only be achieved through religion.

**“European Culture in Globalized world” - Rev. Olivier Reigen Wang Genh (Vice President, Buddhist Union of France)**



Olivier Reigen spoke of his own personal experience in the secular society of France where no one faith or set of beliefs is officially recognized by the authorities. He gave a brief history of the rise of Buddhism in France and explained the journey of the religion across the world, most recently into the Occident. His main message was that nobody is alone in the world, that life is made up of large and small moments, and in sharing those, we have a better chance of living in harmony.

**“Interfaith Dialogue in the Mediterranean Basin” - His Eminence Metropolitan Stephanos of Tallinn (Primate of the Estonian Apostolic Orthodox Church)**

This speech focused around the specific situation of the Mediterranean. His Eminence Metropolitan Stephanos of Tallinn used his speech to speak of the peaceful history of the Mediterranean as a place where religions and cultures happily co-existed. He pointed out the ties and similarities between Islam, Christianity and Judaism and suggested they could be used in order to unite the peoples of the Mediterranean once again to create a lasting peace..

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**“The Role of Inter-Faith Dialogue in Peace Building and Reconciliation”**  
**President Angelo (Anġlu) Farrugia (Speaker of the House of Representatives of Malta)**



Angelo Farrugia described the period we live in as one of constant transition inhabited by disillusioned people unhappy with their lives. His message was of hope, that if we focus on inter-faith dialogue rather than political dialogue we have a greater chance of success and religions inspire far more confidence in their followers than politicians. He described the root of many conflicts to be a lack of listening and understanding. He renewed his commitment to leading by example in listening and cooperating and urged other politicians and religious leaders to do the same.

**“The Future has the Flavor of the Past”**  
**Senator Mihai Razvan Ungureanu (Member of the Romanian Senate, Former Prime Minister of Romania)**



The Senator began his speech by explaining that the name for his speech had come from a Yates poem, which he believes perfectly embodies the tension between past and future. He spoke of the need for the Christian value of admitting responsibility in order to move forward. The Senator took this as a perfect metaphor for the future and his hope that the relationship between states and religions, which has led to so much bloodshed in the past, can hopefully be redefined.

**“Religious Freedom, the Path to Peace”**  
**Archbishop Ignazio Sanna (Archbishop of Oristano, Italy)**



The Archbishop opened his address with a reference to Pope Benedict, setting this tone for his whole speech which would center around the role religious freedoms must play in creating peace. He furthered this with the idea that with freedom also comes responsibility to allow others to live alongside you peacefully. After exploring what is meant by religious freedom the Archbishop went on to touch on four key paths to peace; human person’s dignity, moral freedom, the family and earth defense.

**“The Role of Inter-faith Dialogue in Peace Building”** - **Mufti Ahmed Tamim (Mufti of Ukraine)**

The Mufti began by addressing the developments of the discourse around Islam in recent years and the growing perception of Islam as a threat. He went on to explain the dangers of this development for both society and security. The main focus of his speech was how he and his community had worked within Ukraine, a country with a diverse mix of faiths, to prevent the division of society and promote social cohesion and tolerance.

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**Thursday, April 3rd, 2014**  
**La Società Italiana per l’Organizzazione Internazionale (SIOI)**

The final day of the conference saw the delegates return to La Società Italiana per l’Organizzazione Internazionale. The majority of the day was occupied with participant papers on themes such as ‘Critical Encounters between, Religion, Peace and Cultural Diplomacy’, ‘True Peace on Earth: A Matter of Pure Intention’ and ‘Citizen Diplomacy, Minefields and Miracles: Why God and Allah Need to Talk.’ There was, however, still time for a number of interesting speeches before the conclusion of the final day of the event.

**“Democracy & Faith”** - **MP Lia Quartapelle (Member of the Italian Parliament, Democratic Party)**

Lia Quartapelle began with her own background in politics and went on to talk about the conflict being faced by many politicians around the world: What role should religion play in a democracy? She talked about the need to protect freedom of religion while ensuring that no one religion had a monopoly of influence over politics. Lia cited a variety of examples mainly focusing on the Arab Spring to demonstrate what happens when this balance goes wrong. She finished by warning against the recent trend of simply exporting democracy and suggested we do more to negotiate with regimes that are very different from our own western democracies in order to create lasting peaceful states.



**“Model of Arranging Relations Between the State and Religious Communities and Fostering Interfaith and intra-social Dialogue in Order to Promote Peace and Stability”** - **Mufti Dr. Aziz ef. Hasanović (President of Meshihat of Islamic Community in Croatia)**



The Mufti began his address by stating that one of the principles of Islam was dialogue and understanding between people of different beliefs, he expressed the idea that this was the only way to effectively learn and understand. He then went on to expand on what he meant by dialogue, suggesting that people should not go head to head on large theological questions about which they will never find agreement, but should instead seek to discuss things common to humanity such as peace, dignity and rights in an open and honest way. He suggested that the Symposium was a wonderful starting point for this and praised both those who organized it and those who participated.

The conference was closed with the presentation of participant papers, after a week of lectures the participants were given a chance to express their own opinions on the topic. These raised a variety of important questions with their direct incorporation of newer terms such as cultural diplomacy and citizen diplomacy. The papers left both delegates and speakers with the impression that interfaith dialogue was becoming an increasingly developed and recognized method for conflict prevention and resolution.

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## Visit to Shitlik-Mosque in Berlin

The Islamic-Turkish community, their culture and the situation of Islam in Germany

(Berlin, ICD House; June 23rd, 2014)



On June 23rd, the ICD team paid a visit to the Sehitlik-Mosque in Neukölln for a chance to learn about the Islamic-Turkish community, their culture and the situation of Islam in Germany. During the tour, the ICD team even had the chance to engage in dialogue with Dr Süleyman Küçük, an Islamic theologian and scientist, about these issues and learn more about religion in cultural diplomacy.

The architecture of the Sehitlik-Mosque pays homage to Ottoman-inspired mosque architecture found throughout Turkey and the Middle East. Its dome, covered with blue and white mosaics and Arabic calligraphy, was a beautiful sight to see for the ICD team.

The mosque had two levels to organize the genders and accommodate a large number of adherents. The ICD team had a chance to sit beneath the dome in the central prayer hall while they discussed with Dr Küçük.

‘Overall, the mosque was a wonderful experience and I learned more about Islam, specific to Germany. We were very warmly welcomed and we all thoroughly enjoyed ourselves during the tour. We look forward to more visits like this in the spirit of learning about other religions and engaging in more constructive dialogue about interfaith and intercultural relations,’ according to ICD intern Mathilde Pradeau. The visit was a great way of introducing many in the team to the Islamic world and the Turkish culture in the cultural diplomacy enterprise.

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## House of One: Interfaith Dialogue and Cooperation

(Berlin, July 2014)



The Institute for Cultural Diplomacy was happy to invite the founders of the House of One, to talk about their wonderful project with our organization. The event consisted of two parts; a talk with Rabbi Tovia Ben-Chorin on July 8, and a talk with Pastor Gregor Hohberg and Imam Kadir Sanci on July 16.

The House of One is a remarkable concept; the world’s first multi-faith center housing a church, a synagogue and a mosque, allowing members of the three Abrahamic faiths to worship in the same building; an embodiment of pluralist ideals and unity between different religions. The idea of bringing together those of differing beliefs and traditions is at the very core of cultural diplomacy and therefore, our institute, and the decision of the ICD to invite these remarkable individuals was unanimous.

Rabbi Ben-Chorin’s two-hour interactive discussion with our members was lively, profound, challenging and bursting with humor. Topics of discussion included the tenets of Judaism, the concept of ‘tolerance’ and its problematic implications, the challenges to inclusivity and integration, and even direct spiritual advice for members of the audience who felt open enough to bring their personal difficulties to the discussion. The Rabbi’s popularity

at our institution was such that the event had to be ended with many disappointed hands still in the air eager to ask questions.

Imam Sanci and Pastor Hohberg’s talk went into great detail about the genesis of the House of One; the original vision and the attempts to find the perfect individuals to lead the project. Imam Sanci elaborated more on the architecture and its lack of traditional markers such as minarets or stained glass windows. The talks lasted for an hour, after which the discussion was opened to the floor. Questions tended to focus on the Christian-Muslim relations in Berlin, the influx of Turkish immigrants and the difficulties of integration and spirituality in the modern age.

The event was the first contact between the House of One’s founders and the Institute for Cultural Diplomacy. This is particularly significant, as we believe that the ICD and the House of One have many important common values; so we are delighted to have brought the organizations together for this event. The ICD is eagerly looking forward to seeing the founders many times in the future for more such events and talks, and we hope that this event marks the beginning of a warm and mutually beneficial relationship between the Institute for Cultural Diplomacy and the House of One.





**YOYED**  
Organization for Youth  
Education & Development

# Youth Empowerment!

JOIN & SUPPORT

# EU Parliamentarians the Youth

## EU Parliamentarians for the Youth



Senator Dominique Tilmans  
(Member of the Belgian Senate)



The Hon. Ján Figel  
(Vice President, National Council  
of the Slovak Republic)



Dr. Wolfgang Streitenberger  
(Senior Advisor, Regional Policy &  
Urban Development, EU Commission)



Lieve Franssen  
(Director, EU Commission, DG  
Employment, Social Affairs & Inclusion)



MEP Leonidas Donskis  
(Member of the European  
Parliament)



MEP Angelika Werthmann  
(Member of the European  
Parliament)



Senator Alan Ferguson, 22nd  
President of the Australian Senate



Ojars Eriks Kalnins (MP)  
(Chairman, Foreign Affairs  
Committee, Parliament of Latvia)



Young Leaders at the European  
Parliament

Since its establishment in 2013, the Organization for Youth Education & Development (OYED) has made major progress in its youth empowerment and development outreach. The 'EU Parliamentarians for the Youth', in collaboration with the Inter Parliamentary Alliance for Human Rights and Global Peace (IPAHP), launched in January 2014, is a program that aims to increase parliamentary involvement in youth-related issues by facilitating cooperation between the youth and the parliamentarians in resolving youth-related issues across the EU.

The collaboration between parliamentarians and the youth is crucial in providing the necessary framework in promoting the interests of the youth in the EU. This collaboration may serve as an example to not only influence parliamentarians throughout the world but also to inspire the youth to empower themselves to improve the situation; both their situation and the situation of the other youth across the EU. By promoting the participation of the youth on the political stage, the 'EU Parliamentarians for the Youth' also aims to reduce political apathy amongst young people.

The program will take place over a ten-year timeframe and will include numerous EU-and Council of Europe-related activities both in Berlin and across the world. Our team will be working together with numerous EU parliamentarians and youth of different nationalities and backgrounds, engaging in dialogue and discussions to raise awareness, promote youth issues to ultimately come a little closer in achieving the OYED's goals.

# A Call for Further Engagement & Support in Youth Issues

## “A Common EU Youth Policy Proposal 2014-24”

The Organization for Youth Education & Development ([www.oyed.org](http://www.oyed.org)) in cooperation with the Inter Parliamentary Alliance for Human Rights ([www.ipahp.org](http://www.ipahp.org)) in the frame work of their mutual program “EU Parliamentarians for the Youth” have created a proposal for further EU engagement & support in youth issues.

The proposal consists of 10 key suggestions for the EU while each of these suggestions can serve as a stand-alone initiative by itself. The OYED and the IPAHP invite the EU to consider and adapt in part or in full these suggestions and to then legislate and execute the respective policies and programs. The proposal is designed to be implemented in full over a ten-year duration.

The OYED plans to work in partnership with the EU, The Council of Europe the global youth, and key stakeholder institutions and partners in order to support and to facilitate the rapid implementation of these ten suggestions at the EU policy level.

Youth Empowerment!

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## “A Common EU Youth Policy Proposal 2014-24”

# 10 Key Suggestions

### 1. Establishing an EU Ombudsman’s Institution for Youth Rights

#### The Promotion, Development and Protection of Youth Rights

The Organization for Youth Education and Development proposes the establishment of a Youth Ombudsman Committee to coordinate and monitor a common EU Youth policy. The lack of such an institution in the EU creates challenges in the promotion, development and the protection of Youth rights.

### 2. Set a Minimum GDP Percentage allocated to Education

#### Quality Education for all EU Citizens

The OYED proposes to set a Minimum GDP Percentage allocated to education for all EU Member States by 2024. The Organization for Youth Education and Development believes that one of the most important factors in the development of the EU is education and that quality education is a prerequisite for a developed society.

### 3. Career Guidance Programs for Teens and Youth

#### Bridging the Gap between Education and Employment

The Organization for Youth Education and Development proposes the development of career guidance programs for teens and youth in order to bridge the gap between education and employment. The program should include support programs such as career guidance, professional development programs, and monitored internships. The OYED suggests that these programs should be conducted in close coordination and cooperation with EU educational institutions and labor forces from the EU and beyond.

### 4. Empowerment of Young Women in the EU

#### Safeguarding Measures and Social Development

The Organization for Youth Education and Development proposes further EU programs focused on correcting the gender imbalance in the EU to empower young women. The programs should serve as a safeguarding measure to foster social development and support young women in the EU.

### 5. Kick-starter for Life

#### Empowering Young Entrepreneurs

The Organization for Youth Education and Development proposes the EU to establish a comprehensive kick-starter for Life Program aimed at empowering young entrepreneurs. The OYED sees it as essential for national and multi-national economies to foster and support young entrepreneurs.

### 6. Social Benefits for Teens & Youth

#### EU-wide Directives to provide better Public Services for Young People

The Organization for Youth Education and Development proposes increased EU-wide directives to provide better public services for young people and better access to such services. One example of this would be better access to educational and professional training opportunities for young people.

### 7. Establish an Exchange Platform for Young Professionals

#### Exchange Innovative Ideas

The Organization for Youth Education and Development proposes to establish an EU Platform for young professionals to exchange innovative ideas and to network in the framework of voluntary exchange programs and volunteering positions within public and private institutions.

### 8. Promotion of a Shared Youth European Identity

#### Developing and Promoting a European Identity among Youth

The Organization for Youth Education and Development proposes that the EU develops a common approach to the teaching of the common European Identity in all EU countries in order to contribute to the sense of common identity for all Young Europeans.

### 9. Promotion of Youth Participation in Democratic Life

#### Promoting Civil Democratic Involvement of the Youth

The Organization for Youth Education and Development proposes new programs to promote further youth participation in the democratic life in the EU.

### 10. Art as a Tool for Youth Empowerment

#### Supporting and Promoting Youth Empowerment through Making & Creation

The Organization for Youth Education and Development proposes that the EU create new programs that will support the promotion of art as a tool for youth empowerment.

# “A Common EU Youth Policy Proposal 2014-24”

## A Call for Further EU Engagement & Support in Youth Issues: 10 Key Suggestions

The idea of ‘A Common EU Youth Policy Proposal 2014-24’ came about in January 2014. In addressing the needs and issues surrounding the youth in EU, the OYED team hoped to bring the youth closer to empowering themselves and band together to resolve the issues they face. The idea gained momentum and the OYED team partnered with the IPAHP team to create the ‘Common EU Youth Policy Proposal 2014-24’.

The principal aim of the proposal is to further EU engagement and support in youth-related issues. It consists of 10 key suggestions for the EU to consider. Designed for full implementation over a 10-year period, this proposal will be sent to the EU parliament for consideration. The OYED and IPAHP teams hope for them to be adapted in part or in full and deliberated on in parliament to result in political action, legislation and execution for the betterment of the youth.

In order to facilitate a rapid implementation of these ten key suggestions at the EU policy level, the OYED team hopes to strengthen its partnership with the EU, the Council of Europe, the global youth and other key stakeholders in rallying their support for a better situation for the youth across the EU.

## Timeline of the Proposal and Launch

The OYED, in conjunction with the IPAHP team, released the official version of ‘A Common EU Youth Policy Proposal 2014-24’ in March 2014. The proposal was one of the first of its kind in its focus on the youth. Following the proposal’s take-off, the OYED team traveled to Strasbourg, France to attend the conference on ‘The Role of International Law to Promote Sustainable Development, Youth Empowerment & Women’s Rights’. Youth empowerment was on the agenda and speakers discussed the importance of the youth and their issues especially to the future of Europe.

The ICD delegation to Brussels in May 2014 was perhaps one of the major drivers for the proposal and its campaign. The ‘EU Cultural Diplomacy in Practice: Building Cultural Bridges within EU States and with the Global Community’ conference allowed our OYED team to discuss their ideas and the proposal with European parliamentarians and the global youth leaders, receive their feedback and incorporate them in improving the proposal and accelerate its implementation. Following the Brussels conference, the OYED team launched a campaign to gather support for the initiative, especially amongst the youth themselves, starting in Berlin.

June proved to be an immensely busy month for the OYED team. With two events at Berlin’s Bradenburger Tor, the OYED team managed to receive hundreds of signatures of support for its initiative. The youth showed to be enthusiastic and deeply concerned about their issues and the future of the youth in Europe. The OYED team documented many of the interactions they had and released a video where the youth talked about their concerns and their dreams for Europe as Europeans.

The OYED team is now preparing for their Young Leaders’ Forum from July 29th to August 1st. This forum will invite young leaders to explore Germany’s international relations as well as the importance of cultural diplomacy especially in youth issues. Looking forward, the OYED team has many things planned for its future, including a conference in Rome and even beyond Europe, in the spirit of youth empowerment and support.





OYED Young Leaders' Forums are international networks of like-minded individuals who share an interest in strengthening intercultural relations within a region or country, or between particular regions or countries. The first young leader's forum was developed in 2003 and aimed to improve relations between Canada and Germany. Over the last decade we have developed a broad range of forums focusing on diverse bi- and multi-lateral relationships within and between Africa, Asia, Europe, North and South America.

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# Internship Project



Interns Awards and Farewell Ceremony - April 2014

The ICD Internship Project, which has now existed for six years, was officially launched in January 2008 and has been successful in achieving its main purpose of enabling like-minded students and young professionals to come to Berlin and engage in intercultural and international programs. The internship is an on-going, evolving project and, as such, the ultimate goal of the Project is to enable and empower young professionals to engage in intercultural relations and in so doing, promote multiculturalism worldwide.

The past years of the ICD Internship Project have been witness to interns managing student life in Berlin and being active participants in the multicultural field at the local, national and international levels. Lasting friendships were formed and contacts made, which expanded each intern's network to all parts of the world. The experience of learning to work together in a truly multicultural and international office environment is a rare and rewarding common experience. The concept of the ICD multicultural office environment is to utilize cultural differences to enable a situation where cultural diplomacy is practiced on a daily basis within the office as well as outside.

The positioning of ICD in the center of Europe makes it a hub for the younger generation and as such, one of the ICD's claims to fame is that it is one of the largest cultural exchange organizations in Europe. One of the main privileges afforded by the ICD's Internship project is that it is a once in a lifetime experience to work in a young, interdisciplinary and truly international environment and serves as a model of the success of multiculturalism.



Mark Donfried with the ICD Interns  
(Berlin; June 19th, 2014)

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## ICD Interns World Tour Best Moments

This year, our interns have attended, supported and assisted in countless activities both here in Berlin and abroad. From International Symposia on Cultural Diplomacy to organizing their own events in the spirit of promoting intercultural understanding and cultural diplomacy, our interns have gained valuable experiences and have contributed to the promotion of intercultural relations and cultural diplomacy. Here are some testimonials of what some of our interns have to say about their experiences at some of the international conferences organized by the ICD.



*Cruising & sightseeing of "Boka bay"  
Montenegro, July 2014*

### Elina Satta, Finland

*I attended the Montenegro Symposium on International Law and Human Rights. This was the first time I attended a conference of this scale and it was an amazing experience. It was interesting to hear the lectures and discussions of leading experts of different countries, who may have had different points of view, but ultimately, striving towards the same goal of achieving a consistent framework for international law concerning human rights. In addition, Montenegro was a beautiful setting for this conference. All in all, it was an eye-opening experience, especially for a student of international business, and gave me a lot to think about the topic as well as my future endeavors.*



*Meeting the President of Croatia  
Montenegro, July 2014*

### Magdalena Hanna, Sweden

*The Symposium on International Law & Human Rights in Montenegro went beyond my expectations. The landscape surrounding the Government Hall in the city of Cetinje was absolutely breathtaking. I also had the honor of listening to many prominent and influential people, sharing their thoughts and opinions on international law as well as human rights. I also had the chance to interview some speakers about some of the issues presented during the conference. This was definitely an experience that I am very grateful for.*



*Cruising & Sightseeing of "Boka bay"  
Montenegro, July 2014*

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### Arnaud Galinié, France

*It was a great two-day event in Montenegro at the International Symposium on International Law and Human Rights! I really enjoyed the lectures as well as visiting the tourist attractions in the city. I also had the opportunity to interview Supreme Court Presidents from different countries. The atmosphere was friendly and I had the chance to meet many interesting people from a diverse range of backgrounds!*



*Meeting Judge Fausto Pocar  
(Former President of the ICTY)  
Montenegro, July 2014*

### Camilla Boldracchi, Italy

*In March, I attended the symposium on International Law and Women's Rights which took place at the Ministry of Foreign Affairs in Helsinki. The Conference aimed to analyze the role of international law in the promotion of women's rights, especially relevant due to the urgency of the international community to fully ratify and Implement the Council of Europe's Convention Istanbul. Throughout the conference, I had the opportunity to discuss personal issues with Heads of State, as well as leading politicians and advocates in the field of Gender Development, such as Erkki Tuomioja,*



*Visit to Suomenlinna Fortress  
Helsinki, March 2014*

*Minister of Foreign Affairs of Finland, and the former Minister of Defense in Finland, the Honourable Elisabeth Rehn - the first woman to hold such a position in the history of the nation. Being a young woman with a strong interest in Gender Studies, attending the conference broadened my perspectives on these issues as well as helped me consider new approaches to such problems on an international scale.*

## Michaela Fini, Italy

As an intern at the ICD, I attended the International Symposium on Cultural Diplomacy & Religion 2014, which took place in Rome from the 31st of March to the 3rd of April.

During the conference, I interacted with important religious leaders, politicians and ambassadors. Listening to the lectures was extremely inspiring. The role of inter-faith dialogue in peace building & reconciliation, the challenges and opportunities faced by world leaders in promoting inter-faith dialogue, and the application of cultural diplomacy in promoting inter-faith dialogue were just some of the many themes that were discussed. Rome offered the perfect framework for the entire experience and I am grateful to the ICD for letting me attend the conference.



## Alessandro Barra, Italy

During the Montenegro Symposium on International Law and human rights, I had the opportunity to deepen my knowledge on the role of the International law in promoting the human rights.

All the speakers agreed on the fact that today the International Community needs further legislation in ensuring the protection of human rights on the global level.

I also had the pleasure of interviewing Fausto Pocar, former President of the ICTY, and Julia Sebutinde, Judge of the International Court of Justice, asking them for their perspectives on the importance of human rights and the challenges they face in their work.



## Simone Marschler, Austria

In March, I had the opportunity of joining the ICD at the Film Ball in Vienna. In addition to experiencing the Viennese culture, I met famous people like Claudia Cardinale and Daryl Hannah. An interview with Austrian actors Albert Fortell and Barbara Wussow and Marcus Ammon, program director of Sky in the well-known Hotel Bristol Vienna, followed the event! I enjoyed myself very much.



## Isabella Abbate, Italy

I had an extremely wonderful time in Rome for the International Symposium on the Promotion of World Peace through Interfaith dialogue and the Unity of Faiths in March 2014. There, I was enlightened on some of the work certain world religions were doing in fostering mutual understanding and interreligious relations in promoting world peace and stability.

Rome has always been one of my favorite cities too and has a long, rich history especially in relation with religion so it was the perfect setting for such an important debate to take place! I am thankful to the ICD for such an opportunity and look forward to more conferences in the future.



## Esteban Blanchart, Spain

The International Symposium on Cultural Diplomacy in the EU hosted in Brussels was a great experience in a lot of aspects, listen interesting lectures from very important Members of the European Parliament in his/her environment, Professors, Ambassadors, etc., and interact with them in the interactive discussions. Obviously, enriched my knowledge about my studies because I had to develop my skills during the conference. It's an experience that I recommend to everybody, not only Interns of the ICD.



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# Interns Led Events January - July 2014



## Smile and Sing Ladies and Gents. It's Karaoke Time

(Berlin, ICD House; January 9th, 2014)



At five thirty on the dot, old hands and newcomers to the ICD let down their hair with the help of some generously provided snacks, drinks and of course some beautiful singing. We were told in our introductory meeting to the ICD that we would get used to smiling for photos during our time here; it seems we will also be adding singing for them to that repertoire.

Queen, Celine Dion, Aqua, Backstreet Boys, The Killers, James Blunt and One Direction all featured in the program as well a unique version of 'You're the One That I Want' from Grease. Our multicultural team showed its true diversity with Spanish and Italian songs, and a rendition of Carla Bruni's hit 'Quelqu'un M'a Dit' by our French contingent, which put the rest of us to shame.

The evening was a great bonding experience for all involved. Even the slightly more timid members of the team eventually got on stage - It's amazing how one glass of champagne, some pretzel sticks and a 1970's musical gets people chatting (and singing).

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## The Role of Cultural Diplomacy in the Ukrainian Revolution

(Berlin, ICD House; February 3rd, 2014)



On March 3rd, 2014, ICD interns participated in the panel discussion organized by the team members of the Institute. Debate topic was "Cultural Diplomacy in the Ukrainian Revolution".

The situation regarding the events taking place in the Ukraine has been widely discussed both in diplomatic circles and in civil society around the globe. There are concrete issues which have attracted the attention of the international community. Regarding the escalating conflict in the Crimean peninsula and eastern Ukraine, new challenges and threats have arisen.

## Education, Entrepreneurship and Creative Economies: The Connection to Sustainable Economic Growth.

(Berlin, ICD House; March 4th, 2014)



On the 4th March 2014, a selection of ICD interns attended and contributed to a compelling panel discussion organized by Leon Welters (Program Director; Cultural Diplomacy and The Global Economy). The event was devised to initiate debate amongst the attendees to consider issues related to education, entrepreneurship, creative economies and how these can be inextricably connected to the viability of sustainable economic growth.

## Celebrating French Culture in Berlin at the Institute for Cultural Diplomacy

(Berlin, ICD House; May 20th, 2014)



On May 20th, the Institute for Cultural Diplomacy dedicated an event celebrating the importance of the French artistic community and culture in Berlin. On this occasion, the Institute opened its door to the public and invited various French artists residing in Berlin to participate in a panel discussion, and to present their artwork.

After the lively discussion, performances were given to allow the public to have a glance at French culture. Mélinée and Christophe Bourdoiseau, both composers-interpreters of Chanson Française, performed songs of their own composition, before a contemporary dance performance by Philippe Rives allowed for a completely different and more untraditional insight on French artistic production.



# BERLIN GLOBAL

[www.berlinglobal.org](http://www.berlinglobal.org)

The Berlin Global Project

# The Berlin Global Project



In increasing the awareness of cultural diplomacy and the issues which surround it, the ICD launched Berlin Global, an online news platform that delivers news on cultural diplomacy and its practice, application and implementation, both in the Hauptstadt and abroad. Given our location in the cultural heart of Germany, Berlin Global offers a particular German touch to the news it reports, ranging from ideas on German identities to the cultural facets of important political, economic and social affairs affecting the nation. As a digital news platform targeting both the international and local communities, Berlin Global takes the driver's seat to report on breaking news from a range of sources – the governmental and the diplomatic community, civil society, academia, research institutions and the private sector alike – to drive the global conversation.

The Berlin Diplomatic Community is one such area the Berlin Global reports on, giving up-to-date information on the activities and events of embassies, as well as their collaborations with cultural institutes and organizations around Germany. Through conducting interviews with Members of the German Parliament such as Thomas Gambke, and even a renowned Irish author, Sebastian Barry, Berlin Global offers readers the opportunity to learn more about leading politicians, chief diplomats, renowned cultural figures and high-profile academics. It offers not only to be a platform for leaders and ideas today, but moreover, for the future. With this diversity of thoughts and ideas, Berlin Global requires this variety of reporting across all fields of political and economic understanding, with acute perception and thoughtful insight.

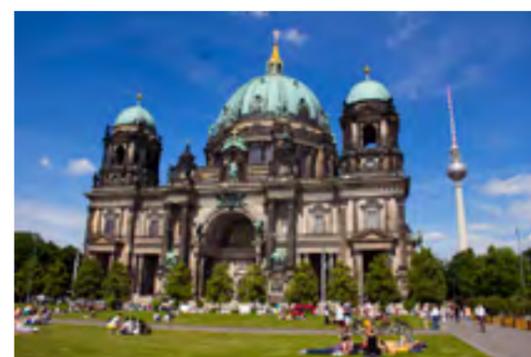
The Berlin Global Project

As Germany's cultural hub, Berlin offers countless opportunities to immerse oneself in its vibrant arts scene through the numerous events held around the city. Berlin, in recent years, has emerged as a haven for artists and designers, who are especially drawn by the thriving arts scene and the city's culture of open-mindedness and creativity. Berlin Global seeks to provide its audience comprehensive content on upcoming events in the Hauptstadt and exclusive interviews with leaders in the fields of arts and culture.

Being in the center of one of Europe's economic powerhouses, Berlin has an important role in promoting peace and stability on the international stage. Berlin Global closely follows Germany's economic and political developments and gives its take on their effect on international relations and cultural diplomacy by providing stories from

around the world, while being relevant and specific to cultural diplomacy and its practice. Through intertwining all facets of political and cultural life affecting the city's landscape and future, Berlin Global offers its readers a keen take on what is motivating these impulses and constructing its growth.

Berlin Global aims to be a leader in providing essential news, comment and exclusive interviews on cultural diplomacy, its practice and implementation, not only in the capital, but all across Germany, for the international community worldwide. This is the central purpose of Berlin Global, to improve society by generating, compiling and circulating high-quality news and information. Through this, we can facilitate cultural awareness and mutual understanding in the hope of creating a more peaceful and stable world.



# The ICD House of Arts & Culture

## Berlin Events 2014



ICD House is a multi-purpose location that has been designed to provide an independent forum for discussions and cultural exchange between the diverse groups and individuals from Berlin's civil society including politicians and diplomats, cultural practitioners, artists, musicians, academics, civil servants, and private sector representatives.

# UNESCO Cultural Diplomacy

Interactive Discussion with H. E. Amb. Katalin Bogyay  
President, ICD Program on Cultural Diplomacy & The Arts; President of  
the General Conference of UNESCO (2011-13)

(Berlin, ICD House; June 20th, 2014)



*'You are a human being and you belong to a community, you belong to something.'* – H.E. Amb. Katalin Bogyay

Subsequently, H.E. Amb. Bogyay discussed several conventions produced by UNESCO such as the Convention Concerning the Protection of World Cultural and Natural Heritage and her own work in Africa in promoting their sites of intangible, cultural value. The Convention on the Protection and Promotion of the Diversity of Culture Expressions was also discussed by Ambassador Bogyay. She stressed the importance of cultural diversity and the need for governments to protect and maintain its heritage in the face of challenges and crises. As a vehicle of cultural diversity, this convention is a form of cultural diplomacy which affirms, protects and raises awareness on the numerous cultures and peoples of the world and recognizing them as intangible forms of human expressions.

H.E. Amb. Bogyay went on to speak about the challenges she faces in her line of duty, specifically, when working in conflict-torn regions around the world. Cultural diplomacy, as she believes, 'should concern the people on the ground in the long-term' and not just politics or governments. Through cultural diplomacy, we, as people, are able to experience the richness of the arts, music, culture and other forms of cultural expressions, in order to open the conversation and create dialogue to resolve some of the obstacles we face in the world today. These conversations should not be one-way. The art of dialogue' is an important facet of communication that UNESCO practices in the hope of achieving its goals and creating a better world for everybody.

H.E. Amb. Bogyay concluded her lecture with her own personal thoughts on poetry as a way to build the bridge for cultural exchanges and foster understanding.

The Institute for Cultural Diplomacy welcomed H.E. Katalin Bogyay, Ambassador of Hungary to UNESCO, President of UNESCO's General Conference, to the ICD House on June 20th, 2014. She prepared a lecture on the importance of Cultural Diplomacy in the world and the role of UNESCO in protecting cultural and historic heritage worldwide.

H.E. Amb. Bogyay briefly described the historical background, which gave rise to the establishment of UNESCO and its growing importance since the end of the Second World War. The way in which UNESCO works, through the division of countries into electorates, was illustrated by Ambassador Bogyay to the many participants at the event. She went on to discuss the role of UNESCO and its work in not only dealing with cultural issues, but more importantly, its influence in the realms of education, the sciences, the empowerment of women and the development of Africa. UNESCO endeavors to find a consensus on these problems at the international level, acting as a 'bridge between the idealistic world and reality', and crafting solutions to resolve the obstacles blocking the path towards a brighter future.



*"Poetry can save us because through poetry, we can transform ourselves into compassionate beings... Poetry can save us because it elucidates a path towards peaceful existence.*

*Poetry can teach us much about those who belong to different cultural or ethnic groups – their values and their dreams. It is therefore an open door for dialogue and understanding between people.' – H.E. Amb. Bogyay on how poetry may help foster cultural awareness and become an important tool of cultural diplomacy"*

The lecture was followed by a question-and-answer session where the audiences had the opportunity to remark or inquire on the topics discussed by H.E. Amb. Bogyay. The diversity of the audience, having come from different countries and backgrounds from around the world, created an extremely lively session with audience members demonstrating great knowledge and passion for some of the topics presented.



The Berlin Global Project - ICD House Events

# “We Support Ukraine” Yulia Maruchevska in Berlin

(Berlin, ICD House; March 26th, 2014)



The ICD held an important event on March 26th, 2014, regarding the situation of political unrest in the Ukraine. Yulia Maruchevska, a young Ukrainian woman made famous by her YouTube video, ‘I Am a Ukrainian,’ and some of her friends and colleagues were invited to Berlin by the ICD to help raise awareness about the situation in the Ukraine and to understand how cultural diplomacy could be employed to help.

The day started at the world famous Brandenburg Gate, where Yulia Maruchevska was briefly introduced by Mark Donfried before she gave a concise speech about the circumstances under which the revolution in Ukraine took place, and the current state of affairs in the country.

The Berlin Global Project - ICD House Events



In the afternoon, Yulia Maruchevska and her Ukrainian colleagues joined event participants and ICD Team members at the ICD headquarters for a Question and Answer session. Participants were able to voice some of their questions and comments concerning Yulia Maruchevska’s viral video, its success, and the Ukrainian revolution: how it started, what it was like, what we can hope and expect in the future, and what we can learn from this situation, especially in terms of the role cultural diplomacy can take in such a turbulent situation.

The Ukraine has undergone much turmoil since December 2013, after the former President, Viktor Yanukovich, made an agreement with Russian President, Vladimir Putin, to reduce the price of Russian gas in Ukraine. The decision to align more closely with Russia was viewed as a clear step away from tighter relations with the European Union and Western countries. This event represented a tipping point for many Ukrainians and thousands took to the streets to protest the latest political agreement, as well as the continued corruption rampant in the societal structure.

Both Yulia Maruchevska’s speech and the Question and Answer session that followed shed light on the different perspectives surrounding the Ukrainian uprising in terms of history, media coverage, cultural mentalities, and moral decisions, for participants. Yulia Maruchevska will continue to tour many countries throughout the world, spreading awareness about the Ukraine and encouraging democratic action.



*“I am grateful for whole world for people who are trying to understand what is going on in Ukraine. You spend your time and your emotions and you give a part of your heart to us. You are trying to stay together with us that’s very important for Ukrainians.*

*We can build a better world, everything that we are doing will influence the future, cultural diplomacy makes a platform for us to communicate with eachother and to find the points where we are united. Every step which Europeans and Ukrainians take in this communication will influence our future prosperity, our future harmony and peace.*

*Cultural Diplomacy is trying to understand eachother. It is a great thing because it gives us the possibility to live in a peaceful world without war or conflict.”*

**Yulia Maruchevska**

# Heartbeat Performance

## Israeli & Palestinian Youth Musicians in Action

*“Poetry and Music as a Tool for International Cultural Diplomacy”*

(Berlin, ICD House; April 11 th, 2014)



of the positive actions he instigated during his time spent residing in Israel. A pertinent example of this was the initiative to produce several films that portrayed the realities of life for the young and poverty stricken in Tel Aviv; he ardently stressed his viewpoint that mainstream documentary makers with state funding do not necessarily capture the true realisms of the struggling underclass and underprivileged, and frequently project a biased view of things, and he went on to describe how he actively combatted this to truly represent the actualities of life. As opposed to having a political agenda, Mr. Kammerer primary objective was to purely provide support and awareness for the community struggles and hardship via sourcing independent sponsoring and thus avoiding the officialdom of state funding. Secondly, Mr. Kammerer devised the unique approach of providing cameras and equipment to the deprived people in question so they could tell their own story in their own personal and individual way. Naming the foundation ‘Activision’ and entitling the program ‘The Other Side of the Frame,’ the objective of the initiative was to empower the young people of these troubled regions to create their own films and media to disseminate a true sense of the circumstances in the areas in question.

On the evening of April 11th the Institute for Cultural Diplomacy had the great satisfaction of hosting an event entitled “Poetry and Music as a Tool for International Cultural Diplomacy”; the itinerary of the event was structured to include a lecture and an interactive panel discussion with the event culminating in an energetic, spirited and dynamic musical performance by a group of young musicians collectively named ‘Heartbeat.fm.’

During the lecture and subsequent panel discussion, pressing issues were communicated to the audience in order to paint a vivid image of the contention, violence and segregation that occurs in the politically and socially fragile regions of Israel and Palestine. The lecture was presented by Cheb M. Kammerer, who spent an extensive amount of time in Israel operating as a peaceful political activist, while reluctantly acknowledging that solving the strife existing in the region in the immediate future is nigh on impossible, he passionately expressed his belief that changes can be implemented - not by making political statements, but by the positive examples we set and by the progressive energy that we can transmit to our fellow man. To substantiate these assertions, Mr. Kammerer provided examples



Subsequently, a panel discussion was carried out with the participants hailing from Palestine, Israel and Germany, who also represented other various organizations that carry out similar innovative enterprises in Israel and Palestine. In the discussion, the participants shared their visions for a harmonious and peaceful existence between the ‘disparate’ faiths and nationalities in the troubled region via creating safe, open platforms for young people from all spectrums of the social divides to come together, to share ideas, to laugh, to converse and most importantly of all, attempt to challenge the status quo of what is being enforced by the politicians of the region. While voicing these worthwhile ambitions they also revealed the challenges and obstacles they face in attempting to carry out this vital work. Obtaining state funding ultimately means you can possibly be dictated to and restricted in what you can and cannot do; therefore the vital aim is to gain funding independently in order to ensure bureaucracy does not intervene with their missions. The discussion was concluded with a final, poignant remark: “Some people do not want [progressive] changes; they want to keep the status quo...to keep their power. We try to do things in a delicate way. Heartbeat is not representative of what is happening Israel, but we hope that it is the future – to laugh, to joke and to be friends and we

want everyone to be happy and special. We bring a message of hope – let’s do something about the situation.”

The event peaked with a performance of the abovementioned group, Heartbeat.fm. The group unites “Israeli and Palestinian youth musicians to build critical understanding, to develop creative nonviolent tools for social change and to amplify their voices to influence the world around them”. Performing a medley of energetic and vibrant songs with poignant connotations referring to the precarious situations unfolding in their home regions, the performances were warmly embraced by the appreciative audience present at ICD House.

We are all aware of the territorial and political disagreements that exists in that particular region of the Middle East and it is refreshing and uplifting to know of the existence of such a group that is actively attempting to bring individuals together via the medium of music; as Shakespeare wrote in the play Twelfth Night, “If music be the food of love, play on.” Therefore, it appears Heartbeat are fulfilling their aim of humbly contributing to the idea of building a future where all people enjoy equal rights to freedom, education, safety and dignity.

The Berlin Global Project - ICD House Events

## Special Visit of the Hon. Ögmundur Jónasson

President of the IPAHP Human Rights Program; Former Minister of the Interior of Iceland, Former Minister of Justice and Human Rights  
(ICD House, February 3rd, 2014)



Heartbeat Band performing at the ICD House of Arts and Culture  
Cultural Diplomacy & Conflict Zone Mediation

The Hon. Ögmundur Jónasson MP, Former Minister of Justice and Human Rights, and Former Minister of Interior in Iceland, gave a lecture titled "Human Rights-Based Approach as a Basis for Development, Justice and International Law," and led the following interactive discussion at the ICD House. Mr. Jónasson touched upon several key topics concerning the struggle to achieve universal human rights through diplomatic means, by presenting a critique of capitalism, socialism, and all the "isms." He also reflected on the revolutionary philosophies of Mahatma Gandhi and Nelson Mandela. He stressed the necessity of "ubuntu," (literally translated as "human-ness"), in order to achieve a wide-scale, societal mental shift geared towards empathy and solidarity; no longer subscribing to the idea, "I think therefore I am," but to, "I am because you are." He contemplated the achievements of Mandela and Gandhi, and emphasized that their qualities of self-restraint

and personal sacrifice were fundamental to the success and diffusion of their messages, which continue to hold personal resonance for people across the world. Mr. Jónasson concluded his speech by expressing his hope that the language of cultural diplomacy would prove capable of changing the way the world thinks by striking a "human chord" so that we can move beyond dehumanizing and forceful politics.

A short interview was conducted with Mr. Jónasson after the open discussion. He stated that the ICD is a growing organization and should continue to hold conferences that promote intercultural dialogue, cultural exchange, and debate. He stressed that ideas must be put into practice, and that each person should embody their life-philosophy. He also encouraged nation-states to be more active in changing international human rights legislation, which is at the core of the ICD's philosophy.

The Berlin Global Project - ICD House Events

## Understanding Central Asia

H. E. Amb. Syed Hasan Javed, Ambassador of Pakistan to Germany  
(Berlin, ICD House; April 30th, 2014)



On the 30th April, the Institute for Cultural Diplomacy received H.E. Ambassador Syed Hasan Javed, the Ambassador of Pakistan to Germany for a question and answer session to share his ideas and opinions on a variety of subjects related to the role of cultural diplomacy in the relationship between Pakistan and Germany. Mr Javed spoke about culture, the role of ambassadors and diplomacy.

He spoke of his admiration for the morals, ethics and principles that are upheld in Germany, particularly their extensive use of soft power in politics. The Ambassador then went on to take questions from the audience who brought up important topics such as the role of ambassadors today and nation branding in Pakistan. He concluded by sharing his hopes for the future of Pakistan with the audience and explained that cultural diplomacy would play a vital role in showing the world the variety and beauty of Pakistani culture. Mr Javed's message was clear - conflict can be avoided if we combat ignorance.

He concluded by declaring that cultural diplomacy has an influential role in the world to promote a better understanding between disparate peoples, ethnicities and faiths which will allow dialogue to take place so that we can realize the similarities that all human beings share. Conflict can be avoided if we combat ignorance, generate more channels of communication and break down barriers to prevent misunderstandings. We should reject the self-centered, arrogant and egocentric nature that human beings can sometimes possess and instead, embrace the idea of being better human beings and live in a world where we can travel with no limitations, where there are no isolated communities, where we can come as one and manage our affairs together and as a consequence of these efforts, peace will come to the fore.



The Berlin Global Project - ICD House Events

**An Interactive Discussion with the Hon. Tara Sonenshine  
Former Under Secretary of State for Public Diplomacy and Public Affairs**

**“The United States views on the challenges and opportunities  
for global communications”**

(Berlin, ICD House; )



In the Framework of the ICD Thematic program on the Transatlantic Relationship, the ICD was privileged to have received Ms. Tara Sonenshine as a guest speaker to share her views and opinions on a multitude of important topics, with the central area of discussion being ‘The United States views on the challenges and opportunities for global communications’. Ms. Sonenshine has had a reputable and illustrious career to date; graduating from Tufts University in 1981 with a B.A in Political Science, she went on to gain several notable positions including being the former Executive Vice President of the United States Institute for Peace, Special Assistant to President Clinton and Director of Foreign Policy Planning. However, her most significant role thus far was as Under Secretary of State for Public Diplomacy and Public Affairs from 2012 to 2013. Currently, Ms. Sonenshine currently works in the capacity as a Distinguished Fellow in the School of Media and Public Affairs at The George Washington University.

Ms. Sonenshine delivered a succinct, cogent and interactive presentation which addressed contemporary and global topics which ultimately



The Berlin Global Project - ICD House Events



stressed the importance and therefore, the role that cultural diplomacy has to play in the world today. Acknowledging the relentless advances in the fields of communication and information technology, Ms. Sonenshine pointed out that despite the prevalent fears that exist in the media that we, as people, are becoming increasingly detached from each other

due to the electronic revolution we still insist on viewing films at the cinema, visiting galleries and attending concerts. These simple tendencies prove that people still wish to be together – despite the changes in the way that we communicate with each other socially.





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institute for cultural diplomacy

## Institute for Cultural Diplomacy

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