A Message from Mark C. Donfried

Dear Friends and Partners,

It is my distinct privilege to write to you during this special holiday time of the year and to send you our very best greetings from the ICD.

During the year 2012, the ICD had the opportunity to implement and to develop many activities in the field of cultural diplomacy and to strengthen our relations with a set of strong partners and the international community at large. The engagement of our activities and programs has enabled decision makers, important stakeholders and communities around the world to experience the constructive potential of the engagement of cultural diplomacy. It has become evident that the interest in the field of cultural diplomacy has significantly increased.

From the feedback that we have received from our partners, we believe more firmly than ever that the practices of cultural diplomacy can assist in creating a “Concert of Harmony of Civilizations”, rather than the infamous “clash” of civilizations.

The ICD has therefore dedicated the year 2013 to develop models of applied cultural diplomacy that can be used to promote human rights and multicultural dialogue. In this bi-annual newsletter, we have outlined some of the important events and developments of the ICD in the second part of 2012 for your review. This comes with our very best wishes for a successful and prosperous new year of 2013!

Sincerely,

Mark C. Donfried
Director & Founder, Institute for Cultural Diplomacy
The ICD Academy for Cultural Diplomacy is the academic department within the ICD that works to analyze and raise awareness of the practice of cultural diplomacy by governments and non-state actors, and to explore new strategies for the strengthening of intercultural relations in general. The ICD Academy organizes the following three activities: The Center for Cultural Diplomacy Studies, Cultural Diplomacy Research and International Conferences.

The Center for Cultural Diplomacy Studies (CCDS)

The Institute for Cultural Diplomacy (ICD) and Babes-Bolyai University (BBU) in 2012 formalized their partnership to run initiatives in Academic and Scientific areas for Masters and Doctoral studies. As a result, a BBU Campus has been established in Berlin.

The Center for Cultural Diplomacy Studies includes MA Programs, PhD Program, Weeklong Seminars and Distance-Learning Programs. The Spring Semester will start on February the 4th 2012.

The BBU Campus in Berlin - Cluj, August the 30th, 2012

Babes-Bolyai University Rector, Dr. Ioan Aurel Pop, and Faculty of European Studies Dean, Dr. Nicolae Paun, together with the Institute for Cultural Diplomacy Executive Director, have signed a cooperation agreement between the two institutions.

The Institute for Cultural Diplomacy (ICD) Executive Director, Mark Donfried, visited Babes-Bolyai University (BBU) the 29th and 30th of August, 2012. During discussions between university officials, collaboration was formed in the proposal to formalize cooperation initiatives in academic and scientific areas for Master’s and Doctoral students in the fields of International Relations and European Studies. The agreement will also implement a professional training segment in the degree programs.
Opening of the ICD Academy Brunch in Babes-Bolyai University, Cluj Romania

In addition, the BBU Rector and European Studies Faculty Dean presented the proposal of establishing a branch of the Institute for Cultural Diplomacy in the Faculty of European Studies at Babes-Bolyai University. The parties have agreed upon a set of academic and scientific activities that will also comply with European and international communication.

The BBU Berlin Campus Official Opening Ceremony

The Official Ceremony for the opening of the Berlin Campus of the University of Babes-Bolyai took place on the second day of the ICD Annual Conference on Cultural Diplomacy on December 14th 2012.

The President of the ICD Academy, The Hon. Emil Constantinescu, Former President of Romania gave an introductory speech, which was followed a speech by H.E. Amb.Lazar Comanescu (Ambassador of Romania to Germany) and Prof. Dr. Ovidiu Pecican (Vice-dean, Faculty of European Studies, Babes-Bolyai University, Cluj-Napoca, Romania).

We shared this special occasion with all of the participants of the ICD Annual Conference 2012 and our Master Students.
The Cultures of Spain Conference for Masters Students
Centuries of Multiculturalism and Inter-faith Dialogue within the Andalusia Region

The Institute for Cultural Diplomacy, in collaboration with the Iman Foundation, organized “The Cultures of Spain Conference” in October 2012, focused on the influence of the Islamic, Renaissance and Baroque legacies on the history and culture of Spain. The conference was held in Cordoba, Sevilla and Granada from 18th – 20th of October 2012.
In the framework of our Cultural Diplomacy Outlook 2012, December 2012 saw the release of the ICD’s second annual European Private Sector Ranking Report (PSR). First initiated in 2011, the ICD PSR 2012 evaluates 100 leading European companies involvement and progression in the field of corporate diplomacy.

Multinational firms have an enormous potential to influence, and their involvement in Cultural Diplomacy can bring important benefits to themselves and society.

The report presents fascinating insights into the state of corporate cultural diplomacy, giving credit where due to a number of outstanding firms, as well as offering recommendations to help shape the future involvement in the UNGC.

The theme of multiculturalism has been an important research priority for the ICD in the Cultural Diplomacy Outlook 2012 as well. The ICD has observed in recent years many important debates and transitions in Europe as well as around the world as governments grapple with questions surrounding national identity, multiculturalism, integration and immigration. Therefore the research of the ICD in the field of multiculturalism has been dedicated to both analyzing the current challenges facing societies today, as well as review example of best practices of multiculturalism that can be applied at the local, national and international levels.

Our research in the field of women’s rights is outlining the most significant challenges remaining still to be overcome as well as providing examples where these challenges have already been successfully met.

The full report and executive summary will soon be available online at www.culturaldiplomacy.org
International Conferences & Events

International Symposium on Cultural Diplomacy in Africa

Cultural Diplomacy, Nation Branding and Sustainable Development in Africa

Berlin, 25-28 July 2012 - In summer of this year, participants had the opportunity to attend one of the ICD International Conferences right here in Berlin, which explored the important theme of Africa and its future. From July 25-28, ICD hosted a number of important diplomats and leaders in the field for the “Cultural Diplomacy, Nation Branding & Sustainable Development in Africa” international conference.

Participants heard from speakers about the status quo in African nations, the importance of improving sustainable development policies and then the role of Cultural Diplomacy in making these changes and seeing strong progress in the coming years.

The International Symposium on Cultural Diplomacy in Africa 2012 was a partner event with the Embassies for the Republics of Burundi, South Africa, Malawi, Rwanda, Ethiopia, Morocco and Lesotho.

UMOJA Conference: The Gathering of all Nations “Strengthening Inter-Cultural and International Relations in Africa through Cultural Diplomacy”
The Ljubljana Human Rights Summit 2012

The Syria Crisis and the Responsibility to Protect: An Interdisciplinary Analysis of the Challenges in Securing an International Consensus

Ljubljana, October 30th, 2012 - The Ljubljana Human Rights Summit 2012 explored the challenges in securing an international consensus and the responsibility to protect.

The Conference was an opportunity to analyze the role of National Governmental Bodies, Global Governance Institutions, NGOs and Civil Society Organizations to protect, prevent and punish crimes against humanities and genocide.

Dr. Milan Zver
Member of the European Parliament

Prime Minister Janez Jansa
Prime Minister of Slovenia

Dr. Zvonimir Paul Separovic,
Former Minister of Justice, Republic of Croatia

Judge. Wolfgang Schomburg,
Permanent Judge at the (UN) International Tribunal for the former Yugoslavia

Dr. Simon Adams,
Exec. Dir. Global Centre for the Responsibility to Protect

Prof. Mark Vlasic
Senior Fellow & Adjunct Professor of Law, Institute for Law, Science and Global Security, Georgetown University

Dr. Lovro Šturm,
Former Minister of Justice of Slovenia; Former Judge, the Constitutional Court of Slovenia

Minister Ögmundur Jónasson,
Minister of the Interior of Iceland; Former Minister of Justice & Human Rights
Cultural Bridges in Germany Conference

Multiculturalism, the 2012 Global Debate: Strengthening Intercultural Relations (Berlin, November 7th - 9th, 2012 - Held parallel to “23rd Anniversary to the fall of the Berlin Wall”)

Berlin, November 7th -9th, 2012 - The conference brought together leading experts and notable figures from the fields of international politics, economics, academia, diplomacy, civil society, and the private sector, who offered diverse perspectives on the issue of intercultural relations, with a particular focus on social and cultural dynamics in Germany.

The conference was one of ICD’s first steps toward highlighting the growing significance of multiculturalism in our contemporary world, and paved the way for subsequent research, which is a vital component of this initiative. The objective is to explore the current state of multiculturalism, and how state actors are responding to the challenges of cultural diversity and immigration.

The broader goal, however, is to analyze ways in which governments can develop more effective and sustainable strategies to strengthen intercultural relations and promote greater social cohesion and harmony.
Progress through Quality Education - The Case of Punjab
A Keynote Speech by the Hon. Shahbaz Sharif, Chief Minister of Punjab, Pakistan

The ICD was honored to host Pakistan’s Hon. Shahbaz Sharif, Chief Minister of Punjab on 4th October at the ICD House, in an event that opened up a dialogue around issues facing the Middle East. In his Keynote Speech and the following interview, The Hon. Shahbaz Sharif explored themes around soft or ‘smart’ power, American-Pakistani relations and Western perceptions of the Muslim world.

Iwan Schischmanow & the European Idea
The ICD and the Bulgarian Embassy in Berlin organized a special event on “Iwan Schischmanow & the European Idea,” as part of the Bulgarian celebrations to commemorate the life and work of Iwan Schischmanow.


On 27th September, the Prime Minister of the Republic of Slovenia, Janez Jansa, Chairman of the Initiative, called at the 67th Session of the General Assembly of the United Nations to create an Independent Committee within the UN to revisit and review the Genocide Convention.

Prime Minister Janez Jansa stated: “we do not want the mistakes of yesterday to be repeated tomorrow” and urged the Member States of the UN, regional and sub-regional organizations and the UN system to “develop a new strategy to prevent genocide and other mass atrocities”.

The European People’s Party (EPP) passed on Thursday October 18th 2012, at its Congress in Bucharest a Resolution on the Responsibility and Protection of Genocide Prevention, which is based on the UN Genocide Convention Initiative of the ICD.
THE YOUNG LEADERS’ FORUMS

Weeklong Young Leaders Forums are held regularly at the ICD and consist of lectures, seminars, and workshops, together with cultural and social activities. The seminars aim to give young people an insight into the key dimensions of international relations and to introduce them to a network of like-minded individuals, as well as allowing them to explore the cultural landscape of the city of Berlin.

2012 has been a landmark year in terms of Young Leaders forums, several conferences have focused on the theme of bridging cultural bridges between Europe and other countries and continents including; Latin America, Russia and China and Within Europe itself.

Other conferences include; ‘Cultural Diplomacy in Africa’, ‘Art as Cultural diplomacy’, ‘Italy meets Germany’ and ‘Germany Meets Turkey’.

These conferences have proved hugely successful, and there are already several scheduled events for 2013 with a focus on building cultural understanding between Germany and other countries. Conferences scheduled include, ‘Germany meets Slovenia’, ‘Germany meets Greece’ and ‘Germany Meets Morocco’

More information about the Young Leaders Forums can be found at: http://www.culturaldiplomacy.org/youngleadersforums/index.php?calendar-upcoming-weeklong-seminars-2012
The Young Leaders’ Forums

Art as Cultural Diplomacy - London, August 2012

Cultural Diplomacy in Europe - Vienna, July 2012

Europe Meets Latin America - Berlin, August 2012

Cultural Diplomacy in Europe - September 2012

The Cultural Bridges in Germany (CBG) - Nov. 2012

Italy Meets Germany - September 2012
Berlin, September 2012 - The Ministry of External Relations and International Cooperation of the Republic of Burundi, in cooperation with the Institute for Cultural Diplomacy (ICD) and the Embassy of the Republic of Burundi to Germany, held a seminar for Burundi diplomats from 3-6th of September 2012.

Seminar participants included H.E. Laurent Kavakure, Minister of the External Relations and International Cooperation of the Republic of Burundi, and the Ambassadors and diplomats of Burundi to Europe (representing: London, Oslo, Rome, Geneva, and Moscow), African countries (representing: Cairo, Tripoli, and Abuja) and Asian countries (representing Dubai and Tehran).

The Seminar concluded with great success and was the beginning for an important future collaboration. Since then, the ICD and the Embassy of the Republic of Burundi to Germany have work together in a number of programs and have establish an important partnership that will enable them to cooperate in future projects for Nation Branding and Cultural Diplomacy.

As a result of this cooperation, the ICD was honored to receive H.E. Pierre Nkurunziza, President of the Republic of Burundi and H.E. Laurent Kavakure, Minister of External Relations and International Cooperation for an event and reception at the ICD house. H.E. President Nkurunziza focused in the progress of Burundi over the last five years and the importance of Cultural Diplomacy for the Republic of Burundi.
The President of the Republic of Burundi, H. E. Pierre Nkurunziza, at the Institute for Cultural Diplomacy

“L’Union fait la force”, said H.E. Pierre Nkurunziza, President of the Republic of Burundi, who gave a speech on December the 11th, 2012, focusing on the progress of Burundi over the last five years.
Peace Building, Reconciliation & Cultural Diplomacy

YaLa Young Leaders Peace Summit August 2012

We know that social media can drive change in our modern world, and the YaLa-Young Leaders movement is one such example of this.

“The First Middle Eastern Youth Peace Initiative” was held from 24-26 August in Berlin, as a Summit to bring this fast-growing Facebook-based peace movement to Berlin. The Summit was a fantastic opportunity for these young change-makers to come together and discuss how they can take a strong role in shaping the Middle East and North Africa.

The ICD formalized discussion around project development, cooperation with international public and private sectors and regional civil society groups, as part of an initiative to see YaLa grow and further develop. In their Concluding Statement for the Summit, YaLa-Young Leaders wrote: “We support the forces of positive progressive change in the region, which have come to the forefront of political and civic discourse in recent years, chiefly through the active involvement of youth.”

YaLa-Young Leaders and ICD share common goal: encourage young people to be active in their own countries and in the global community, advocating for peace and human rights.
The Power of Music as Cultural Diplomacy

Bill Summers at the ICD House of Arts and Culture

World Renowned American instrumentalist and percussionist, Bill Summers, performed at the ICD on 15th October 2012. The event was not only a celebration of music, but also a unique opportunity to get to know the musician on a more personal level. In an interview carried out before the concert, Bill Summers spoke about the birth of jazz music in African-American ghettos and how the term “jazz” came about.

As well as discussing his native roots and hometown influences, the cultural visionary shared his views on the power of music as cultural diplomacy and talked about his own musical career, providing great tips and advice to aspiring musicians of the new “hip-hop” generation. The event was a great example of cultural diplomacy as it brought diverse people together to interact and enjoy live music in a calm and “jazzy” atmosphere. The night was thoroughly enjoyed by the audience, and was a sure treat for jazz music lovers.
The ICD Annual Conference on Cultural Diplomacy

The ICD concluded the year with its flagship “The ICD Annual Conference on Cultural Diplomacy 2012”, held in Berlin between the 13th and 16th of December 2012.

The world’s leading event in the field of cultural diplomacy highlighted and proved that the ideas and values of cultural diplomacy are reaching an ever increasing audience, evidenced in the attendance of diverse speakers and participants from around the world.

The Annual Conference focused on four broad themes including human rights, multiculturalism, democracy, and arts & culture. Former Romanian President, Emil Constantinescu, officially opened the Conference, which set the trend of high profile speakers to follow.
Cultural Diplomacy & Human Rights

Cultural Diplomacy & Women’s Rights

The ICD dedicated an entire component of the Annual Conference on Cultural Diplomacy to the issue of women’s rights and how cultural diplomacy can assist at improving important issues such as equal access, equal rights, and equal justice for all citizens of the world, no matter which gender. The discussed proved to be inspiring in many ways, especially since the issue of women’s right is currently very often left out of the global debate.

Cultural Diplomacy & Multiculturalism

The ICD dedicated a specific component of the conference to the issue of cultural diplomacy and multiculturalism to try to evaluate which best practices of multiculturalism should be replicated in other countries or regions and which practices need to be modified or adapted. Due to the interdisciplinary and international diversity of the speakers who contributed to this component the debate was both thought-provoking and inspiring.

Especially in 2012 given the urgent and dramatic mass atrocities taking place around the world, the ICD has given a major focus on the issue of cultural diplomacy, genocide prevention and the right to protect. In addition to the engagement of the ICD around the world in 2012, we dedicated one component of the Annual Conference on Cultural Diplomacy to this issue as well. We brought together an interdisciplinary and international group of experts and practitioners to discuss the current human rights challenges, but in particular the issue of prevention and what can be done to prevent these atrocities from taking place in the future.
The Power of the Arts & Culture to promote Democracy and Global Peace

President of the General Conference of UNESCO, Amb. Katalin Bogyay, interviews Marcia Barrett and Ian Gillan at the ICD House

The ICD had the privilege of welcoming renowned artists including David Soul, American actor, musician, athlete, and cultural diplomat.

In a moderated interview with Cynthia Schneider, Former US Ambassador to the Netherlands, David Soul recalled highlights of his illustrious career and spoke about his upcoming cultural projects.

A Moderated Interview with David Soul

“I love humanity and I like when all people are treated like human beings; doesn’t matter where they were born and what is the color of their skin. And I feel very disturbed when I see disturbing things”

Marcia Barrett, lead Singer for the World renowned Band “Boney M”
During the Conference, students of the MA program had the opportunity to conduct a number of interviews with the speakers and special guests at the ICD House. Interviews and discussions made by students of the MA Program

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Participants at the Annual Conference

The Annual Conference provided a great opportunity to meet individuals from various backgrounds, exchange ideas, and share experiences. During the social lunches and dinners, participants had the chance to interact with each other and the speakers in a relaxed and lively atmosphere.

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ICD Photo Highlights 2012

Dr. Supachai Panitchpakdi, Secretary-General of the UN Conference on Trade and Development (UNCTAD)

The President of the ICD HR Initiative Janez Janša, & Mark Donfried discuss the UN Genocide Convention with Secretary General Ban Ki Moon

The Berlin International Economics Congress 2012

Students of the MA Program of the ICD Academy Center for Cultural Diplomacy during “The Cultures of Spain Conference”


The Berlin International Economics Congress 2012
ICD Photo Highlights 2012

The 2012 International Symposia on Cultural Diplomacy

Interview with Erwin Lotter (MdB), Member of the German Parliament at the Cultural Bridges in Germany Conference

The Hon. Minister Mari Elka Pangestu
Minister of Tourism & Creative Economy of Indonesia

Students of the MA Program of the ICD Academy Center for Cultural Diplomacy during “The Cultures of Spain Conference”

An interview with Michail Kasyanov, Former Prime Minister of Russia
The Europe Meets Russia Conference

Meeting with the President of Israel - Peace Delegations between Israel and Palestine - Jerusalem, July 2012

Students of the MA Program: “The Cultures of Spain Conference”
Fundación Tres Culturas - Sevilla, October 2012

The 2012 International Symposia on Cultural Diplomacy
Brandenburger Tor - Berlin, June 2012
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