



The International Symposium on Cultural Diplomacy
A Forum for Young Leaders, Berlin June 23-27, 2008

icd - institute for cultural diplomacy

International Symposium on Cultural Diplomacy

A Seminar for Young Leaders Berlin, June 23-27th, 2008

“ ... far from being on the verge of a new order, the world has entered a period of great disorder. In facing these new dangers, a re-examination of old priorities is needed. Cultural diplomacy, in the widest sense, has increased in importance, whereas traditional diplomacy and military power... are of limited use in coping with most of these dangers. ”

Walter Laqueur, Co-chair, International Research Council at the Center for Strategic and International Studies, Washington, D.C.

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Introduction to the Symposium

■ Introduction

There is a growing need for cultural diplomacy in today's world. As global society becomes increasingly multicultural, knowledge of the processes and interactions between cultures is vital. Whilst it is not possible to learn about each of the infinite number of different cultures in the world, it is possible to learn the techniques that allow and foster inter-cultural negotiation, co-operation, and understanding.

The Institute for Cultural Diplomacy (ICD) aims to research, teach and promote the use of these techniques. By studying the history, methods, theory and practice of cultural diplomacy, one can become better prepared for the cross-cultural challenges that present themselves at the local, regional and international levels. The experience promises to be a rewarding one for the Young Leaders involved, for their home countries and embassies, and for today's global society that so urgently needs a better understanding of the importance of cultural diplomacy.

■ Description

The ICD would like to announce our International Symposium on Cultural Diplomacy: A weeklong seminar specifically designed for young leaders from 24 countries around the world. The course will equip young leaders with the necessary tools that will help them to overcome the inter-cultural challenges they will face in the future. The participants will meet with experts from a broad range of fields to evaluate, discuss and analyze interdisciplinary case studies.

These case studies have been selected to provide the young leaders with an insight into the reality of cultural diplomacy in a range of different fields in modern society. They will include An Introduction to Cultural Diplomacy, CD in Germany Today, CD and the Business Sector, CD and the Environment, Sports as Cultural Diplomacy, Art as Cultural Diplomacy, in addition to a selection of examples of Cultural Diplomacy between participating countries and Germany.

The inaugural Young Leaders seminar will take place at the ICD Academy from Monday, June 23rd to Friday, June 27th 2008. The seminar will last one week and will include lectures and presentations from eminent speakers, as well as interactive workshops to allow participants to exchange their own ideas and experiences.

■ Locations

The opening of the symposium will involve an introductory event outlining the historical framework and future potential of cultural diplomacy and will be hosted by the German Foreign Ministry, while the closing event on the final day will be hosted by the Egyptian Foreign Ministry at the Egyptian Embassy. During this week, the young leaders are also invited to the German Parliament (Deutscher Bundestag), including their famous "Parlamentarische Gesellschaft" private restaurant in the Reichstag and the modern Paul-Löbe-Haus across from the Chancellery.

International Symposium on Cultural Diplomacy

Introduction to the Symposium

■ The speakers during the week

The speakers of the week will include an interdisciplinary mix of high-level experts on the subject of cultural diplomacy including Michael Zenner (Commissioner for Communication and Public Diplomacy, The German Foreign Office), Christoph Lanz (Director of Deutsche Welle TV), Prof. Dr. Volker Bergahn (Columbia University), Omid Nouripour (Member of the Board, Green Party), Dr. Heinrich Kreft (Senior Foreign Policy Advisor, CDU/CSU Parliamentary Group), and Egyptian Ambassador H.E. Mohamed Al- Orabi.

■ Our Vision

Following the completion of the Symposium, the young leaders will serve at the forefront of a new global network of cultural diplomacy "Ambassadors." This network will grow each year as the symposia develop and continue, and the number of young leaders increases.

We will encourage and help these young leaders to learn from each other, support each other, and create their own networks – further strengthening the relations between their home country, Germany, and the other participating countries.

The intention is not to bring the young leaders together for one week, but to bring them together and create relationships that will last long into the future and have an impact far beyond the classroom.

■ The Location

Berlin represents the ideal arena to host such an international symposium. Given its leading role in the European Union, its position as capital city to the strongest economy in Europe, and its wealth of cultural resources and institutions, Berlin provides the participants with a vast array of resources to learn from and be inspired by. The ICD will take advantage of the location of the symposium by bringing participants to meet with high-level German diplomats, politicians, artists and representatives from the economic and civil society sectors.



The young leaders have been invited to the Reichstag to discuss with Members of the German Parliament the topic: Germany's Foreign Policy and Cultural Diplomacy

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Timetable

	Day 1	Day 2	Day 3	Day 4	Day 5
	Monday, June 23th 2008	Tuesday, June 24th 2008	Wednesday, June 25th 2008	Thursday, June 26th 2008	Friday June 27th 2008
9.45am	Welcome and Refreshments at ICD Teaching Facility	Free time	Coffee and Refreshments at ICD Teaching Facility	Free time	Coffee and Refreshments at ICD Teaching Facility
10.00am	Seminar - An Introduction to the Symposium's Components and the Participants Location: ICD Teaching Facilities Moderator: Mark Donfried	Free time	Workshop (1) - Germany's Portrait Participants discuss and present their perceptions of Germany and Germany's image abroad. Location: ICD Teaching Facilities Moderator: Mark Donfried	Free time	Seminar (1) - The British Council: A Modern Example of Cultural Diplomacy Location: British Council Berlin Moderator: Michael Bird, Director The British Council, Berlin
11.00am	Coffee Break	Coffee and refreshments at ICD	Coffee Break	Coffee and refreshments at ICD	
11.15am	Seminar - What is Cultural Diplomacy? The evolution of the field in the twentieth century Location: ICD Teaching Facilities Moderator: Mark Donfried	Seminar - Cultural Diplomacy Case Studies: The USA and Japan Location: ICD Teaching Facilities Moderator: Mark Donfried	Workshop (2) - National Portraits Participants discuss and present their own communities, and how they are perceived abroad. Location: ICD Teaching Facilities Moderator: Mark Donfried	Seminar - Checkpoint Charlie and the History of Berlin. An analysis of the development of Europe's capital of Cultural Diplomacy. Location: ICD Teaching Facilities Moderator: Alexander Longolius, Chairman of the Board, Checkpoint Charlie Foundation	Seminar (2) - The British Council: A Modern Example of Cultural Diplomacy Location: British Council Berlin Moderator: Michael Bird, Director of the British Council in Berlin
1:00pm	Seminar - The Importance of Cultural Diplomacy today Location: German Foreign Office Speaker: Prof. Dr. Volker Bergahn, Columbia University	Lunch Break	Lunch Break at the Parlamentarische Gesellschaft of the Reichstag	Lunch Break	Lunch Break
2.00pm	Podium Discussion Governmental and Non-governmental Cultural Diplomacy and International Relations Location: German Foreign Office Speakers: Dr. Annette Julius, Director Northern Hemisphere Department, German Academic Exchange Service, Margie Reese (Ford Foundation, West Africa), Mark C. Donfried (Director & Founder of Institute for Cultural Diplomacy)	Seminar - Music as Cultural Diplomacy Location: ICD Teaching Facilities Moderators: Ambassador Prof. Dr. Cynthia Schneider (Georgetown University) and "Detroit" Gary Wiggins (Musician and Director of Music as Cultural Diplomacy Program, ICD)	Seminar - Germany's Foreign Policy and Cultural Diplomacy Location: Reichstag Speakers: Omid Nouripour (Member of the Board, Green Party) and Dr. Heinrich Kreft (Senior Foreign Policy Advisor, CDU/CSU Parliamentary Group)	Seminar - What happens next? Being a Cultural Diplomat in your own community and launching your own initiatives. Developing a sustainable young leaders network. Location: ICD Teaching Facilities Moderator: Mark Donfried	Seminar - Sports as Cultural Diplomacy How football is being used to improve inter-cultural relations in Eastern Europe. Location: ICD Teaching Facilities Moderator: Mark Donfried Speaker: Anders Levinson (Managing Director, The Cross Cultures Project Association)
3:30pm	Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break
4:00pm	Panel Discussion - Cultural Diplomacy and the Media Location: German Foreign Office Speakers: Michael Zenner (Commissioner for Communication and Public Diplomacy, The German Foreign Office), Christoph Lanz (Director of Deutsche Welle TV)	Seminar - An Introduction to Corporate Social Responsibility and Cultural Diplomacy Location: ICD Teaching Facilities Moderator: Ambassador Prof. Dr. Cynthia Schneider (Georgetown University)	Seminar - Germany and Cultural Diplomacy What role does Cultural Diplomacy have to play in Germany's domestic policy today? Location: German Bundestag Moderator: Jan Bittner, Foreign Policy Planning Group, CDU/CSU Parliamentary Group of the German Bundestag	Tour - Deutsche Welle TV A guided tour through German media broadcaster Deutsche Welle; a leading example of a media organisation practising Cultural Diplomacy.	Workshop - Reflections on the Week Closing discussion amongst participants Location: ICD Teaching Facilities Moderator: Mark Donfried
5:30pm	Group Dinner - German Cuisine and Drinks at the Spreeufer Location: Ständige Vertretung (www.staev.de) Guests: Symposium participants and members from the ICD's other Young Leader Networks are invited.	Panel Discussion - Cultural Diplomacy and the Private Sector: Corporate Social Responsibility and Sustainable Responsible Investment. Location: Deutsche Bank Berlin Headquarters Speakers: Nick Tolhurst (Executive Director of the Institute for Corporate Cultural Affairs), Mr. Wolfgang Kugler (Director of Sustainability for Bayern LB), Ambassador Prof. Cynthia Schneider (Georgetown University), Martin G. Viehöver (Manager, Sustainability, Deloitte & Touche) and Hugh Williamson (CSR Journalist from the Financial Times). Media Invited.	Free Evening	Roundtable Discussion - Cultural Diplomacy and the Media Location: Deutsche Welle Speakers: Cem Ozdemir (MEP - Green Party) and Karin Helmstaedt. (Moderator, Deutsche Welle TV)	Panel Discussion - Sports as Cultural Diplomacy Location: Egyptian Embassy Speakers: Egyptian Ambassador H.E. Mohamed Al-Orabi, Karin Helmstaedt (Moderator, Deutsche Welle TV), Rene Lohse (Ice Dancing - World Championship bronze medalist), Heidi Schueller (1972 Olympic Long Jumper - first female athlete to take the Olympic Oath).

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A Selection of our speakers & locations

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- Ambassador H.E. Mohamed Al-Orabi (Egyptian Ambassador to Germany)
- Prof. Dr. Volker Berghahn (History Department, Columbia University)
- Michael Bird (Director, British Council, Berlin)
- Mark C. Donfried (Director & Founder of Institute for Cultural Diplomacy)
- Karin Helmstaedt (TV Moderator, Deutsche Welle and former member of Canadian Olympic Swimming Team)
- Christoph Lanz (Director of Deutsche Welle TV)
- Rene Lohse, Two-time Olympic German Ice Skater, 3rd in World Championships
- Dr. Heinrich Kreft (Senior Foreign Policy Advisor, CDU/CSU Paliamentary Group)
- Mr. Wolfgang Kugler (Director of Sustainability for Bayern LB)
- Omid Nouripour (Member of the Board, Green Party)
- Cem Özdemir (Member of the European Parliament for the Green Party)
- Frederik Pleitgen (CNN Germany)
- Margie Reese (Ford Foundation, West Africa)
- Ambassador Prof. Dr. Cynthia Schneider (Georgetown University)
- Nick Tolhurst (Executive Director of the Institute for Corporate Culture Affairs)
- Hugh Williamson (Journalist, Financial Times)
- Michael Zenner (Commissioner for Communication and Public Diplomacy, The German Foreign Office)

■ Locations

- British Council Berlin
- Deutsche Bank, Berlin Headquarters
- Deutsche Welle
- Egyptian Embassy in Berlin (<http://www.egyptian-embassy.de>)
- German Foreign Ministry (<http://www.auswaertiges-amt.de/diplo/en/startseite.html>)
- Institute for Cultural Diplomacy
- Parlamentarische Gesellschaft Restaurant of the Reichstag
- Paul-Löbe-Haus of the German Parliament (Deutscher Bundestag)



The German Foreign Office will host the Young Leaders in the Opening Day



The Egyptian Embassy will host our final event on Friday evening: The Future of Cultural Diplomacy, The Road Ahead.



Deutsche Welle will host the Young Leaders for the debate: Sport as Cultural Diplomacy Day

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