



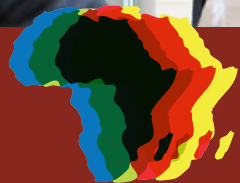
## The International Symposium on Cultural Diplomacy in Africa 2012

*Cultural Diplomacy, Nation Branding & Sustainable Development in Africa*

Berlin, July 25-28, 2012







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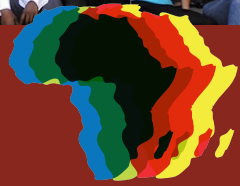


### Welcome

The world financial crisis of 2008 has influenced the economic agenda of leading governments and organizations and caused a series of important events ranging from the collapse of corporations to the failure of EU member states and the downgrading of various countries' credit rating. These events forced significant austerity measures, which have affected the economic situation around the globe.

Sustainable development of nations and regions is of particular importance during this period of economic turbulence in order to mitigate the effect of these economic crises on communities around the globe. The great challenge facing sustainable development in the context of austerity measures is that it is harder to divert funds to promote sustainable development, especially if there are unsustainable development options which are less expensive; sustainability is not necessarily a priority in these circumstances.

The International Symposium on Cultural Diplomacy in Africa will be held after the Rio+20 United Nations Conference on Sustainable Development and will focus on the importance of sustainable development to the future of Africa. The conference will offer perspectives on how cultural diplomacy policies can assist in strengthening existing and future sustainable development policies and, in particular, how cultural diplomacy practices are necessary to express and mediate the rationale behind investment in sustainable development during this challenging period.



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### Symposium Speakers

Speakers during the conference will include leading figures and experts from international politics, academia, diplomacy, civil society and the private sector from across the world. These speakers will include a number of individuals from the ICD Advisory Board.

### Symposium Participants

Participation in the symposium is open to governmental & diplomatic officials, academics & scholars, economists, journalists, artists, civil society practitioners, private sector representatives, young professionals and students as well as other interested individuals from across the world.

**Certificate of Attendance** · All participants will be awarded an official certificate of attendance upon completion of the program, which provides details about the speakers and topics at the conference. Each certificate will be signed by members of the ICD's Advisory Board.

### In cooperation with:

The Embassy of the Kingdom of Lesotho in Berlin

The Embassy of the Kingdom of Morocco to the Federal Republic of Germany

The Embassy of the Republic of Malawi to the Federal Republic of Germany

The Embassy of the Federal Democratic Republic of Ethiopia to Germany

The Embassy of the Republic of Rwanda to the Federal Republic of Germany

The Embassy of the Republic of Burundi to the Federal Republic of Germany

The Embassy of the Republic of South Africa to the Federal Republic of Germany



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### Symposium Agenda

We currently occupy a world of immense economic upheaval; developed economies have been in crisis mode since 2008. At the same time, we are witness to the changing landscape of global wealth distribution. Globalization has dramatically reshaped national and regional economies, and it is in the interests of emerging economic to continue their self-sustained development.

At the same time, the aftermath of the 2008 world financial crisis has inspired developed economies to search for a more balanced economic model with common policies which support more sustainable and inclusive economies. It is for these reasons that the root causes of unsustainability need to be examined, and the pace and depth of progress towards sustainable development analysed with a view to improving current approaches.

**During the conference, the following themes and issues will be explored:**

#### **Sustainable development in Africa since the 2008 world financial crisis: policy trends over the past five years and the current status of sustainable development**

- The current status of economic development, social development and environmental protection (the three pillars of sustainable development) in developed countries and developing countries  
**Focus:** Africa
- The current institutional framework for sustainable development  
**Focus:** The United Nations Conference on Environment and Development; inertia of organisational arrangements

#### **The global importance of improving and promoting sustainable development standards and policies in Africa**

- Pursuing the real goal of economic growth: long-term increase in economic output  
**Focus:** why unsustainable development policies are not compatible with long-term economic output or long-term maximisation of natural capital
- Why environmental quality and economic output are not substitutes but complimentary, both in developed and developing countries
- How sustainable development can tackle interrelated global problems such as poverty, inequality, hunger and environmental degradation  
**Focus:** Africa as a case study





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### Innovative strategies for the future progress and success of sustainable development policies in Africa

- Lessons on green and inclusive development from developing nations  
**Focus:** self-sustained economic development in Africa
- How to responsibly develop the environment so that future generations are not taxed in terms of their production possibilities  
**Focus:** putting economic growth and environmental health in equilibrium
- The key building blocks to helping countries develop sustainable development policies: information, integration and participation  
**Focus:** how to broaden public participation in decision-making on sustainable development; how to promote cross-sectoral and regional co-ordination and the integration of environmental and social concerns into all development processes
- How to make sustainable development an attractive option in Africa  
**Focus:** does it have to be expensive to implement? Short-term costs versus long-term gain; tackling the perception that sustainability is a brake on development)
- How to create an integrated sustainable development approach which is pursued in Africa

### The role of cultural diplomacy in furthering sustainable development in Africa

- Cultural diplomacy as a tool for promoting genuine dialogue between sustainable development stakeholders in Africa
- Cultural diplomacy as a tool for encouraging greater public awareness of sustainable development
- Using cultural diplomacy to facilitate greater collaboration between international financial institutions and the UN system  
**Focus:** finding a way to unite institutions which can contribute to the economic pillar of sustainable development and institutions which promote the social and environmental pillars of sustainable development
- Cultural diversity as the fourth policy area of sustainable development in Africa  
**Focus:** cultural diversity as one of the roots of development, both in terms of economic growth and as a means to achieve a more satisfactory intellectual, spiritual, emotional and moral existence



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