



CULTURAL  
DIPLOMACY  
IN EUROPE



Conference Book

**The Cultural Diplomacy in Europe Conference**

*“Cultural Diplomacy and the European Educational Policies”*

**Vienna, July 17th-20th, 2012**





## The Cultural Diplomacy in Europe Conference

Vienna, July 17th-20th, 2012



## Thank you!

The ICD would like to extend its sincere gratitude to all those in the organisation of the conference and to the entire Cultural Diplomacy in Europe team including; William Hernád, Tatyana Sehic, Kateryna Kononiuk.

Special thanks go to team leaders; William Hernád, Tatyana Sehic for all of their hard work, inspiration and dedication to the success of the conference.

Finally, the ICD and all of the organisers would like to thank the participants and speakers, whose enthusiasm and participation were a vital contribution to the phenomenal success of this exciting and vibrant international event that was thoroughly enjoyed by all involved.



## The Cultural Diplomacy in Europe Conference

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### Introduction

The Cultural Diplomacy in Europe seminar explored how cultural diplomacy can be used to change the European Educational Policies and express, create and improve social awareness and diplomatic relations. The education includes a variety of mediums through which emotions and education can be expressed: music, art, literature and languages, to name only a few. The program examined how the education can be used within the field of cultural diplomacy to initiate intercultural dialogue and cooperation.

The Cultural Diplomacy in Europe seminar was part of the Young Leaders Forum (YLF), a department within the Institute for Cultural Diplomacy. YLF is predicated on the ICD's philosophy that diplomacy must transcend mere discussion and include practical implementation of theory for the reason that sometimes actions speak louder than words: cultural diplomacy must show rather than tell.

Politicians, Professors and analysts from the European Educational field explained the specifics of the European Educational policies and took a look into various perspectives and issues surrounding the field.

The program consisted of lectures, seminars, debates and panel discussions featuring leading figures from international politics, diplomacy, academia, civil society, and the private sector. The seminar also showcased the performances of artists, musicians and performers from all over the world.

The following is a summary of the Cultural Diplomacy in Europe seminar. It provides key themes, information on speakers including lecture topics and keynote interviews, and an analysis of the conference as a whole.



## The Cultural Diplomacy in Europe Conference

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### Speakers

**H.E. Amb. Eugenio d'Auria**

Ambassador of Italy, Vienna

**H.E. Amb. Gordan Bakota**

Ambassador of Croatia, Vienna

**Marco Bonabello**

Expert of the Field Operations OSCE

**Dr. Erhard Busek**

Chairman of the Institute for Danube Region and Central Europe

**Bertin Christelbauer**

Musician, cellist

**Prof. Dr. Michel Cullin**

Director of the Felix Kreissler Institute for Austrian- French relations

**Dr. Arthur Hirsch**

Director of Webster University of Vienna

**H.E. Amb. Tanja**

**Milasinovic-Martinovic**

Ambassador of Bosnia & Herzegovina, Vienna

**Roberto Montella**

Expert of the Field Operations OSCE

**Simona Noja**

Former Prima Ballerina, Principal Dancer of the Vienna State Opera Ballet

**H.E. Amb. Costas A. Papademas**

Ambassador of the Republic of Cyprus, Vienna

**Lucas Petri**

Head of the Lifelong Learning Program at Erasmus University

**Robert Pobitschka**

President of UNESCO Club Vienna

**Dr. Haydar Sari**

Municipal Department for

Intercultural Projects MA7

**Dr. Hannes Schweiger**

German Studies Department, University of Vienna

**Tatjana Sehic**

Consultant of the Lower Austrian Government

**Dr. Gebhard Selz**

Director of the Institute for Oriental Studies, University of Vienna

**H. E. Amb. Ayşe Sezgin**

Ambassador of Turkey, Vienna

**Dr. Andreas W. Stupka**

Head of Department of the Institute for Social and Human sciences, Military Academy Vienna

**Anne Wiederhold**

Brunnenpassage, Caritas project, Vienna



# The Cultural Diplomacy in Europe Conference

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## Participants

Adriana Capuano de Oliveira  
Ruzica Cubela  
Glen Farrell  
Christoph Häusler  
Valerie Herzog

Hugo Palengat  
Anda-Raluca Pop  
Richard Prochazka  
Ibolya B. Ryan  
Anna Simonian

George Simonian  
Vladimir Tesic  
Ruud Verschuur  
Stephanie Wickenden  
Matthias Wildauer





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### Participant Papers

Presentations were delivered from participants as part of the CDE Conference 2012. Subjects related to European cultural diplomacy were presented by the following people:

- **Valerie Herzog**  
"Do EU Directives Engender Normative Change in Member States?"
- **Vladimir Tesic**  
"A Presentation of the Republic of Serbia"

Summaries of these papers are now exhibited on the website of the Institute for Cultural Diplomacy, and are available through the following link:

[http://www.culturaldiplomacy.org/culturaldiplomacynews/index.php?en\\_participants-papers](http://www.culturaldiplomacy.org/culturaldiplomacynews/index.php?en_participants-papers)





## The Cultural Diplomacy in Europe Conference Vienna, July 17th-20th, 2012

### Conference Summary

Tuesday, July 17th, 2012

**9:30, Vienna Diplomatic Academy**

*Registration*

**10:00**

*Introduction and Welcome:*  
Introduction to Cultural Diplomacy and the Cultural Dialogue Between Russia and the European Union in 2012

**Prof. Dr. Michael Cullin,**  
**William Hernád**

**11:00**

*Lecture & Discussion:* Identité Française et Identité Autrichienne: la Nation-État dans les Deux Pays

**Prof. Dr. Michel Cullin**

**11:45**

*Coffee Break*

**12:00**

*Lecture & Discussion:* The Necessity of Intercultural Competences for Armed Forces in Peace Support Operations

**Dr. Andreas W. Stupka**

**13:00**

*Lunch Break*

**15:00**

*Panel Discussion:* Identité Française et Identité Autrichienne: la Nation-État dans les Deux Pays

**Prof. Dr. Michel Cullin**

**17:00**

*Walking Tour:* Historical Walking Tour of Vienna with **Prof. Dr. Michel Cullin**

**19:30, The Vienna Votiv Church**

*Concert & Reception:* with performers **Chryso Makariou,**  
**Abate Ambachew Dejene,**  
**Bertin Christelbauer, Radha Anjali**



## The Cultural Diplomacy in Europe Conference

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# Conference Summary

Wednesday, July 18th, 2012

**9:30, Vienna Diplomatic Academy**

*Tea, Coffee & Refreshments*

**10:00**

*Lecture & Discussion:* Priorities of the Cyprian Presidency in the Educational Policy of the EU

**H.E. Amb. Costas A. Papademas**

**11:00**

*Lecture & Discussion:* Translating Histories and Cultures with Examples from (Early) Middle East Civilizations

**Dr. Gebhard Selz**

**12:00**

*Lunch Break*

**13:30**

*Lecture & Discussion:*

Contribution of the Bosnian and Herzegovinian Cultural Heritage to the European and World Culture

**H.E. Amb. Tanja**

**Milasinovic-Martinovic**

**17:00, The Embassy of the Republic of Croatia**

*Panel Discussion:* Diplomacy in all Fields – Learning Sensitivities and Developing Competences for Global Peace & Multicultural Understanding

**H.E. Amb. Gordan Bakota, Simona Noja, Dr. Haydar Sari, Dr. Erhard Busek, Bertin Christelbauer, moderated by Prof. Dr. Michel Cullin**

**19:00**

*Free evening:*

Impulstanz Festival





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## Conference Summary

Thursday, July 19th, 2012

### 9:00, The House of the EU

*Lecture & Discussion:*

Music – The Great Mediator of Inner Structures

**Robert Pobitschka**

### 10:00

*Lecture & Discussion:* How Can Europeans Share their Cultural Capital Through Education?

**Dr. Erhard Busek**

### 11:00

*Lecture & Discussion:*

Life Long Learning

**Lucas Petri**

### 11:45

*Participant Paper:* Do EU Directives Engender Normative Change in Member States?

**Valerie Herzog**

*Participant Paper:* Presentation of the Republic of Serbia

**Vladimir Tesic**

### 12:00

*Lunch Break*

### 14:00

*Lecture & Discussion:* Sharing the Capital of Knowledge in Education: Feathers and Branches of the Cultural Diplomacy

**Tatjana Sehic**

### 15:00

*Panel Discussion:* The Role of the OSCE in Post-Conflict Realities

**Roberto Montella, Marco Bonabello, Laura Cuzzocrea**

### 18:00, Banquet Hall, Viennas 9th District

*Cultural Diplomacy in Practice Performance and Speeches*

*Keynote Speech:* Letters from...

the Wor(l)d without Walls:

“PIOGGIA ≠ Rain ≠ KIŠA ≠ REGEN...”

**Tatjana Sehic**

*Lecture:* The Significance of Cultural Competence in Foreign Language Learning

**Dr. Hannes Schweiger**

*Lecture:* Slavistik Isn't Dead

**Lineln Community**



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## Conference Summary

Friday, July 20th, 2012

**9:30, UN Headquarters,  
Vienna**

*Tea, Coffee & Refreshments*

**10:00**

*Lecture & Discussion:*

The Challenges of Delivering  
American University Education  
in the European Higher  
Education Landscape

**Dr. Arthur Hirsch**

**11:00**

*Keynote Speech*

**H.E. Amb. Ayşe Sezgin**

**11:45**

*Coffee Break*

**12:00**

*Lecture & Discussion:*

Italy's Richness in Culture, Arts  
and Landscape in a Globalized  
World

**H.E. Amb. Eugenio d'Auria**

**13:00**

*Visit & Tour of the UN Head-  
quarters, Vienna*

**Andraz Melansek**

**14:00**

*Lunch Break in the UN Head-  
quarters, Vienna*

**15:00, Brunnenpassage**

*Lecture & Discussion: Art and  
Education in Public Space*

**Anne Wiederhold**

**17:00, Kunsthaus Wien**

*Conference Closing*

**19:00, Vestibül Club**

*Farewell Party*



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### Conference Voices



**Prof. Dr.  
Michel Cullin**

“Ex- Yugoslavia is a laboratory in term of cultural communication and relations”

“The word Nation is old fashioned in a globalised world”

“Austria: different from the French concept and not based on extremism and xenophobia

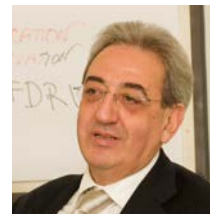
“Nation state is a base of the building of a nation as it allows people to share the same values: France is a Republic, Austria is a mix with Monarchy reminiscence and the new republic”



**H. E. Amb. Tanja  
Milasinovic-Mar-  
tinovic**

“Bosnia & Herzegovina is a melting pot of religion & population”

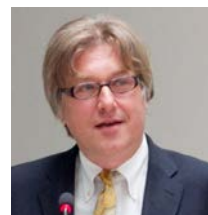
“Young I departed from this world & I hath been my mother’s only (Epitaph of Bogcin).”



**H.E. Amb.  
Costas A.  
Papademas**

“Cyprus aspires to a better Europe”

“For the first time, Cyprus is an EU actor. By the end of 2013, Cyprus would like to come to an agreement - Erasmus for all”



**Robert  
Pobitschka**

“Each object has a sound”

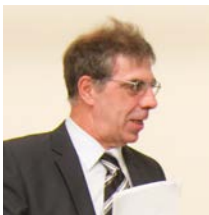
“Music is interrelated to our internal body and development”



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### Conference Voices



**Dr. Gebhard Selz**

“Business translation exists for long (people in Alexandria, Egypt)”

“When notions and concepts are different, it is difficult to translate”

“Main goal of translation: make the dialogue (Snell-Hornby, 2006)”



**Dr. Arthur Hirsch**

“Students from all over the world would like to come but students have difficulties to get a visa”

“The whole population is paying taxes to allow the middle- upper class have access to Education”

“The idea of selection’s admission is starting in Europe”

“Each University has to find a niche”

“You associate something to what you have been taught (Mesopotomia) – lexicon”

“Babylonians were already aware that education is needed and there are problems in translating”



**Dr. Andreas W. Stupka**

“Peace in an achievement of Culture. Force is an instrument to keep the peace.”

“A soldier is more than a warrior and is loyal to a state: to achieve this, you have to educate the people”

“Important to educate soldiers first”

“Peace keeping is not a job for soldiers but only soldiers can do it (Dag Hammarskjöld, Former UN Secretary General)”



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#### Discussion: "Diplomacy in all Fields"

"Croatia is not in the EU but following the guidelines of Brussels"

"Germans and Austrians are speaking the same language and 'that's the difference'"

"A dancer's life can be defined as Cultural Diplomacy"

"Music is a special language, you do not need words"

"The best rehearsal, do not speak too much but play"

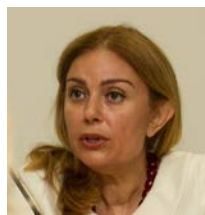


**Tatjana Sehic**

"Capital of knowledge: a central role in education."

"Parents are the first diplomat of Education"

"Education is a power and gives the ability to control others who would not do things otherwise"

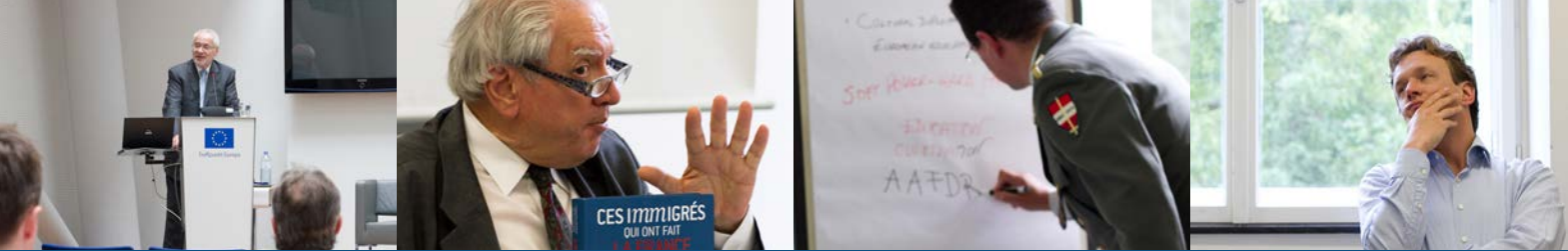


**H. E. Amb.  
Ayşe Sezgin**

"We live in a globalised village"

"Turkey is a country with many civilisations "

"Turkey is becoming a source of inspiration to other Muslim countries as it shows that human rights, laws are implemented"



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**Dr. Erhard Busek**

“A common Europe is really existing with culture, it does not depend on the EU but on our way of life.”

“There is not an European talk show but the European Song contest”

“Blogs, Facebook.... are not recognized by the educational system”

“The middle age time was more modern than now (speaking about exchanges of Professors from an University to another) ”

“Overcome borders is extremely important. If I am successful criminal, I will always have a visa. Education is not a subject with borders. The real challenge for education is to know each other.”

“There is a desire of strong values – it is necessary to teach them. Ethics is really important to handle life”



**H.E. Amb.  
Eugenio  
d'Auria**

“Humanistic approach is an essential components in any development”



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