

icd

institute for cultural diplomacy



# Bi-Annual Newsletter

July-December 2014

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# The World Center for Cultural Diplomacy



The Annual Conference on Cultural Diplomacy 2014

the Headquarters of the Institute for Cultural Diplomacy and its institutions below.

- The Academy for Cultural Diplomacy  
[www.academy-for-cultural-diplomacy.de](http://www.academy-for-cultural-diplomacy.de)
- The Inter-Parliamentary Alliance for Human Rights and Global Peace (IPAHP)  
[www.ipahp.org](http://www.ipahp.org)
- The Organization for Youth Education and Development (OYED)  
[www.oyed.org](http://www.oyed.org)

The ICD House of Arts & Culture includes the following components and public spaces:

## ICD House Convention Center

ICD House Convention Center, is an international convention and exhibition center, and is perfectly suited for a wide range of events including: Galas, International Association Meetings, Product Launches, Launch Events, Banquets, Festivals Exhibitions, Award Ceremonies, Film Screenings, and other Social Engagements. The unique design of the ICD House makes it perfect for larger gatherings that include a range of different components such as concerts, musicals, theater and film screenings. The ICD House is fully equipped with a professional sound and lighting system, which can accommodate the needs of numerous event formats, including DJs or other live performances.



In August, the World Center for Cultural Diplomacy was officially inaugurated at its new premises; the ICD House of Arts & Culture at Genthinerstr 20, in Berlin.

The World Center for Cultural Diplomacy includes all of the activities of the Institute for Cultural Diplomacy, ranging from academic programs and research to intensive cultural exchange, which are enabled by international conferences, youth forums, media and creative industry projects, nation branding campaigns, events, concerts, and meetings between diverse groups from the international community.

## The ICD House of Arts & Culture

The ICD House of Arts & Culture is a 5-floor building located in the heart of Berlin on Genthinerstr 20, between the two main centers of the city - the "CityWest" and the "Mitte" - and in approximate walking distance from the famous Potsdamer Platz.

The history of this unique building goes back to the 1990s, when it served as the headquarters and studios of a Berlin TV station and was used as a Berlin media house.

The ICD House of Arts & Culture serves as



## ICD House Convention Center

ICD House Convention Center has three conference spaces, the largest of which can accommodate up to 250 seated people and with different arrangements for different events. The venue also has a total standing capacity of 600 people. The ICD House Convention Center facilities are ideal for events such as conferences, training workshops, meetings, exhibitions and seminars. The meeting rooms are modern, fresh and accommodating, and the flexible venue layout can easily be configured to suit functions of different style and size. The House includes a professional catering department which complements the events by offering a variety of culinary styles to meet any special requirements.

### „Sky Royal Lounge,,

The penthouse floor accommodates the „Sky Royal Lounge,, to host exclusive receptions, cocktail events and other special occasions. This lounge can host in an elegant way, over 200 guests seated using the catering services from the restaurant located on the ground floor of the building. The „Sky Royal Lounge,, also includes a prestigious terrace that spans two entire sides of the building with panorama views of Berlin. The „Sky Royal Lounge,, is fully equipped with a professional sound and lighting system to accommodate the needs of different formats of events including a DJ or live music.

### TV and Radio Recording Studios

The Semi-Cellar Floor hosts TV and Radio recording studios as well as editing rooms for media production and photo labs. The studios are specially designed with sound insulated ceilings, all necessary technical equipment and air-conditioning for professional TV production or music recordings.

### The News Club Restaurant

On the ground floor there is restaurant for up to 200 guests, including 4 different bars and outdoor seating for up to 80 guests. The restaurant includes a sound system to allow for a DJ to perform for all guests in the restaurant in all of the different bars and seating areas. In addition, the restaurant provides catering services for gala events and other activities that take place in the lounge and conference hall. The restaurant offers an international menu, offering a variety of culinary styles for any special requirements.

# The Academy for Cultural Diplomacy



The Academy for Cultural Diplomacy is the academic department within the ICD. Its principal aims are 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.

Areas of particular academic focus for the Academy include the balance of hard and soft power, global governance, intercultural exchange, the process of globalization, the interdependence of nation states and the use of cultural initiatives to generate mutual understanding.

The study of cultural diplomacy comprises aspects of a wide range of traditional academic disciplines including international relations, political science, international economics, diplomacy, religious studies, philosophy, cultural studies, history and linguistics.

The Academy organizes the following four separate forms of activity:

- Cultural Diplomacy Studies
- Thematic Programs
- Cultural Diplomacy Research
- International Conferences

Over the past years the Academy for Cultural Diplomacy has welcomed thousands of academics, diplomats and politicians, journalists, young professionals, students and scholars from across the world to its programs. During the same period, a vast number of current and former Heads of State and Ministers, world-renowned academics, Nobel-prize winning innovators, champions for global peace and celebrities have contributed to the Academy events as speakers and partners.

# The Center for Cultural Diplomacy Studies



MA Students with Prof. Dr. Volker R. Berghahn - Seth Low Emeritus Professor of History, Columbia University, NYC and CCDS Professor



The Annual Conference on Cultural Diplomacy 2014

## The Center for Cultural Diplomacy Studies

The Center for Cultural Diplomacy Studies (CCDS) is the world's leading institute for the study of Cultural Diplomacy. Four different categories of education programs on Cultural Diplomacy are offered: graduate degree programs, e-learning courses, professional development programs (certificate programs) and study abroad (credit programs) dedicated either fully or in part to the field of Cultural Diplomacy. Our objectives are to extend current research, programs and practices in the field of Cultural Diplomacy and create a platform to promote and sustain inter-cultural dialogue at all levels. The CCDS is committed to the promotion and development of applied cultural diplomacy studies, as well as excellence in the advancement and research in this rapidly evolving field.

### Our Programs

The Center for Cultural Diplomacy Studies offers educational and academic programs in partnership with leading universities,

enabling students to explore, analyze and experience cultural diplomacy both in theory and in practice. The CCDS focuses in particular on exploring the balancing between hard and soft power, the process of globalization in an interdependent world, international economics & business multiculturalism, intercultural dialogue & exchange, human rights, religion. As a whole, we investigate the ability for culturally based initiatives to further mutual understanding and in turn to foster global peace and stability.

### The CCDS offers the following Programs:

- BA & MA Programs in Cultural Diplomacy
- PHD Program in Cultural Diplomacy
- Certificate Programs in Cultural Diplomacy
- E-Learning Programs in Cultural Diplomacy



# The Center for Cultural Diplomacy Studies

# MA Programs



## The Center for Cultural Diplomacy Studies

(CCDS) was inaugurated at its new premises in August, on Genthiner Straße in Berlin.

On October 6th, a fresh intake of sixteen MA students were then inducted to the Academy for Cultural Diplomacy, beginning the first semester of their academic courses in Berlin.

## MA Courses

Students at the Academy for Cultural Diplomacy have the opportunity to undertake one or two year MA programs in either Global Governance & Cultural Diplomacy or International Relations & Cultural Diplomacy. Within these bespoke courses, the traditional fields of global governance and international relations are both explored at length, but with an emphasis upon the role of identity, culture and cultural products in determining the nature of relations between cultures and nations states.

Highlighting the utility of soft power as a tool of fostering greater worldwide trust and understanding, the courses analyze the role of cultural diplomacy in enhancing global peace and prosperity, looking at ways in which intercultural dialogue can contribute to conflict resolution,

peace-building, human rights and sustainable development. Through a combination of lectures, seminars, participation in ICD Conferences, and visits to diplomatic and cultural institutions, the courses aim to provide students with the knowledge, experience and networks essential to successfully launching their future careers.

During the Annual Conference on Cultural Diplomacy students took the opportunity to interact directly with members of the ICD's international network and advisory board, taking part in several seminars and discussions and conducting one-on-one interviews with keynote speakers. This experience allowed them to greatly develop their communication and networking skills, and forge relationships with figures from numerous fields relevant to their preferred future vocations.

Including visits to the Nordic Embassies, British Council and European Union External Action service in Berlin, this generation of students has been able and willing to take full advantage of both the facilities and opportunities the Academy for Cultural Diplomacy has to offer.

“I am very pleased to find that there is a coherent concordance between the material promoting the program and the program itself. As we are about to end the first semester, I feel very content with the huge amount of academic input and the quality of the studies”

- Iulian Bulai, MA Student

## International Students

Whilst a key element of the MA programs offered by the Academy for Cultural Diplomacy is to explore contemporary issues from a range of cultural perspectives, the cultural diversity of the students themselves ensures that the discussion and analysis taking place in class is truly international.

The sixteen students who began their studies in October are from a range of countries spanning five continents, including the Netherlands, Switzerland, Slovakia, Romania, Columbia, Cameroon, Cambodia, China and India, meaning that the student environment serves as an example of cultural diplomacy in itself. This allows the students to practice intercultural dialogue on a daily basis, and offers them the opportunity to learn from each other as well as the range of international practitioners and academics who provide the academic content of the courses.



Judge Göran Lambertz  
(Supreme Court of Sweden)



# The Center for Cultural Diplomacy Studies

# Student Life



“The most interesting part, in my opinion, has been the other students. Since there are so many different nationalities in the class, it seems that we learn almost as much from each other as the lectures”

- Alessandra Degiacomi, MA Student

## Parallel Activities

In addition to the academic content of the programs, this year’s students have already participated in a wealth of additional activities. Their role in the Annual Conference on Cultural Diplomacy, held at the ICD House of Arts and Culture in November, proved to be a particularly beneficial supplement to their studies and professional development. Actively participating in both “A World without Walls” and the “Berlin Economic Forum”, the MA students were able to extend their international networks through engagement with speakers and participants from the political, diplomatic, academic, economic and cultural fields, as well as playing an active role in driving the dialogue of the conference via question and answer sessions and panel discussions.

Some of the students also participated in the Bucharest Summit on Cross-Continental Cooperation, held at the Palace of the Parliament of Romania, and sought to further develop international networks and diversify their

understanding of cultural diplomacy. Here, they engaged in panel discussions with other high profile speakers such as the former President of Ukraine, President Viktor Yuschenko, and former President of Poland, President Lech Walesa.

Opportunities like this constitute the perfect practical foil to the scholarly aspects of the MA programs offered at the Academy for Cultural Diplomacy, and help to increasingly integrate students with the political, diplomatic and academic communities in preparation for their future careers.

“During the many guest lectures, field trips, and of course the Annual Conference, my classmates and I have had many interesting meetings and conversations with ambassadors, CEOs, ministers, royalty and religious leaders. This is what makes my time at the ICD a true asset in pursuing my future career”

- Dennis van de Meent, MA Student

## Meeting World Leaders

During the conferences in Berlin and Bucharest, the MA students took the opportunity to conduct filmed interviews with heads of state and world leaders, discussing the role of cultural diplomacy, and its implementation and potential for further use, as well as other salient global issues. The interviews were conducted both in the Palace of the Parliament in Bucharest, and in the new recording studio located at the ICD

House of Arts & Culture in Berlin. This enabled the students to gain a unique first-hand insight into the speakers’ perspectives on international affairs and world issues. The interviews were subsequently published on the ICD’s digital and social media platforms, forming a key part of the students’ online professional profile, and showcasing their communication skills to a global audience.

“I believe that the more people are using soft power, the better off the world will be as a whole. Building trust and mutual understanding between different countries is the only way to make the world a peaceful place”

- Alessandra Degiacomi, MA Student

## Visits

While in Berlin, students have also had the opportunity to experience many of the cultural institutions, exhibitions and events which the city has to offer, during visits coordinated by the Academy for Cultural Diplomacy, as well as the Institute for Cultural Diplomacy’s international network of individuals and organizations from the diplomatic, cultural and creative fields. In this regard, regular invitations to events in the fields of art, music, literature and film, hosted by embassies, cultural institutes and organizations from the creative industries, ensure that students are provided with every opportunity to continue their cultural education outside of the classroom. With its rich cultural heritage and diverse international community, students have thus found Berlin to be the perfect location for

increasing their knowledge and understanding of international cultures, while at the same time putting their newly acquired skills in cultural diplomacy into practice.



MA Students in Check Point Charlie Career Day (December 19th, 2014)



H.E. Amb. Elena Poptodorova (Ambassador of Bulgaria to the USA)

# The Center for Cultural Diplomacy Studies

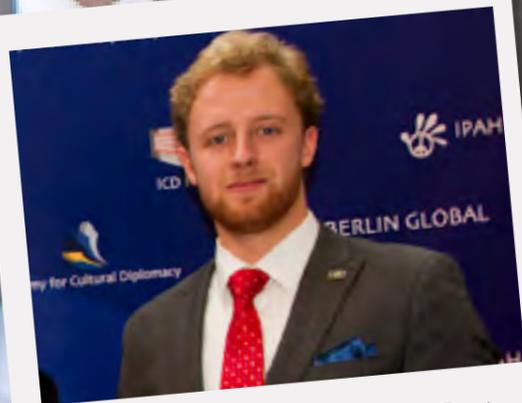
# Our Students



## Dennis van de Meent, Netherlands

With my background in European Studies, passion for finding creative solutions and drive to go out and see the world, the MA program in Cultural Diplomacy represents a sound option for my self-development. Of the many aspects within this academic field, I am most curious to learn how cultural activities can foster better relations between states, and even help in solving large scale conflicts"

**Where do you see yourself in ten years time?:** "Maybe I'll be in the field as an observer of elections for the Council of Europe, perhaps the youngest ever Dutch Minister of Foreign Affairs, or maybe the head of my own organization. The most important thing is to keep both my eyes and options open. During my time here at the ICD, there is so much to see and do, that I don't worry too much about the future!"



The Annual conference on Cultural Diplomacy  
(Berlin; November 2014)

## Iulian Bulai, Romania

"Previously I studied a BA in Visual Arts in Norway and Portugal, then an MA in China and Norway. During this period I shaped myself as a scholar of inter-disciplinary studies and practices, working on programs concerned with the integration of Roma people in Norway and Romania, whilst also completing internships at the Romanian Embassies in Oslo and Beijing. A very direct consequence of these studies and activities is that cultural diplomacy both aligns with my background and offers a unique perspective on my previous achievements. Choosing an MA in Cultural Diplomacy at the Academy for Cultural Diplomacy provides me with a platform for deepening my interests in culture and international relations, at the same time as offering an academic field of studies relevant to my interests. So far it seems the best choice I have made in terms of academic studies and professional development."



"A World without Walls"  
(Berlin; November 2014)

## Alessandra Degiacomi, Switzerland

"I decided to study Cultural Diplomacy because it perfectly suits my interests. I believe that building trust and mutual understanding between different countries is the only way to make the world a more peaceful place"

**Where do you see yourself in ten years time?:** I have no clear picture in my mind, but I would love to enhance the education system. Through the vehicle of education, we can obtain better knowledge of each other, and help to dissolve the distrust which currently threatens the peace of our world"



ICD Employment Day  
(Berlin; December 2014)



Berlin Economic Forum  
(Berlin; November 2014)

## Adèle Guyomarch, France

"Although my expectations were set high since the ICD is a renowned institute, I was quite intrigued to discover which approaches could be taken in order to tackle global issues from both the cultural and diplomatic perspectives. I soon realized that studying cultural diplomacy would give me the full potential to be an active element in driving change through the use of cultural and artistic media."

**Where do you see yourself in ten years time?:** "I would like to work in the fields of human rights and post-conflict reconstruction. I guess somehow there are similarities that revolve around the betterment of people's lives."



# The Center for Cultural Diplomacy Studies

# Students Speak



**President Valdis Zatlers**  
Former President of Latvia



**Amb. Delia Domingo**  
Former Foreign Minister of Philippines



**The Hon. Staffan Nilsson**  
Former President, EU Economic & Social Committee



**H.E. Amb. Elena Poptodorova**  
Ambassador of Bulgaria to the USA



**The Hon. Andreas Khol - Former**  
President of the Austrian National Council



**Judge Göran Iambertz**  
Judge of the Supreme Court of Sweden



**Rashed Al Balooshi**  
CEO, Abu Dhabi Securities



**Rashid Bin Ali Al-Mansoori**  
CEO, Qatar Stock Exchange

*Berlin; December 19th, 2014*

# Career Day



# Career Day

On Friday December 19th, the students of the Academy for Cultural Diplomacy were given the opportunity to take part of an official “Career Day”, aimed to give guidance and advice for their future professional career.

The program of the day saw the attendance of some impressive institutions. The invaluable experience allowed the audience to receive talks and lectures centering on career advice.

The first institution visited at 09:00 hours was the **Hasso-Plattner Institut für Softwaresystemtechnik GmbH**, the German information technology university college. Here the audience was given a speech, presentation from Arne Brockmeyer on the programs of the Institute, as well as a campus tour.

At 11:00 hours, the next location was the **Deutsche Lufthansa AG Headquarters** where a representative gave the interns and Masters students some invaluable advice from the successful airline. Representative Jan-Phillip Goertz, delivered a presentation entitled “Corporate Communication with Government and Parliament in Germany”.



MA Students at the EU commission Delegation Headquarters in Berlin

Mr Goertz gave this speech and discussion on the importance of personality, and personal qualities of a potential employee, with a focus on flexibility in the workplace emphasized.

At 13:00 hours, at the **Federal Agency for Civic Education (a federal public authority providing citizenship education and information on political issues for all people in Germany)**, the ICD’s very own Academic Director (at the Center for Cultural Diplomacy Studies) Dr. Ulrich Brueckner gave his talk on “Civic Education in Germany: Labor Mobility in the EU single market”.

At 15:00 hours, located at the impressive **European Commission Delegation Headquarters in Germany**, Sascha Saurteig (a representative of the European Parliament Information Office) delivered a presentation on “The Delegation of the European Commission and the Representation of the European Parliament in Germany”.

The talks were all aimed at giving guidance for young people in approaching the “real” world of work. Career advice on interviews, the skills needed and the reality of the brutality of the working world made this experience invaluable for youth.



MA Students at Hasso Plattner Institut



MA Students at Lufthansa Headquarters in Berlin



MA Students at the German Federal Agency for Civic Education

# Cultural Diplomacy Research



# iCulturalDiplomacy

## Cultural Diplomacy Dictionary

The iCulturalDiplomacy project, which started in June 2014, is a compilation of the research undertaken by the Institute for Cultural Diplomacy and external contributors, with the aim of creating an online platform that enables free access to overviews of current activity in the field of cultural diplomacy.

This is a unique project, which encompasses both a vertical approach by analyzing cultural diplomacy involvement through the public, private and civil society sectors, and a horizontal approach of how that involvement is carried out in different geographical regions and within various themes, such as nation branding, inter-religious dialogue, sports and the arts, as well as the contribution of influential personalities to the field of cultural diplomacy.

Additionally, it contains comprehensive indices of cultural diplomacy projects and programs operating around the globe. The indices include an overview of cultural diplomacy activities within broad geographical regions, including information of groups of societies and individual actors that are engaged in cultural diplomacy but who are often regrettably overlooked.

iCulturalDiplomacy has an important role in the field of Cultural Diplomacy, not only because it highlights the areas of cultural diplomacy involvement and offers valuable recommendations for an improvement of cultural diplomacy practices, but also because it constitutes a convenient point of reference for those wishing to further engage with cultural diplomacy projects.

# iCulturalDiplomacy

## *The iCultural Diplomacy Project*

The iCulturalDiplomacy team is undertaking an exciting new research project in cooperation with external contributors. The project began in June 2014 and has evolved into an extensive wiki search engine, compiling profiles of EU parliamentarians, celebrities, international corporations and films/monuments/books that relate to cultural diplomacy. This resource provides viewers with an insight into the relations and actions being undertaken to promote inter-cultural and inter-faith dialogue throughout the world.

The iCulturalDiplomacy project was born in the framework of the Cultural Diplomacy Research (CDR) program, which is undertaken by the Academy for Cultural Diplomacy and consists 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.

### **An online open source**

iCulturalDiplomacy was born as an online source that provides the world with a free source of information, constituting a centralized platform for reaching everyone interested in cultural diplomacy and allowing them to contribute to its development, regardless of location or situation. This is a unique source that provides both a vertical approach by analyzing cultural diplomacy

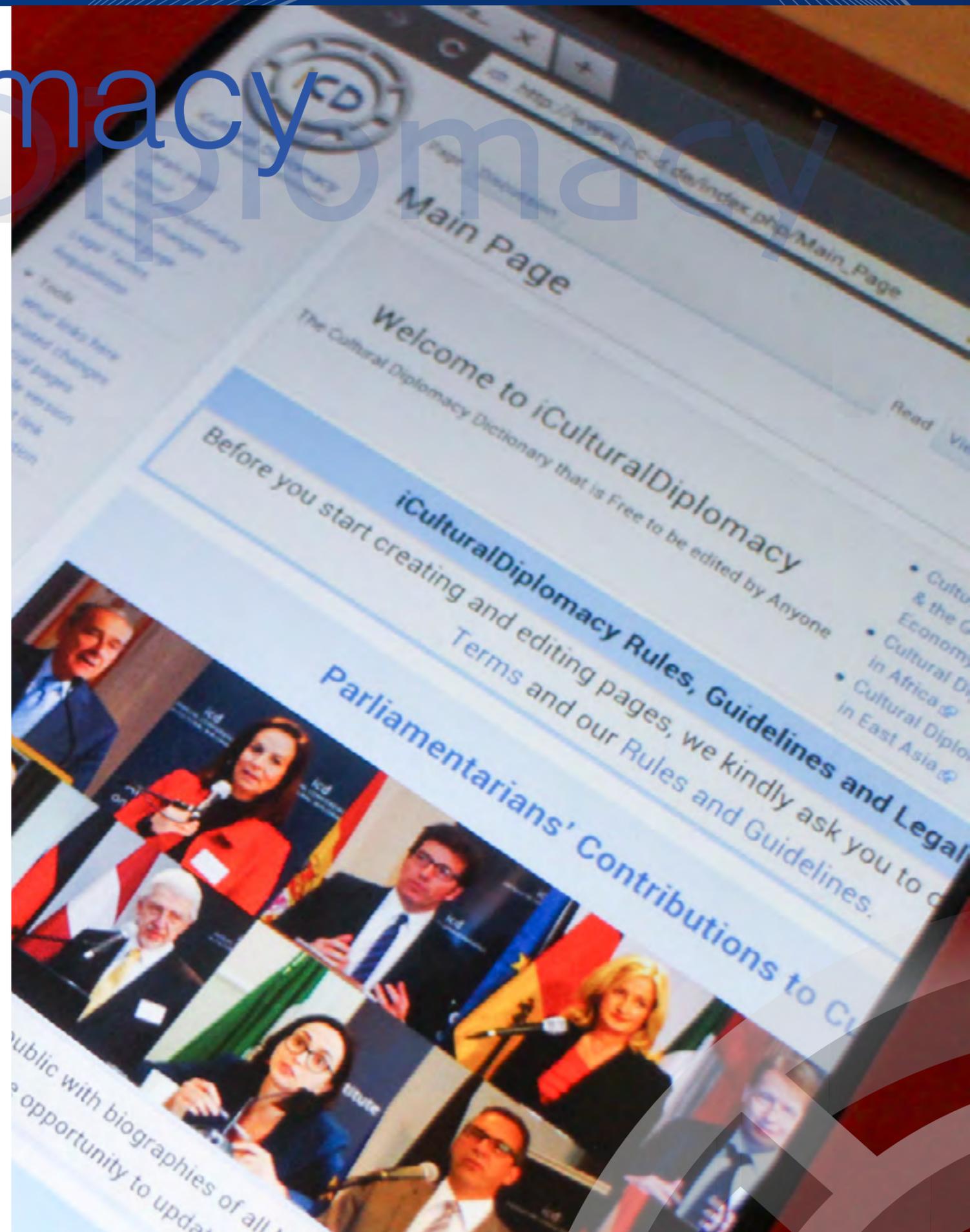
involvement through different sectors such as public, private and civil society, and a horizontal approach of how that involvement is carried out in different geographical regions and within various cultural diplomacy themes. These include nation branding, inter-religious dialogue, sports and arts, as well as the contribution of influential personalities to the field of cultural diplomacy.

### **iCulturalDiplomacy as a tool**

iCulturalDiplomacy exemplifies an informed academic portal resource that offers a diverse and current range of examples of cultural diplomacy, increasing the access to and furthering the development of the field. It is important to highlight the potential utility of this tool as a valid policy option in achieving conflict resolution and strengthening bilateral relations in the event that traditional diplomacy fails. The web source constitutes an extensive wiki search engine compiling profiles of EU parliamentarians, celebrities, international corporations and films, monuments, books that relate to cultural diplomacy, which provides viewers with an insight into the relations and actions being undertaken to promote inter-cultural and inter-faith dialogue throughout the world.

As cultural diplomacy is part of an evolving field, it is important to have a platform that will facilitate this growth and development, as well as the spread of the updated research and knowledge in the field.

As an increasingly important ally to traditional methods of diplomacy, providing a centralized and easy to access information database



# iCulturalDiplomacy

for the encouragement of external research is incredibly vital for the furthering of cultural diplomacy in its educational and diplomatic form. The wiki page platform is a foundation and a reference point for progress in the field of cultural diplomacy, not only providing information about its past but also projecting an outline for its future.

## Spreading information, getting contribution

As cultural diplomacy is focused around the ideal of mutual understanding and cooperation it is important to open up the resource to external contributors in order to receive information and opinions from the different regions and cultures. This is the best way to achieve greater depth of knowledge of all parts of the world, as it is the people of those cultures that have the best understanding of their regions and the issues affecting them. This will eventually lead to a more refined approach taken by corporations and governments as they are better informed and therefore more responsible for acknowledging those issues when devising their strategies and operations.

Furthermore, there is huge potential for its use as an educational resource, available for universities, to be used alongside existing textbooks and sources of information. On a wider scale, the wiki-search engine will be used as the primary go-to access point for people, organizations, corporations and governments in expanding their knowledge of cultural diplomacy. Subsequently this will influence their future actions as they become more aware of the growing importance of staying in line with the values that incorporate cultural diplomacy.

The nature of the webpage as a network of information, accessible and modifiable by external contributors, gives it the potential to grow exponentially as awareness of the project increases. From its use in educational environments as a leading source of information and reference to its practical uses as a guideline for corporations and governments, the future of the project is one of greater political and social influence within society.

The online wiki project is part of a greater holistic approach to providing free information on current activities in cultural diplomacy. The iCulturalDiplomacy team combines the iCulturalDiplomacy Facebook page, Flickr, Twitter and Youtube channel to reach a wide spread audience and provide an extensive flow of integral and related issues in the field of cultural diplomacy.

## Parliamentarian contributions in the field of Cultural Diplomacy

The profile pages of EU members of parliaments are an integral part of this project as they are crucial vessels in the promotion of peace and to the improvement of dialogue between nation states. Their profile pages list their contributions to the field of cultural diplomacy whilst also displaying past achievements in their career. The iCulturalDiplomacy webpage will encourage parliamentarians to place greater emphasis on the role of cultural diplomacy and, consequently, to further its promotion on the international stage.

Furthermore, this resource platform for parliamentarians aligns itself with the general vision of the Institute for Cultural Diplomacy,

namely to influence EU policies and increase awareness and action in cultural diplomacy, and is therefore working closely with our human rights project and Berlin Global to achieve this goal.

The scope for increasing the database of parliamentary pages to a world-wide level will increase help to foster a mentality of cultural diplomacy, which would never have been possible beforehand. This will help to promote the key values and strategies of the ICD, in particular by creating a network of dialogue and understanding over the key issues surrounding cultural diplomacy.

## Historical acts of cultural diplomacy as a key feature of iCulturalDiplomacy

Through the medium of art, music, history and sport, countless individuals and groups have employed cultural diplomacy throughout history, drawing attention to issues of universal concern through cultural expression to ease conflict and promote international cooperation. Through this timeline, the ICD recounts keystone acts of cultural diplomacy in action, demonstrating its exemplification in a manner surpassing pure theory, thus making the concept more accessible and engaging.

Included as part of the online wiki resource are historical examples of successful acts

of cultural diplomacy practiced by different actors since the end of the Second World War, using different aspects of culture and other elements to represent and demonstrate what humanity shares in common through our cultures.





# International Conferences

The Academy for Cultural Diplomacy organizes a number of international conferences, which take place throughout the year and around the world. The international conferences provide an opportunity for larger audiences to actively participate and engage in lectures and discussions featuring high profile figures from the fields of international politics, diplomacy, culture, academia, civil society and the private sector. The events have an inclusive participation policy and are open to individuals from all academic, cultural and professional backgrounds.

Over the years we have welcomed to our programs a vast number of heads of state and ministers, world-renowned academics, Nobel-prize winning innovators, champions for global peace and celebrities, who have contributed to the Academy events as speakers and partners.

The academy is grateful for their generous contributions to the conferences and the work of ICD.



**Christianborg Palace, Danish Parliament**  
(Copenhagen, September 7th - 9th, 2014)



# International Conferences

## Cool North - Cultural Diplomacy in the Nordic countries

*“Strategies for Regional Development, Cooperation, Good Neighbor Relations”*

From the 8th-9th September, the Symposium on Cultural Diplomacy in the Nordic Countries was held at Christiansborg Palace, the home of the Danish Parliament in Copenhagen. For decades, the Nordic countries have served as an example of modern democracy, where political and economic developments have been handled simultaneously with the protection and promotion of civil liberties and human rights.

In line with this success, countries throughout the world have attempted to follow the Nordic framework of development, cooperation, peacekeeping and humanitarian assistance. Representatives from the Nordic countries have also been instrumental in formulating successful strategies and policies adopted by the international community, particularly in fields such as mediation and intervention, assisting in the eradication of poverty and the promotion of democracy and peace in the framework of many other positive developments.



The Hon. Halldór Ásgrímsson, President Mogens Lykketoft, Minister Marianne Jelved and SG Dagfinn Hoybråten

In recognition of these achievements, the Baltic Development Forum and the Inter-Parliamentary Alliance for Human Rights & Global Peace developed The Symposium on Cultural Diplomacy in the Nordic Countries.

Bringing together experts from the fields of international relations, diplomacy, politics, economics, and the cultural and educational sectors, the event sought to explore and analyze the use of cultural diplomacy within the region, and gain an insight into the individual and diverse cultures of the respective Nordic states.

The focus of the conference was twofold – reviewing individual case studies of Nordic cultural diplomacy successful in improving international relations, and examining whether the example set by the Nordic countries can be utilized further in regional and international cooperation in the future.



## Cool North - Cultural Diplomacy in the Nordic countries

Day 1 - September 8th, 2014



Mark Donfried, Flemming Stender, President Mogens Lykketoft, The Hon. Halldór Ásgrímsson, Minister Marianne Jelved and SG Dagfinn Hoybråten

On September 8th, The first session of the Symposium on Cultural Diplomacy in the Nordic Countries opened in the Folketing, home of the Danish Parliament. The Hon. Halldór Ásgrímsson, former Prime Minister of Iceland, The Hon. Mogens Lykketoft, Speaker of the Danish Parliament, Minister Marianne Jelved, Minister of Culture of Denmark, and Secretary General Dagfinn Høybråten, Secretary General of the Nordic Council of Ministers, delivered the opening speeches, welcoming conference participants, speakers and young leaders, and explaining the unique nature of cultural diplomacy in the Nordic region:

“Cultural diplomacy, on the part of the Nordic countries, involves creating a dialogue between different cultures founded on mutual respect”.

The Hon. Mr. Lykketoft explained that the region has been particularly successful collaboratively in the provision of social welfare, leading to greater social harmony and cohesion, and lower levels of inequality and corruption. In their welcoming addresses, the speakers sought to emphasize that while the ‘Nordic model’ of

cooperation cannot be directly transferred to other regions, many of the ideas and principles upon which it is based can be successfully exported. They were also keen to stress that proximity does not merely refer to geography, but rather to history, social systems, traditions and culture.

### Session 1: ‘The Power of Culture in International Cooperation, Trust Building and Peace: Nordic Experiences’

The morning’s session concluded with Plenary Session 1, wherein three speakers pertaining to the wherein speakers from the fields of academia and the arts presented and analyzed Nordic experiences in order to unearth the best practices for maintaining peace and strengthening cooperation. In this regard, the three speeches explored the potential of culture as a tool of reinforcing international cooperation. Prof. Dr. Ole Wæver, Professor of International Relations at the University of Copenhagen, was keen to emphasize that the Nordic countries have not always shared a common identity, but rather that this common identity is a consequence of

peaceful coexistence: “It is not a sequence of culture leading to identity leading to peace; it’s rather the other way around – peace leads to identity, which leads to culture”.

Prof. Dr. Wæver expounded his theory on the success of the Nordic culture in global peace, yet his closing comments included words of warning for those who attempt to oversimplify the process of peace building: “My conclusion is to warn against seeing cultural proximity as the key to peace, or to think that the general exchange of culture promotes peace”. Instead, he argued that the many complex identities that we all inhabit in the modern era should help us be more readily receptive to cultural exchange. Other speakers in the morning session underlined the value of reciprocity in cultural exchange, and the vital role of the arts in learning to appreciate the cultures of others.

### Session 2: “Soft Powers of Culture, Media & Creative Industries”,

The final Plenary Session of the day, which diverted focus toward soft power, a crucial component of peaceful dialogue and improved intra-national relations. The session saw the participation of four speakers from positions within the cultural and creative industries.

Speaking from a wealth of experience in business, culture and diplomacy, Amb. Michael Metz Mørch, Director of the Danish Cultural Institute, took the opportunity to analyze the intricacies of soft power and its application, arguing that culture should be viewed as the basis of all meaningful interaction: “In my mind, the Nordic experience starts with culture, not with diplomacy”. Other speakers during the session stressed the role of cultural diplomacy in promoting the value of the cultural and creative industries.



President Mogens Lykketoft  
President of the Danish Parliament



The Hon. Halldór Ásgrímsson, President Mogens Lykketoft, Minister Marianne Jelved and SG Dagfinn Hoybråten

### Session 3: “Branding and Cultural Diplomacy: Conflicting or Complementary?”

The final Plenary Session of the day, explored the relationship between the concepts of nation branding and cultural diplomacy. The session saw four speeches by speakers from the fields of business, diplomacy and academia. While each of the speakers insisted on the potential worth of nation branding, they were eager also to outline the shortcomings of the concept.

Prof. Dr. Bernd Henningsen, Honorary Professor of Northern European Studies at Humboldt University, outlined the danger of creating misleading stereotypes, citing the Scandinavian experience, wherein the idea of a Scandinavian utopia was so well ingrained that even the people of the region subscribed to it. Although the bombing of Oslo and massacre at

Utoya, he argued, swiftly brought this to an end, it nonetheless demonstrated the distortive power that nation branding can sometimes have on populations throughout the world. In this respect, nation branding must have a tangible connection to truth and reality in order to be effective; an argument that was echoed by Marcus Andersson, Partner and Head of Research at Tendensor International:

**“You don’t construct a reputation, you earn it”.**

For Mr. Andersson, this means that Nordic countries must be proactive if they are to reap the rewards that nation branding has to offer. By employing a collaborative approach between Nordic countries, and applying a common story or purpose with a collective pool of resources, it stands a greater chance of having a far-reaching effect across the global community.



The Hon. Halldór Ásgrímsson (Former Prime Minister of Iceland)

Upon completion of the final session, participants and speakers were then invited to an evening of Nordic hospitality at the restaurant of the Danish parliament.

With the event taking place on the occasion of the Hon. Halldór Ásgrímsson’s birthday, speakers, young leaders and delegates took the opportunity to join him in celebration, and also thank him for his seminal contribution to the conference.

The evening then culminated in a tour of the Tower of Christiansborg, the tallest of Copenhagen’s many towers, from which the participants enjoyed the stunning panoramic views of the city.



## Cool North - Cultural Diplomacy in the Nordic countries

Day 2 - September 9th, 2014



Annika Rembe (CEO, the Swedish Institute), Karina Petersone (Director, the Latvian Institute) and Lene Espersen (Chairman, the Baltic Development Forum)

### Session 4: “The Power of Culture in Regional Cooperation, Nordic-Baltic-Russian Cooperation”.

The second and final day of the Symposium began with Plenary Session 4,

This saw a continuation of the productive dialogue of the first day, as three of the remaining six speakers took the opportunity to analyze the impact of culture on the strengthening of multilateral relations.

Particular attention was paid to the distinctive Nordic-Baltic-Russian relationship. Lene Espersen, Chairman of the Baltic Development Forum, delivered a speech underlining the fact that common values such as democracy,

transparency, and the involvement of civil society form the foundational basis of strong cooperation between the Nordic and Baltic countries. Other speakers sought to outline the vital role that cultural diplomacy plays in fostering mutual understanding and cooperation in the 21st century: “In the globalized world of today, dialogue and intercultural action is needed more than ever”.

The final Plenary Session of the symposium, entitled “Can the Nordics Better Utilize their Smart Power Experience in International Affairs and Cooperation?” analyzed the Nordic countries’ potential for further

international engagement through a combination of soft power and hard power strategies.

It saw speeches from three speakers from the fields of politics and diplomacy, with each insisting on the proficiency of the region with regard to cultural diplomacy:

“We could call the Nordics the champions of soft power”, while all three acknowledged that there is still work to be done for the region: “Nordics have experience, credibility, and consequently a responsibility, and I hope we take it”.

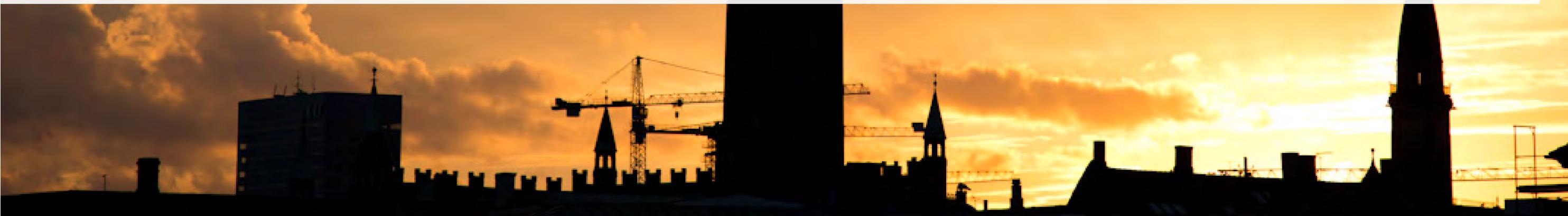
Of course, the role of the Nordic countries, both at the European and international level, has enormous credibility and potential due to their reputation for openness, their welfare state, their ecological consciousness, and their history of peace-keeping. However, the potential for further Nordic cooperation is evident, and The Hon. Bertel Haarder, Vice President of the Danish Parliament, also voiced the possibility of a “wider Nordic-Baltic community.” He cited a conversation in Belgrade with the Former Vice President of the Serbian Parliament, who alluded to the international perception of the Nordic region: “We in the Balkans are hypnotized by our differences. You in the North, you have learnt to use your similarities. Everything that you have in common, that makes you strong.” For ongoing productive cooperation in the Nordic region, this message should not be hastily forgotten.

To conclude the formal part of the conference, Director General and Founder of the ICD, Mark Donfried, presided over a session of concluding remarks in order to highlight the overarching

themes that the conference had sought to explore and analyze.

To conclude the day’s activities, and the conference itself, speakers, young leaders and delegates were then invited to a guided tour of the Nationalmuseet (Danish National Museum) - host to a multitude of exhibitions, including the Danish Prehistory Exhibition, Ethnographic Exhibition, Danish Middle Ages and Renaissance, Classical and Near Eastern Antiquities, and the Royal Collection of Coins and Medals.

The Symposium on Cultural Diplomacy in the Nordic Countries engaged speakers, young leaders and participants in a series of thought-provoking discussions on the role and the practice of cultural diplomacy within the Nordic region, and examined whether the example set by the Nordic countries can be utilized further in regional and international cooperation in the future. The diverse range of speakers and participants enabled a multilateral discussion that demonstrated the importance of the continued practice of cultural diplomacy in order to reach diverse communities and demographics throughout the world. Moreover, the Symposium served to clarify and diversify perspectives on cultural diplomacy, analyzing and reviewing the case of the Nordic countries, whose reputation as “the champions of soft power” means that their contribution to the practice of cultural diplomacy is immeasurable.



Cool North - Cultural Diplomacy in the Nordic Countries

Video Highlights

**Secretary General Dagfinn Høybråten**  
Secretary General of the Nordic Council of Ministers



Secretary General Dagfinn Høybråten contends that cultural diplomacy should be at the core of every nation's soul, and is a part of the solution to, not the problem for, relations between the peoples of the world.

Culture is seen increasingly as a means of achieving democracy, human rights and freedom of expression, which are needed more than ever in many parts of the world. The freedom of cultural expression is paramount, even if not all agree on its content. Indeed, "democracy, human rights, sustainability, quality and solidarity are some of the key features of the Nordic soul."

The Nordic countries have a long history of utilizing methods of cultural diplomacy in international relations within the region and further afield, such as supporting democratic reform in the Baltic states. Regarding this utilization of cultural diplomacy internationally, the Nordic region is, "making use of the added value of proximity." Above and beyond geography, proximity refers to history, culture and social systems and traditions, which can be explored and utilized through many different mediums including sport, music, fashion, cuisine, and many more.

**The Hon. Mogens Lykketoft**  
Speaker of The Danish Parliament

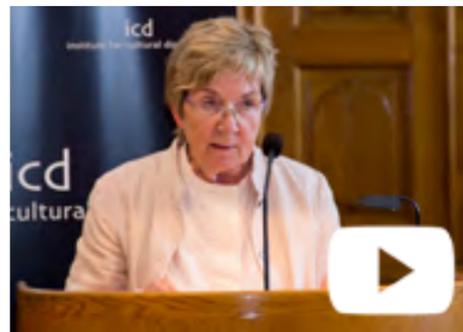


The Hon. Mogens Lykketoft presents an exposition of the nature of cultural diplomacy in the Nordic region, covering areas of social policy, political cooperation and the arts.

The Nordic countries have a special cultural basis on which to facilitate cultural dialogue for the purpose of preventing and terminating conflicts, strengthening human rights and increasing social stability globally. The Nordic countries have been particularly successful in collaborating on the provision of social welfare and cohesion, leading to greater social harmony and security, and lower levels of inequality and corruption. Although this 'Nordic model' of cooperation cannot be directly transported to, or imitated in, other regions, many of the fundamental ideas and principles could be exported.

"As small states, we have a natural interest in the development of a global, well-functioning community founded on the rule of law." Resulting from this fact, the Nordic region has been strongly committed to international political activity such as: peacekeeping, development, the establishment of democracy in former Soviet states and environmental monitoring.

**Minister Marianne Jelved**  
Minister of Culture, Denmark



Minister Marianne Jelved explores the role of cultural activity and connections, particularly with regard to the arts, in strengthening human relationships domestically and abroad.

The Nordic approach to supporting arts and culture is known as 'Arms-Length', Minister Jelved explains. This is the principle that artists ought to be involved in decision-making, not just politicians and scholars. Through this approach there is a focus on the 'cultural' rather than the 'diplomacy' aspect, therefore enabling artists and cultural institutions to conduct cultural diplomacy free of governmental influence.

In a wider context, arts, culture and creativity can play an active role in the economy, job market

and international relations. However, "the value of art and culture is easily lost if we only expect specific results or outcomes from it." Reflecting this, a memorandum of understanding between Denmark and China has been signed, which will herald a range of art exhibition and professional exchanges. The content of this is left entirely to the artists and professionals themselves, and therefore will maintain high quality and relevance in terms of cultural diplomacy.

**The Hon. Halldór Assgrímsson**  
Former Prime Minister Iceland;  
Secretary General of Nordic Council of Ministers



The Hon. Halldór Assgrímsson attested to the long history of cultural diplomacy in the Nordic countries; there has long been a strong formalized cooperation within the region, based on a strong rule of law and a high level of social trust: "Cultural diplomacy is nothing new in the Nordic countries."

Within this cooperation, "culture is always the backbone", with cultural prizes and funds forming an integral part of regional integration.

However, despite the success of multilateral cooperation in the Nordic region, it must be further increased and extended to ensure greater influence on the international stage: "It could be possible to formalize certain aspects of foreign policy, like extended regional policy, Arctic policy, and development aid". If achieved, there would be a remarkable change in Nordic cooperation in the future.

The Hon. Mr. Assgrímsson concluded with a number of suggestions, arguing that the creation of a policy on cultural diplomacy, the extension of neighboring policy to new territories, and the conception of a Nordic Institute for Peace and Stability would serve to increase cooperation between pre-existing institutions in the Nordic region.

**The Hon. Bertel Haarder**  
Former Senior Danish Minister, Vice President of the Danish Parliament



A distinguished career in the Danish Liberal Party makes The Hon. Bertel Haarder a worthy candidate to assess the potential for further international engagement for the Nordic countries, and his insistence is on the potential for meaningful action when coordinating efficiently. Taken together, the Nordic region's GDP can match that of Russia, their merchant fleet is the biggest in the world, they give more development aid than any nation in the world, and their literature, cuisine, film, and fashion industries have long flourished on the international stage.

However, collective productivity could be enhanced through further cooperation, "particularly in the North Atlantic and Arctic area".

The potential for further Nordic cooperation is evidently huge, and The Hon. Haarder also voiced the possibility of a "wider Nordic-Baltic community." He cited a conversation in Belgrade with the Former Vice President of the Serbian Parliament, who alluded to the international perception of the Nordic region: "We in the Balkans are hypnotized by our differences. You in the North, you have learnt to use your similarities. Everything that you have in common, that makes you strong". For ongoing fruitful collaboration in the Nordic region, this message should not be hastily forgotten.



**The French National Assembly**  
(Paris; September 22nd, 2014)

# International Conferences

## Symposium on Cultural Diplomacy in the Francophone Countries

*“The Role of Cultural Diplomacy in the Francophone Region”*



On September 22nd 2014, the Symposium on Cultural Diplomacy in the Francophone Region was held at the French National Assembly.

Chaired by The Hon. Michèle Alliot-Marie, Former French Minister for Foreign and European Affairs, the symposium brought together leading politicians, diplomats, government officials, senior academics, renowned authors, journalists, and celebrated artists to debate and discuss issues related to the symposium theme: “The Role of Cultural Diplomacy in the Francophone Region”.

Whilst France has maintained a strong commitment to the stability and strength of the Francophone region, symposium speakers and participants focused on ways in which cultural diplomacy could be a useful tool for further developing cooperation between members. The principal aim of the conference was to increase awareness and understanding of the historical and theoretical foundations of La Francophonie.



Hon. Michèle Alliot-Marie (Former Minister of Foreign Affairs of France)

## Symposium on Cultural Diplomacy in the Francophone Region

Paris; September 22nd, 2014



The first speaker, Advisor to the Secretary-General of the Francophone Region, Régine Lavoie, introduced the topics, themes and debates central to the conference within her lecture entitled, “La francophonie, facteur de dialogue entre les peuples” (“The Francophone Region, a means of dialogue between peoples”). Ms. Lavoie focused on the French language as a means of effective communication between the countries of the Francophone region. She explained that this region shares many common values and of course, a language, which above all else is key to building bridges between the countries and fostering mutual understanding. Ms. Lavoie maintained that cultural diplomacy has long been practiced between the Francophone countries and that this region is not only characterized by the exchange of goods and services, but also cultural values.

Former Minister for Foreign and European affairs, The Hon. Michèle Alliot-Marie was the second speaker of the day, and her thoughts on the conference topics were in many respects similar to those of Ms. Lavoie. Her lecture, “Les champs d’actions de la francophonie” (“The

fields of action in the Francophone Region”), also focused on the positive attributes of a shared common language. In her view, the region should be proud to speak French and should maintain this language without imposing it on others. She argued that the Francophone region is linked by more than just the language and has been successful in promoting a Francophone culture, whilst respecting certain cultural differences. She argued that a common understanding between these countries has been a means of peaceful coexistence



Régine Lavoie (Conseillère du Secrétaire général de la Francophonie)

Belgian actress, Alexandra Vandernoot, gave her views on how language can play a part in strengthening or obstructing relations in the Francophone Region, within her speech entitled: “La langue, aide ou handicap à l’expression artistique” (“Language: help or hindrance to artistic expression?”). Ms. Vandernoot referred to television and radio channels in Quebec that use French as the main language. She argued that preserving the French language is very important for the Francophone region, as it is a means for all members to communicate effectively and share common values.



Alexandra Vandernoot (Celebrated Belgian Actress)

## Representation of the Diplomatic Community

The Symposium saw significant representation from the diplomatic community, with nine ambassadors and delegates gathering to discuss the key topic of the conference: "The Role of Cultural Diplomacy in the Francophone Region."

UNESCO and state ambassadors, along with French delegates, joined in dialogue focused on the cultural diversity of the region and how growth can continue to be facilitated. Many of the speakers touched upon the issue of conflict between cultures and the difficulty in ensuring the integration of immigrant minorities. However, there was a general consensus that the promotion of common interests and greater communication and dialogue can be key tools for breaking down cultural barriers.

"We need to have person to person communication ... to work together and unite to move forward".

- Ali Al-Tarrah, Ambassador of Kuwait to UNESCO



S.E. M. Jean Bio Chabi Orou (Ambassadeur du Bénin à l'UNESCO; ancien ministre de l'Education)



Michèle Alliot-Marie (Ancien ministre des Affaires étrangères et européennes)



Symposium on Cultural Diplomacy in the Francophone Region

Paris; September 22nd, 2014

The afternoon session gave speakers and participants the opportunity to continue the morning's productive dialogue, with former Minister of Culture and Francophone

the Hon. Jacques Toubon welcoming everyone back to the conference room for his lecture: "L'évolution de la francophonie"



Jacques Toubon (Défenseur des droits; ancien ministre de la Culture et de la Francophonie)



Eric Revel (Directeur général de "La Chaîne Info")

Director General of "La Chaîne Info" (LCI), Eric Revel, then delivered his speech: "Les medias et la francophonie"

("The media and the Francophone Region"), giving a powerful insight into the responsibility of the modern media to use the French language correctly in order to preserve

Francophone culture. He put forward the contention that Anglicisms should be avoided in order to maintain the French language, and that the French media is instrumental in promoting and encouraging its usage and preservation.

The conference brought a number of key themes to the fore. Whilst most speakers agreed that a common language can act as a bridge bringing states closer together, many were keen to make the distinction between preserving a language and imposing it on others. In this sense, there was unanimous agreement that language should be respected and upheld but not forced, and that overall the countries of the Francophone region were equally as united by a shared culture, identity and values.

("The evolution of the Francophone Region"). The Hon. Mr. Toubon maintained that during the last 50 years, there have been three distinct phases for the Francophone Region:

The first, establishing French as the common language; the second, countries finding mutual ground and working together in harmony; and the third, establishing an organization, 'La Francophonie', in 1970, similar to that of the Commonwealth.

Further to this, he placed great emphasis on the importance of preserving the French language within the region, especially in France.



Raphaël Lliogier (Sociologue et philosophe; professeur à l'Institut d'études politiques d'Aix-en-Provence)

**People's Friendship University**  
(Moscow; September 25th - 27th, 2014)

# International Conferences

## Moscow Symposium on Cultural Diplomacy 2014

*"Striking a Chord between the East and the West"*



## Moscow Symposium on Cultural Diplomacy 2014

*Moscow; September 25th - 27th, 2014*



The Hon. Dr. Vladimir Filippov (Rector, Peoples' Friendship University of Russia; Former Minister of Education of Russia)

Russian culture and its history are sources of national pride for many Russians at home and abroad, and their importance in the field of Cultural Diplomacy cannot be undervalued in the scope of their contribution to the field of cultural exchange.

### The Moscow Symposium on Cultural Diplomacy 2014: 'Culture and Spiritual Heritage: the Strengthening of Relations between East and West'

Sought to facilitate a discussion and exchange, focusing on the tremendous value of Russian art and its contribution to culture globally, especially as an instrument to encourage greater intercultural exchange between Russia and the world, and moreover, advancing the field of Cultural Diplomacy.

The conference was held at the People's Friendship University, one of the leading Russian higher education institutions, and a hub for

intercultural exchange with students from across the globe.

On Thursday, September 25th, the Hon. Dr. Vladimir Filippov, Rector at the Peoples' Friendship University of Russia and Former Minister of Education of Russia, hosted a welcome reception for all speakers, in anticipation of the coming conference. The evening consisted of drinks and canapés, allowing the speakers to become acquainted with one another and encouraging initial conversation and dialogue related to the fundamental themes of the approaching symposium.



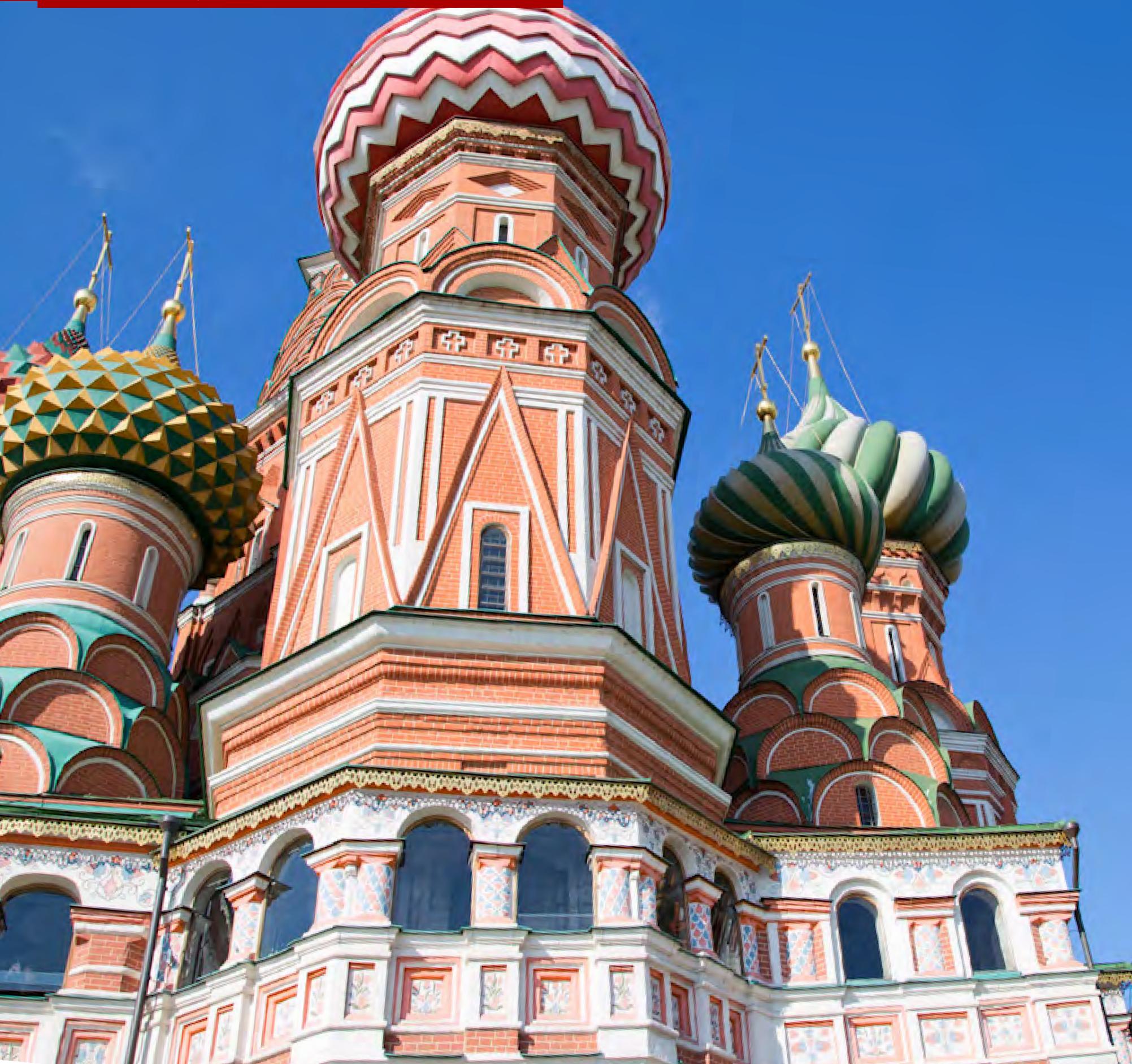
The Hon. Dr. Vladimir Filippov (Rector, Peoples' Friendship University of Russia; Former Minister of Education of Russia) H. E. Amb. Astra Kurme (Ambassador of Latvia to the Russian Federation)



Welcome Reception at People's Friendship University

Moscow Symposium on Cultural Diplomacy 2014

Moscow; September 25th - 27th, 2014



Moscow Symposium on Cultural Diplomacy 2014

Moscow; September 25th - 27th, 2014



The Hon. Dr. Vladimir Filippov (Rector, Peoples' Friendship University of Russia; Former Minister of Education of Russia)

The Hon. Dr. Filippov and Mark Donfried, Director General and Founder of the ICD, welcomed the speakers, participants and guests to the conference and introduced the topic and theme of the ensuing symposium.

“Cultural diplomacy encourages us to meet each other as individuals from different cultures, and by entering into open discussion and exchange of culture, people can create and strengthen mutual understanding.” - The Hon. Dr. Filipov



Prof. Dr. Aleksey L. Nikolov (Managing Director of RT - Russia Today)

Territories, and What Can we do to Win our Land Back.”

As the Managing Director for RT's Russian, English, Arabic and Spanish channels, Prof. Dr. Nikolov was able to give an insight into the role that the media can play in strengthening Russia's cultural outreach, with strong emphasis on the importance of Russian culture today. He focused on the issue of overcoming clichés and stereotypes, and the

important role that RT has had in effectively representing Russian culture. RT is able to reach millions of viewers each day and this has been an important tool in enabling an understanding of Russia's cultural traditions and values across the globe.

Prof. Dr. Nikolov had an extremely positive view on the impact of cultural diplomacy as a means of bringing different cultures together, and stressed that it had played a key role in

the understanding of Russian values and in strengthening relations between Russia and the rest of the world.

H.E. Amb. Astra Kurme, Ambassador of Latvia to the Russian Federation, delivered her presentation: 'Cultural Platform of Latvian – Russian Relations and Future Perspective'.



H. E. Amb. Astra Kurme (Ambassador of Latvia to the Russian Federation)

As the title suggested, Amb. Kurme's speech focused on how cultural diplomacy has played a part in strengthening relations between Latvia and Russia and how 'soft power' could be an effective tool in future bilateral relations with the Russian Federation.



Coffee Break during the Moscow Symposium on Cultural Diplomacy

Moscow Symposium on Cultural Diplomacy 2014

Moscow; September 25th - 27th, 2014



Russian Actor & Opera Singer Ivan Ozhogin, spoke on 'The Power of Arts & Music as Cultural Diplomacy'

His lecture discussed his role as a cultural ambassador and how music plays an important function in facilitating cultural diplomacy. As a world-renowned opera singer, Mr. Ozhogin's music has reached individuals in all corners of the globe, and he acknowledged the responsibility that his role entails in effectively representing his country.

The day was a huge success, with many current issues discussed and debated. Whilst some of the speakers focused on the formation and overcoming of clichés or stereotypes in Russian culture, others looked more broadly at culture and diplomacy around the world, and the real and potential 'soft power' of the Russian Federation. The key message of the day was the significant role of culture as a platform for bettering inter-state relations, as well as solving numerous other issues.

With the formal part of the conference concluded, participants and speakers were then treated to a tour of Moscow, taking in many of the city's famous landmarks, including the Red Square, former Royal Citadel, and the official residence of the Russian President.



Guided Tour - Participants of the Moscow Symposium on Cultural Diplomacy at the Red Square

**The House of Lords, British Parliament**  
(London; October 15th – 17th, 2014)

# International Conferences

## Forum on Cultural Diplomacy in the Commonwealth

*“Celebrating Art & Culture in the Commonwealth as Key Features of Nation Branding”*

From the 15th-17th October, the Forum on Cultural Diplomacy in the Commonwealth was held at a variety of locations in London.

The forum sought to highlight the continued importance of practicing cultural diplomacy within the Commonwealth, a global community where all member states have an equal voice regardless of size or population. Such a community, with its shared values and history, is of course the ideal platform for fostering cooperation and mutual understanding through cultural exchange and open dialogue.

Furthermore, the Forum explored the potential of the arts in promoting cultural exchange and aiding nation branding in an increasingly globalized world.



## Forum on Cultural Diplomacy in the Commonwealth

London; October 15th – 17th, 2014



Speakers and Participants at the House of Lords, London

### October 15th - Universal Peace Federation

The Forum on Cultural Diplomacy in the Commonwealth opened on October 15th at the Universal Peace Federation in West London. Michael Lake, Director of the Royal Commonwealth Society, delivered the opening speech, warmly welcoming conference participants and speakers; introducing the topic of the Commonwealth in the 21st century, and underlining its continued cultural importance in today's society.

The theme of nation branding was first explored by H.E. Amb. Claus Grube, Ambassador of Denmark to the UK who emphasized the active use of this in the Nordic countries in order to highlight the positive

characteristics of their societies and promote cultural dialogue.

The afternoon's lectures highlighted the crucial role that cultural diplomacy has to play within the Commonwealth, and analyzed how this role may develop in the 21st century.

H.E. Amb. Pekka Huhtaniemi, Ambassador of Finland to the UK, delivered a speech entitled "From Rule Britannia to Angry Birds – the Emergence and Future of Modern Cultural Diplomacy", wherein he focused on the influence of cultural diplomacy in the past, and how the process has come to be one of continual adaptation and reinvention in the modern day.

Speakers in the afternoon session also sought to develop the themes of nation branding in a globalized world and the immeasurable value of cultural exchange.

### October 16th – House of Lords

The morning of the second day of the Forum (October 16th) took place in the auspicious setting of the House of Lords – the Upper Chamber of the British Parliament, located in Westminster Abbey. In the morning's first address, Lord Jack McConnell, former First Minister of Scotland, Institute for Cultural Diplomacy Advisory Board member, and one of the Forum's hosts, elected to discuss:

"The Commonwealth in the 21st Century". Lord McConnell insisted on the Commonwealth's consistent focus on "dialogue, discussion, solidarity and support", a mantra that seems equally applicable to the principles guiding cultural diplomacy.

H.E. Amb. Emil Brix, Ambassador of Austria to the UK, also delivered an impassioned speech championing cultural diplomacy. He highlighted the tension that exists between traditional and contemporary methods of cultural promotion and exchange, arguing that traditional cultural promotion lacked the reciprocity of contemporary cultural exchange, which is more inclusive, proactive, and ultimately worthwhile. The discussion about traditional and contemporary forms of cultural interaction was explored by other speakers and participants during the morning session, as the evolving role of the Commonwealth in the 21st century was analyzed.



MP Nick Brown (Member of the British Parliament)

Forum on Cultural Diplomacy in the Commonwealth

London; October 15th - 17th, 2014



Group Photo at the High Commission of Trinidad & Tobago to the UK

High Commission for the Republic of Trinidad & Tobago to the United Kingdom



Tedwin Herbert (Acting High Commissioner of Trinidad and Tobago to the UK)

The afternoon session of October 16th took place in the High Commission for the Republic of Trinidad & Tobago to the United Kingdom.

Acting High Commissioner Tedwin Herbert warmly greeted speakers, participants and young leaders who were eager to further develop the productive discussions of the morning session.

The afternoon's lectures did not disappoint in this respect, as the discussion of the role of the Commonwealth and the efficacy of nation branding continued apace. H.E. Amb. Dr. Petar Turcinovic, Ambassador of Croatia to Montenegro, delivered an entertaining and informative lecture entitled "Effectiveness and Efficiency in Nation Branding." In his speech, he championed the continued importance of cultural diplomacy in building bridges across the world, and discussed the ethics of branding, as well as exposing the case of Croatia in the area of nation branding.

Dr. Yehoeshafaht Ben Israel, Director of the ICD Africa Program, contributed to the debate about the role of the Commonwealth with an impassioned speech entitled "The Commonwealth – A Model of Cultural Diplomacy? Reviewing Empire and Former Colonies as a Model for Global Practice", wherein he assessed the legacy of Imperialism in the 21st century and the African diaspora. Dr. Ben Israel shared his perspective on the critical role that cultural diplomacy plays in fostering international peace and stability, and protecting international human rights.

The final remarks of the afternoon session came courtesy of H.E. Tedwin Herbert, Acting High Commissioner of Trinidad & Tobago to the UK, who discussed the impact of cultural diplomacy on Trinidad and Tobago's international interaction.

Concluding the days events, speakers and participants were then treated to a feast of authentic Trinidadian cuisine and musical performance, with the group taking the opportunity to relax and reflect on the day's discussion.



Cultural Evening at the High Commission of Trinidad & Tobago to the UK

**DAY 3: London – Universal Peace Federation**

On the third and final day of the conference, Friday 17th, the delegation returned to the Universal Peace Federation, eager to continue the discussion of the previous two days, and expand upon the themes of the Commonwealth and nation branding.

The themes of the Commonwealth and nation branding were revisited and expanded upon during the final day.



Baroness Usha Prashar, Deputy Chair of the British Council and Cross-Bench Member of the House of Lords

Baroness Usha Prashar, Deputy Chair of the British Council and Cross-Bench Member of the House of Lords, extolled the ethics of the Commonwealth in her speech entitled “Beyond Nation Branding – The Art of Cultural Relations in Today’s World”. Baroness Prashar cited the assertion of Her Majesty Queen Elizabeth II, Head of the Commonwealth, that the Commonwealth represents the “the original world wide web”, and insisted on the continued importance of encouraging cultural exchange on a global level. She argued that, “the biggest threats to world peace are ideological in nature”, and therefore it is incumbent upon us to encourage multilateral dialogue to foster mutual understanding.

“the biggest threats to world peace are ideological in nature”, and that therefore it is incumbent upon us to encourage multilateral dialogue to foster mutual understanding.

Other speakers on the day reinforced this notion, and the importance of reciprocity was once again at the forefront of the discussion.

Prof. Dr. Rüdiger Görner, Chair of German in the School of Modern Languages at Queen Mary University of London, compared the role of the cultural diplomat to that of the translator. He referenced Noam Chomsky’s concept of deep grammatical structures, “a level of meaning that is situated beyond and below the language itself”, and reasoned that this is precisely where culture lies, and that cultural diplomacy and fostering mutual understanding are crucial in accessing this.

Prof. Dr. Görner argued that with regards to culture, “subtle differentiation is crucial”, and that cultural exchange should be a fluid and malleable process.

Throughout the course of the Forum on Cultural Diplomacy in the Commonwealth, speakers, young leaders and participants alike engaged in a series of informative, thought-provoking and pertinent discussions on the role of the Commonwealth as an organism for cultural exchange, as well as the art of nation branding and the practice of cultural diplomacy within the Commonwealth.

The diverse range of speakers and participants ensured a multilateral discussion that served as a microcosm of the debate at hand, and demonstrated the importance of the continued practice of cultural diplomacy in order to reach diverse communities and demographics of people across the world.



# Thematic Programs





# Cultural Diplomacy & The Global Economy

The process of globalization has re-structured the rules of the contemporary economic system. The principles of bilateral and multilateral trade and investment have now changed in such a way that economic growth, for example, requires more than just financial exchange; it now requires diplomacy, cooperation and cultural understanding in order to be successful.

As the 2008 global financial crisis has demonstrated, the global economy influences all areas of our lives. It is intimately connected to issues such as extreme poverty, development, immigration and integration,

healthcare, education, environmental issues, and culture & the arts. As such, discussion on the future of the global economy must incorporate perspectives from a diverse range of fields and groups, including politics, civil society, and multiple academic disciplines, such as history, sociology, philosophy and the arts.

The Institute for Cultural Diplomacy has therefore established the program “Cultural Diplomacy & the Global Economy” to promote stronger economic relations between nation states, and to examine the complex relationship between economics, politics and culture at the global level.

“Cultural Diplomacy & the Global Economy” will pursue the following goals:

- To increase international trade and investment between nation states and between regions.
- To encourage development aid and trade that benefits less economically developed areas.
- To encourage and promote sustainable economies.
- To promote Corporate Cultural Diplomacy.
- To raise awareness of the advantages of cultural diplomacy and soft power in improving national brands.

Acknowledging the program aims outlined above, the program will focus in particular on the following academic themes:

- The role of cultural diplomacy in economic policies of nation states.
- The implications of economic interdependence.
- The influence of the digital revolution on the future of the global economy.
- The emergence of non-state actors (such as “Occupy Wall Street”) as key players in the international environment.
- The international dimension of Corporate Social Responsibility (CSR) and SRI.
- Global economics and Environmental Responsibility.

# Completed Project



# 2010 - 2014

# The Berlin International Economics Project

The Berlin International Economics Project 2010-14 was a five year long project (2010-14) conducted by the Academy for Cultural Diplomacy.

The project focused on the further promotion of the dialogue and understanding of the fields of international economics and its relations with other disciplines such as culture, politics and beyond. In particular the project promoted dialogue on issues such as inequalities, fair trade, corporate social responsibility, and socially responsible investments.

The project included annual meetings held usually in March of every year in 2010, 2011, 2012, 2013 and 2014 as well as over 200 events, different young leaders weeklong seminars, and extensive research in the field. In addition to that, graduate programs were established to enable academic degrees in the field.



The Berlin International Economics Congress 2014



## BERLIN INTERNATIONAL ECONOMICS CONGRESS

# The following annual events were held throughout the years 2010-14:



Hon. Dr. Supachai Panitchpakdi (Former Director General of the WTO)  
The Berlin International Economics Congress 2013

### The Berlin International Economics Congress

*"An Interdisciplinary Analysis of the Roles of Global Politics & Civil Society in International Economics"*

(Berlin; February 4th - 7th, 2010)

### Nation Branding in a Globalized World:

*"An International Conference on the Economic, Political, and Cultural Dimensions of Nation Branding"*

(Berlin; July 29th - August 1st, 2010)

### The Berlin International Economics Congress 2011

*"An International Conference on the Future of Global Politics, Nation Branding, Sustainable Tourism and International Investment in a Globalized World"*

(Berlin; March 9th - 12th, 2011)

### Berlin International Economics Congress 2012

*"Building Economic Bridges: Integrating Cultural Diplomacy into Nation Branding, Corporate Social Responsibility and Global Governance"*

(Berlin; March 7th - 10th, 2012 - Held Parallel to the ITB)

### The International Symposium on Cultural Diplomacy in Geneva 2012

*"Cultural Diplomacy & Sustainable Development"*

(Geneva; June 13th - 15th, 2012)

### The 2012 International Symposium on Cultural Diplomacy & International Economics

*"Political & Economic Inequalities: Bridging the Gap between Civil Society and the Public & Private Sectors"*

(Berlin; June 20th - 22nd, 2012)

### The Berlin International Economics Congress 2013

*Intercultural Relations, Youth Development Advancement, Environmental Responsibility & Ecotourism: Opportunities for Successful Nation Branding in the 21st Century*

(Berlin; March 6th - 10th, 2013)

### 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)



# 2014 - 2024 The Berlin Economic Forum

“The Berlin Economic Forum Project 2014-2024” is a ten year global project organized by the Academy for Cultural Diplomacy in partnership with global governance organizations, national governments, leading academic institutions and multinational corporations.

The project aims to promote a global dialogue and understanding of the field of international economics and its relations with related disciplines such as politics & diplomacy, humanities, the arts and beyond. In particular, the project will raise awareness and focus on issues such as sustainable development, environmental responsibility, economic inequalities, fair-trade, corporate social responsibility, and socially responsible investments..

The project will include different components including annual meetings, international conferences & events, education and exchange programs, youth leadership initiatives, and extensive research and publications in the field. The international conferences and events will take place in over 50 different major cities around the world and on 5 continents. In addition, educational and graduate programs will be established to enable further leading academic degrees in the field.

The project has the vision to create, through its networks & participants, a significant number of innovative follow-up initiatives and programs in order to further the dialogue and to create a sustainable impact over the next 10 years.



Carlo Mazzi (Chairman, Prada S.p.A)  
The Berlin Economic Forum 2014-24

The Annual Conference on Cultural Diplomacy 2014 - Events



**The ICD House of Arts & Culture**  
(Berlin; November 8th - 12th, 2014)

The Annual Conference on Cultural Diplomacy 2014

# The Berlin Economic Forum 2014-24 - Inaugural Event



#BerlinEconomicForum

# The Berlin Economic Forum 2014-24

(Berlin; November 8th - 12th, 2014)



The Hon. Dirk Niebel (Former German Minister for Economic Cooperation)

The Inaugural Event of the Berlin Economic Forum 2014-24 formed a part of The Annual Conference on Cultural Diplomacy and took place from November 8th - 12th, 2014.

The Forum coincided with the hugely significant 25th anniversary of the fall of the Berlin Wall and provided a means of exchanging ideas on sustainability, and promoting and supporting sustainable economies, technologies and industries in the 21st Century.

The Hon. Dirk Niebel, Former Federal Minister of Economic Cooperation and Development of Germany, chaired and moderated the four-day event.

In his opening address, The Hon. Mr. Niebel highlighted the fact that the development of a country is a state's responsibility and cannot be achieved from the outside.

## European Union: Integration and Challenges after the Fall of the Berlin Wall.

The first speaker, The Hon. George Papaconstantinou, Former Minister of Finance of Greece, spoke about "Europe Since the Wall: Economic, Integration and Diversity of 2009 and 2010". He started by remembering the Berlin Wall, saying,

"Anniversaries are occasions to look back and look forward and also take a broader view." He briefly touched on the subject of the Greek economic crisis and addressed the existing issues of sustainability throughout Europe.

The Hon. Mr. Papaconstantinou followed by saying: "There are more people in need now than ever before, labor markets should be more open and time is running out, when we did not do anything about the banking system after 5 years after the huge economic crisis."



The Hon. George Papaconstantinou (Former Minister for Finance of Greece)



President Mirko Cvetkovic (Former President of Serbia)

The topic of the European integration and economic challenges after the end of the Cold War was also tackled by President Mirko Cvetković, Former Prime Minister of Serbia, who spoke about Europe after the Cold War. He pointed out several mistakes he felt the European Union and the continent as a whole have made, particularly regarding integration, failing to present common banking, and how the EU needs to fix its union before helping other countries.

"After the war we established new friendships and common currency, but Europe is still too slow in its integration"

In this respect, President of the Princes Lubomirski Foundation, Jan Lubomirski, presented the specific case of Poland and its economic position within the EU and in the Global Community.

Professor Richard B. Davies, the Vice Chancellor of Swansea University, spoke on what higher education can do in the case of sustainability, presenting the case of his own university.

He also emphasized the importance of optimism when discussing sustainability and the future of Europe.



Prof. Richard B. Davies (Vice-Chancellor of Swansea University)

The Berlin Economic Forum 2014-24

(Berlin; November 8th, 2014)

Sustainable Economies, Tourism and Development



Dorji Phuntsho (CEO of Royal Securities Exchange of Bhutan)

Dorji Phuntsho, the CEO of Royal Securities Exchange of Bhutan, talked about sustainability from the perspective of gross national happiness and later discussed its challenges in implementation.

Lord Jack McConnell, Former First Minister of Scotland and Member of the British House of

Lords, engaged in an interactive discussion about climate change, economics and the environmental challenges that we are facing today.

Professor Patrick Watson, Chairman of Trinidad and Tobago Securities and Exchange Commission, took the stand linking tourism flows and biological biodiversity in small islands in development.

“Tourism plays an extremely important part in small island’s economies,” he said, and explained how biodiversity can change its role in tourism and other industries.



Nancy Pedot (CEO of Comptoir des Cotonniers)

Nancy Pedot, CEO of Comptoir des Cotonniers, gave a speech from the perspective of a global businesswoman.

She talked about how the world nowadays stays connected with a facility like the World Wide Web; the effect of globalization on travel tendencies and instant, rapid connectivity.

“Everything now can happen quickly and globally,” she said. She also talked about design and innovation in the building of a brand and how being a woman in a ‘man’s world’ of business is actually an advantage, contrary to popular opinion, because the existence of women in this field is still rather unknown. However, she also asserted that gender differences need to be addressed as they are important in the work place.



Hon. Dr. Supachai Panitchpakdi (Former Director General of the WTO)



Minister Ali Hassan Bahdon (Minister of Communication of Djibouti)

The Berlin Economic Forum 2014-24

(Berlin; November 9th, 2014)



The Hon. Staffan Nilsson (Former President of the European Economic and Social Committee)

On the morning of November 9th, The Hon. Staffan Nilsson, Former President of the European Economic and Social Committee, welcomed the audience with a speech on Europe with fewer and lower walls. He expressed his view that it is not enough to talk simply about the EU, but that instead, we need to think globally. Further to this, he also spoke of how representatives from organized civil societies are dealing with political topics even though they are not politicians. He ended his speech with a question:

“Is there a road of civil societies in the process to creating a sustainable world, sustainable economy and business?” - The Hon. Staffan Nilsson

Former Prime Minister of Ireland The Hon. Bertie Ahern delivered a keynote address in which he briefly introduced the history of the Berlin Wall and continued with an overview on human rights today around the world.

Former Prime Minister of the Republic of Ireland, The Hon. Bertie Ahern, delivered a keynote address in which he briefly introduced the history of the Berlin Wall, and continued with

an overview on human rights today around the world.

Speaking next was Prince Luitpold of Bavaria, CEO of König Ludwig GmbH, whose lecture centered upon education and sustainability. He focused on his family brewing business, how farms were passed on from generation to generation, and how Bavaria has a high level of well-trained craftsmen because the education system provides them with good skills and training, allowing them to start their own small businesses. He chose to end his lecture with a cursory warning:

“We eat more than we need, we buy more than we need and we destroy the world more than we need to.” - Prince Luitpold of Bavaria

Governor Azeema Adam, Governor of the Maldives Monetary Authority, then took the stage and spoke about innovative policies for sustainable development in the Maldives, how climate change is affecting them and how they are dealing with unconventional challenges, like some smaller islands being under threat of disappearing underwater.



Governor Azeema Adam (Governor of the Maldives Monetary Authority)

“We cannot just ask people to move to bigger islands, it does not work like that. So what should we do?”

- Governor Azeema Adam

Her speech was also highly in favor of solutions being provided and designed locally, expressing the view that initiatives designed from outside do not always work when subsequently applied to the Maldives. She emphasized the Maldives as being a global brand, and the fact that if given a fair chance, they could develop their country to its full potential.

Introducing a valuable instrument was Petra Wadström, CEO of Solvatten, who spoke about her own invention, a gadget that assists developing communities by providing them with safe and warm water for a low price.



Hon. Dr. Supachai Panitchpakdi (Former Director General of the WTO)

“We need to exchange information to understand what we should be doing and to have better functioning models”

The Hon. Anna Diamantopoulou, Former EU Commissioner for Employment, Social Affairs & Equal Opportunities, delivered a speech entitled “Wir sind das Volk” (We are the people)



The Hon. Anna Diamantopoulou (Former EU Commissioner for Employment, Social Affairs & Equal Opportunities)

In which she linked the fall of the Berlin Wall and economy, saying how the removal of the barrier was crucial for the emergence of new economic powers. Nondas Cl. Metaxas, CEO of the Cyprus Stock Exchange, then focused on the role of the stock exchange in promoting sustainable industries and economic growth, and also asked how sustainable growth can be achieved in a divided country like Cyprus?

The Hon. Dr. Supachai Panichpakdi, 7th Director General of the World Trade Organization, delivered a speech on how to reduce carbon dioxide emissions and also focused on globalization, the meteoric rise of China, and how unemployment is slowing down the recovery of Europe after the economic crisis of 2008.

The Berlin Economic Forum 2014-24

(Berlin; November 9th, 2014)

Carlo Mazzi (Chairman of Prada S.p.A)

Carlo Mazzi spoke about what sustainability really means and how it can be developed. His insightful speech focused on how culture can sometimes be a problem for sustainability.

Mr. Mazzi explained the new measures that have been taken at the Prada enterprise designed to connect culture and sustainability by opening schools to train new employees in Italy, as some activities cannot be done outside the base country of the label.

“We need to avoid destroying knowledge and we need to improve the quality of our activities and also sustain the tradition of our people and our work.”

He continued with a detailed presentation of Prada’s operation, and a visual accompaniment

showing the company’s workmanship and facilities. He also stressed that a higher level of quality needs culture and knowledge, concluding:

“Style is strictly related to culture”



Carlo Mazzi (Chairman, Prada S.p.A)



Carlo Mazzi (Chairman, Prada S.p.A) with the Hon. Erna Hennicot-Schoepges (Former Minister of Culture of Luxembourg)



The Berlin Economic Forum 2014-24

(Berlin; November 10th, 2014)



Amb. Delia Domingo (Former Foreign Minister of Philippines)

The morning of November 10th started with a lecture from Dr. Gerhard Prätorius, Director of CSR and Sustainability at Volkswagen WG, who talked about new types of mobility and how to transform trends into business value.

He also stressed that sustainability does not have to come at the cost of economic growth and can ensure a better world.

The Minister of Finance of Kosovo, Minister Besim Beqaj, delivered a speech on how a wall came down in Berlin but began to form in ex-Yugoslavia.

He continued by addressing the economic hard times of the EU and how the Eurozone is doing worse than expected.

Eleonora Giada Pessina, Group Sustainability Officer, Pirelli & C. SpA, delivered a speech on sustainability as a multinational management model, discussing how integration is a key word in terms of sustainability.

Moremi Marwa, the Chief Executive of Dar es Salaam Stock Exchange, delivered an interesting speech on capital and sustainable economies in the context of the developing world, with a strong focus on Africa's economy, aid and development.

Amb. Delia Domingo Albert (Former Foreign Minister of Philippines) discussed that despite different geographical differences, the members of the ASEAN community will still manage to connect, with a GDP of 2.4 trillion and the 3rd largest labour force of the planet.

Dr. Philipp Mißfelder, the Foreign Policy Speaker of the CDU/CSU Parliamentary Group, talked about the importance of an international dialogue of culture, and how the Goethe Institute's programs are helping in this regard.



Philipp Mißfelder (Foreign Policy Speaker of the CDU/CSU Parliamentary Group)

Business, sustainable markets, sustainable economies

The last three speakers of the day were representatives from the respective stock exchanges of Beirut, Abu Dhabi and Qatar, who discussed and presented their individual investment models.

Rashed Al Balooshi accompanied his speech with a video of Abu Dhabi, "Where Business Meets Pleasure", and elucidated the desire to move their economy from oil to non-oil sectors. Rashid Bin Ali Al-Mansoori of the Qatar Stock Exchange also presented the 2030 plan for his country, and highlighted the need for stock exchange promotion.



Rashid Bin Ali Al-Mansoori (CEO, Qatar Stock Exchange)



Rashed Al Balooshi (CEO, Abu Dhabi Securities)

## The Berlin Economic Forum 2014-24

(Berlin; November 10th, 2014)

### “What about sustainable culture?”

The final morning of the conference, November 11th, got underway with a speech delivered by Prof. Giovanni Puglisi, Rector of the International University of Languages and Media in Italy, who asked the question: “What about sustainable culture?”

He expressed his belief that innovation is essential today as well as sustainability because it makes us re-evaluate the past. Finally he discussed UNESCO and its purpose in sustainable future, leaving the audience with the question:

“What national and global policies can assure the renewability of cultural diversity as a resource for sustainable development?”



Giovanni Puglisi (Rector, International University of Languages and Media IULM, Italy).

### Cultural Diplomacy & Sustainable Economies

The final day was also an opportunity for an interactive panel discussion on ‘Cultural Diplomacy and Sustainable Economies’.

Participating panelists were The Hon. Dirk Niebel (Former Federal Minister of Economic Cooperation and Development of Germany), Mark Donfried (Director General and Founder of the Institute for Cultural Diplomacy), Prof. Dr. Richard B. Davies (Vice-Chancellor of Swansea University), Nondas Cl. Metaxas (CEO of Cyprus Stock Exchange) and Mokhtar Mehiri (CEO of Intermetal Tunisia).

During the panel discussion, the overall consensus was that Europe requires further and greater collaboration economically, as:

“The rest of the world will not wait for Europe in development”.

Following the discussion was Thomas W. Elston, a PhD Student and researcher at Brain Health Research Centre at University of Otago, New Zealand, who delivered an interesting lecture on psychiatric diseases, with particular focus on how much such illnesses cost governments and individuals around the world.

He proposed a new method that would greatly decrease the costs of medical bills in his speech on “Synchrony for Sustainable Serious Mental Illness Diagnosis and Treatment: an Emerging Neuromedical Technology”.

To conclude the Berlin Economic Forum, President of the Academy for Cultural Diplomacy and Former Romanian President Emil Constantinescu delivered a keynote address on Europe after the fall of the wall.



Panel discussion featuring The Hon. Dirk Niebel, Mark Donfried, Prof. Dr. Richard B. Davies, Nondas Cl. Metaxas



President Emil Constantinescu (President of the Academy for Cultural Diplomacy) conducts a question and answer session, following his keynote address.

# Cultural Diplomacy & Nation Branding



“Cyprus Global” is a three-year Cultural Diplomacy based Nation Branding Program taking place from 2015-2017 and led by the Institute for Cultural Diplomacy in partnership with the Cypriot Ministries of Foreign Affairs, Education & Culture, and Energy, Commerce, Industry and Tourism.



“Cyprus Global” projects and initiatives include among others international conferences, the development of academic programs, youth education and advancement programs, and the development of economic bridges, foreign investments and sustainable tourism.

The screenshot shows the Cyprus Global website interface. At the top, there is a navigation menu with links for Home, About, Cities, Tourism, Invest, Calendar, and Contact. Below the menu is a banner for the Cyprus Economic Forum 2015, held in Nicosia from March 25th to 27th, 2015. The main content area features a 'Welcome to "Cyprus Global"' section with a photo of two men shaking hands and a brief description of the program. Below this are four columns of content, each with a 'read more' button: 'About Cyprus' (describing the climate and location), 'History' (describing the island as an open-air museum), 'Culture' (describing Cyprus as a melting pot of cultures), and 'Economy' (describing Cyprus as a high-income economy). At the bottom, there is a 'Cyprus Cities' section with three more 'read more' buttons and corresponding images of cityscapes.



# Cultural Diplomacy & Nation Branding

# Cyprus Global



Cyprus, with its enchanting climate, beautiful beaches and vibrant nightlife, remains one of the most-loved tourist destinations, characterized by golden sand and clear blue water. The idyllic island floats on the European Mediterranean, where it is uniquely located between three continents: Europe, Asia and Africa. Its cultural influences are dominated by Western Europe, yet its proximity to these neighbouring continents provides a kaleidoscopic blend of east and west.



## About Cyprus



History

Culture

Economy

## Cyprus Economic Forum 2015

“Sustainable Tourism, Responsible Investments, International Business” - (Nicosia; March 25th-27th, 2015)

The Cyprus Economic Forum 2015 is a global conference combining the fields of Sustainable Tourism, Responsible Investments, and International Business with an interdisciplinary and multinational three-day program. The Forum will take place in Nicosia from March 25th - 27th, 2015 and will be hosted by the Institute for Cultural Diplomacy in partnership with the Cypriot Ministries of Foreign Affairs, Education & Culture, and Energy, Commerce, Industry and Tourism.

The Forum aims to further promote sustainable Tourism, Responsible Investments, and International Business in Cyprus and in the Mediterranean. Located in the heart of the Mediterranean and serving as a bridge between the African, Asian and European continents, Cyprus has a strategic location, which gives it a unique potential to enable the innovative development of economic and cultural bridges between nations and corporations in the region to pave the road for sustainable financial prosperity for all sides as well as sustainable peace.

The Forum will bring together an interdisciplinary mix of governmental officials, senior diplomats, economists and academics together with representatives from the business sector. The forum will serve as a framework to enable public-private partnerships and Business-to-Business opportunities to increase the magnitude and the scope of activities of tourism, investments and business both in Cyprus and in the Mediterranean. Upon conclusion of the conference a follow up agenda will be presented, which will initiate programs and projects that will support sustainable economic growth in Cyprus and the entire Mediterranean region.



# Experience Africa Program



# Symposium on Cultural Diplomacy in Africa

**The ICD House of Arts & Culture**  
(Berlin; August 6th - 8th, 2014)



*“Building Economic Bridges to Enhance African Sustainable Development and Economic Growth”*

From August 6th - 8th the International Symposium on Cultural Diplomacy in Africa 2014 was held in Berlin, focusing on the promotion of sustainable development and bilateral relations in the African continent and beyond.

In particular, the key role that cultural exchange can play in enhancing cross-continental cooperation, which in turn can develop the economy and social well-being of African countries in a sustainable manner, was a key point of discussion.



## Symposium on Cultural Diplomacy in Africa

(Berlin; August 6th - 8th, 2014)



Group Photo with Speakers and Participants of the Symposium on Cultural Diplomacy in Africa

### Berlin; August 6th, 2014

To open the Symposium at the ICD House of Arts & Culture on Wednesday August 6th, Mark Donfried gave a welcome address to the attendees and outlined the focus and objectives of the event. Throughout the morning, speakers explored the theme of the role of cultural relations in creating a sustainable future for African states from a range of perspectives.

H. E. Amb. Omar Zniber delivered a fascinating account of the “Economical, Political and Cultural Relations” between Morocco and Germany in which he explained and assessed the importance of bilateral relations to sustainable development.

Mr. Charles Achaye-Odong (Coordinator for Eastern Africa, Deutsche Welle) delivered the opening speech of the Symposium, which explored the impact of the media on sustainable development in Africa, and the role of Deutsche Welle.

Dr. Julia Tischler (Professor, African Studies Department, Humboldt University of Berlin) then offered an engaging appraisal of the

development policies of the late-colonial era, with particular reference to the Kariba Dam, which straddles modern day Zambia and Zimbabwe. Following this were speeches from H. E. Amb. Omar Zniber and H. E. Amb. Eduouard Bizimana, Ambassadors to Germany from Morocco and Burundi respectively, on the bilateral and cultural relations with Germany, and the significance of this for sustainable economic and political development.

The afternoon featured a trip to the Federal Ministry for Economic Cooperation and Development (BMZ) for a talk from the German Chancellor for Africa, Günter Nooke, on “Building Economic Bridges to Enhance African Sustainable Development and Economic Growth.”

Mr. Nooke discussed the nature of investing in Africa and strategies for stimulating sustainable growth in the region. Following a question and answer session with Mr. Nooke, which delved into some more detailed elements of development and growth in Africa, participants had the opportunity to tour the BMZ headquarters.



German Chancellor for Africa, Günter Nooke

In the evening, a series of papers on the sustainability of African economies and development and Afro-European relations were presented by their respective authors. Each speaker was especially keen to emphasize the vital nature of sustainable economic growth to the future of the African region, and vision for the achievement thereof, in their academic work. Prof. Ekrem Erdem (Director for African Economic and Social Research Center, Erciyes University) presented some useful insight based on growth statistics in Africa from his paper, specifically focused on the sustainability of North African growth. His findings shed light not only on the current situation of sustainability, but also on possible ways forward in the future. The other speakers expanded on this theme and provided individual perspectives, such as the role of fair trade gold and social media.

Following on from the productive discussion of the day, participants and speakers were then treated to an evening of West African culture, with a concert at the ICD House of Arts & Culture and a unique reception where the salient issues of the day were discussed further in a more informal environment.



Cultural Evening and performance during the Symposium on Cultural Diplomacy in Africa

## Symposium on Cultural Diplomacy in Africa

(Berlin; August 7th - 8th, 2014)

Berlin; August 7th, 2014

The second day of the conference, August 7th, saw the continuation of the discussion of sustainable development in Africa, and the impact of cultural diplomacy in the continent.



H.E. Amb. Badreldin Abdalla  
(Ambassador of Sudan to Germany)

H.E. Amb. Badreldin Abdalla, Ambassador of Sudan to Germany, delivered a speech entitled “Building Economic Bridges to Enhance African Sustainable Development and Economic Growth.”

He analyzed the Sudanese case and emphasized the link between economic growth and the potential for sustainable development.

After the first speeches of the morning, it was time for an interactive panel discussion:

“Is the West doing enough to promote the right kind of education in Africa?”

After a short break, allowing speakers and participants to develop the ideas formed in the morning’s session, the afternoon session got underway. Speakers continued

to underline the importance of cross continental cooperation, and a variety of topics were addressed, ranging from the role of government in enhancing African sustainable development to the promotion of entrepreneurship in the landscape of African higher education. Sustainable development was a recurrent theme, and dialogue often centered upon the role that cultural diplomacy can play in helping to achieve this.

Speakers, participants and young leaders then took the opportunity to develop the day’s conversation at a group dinner at the ICD House of Arts & Culture.

Berlin; August 8th, 2014

The final day of the International Symposium on Cultural Diplomacy in Africa, August 8th, got underway in the morning at the ICD House of Arts & Culture. The day saw speeches from a multitude of speakers belonging to the fields of politics, diplomacy, international relations and academia. In the morning session, the Moroccan case study of cultural diplomacy was presented in the context of Africa as a whole by Dr. Kalakhi Mohamed, Cultural Attaché at the Embassy of Morocco to Germany. Other speakers in the morning session explored and analyzed urban transformation and diplomacy in the 21st century, and broadened the discussion of the practical application of cultural diplomacy in the modern era.



H.E. Amb. Omar Zniber  
(Ambassador of Morocco to Germany)



An interview with H.E. Amb. Mohamed Abdelhamid Ibrahim Higazy (Ambassador of Egypt to Germany)

The afternoon session saw an engaging and impassioned speech from Prof. Dr. Jacob Emmanuel Mabe, Professor of Political Science at the Technical University of Berlin, entitled

“The Rule of Indigenous Languages in the Cultural Diplomacy of Africa”, wherein he explored the impact of the African diaspora on the practice of cultural diplomacy in Africa.

The penultimate activity of the conference was an interactive panel discussion entitled “The Role of Corporate Social Responsibility in Furthering Sustainable Development in Africa”, with speakers from the fields of academia, business and strategy. The panel discussion was an apt way to conclude the formal aspect of the conference, enabling speakers and participants to discuss the ideas around sustainable development and cross continental cooperation that had been discussed over the past three days.

Thereafter, Director General and Founder of the ICD, Mark Donfried, presided over a session of concluding remarks, highlighting the overarching themes that the conference had explored and analyzed.



H.E. Amb. Philip Sang'ka Marmo  
(Ambassador of Tanzania to Germany)

The Symposium successfully managed to clarify and diversify perspectives on cultural diplomacy in Africa, through a combination of the analysis of particular case studies and the utilization of discussion to allow a more well-rounded understanding of the situation in the 21st century.

# Inter-Parliamentary Alliance for Human Rights & Global Peace



## IPAHP

The Inter Parliamentary Alliance for Human Rights and Global Peace (IPAHP) has been established in 2009 to raise awareness of the universality of fundamental human rights, to promote social and economic development in developing countries across the world, and to strengthen intercultural relations between peoples and their communities at all levels in order to achieve global peace and stability.

The Alliance pursues the following Aims:

- **To promote the universality of fundamental human rights:** The Alliance will work to ensure there is widespread understanding of what human rights are and why they are important. In addition, it will support activity that serves to monitor and promote human rights across the world.
- **To promote socio-economic development in developing countries:** The Alliance will conduct activity that aims to support sustainable socio-economic development in areas such as education, energy, tourism, and the economy, in developing countries across the world.
- **To strengthen intercultural relations in order to promote global peace and stability:** The Alliance will work to strengthen intercultural relations between regions, countries, and cultural communities at all levels, by promoting dialogue, understanding, and trust with the ultimate goal of promoting global peace and stability.

The Alliance will work together with partners across the world to establish and run Human Rights initiatives that aim to make a concrete difference to a specific subject or a geographical area. Such initiatives may be run with external support, or run by an external organization with the ICD's support. These initiatives help to generate momentum on a particular issue, allow an in depth consideration of a specific subject, and allow a diverse range of actors to come together and contribute to a common cause.

### Conferences & Academic Events

The Alliance organises regular international conferences and academic events that bring together diverse stakeholders for interactive discussions on salient issues. Speakers at these events include former Heads of State, current and former Ministers, and leading experts from academia, the private sector, and civil society. The participants at these events, who range from students and scholars to political and diplomatic representatives, are able to learn more about the issues under discussion, whilst also expanding their professional networks across cultural boundaries.

### Academic Research

The Alliance will conduct ongoing research into human rights and development issues that will then be published online.



# A World without Walls



The “World without Walls” Project 2009-14 was a five year initiative, taking place from 2009-2014 and conducted by the Inter-Parliamentary Alliance for Human Rights & Global Peace (IPAHP) in partnership with global governance organizations, national governments, and leading academic institutions.

The project focused on the further promotion of dialogue, and understanding of the fields of peacebuilding and reconciliation; particularly its relationship to the areas of international politics & economics, human rights, arts and culture.

The project focused on the potential of cultural diplomacy, and provided a detailed analysis of how cultural diplomacy can support global peace and reconciliation.

Through discussion, lectures, debate, and analysis and beyond, the project highlighted the urgent need to campaign for a world without walls.

The initiative included large-scale annual meetings held in 2009, 2010, 2011, 2012, 2013 and 2014, as well as over 250 events, young leaders weeklong seminars, and extensive research in the field. In addition, a number of academic programs were established, including graduate degrees, and professional Certificate and e-learning programs on the subjects of global peace and reconciliation. Finally, the project created, through its existing networks & new relationships made with event participants, a significant number of innovative follow-up initiatives and programs. These continue to further essential dialogue, and create positive and sustainable outcomes at both the local and global levels.

#WorldwithoutWalls



# A World without Walls

Opportunities for Peace Building in a Time of  
Global Insecurity

*The Celebration of the 25th Anniversary of the Fall of the Berlin Wall*

*(Berlin; November 7th - 9th, 2014)*

# “A World without Walls”

Berlin; November 7th - 9th, 2014



Berlin; November 7th, 2014

On November 7th, the Institute for Cultural Diplomacy hosted the Annual Conference on Cultural Diplomacy. This year’s annual conference was held within the framework of the Berlin celebrations of the 25th anniversary of the fall of the Berlin Wall. Entitled “A World without Walls; Opportunities for Peace Building in a Time of Global Insecurity”, the event emphasized the significant changes that took place in the wake of the fall of the Berlin Wall, and symbolized the many political, economic and cultural walls that still exist in today’s society.

At its core, the Annual Conference on Cultural Diplomacy 2014 was a platform for the exploration of strategies, based on cultural diplomacy, for the dissolution of harmful walls of division in the world. The conference featured a host of high profile speakers, including prominent politicians, ambassadors, academics and artists, who used their extensive knowledge and experience to contribute towards this goal.

To begin the conference, the Hon. Halldór Ásgrímsson, former Prime Minister of Iceland, gave a welcome speech in which he spoke of the integration of the former communist states into the European Union, and the walls that exist



The Hon. Einar K. Guðfinnsson (Speaker, Parliament of Iceland)

in the contemporary world and what measures can be taken to break them.

These themes included the significance of the fall of the Berlin Wall, inter-religious dialogue, and the role of international law to ease divisions.

In the morning The Hon. Einar K. Guðfinnsson, Speaker of the Parliament of Iceland, discussed the role of Marxist ideology in the collapse of the Soviet Union, given that it was a major global superpower.

In this global context of clashing ideologies, he also stressed the value of intercultural understanding and thanked the ICD for their progress in this field.

The speech of Judge Goran Lambertz, Judge of the Supreme Court of Sweden, focused on the need for international law to function more effectively in the face of contemporary divisions and challenges.

“International law needs to take a greater responsibility to protect global citizens.”

-Judge Goran Lambertz

The Hon. Dr. Adnan Badran (President, Petra University; Former Prime Minister of Jordan) also presented his insightful thoughts on overcoming barriers to building a culture of peace. He observed that the Berlin Wall is significant also because it separated the same culture for the sake of different political ideologies. To achieve a culture of peace and understanding, The Hon. Dr. Badran argued that the key factor is education.

Later in the afternoon, H.E. Amb. Elena Poptodorova, the Ambassador of Bulgaria to the USA, spoke about 20th century history as a miscalculation in international relations. Furthermore she highlighted the significance of mental walls that persist in society rather than merely physical structures.



Judge Göran Lambertz (Judge of the Supreme Court of Sweden)

Other speakers during the session expanded on these themes of the historical roots of current divisions in global society, and emphasized the vital nature of education in changing attitudes and producing forward-thinking world leaders.

Panel Discussion: “Opportunities for Peace Building in the Time of Global Insecurity”

The interactive discussion sought to unearth opportunities for peace building, in spite of the unfortunately numerous global issues that make parts of the world an unstable place to live.

The key theme was the role that cultural diplomacy between governments and peoples can play in building bridges of understanding in areas of significant tension. Dialogue and communication through cultural exchange helps facilitate peaceful relations in ways that traditional diplomacy cannot.



Mark Donfried with H.E. Amb. Elena Poptodorova (Ambassador of Bulgaria to the USA) and The Hon. Erato Kozakou-Marcoullis (Former Foreign Minister of Cyprus).

# The Annual Conference on Cultural Diplomacy 2014



A World Without Walls

November 7th - 10th



Berlin Economic Forum 2014 - 2024

November 8th - 12th

“A World without Walls”

Berlin; November 7th - 9th, 2014



From left to right:  
Prof. Uli Bruckner, Governor Azeema Adam, the Hon. Mirko Cvetkovi, the Hon. Halldór Ásgrímsson, Sir James Mancham, the Hon. Moses Ali, the Hon. Dirk Niebel, the Hon. José Luis Rodríguez Zapatero, the Hon. Erato Kozakou-Marcoullis, the Hon. Ógmundur Jonasson, the Hon. Jan Figel

# “A World without Walls”

Berlin; November 7th - 9th, 2014



The Hon. José Luis Rodríguez Zapatero (Former Prime Minister of Spain) with the Spanish Delegation of the Institute for Cultural Diplomacy

The significance of the fall of the Berlin Wall to the rest of Europe and the world, and how freedom and human rights can bring down modern walls in the world.

Berlin; November 8th, 2014

The second day of the conference featured a host of further insightful perspectives from a diverse range of speakers. Among these was the speech of the President of Bosnia and Herzegovina, Živko Budimir: “the Fate of Small Countries in World Processes”.

His address in the morning session focused on issues faced by his own nation, particularly the challenges Bosnia and Herzegovina faces with regard to European integration, and the role of its own historical and contemporary walls in heightening these challenges.

Judge Julia Sebutinde, Judge of the International Court of Justice, then offered a legal perspective on the role of walls in both international peace-making and breaking.

In the afternoon, the politics of European identity, divisions and multiculturalism was a prominent theme, in line with the personal experience and expertise of many of the speakers.



The Hon. José Luis Rodríguez Zapatero (Former Prime Minister of Spain)

A particular highlight of this session was the speech of President José Luis Rodríguez Zapatero, former Prime Minister of Spain, which highlighted the fact that despite the fall of the Berlin Wall twenty-five years ago, peace is still a goal in need of serious attention.

He pointed to tensions created by extremism in the Middle East, as well as the fallout of the World Wars and Cold War in Europe, as indicators of the ongoing necessity for peace building activity. Ultimately, he stressed:

“We must expand cooperation, tolerance, respect ... we must learn to share and defend living together.” - José Luis Rodríguez Zapatero



The Hon. Massimo D'Alema (Former Prime Minister of Italy)



MP Dora Bakoyannis (Former Minister of Foreign Affairs of Greece)

Yves Leterme, former Prime Minister of Belgium and Secretary-General of the International Institute for Democracy and Electoral Assistance (IDEA), spoke of how the support of legitimate democracy can build a safer world, and how Internationally, IDEA contributes to these efforts by helping facilitate more fair and effective electoral processes and environments throughout the world.

Another highlight of the afternoon was the speech of HRH Prince Radu of Romania, who presented his own insightful account of the experience of Romania in making the transition from communism to democracy after the fall of the Wall, from the perspective of the Romanian Crown.

## Panel Discussion: “The Future of Political Parties in the Context of Citizen Protest Movements: How can Political Parties Respond?”

To close the main part of the day, a panel discussion was conducted by International IDEA, featuring The Hon. Yves Leterme, The Hon. Lawrence Gonzi (Former Prime Minister of Malta), The Hon. Erato Kozakou-Marcoullis (Former Foreign Minister of Cyprus) and The Hon. Halldór Ásgrímsson (Former Prime Minister of Iceland).



The Hon. Yves Leterme, The Hon. Lawrence Gonzi (Former Prime Minister of Malta), The Hon. Erato Kozakou-Marcoullis (Former Foreign Minister of Cyprus) and The Hon. Halldór Ásgrímsson (Former Prime Minister of Iceland)

“A World without Walls”

Berlin; November 7th - 9th, 2014

# Cultural Diplomacy Awards Ceremony

The evening saw Director General of the ICD, Mark Donfried hosting the Cultural Diplomacy Awards Ceremony, which highlighted and celebrated the activities of personalities embodying the spirit of cultural diplomacy.

The first award was presented to President José Luis Rodríguez Zapatero for his outstanding contribution to the field of cultural diplomacy, who proceeded to thank the ICD and talk of the importance of intercultural understanding to a peaceful world.



The second award was presented to the celebrated American singer Jermaine Jackson, whose acceptance speech focused on the role of music in cultural exchange as well as inter-religious dialogue and tolerance.

ICD Board Member Lord Jack McConnell, former First Minister of Scotland, then conducted an informal interview with Mr. Jackson, in order to explore these themes a little deeper. This provided an interesting and unique perspective on the subject of cultural diplomacy.



“A World without Walls”

Berlin; November 7th - 9th, 2014

The Annual Conference on Cultural Diplomacy 2014  
A World Without Walls November 7th - 10th  
Berlin Economic Forum 2014 - 2024 November 8th - 12th



Jermaine Jackson (Celebrated American Singer and Musician) with Young Leaders' at the Annual Conference on Cultural Diplomacy 2014

# “A World without Walls”

Berlin; November 7th - 9th, 2014



President Vicente Fox, The Hon. László Kovács, Mark Donfried, The Hon. Bertie Ahern and Judge Fausto Pocar

## Berlin; November 9th, 2014

The World Without Walls conference resumed in the ICD House of Arts and Culture for the third and final day.

During the morning, speakers from numerous fields offered perspectives on global divisions from their personal experience and viewpoint, including former presidents and politicians, academics and global governance organization officials. Among these was President Rexhap Meidani, Former President of Albania, who addressed the audience on the subject of invisible walls in the 21st century and the measures required to dismantle them. After having explained the concept of the Berlin Wall acting as both a physical division in Berlin and as a “symbolic boundary between democracy and socialism”, President Meidani looked to ‘smart power’ for solutions to similar contemporary divisions.

Another highlight of the morning was the eminent American political theorist and author Benjamin Barber, who delivered an engaging speech focused on the possibility of cities creating new bridges, in which he declared that:

**“we live in a world not of falling walls, but of rising walls.”**

- Benjamin Barber

In the face of these contemporary religious, political and ideological walls, Mr. Barber

argued that nation states are ill-suited to acting effectively, and that cities would make far more efficient institutions in tackling the world’s issues.

The afternoon session saw speeches from a number of prominent former Presidents and Prime Ministers, who drew on their vast knowledge and experience in high office to present their vision of a world without walls. Among these were two prominent advisory board members of the ICD, President Emil Constantinescu, President of the Academy for Cultural Diplomacy and Former President of Romania, and Valdis Zatlers, Former President of Latvia. Both presidents reflected on the political and symbolic significance of the fall of the Berlin Wall, both for their respective nations and for the wider world.



Tui Atua Tupua Tamase Taisi Efi (Head of State of Samoa)

Giving a non-European perspective on the topic, Head of the Independent State of Samoa Tui Atua Tupua Tamase Taisi Efi, spoke of his Samoan interpretation of the notion of a wall, and how walls can be protective rather than inherently oppressive. However, he said:

**“we can help to dismantle those oppressive forms of walls through intercultural dialogue and mutual respect for the freedom of others globally.”** - Head of State of Samoa, Tui Atua Tupua Tamase Taisi Efi.

A panel discussion about the 25th anniversary of the fall of the Berlin Wall was then conducted with Judge Fausto Pocar, Former President, International Criminal Tribunal for the Former Yugoslavia (ICTY), President Vicente Fox, 55th President of Mexico, The Hon. Bertie Ahern, Former Prime minister of Ireland, The Hon. László Kovács, Former Minister of Foreign Affairs of Hungary.

The interactive exchange between the speakers was thorough and engaging, as they delved into the historical context for the conference, assessed its importance today and discussed future strategies together.

To continue the celebrations on the fall of the Berlin Wall, participants and delegates were treated to a cultural evening with concerts featuring the French-Indonesian singer



Anggun Cipta Sasmi (Celebrated French-Indonesian singer)

Anggun Cipta Sasmi and the Angolan musician Waldemar Bastos. Both musicians expressed their belief in the unifying power of music for humanity and addressed the audience prior to their performances on their own views regarding the impact that arts and music can have in dismantling divisions in the world.

In the midst of the atmosphere of Berlin’s celebrations for the 25th anniversary of the fall of the Wall, the Annual Conference on Cultural Diplomacy 2014 was a valuable opportunity to take stock of the last twenty-five years and come together to envision a more stable future based on mutual cultural understanding - “A World without Walls.”

“A World without Walls”

Berlin; November 7th - 9th, 2014



Anggun Cipta Sasmi (Celebrated French-Indonesian singer)



Waldemar Bastos (Celebrated Singer & Musician: "The voice of Angola")

The Annual Conference on Cultural Diplomacy 2014 - Events

**Romanian Senate**  
(Bucharest; November 19th – 21st, 2014)



# International Conferences

## The Annual Conference on Cultural Diplomacy in Bucharest

*“25 Years since the Fall of the Berlin Wall in Central and Eastern Europe: Looking Back, Looking Forward”*

The city of Bucharest was the setting to discuss “25 Years since the Fall of the Berlin Wall in Central and Eastern Europe: Looking Back, Looking Forward” in the framework of the Bucharest Summit on Cross Continental Cooperation.

Hosted at the Palace of the Parliament, the conference sought to not only reflect on the fall of communism in central and eastern Europe, but also to discuss its lasting relevance to contemporary issues, and develop strategies for fostering lasting peace and prosperity in its wake.

Chaired by the Former President of Romania, President Emil Constantinescu, the event featured a range of high profile figures as speakers, including former prime ministers of countries directly affected by the communist era, who cast valuable insights on the troubled past and promising future of Central and Eastern Europe.

Prior to the start of the main conference, guests were invited on Wednesday evening to a special welcome dinner by the Prime Minister of Romania, Mr. Victor Ponta, which provided an amiable introduction to the upcoming event.



President Emil Constantinescu (Former President of Romania; President of the Academy for Cultural Diplomacy)





Lech Walesa, President of Poland (1990-1995), and President Emil Constantinescu christen the new stamp, commemorating twenty-five years since the fall of communism.



Led by President Valdis Zatlers, Former President of Latvia, the speakers of the roundtable join together to recreate the Baltic Way - the human chain, which connected the three Baltic capitals in 1989, in the spirit of independence.



Commemorating of the twenty-five years since the fall of communism



Youth Delegation to the Annual Conference on Cultural Diplomacy in Bucharest

# The Annual Conference on Cultural Diplomacy in Bucharest

*Bucharest; November 19th - 21st, 2014*



## November 19th - Palace of the Parliament

The conference got underway on Thursday morning with a series of young leaders' panel discussions, which took place in a range of chamber rooms within the Palace of the Parliament.

During these sessions, the young participants grasped the opportunity to discuss important political issues with key speakers at the event. These discussions were split into nineteen small panels, which each focused on a particular aspect of the topic of the conference according to which speakers were moderating each group. One such topic was the effect of the integration of the former communist states on the European Parliament, chaired by Dr Hans-Gert Pöttering (President of the European Parliament, 2007-2009).

This was a great opportunity not only for the young leaders, who challenged and probed the speakers in a constructive discourse on key European issues, but also for the speakers to hear the voice of the first post-Cold War generation.

Following the round tables, the opening session of the conference began in the Plenary room with a rendition of the anthems of the European Union and Romania, followed by a moment of silence in memory of the victims of communist gulags, fighters in the anti-communist Revolution in 1989 and statesmen who pioneered the pivotal changes twenty-five years ago.

The Chairman of the conference President Emil Constantinescu, Former President of Romania and President of the Academy for Cultural Diplomacy, delivered the opening address.

One highlight of the morning's speeches was President Lech Walesa, President of Poland (1990-1995), who expressed his insights on the fall of communism and its lasting relevance, which was especially fascinating given his status as the first democratically elected President of Poland.



Dr. Hans-Gert Pöttering  
(President of the European Parliament, 2007-2009)

His reflections on the period of transition to democracy and free market economy, and his vision for the future of a peaceful and free European continent were also poignant. These sentiments and insights were also reflected by several of the other former presidents present, who cast a range of fascinating perspectives, due to their vast experience

A new stamp commemorating the twenty-five years since the fall of communism in Romania was unveiled. Its design features a map of the European continent and a wrecking ball to signify the defeat of communism and the heralding of a new era of freedom.



President Viktor Yushchenko  
(President of Ukraine 2005-2010)

In the afternoon, President Viktor Yushchenko, President of Ukraine 2005-2010, delivered a speech that furthered the discourse of the conference relating to the current and future trajectory of Europe.

His address brought more sharply into focus the fact that despite the great progress towards peace twenty-five years ago, we must continue to value freedom and democracy in the face of contemporary political challenges. This point was shared, echoed and supported by many of the other high profile speakers during the afternoon, and indeed the entire conference.

The finale of the first day took place at the Romanian Athenaeum, where the George Enescu Philharmonic Orchestra performed for the guests and participants as part of a Gala concert.



Mark Donfried, President Valdis Zatlers (Former President of Latvia), President Emil Constantinescu (Former President of Romania), President Rexhep Meidani (Former President of Albania), The Hon. Dr. Markus Meckel (Former Minister of Foreign Affairs of the German Democratic Republic)

The Annual Conference on Cultural Diplomacy in Bucharest

(Bucharest; November 19th – 21st, 2014)



Amb. Katalin Bogyay (Ambassador of Hungary to UNESCO; President of ICD Program on Cultural Diplomacy & the Arts)

November 20th - Palace of the Parliament

The second day took the format of a roundtable discussion with all the speakers and participants, which served to conclude the conference with a more open exchange, and facilitated a collective appreciation for the themes covered the previous day.

Involved in these discussions were Amb. Katalin Bogyay, Ambassador of Hungary to UNESCO and President of the ICD Program on Cultural Diplomacy & the Arts, and Mark Donfried, Director General of the ICD, who both strongly emphasized the increasing importance of soft power strategies to forge lasting peace.

Among further exchanges between speakers on topics ranging from European politics and global security concerns, the discussion also featured a declaration from Man Hee Lee, Chairman HWPL, South Korea, on the significance of lessons from central and eastern European experiences for the peaceful re-unification of the Korean peninsula.

President Constantinescu then concluded the roundtable discussion, summarizing the content covered and underlining the purpose and vision of the conference. Crucially, a point emphasized by many of the speakers, was the role of the generation born 1989-1990 for the future of peace in Europe and the wider world was emphasized.

Finally, all the participants of the conference enjoyed a buffet lunch and took the opportunity to come together to reflect on the topics raised at the event.



Dr. Hans-Gert Pöttering (President of the European Parliament, 2007-2009), President Constantinescu, and President Viktor Yushchenko (President of Ukraine 2005-2010)

# Organization for Youth Education & Development



The Organization for Youth Education & Development (OYED) operates under the legal framework of the Institute for Cultural Diplomacy and is organized in cooperation with national governments.

The Organization is dedicated to the creation, promotion and execution of youth-oriented education and development programs. Over the past decade, the OYED has managed to bring thousands of young people together from every corner of the world to discuss and promote issues that are vital to the younger generation, and has grown to become one of Europe's largest independent cultural exchange organizations, whose programs facilitate interaction between individuals of all backgrounds from across the world.

## OYED Philosophy

The OYED understands that in a rapidly evolving and globalized world, the rights and opportunities of young people around the world

are neglected far too often. As a result, both the success of these young individuals and the success of their respective countries can be unnecessarily limited. The OYED believes that the youth are the future and supporting the world's young people is both an urgent and global priority. Since its inception, the OYED has dedicated itself to the promotion and empowerment of young leadership initiatives in order to impact the next generation of global leaders worldwide.

## Role & Mission

The OYED provides the younger generation with greater access to personal development, while increasing their chances for professional opportunities. The major objectives of the OYED are to promote and empower the world's young people through the application of cultural diplomacy initiatives at the local, national and international levels. The OYED serves as a platform to promote and sustain inter-cultural dialogue at all levels and by doing so promotes specific educational and professional opportunities for youth.



# YOUTH DELEGATION Project 2014-24

The new Youth Delegation Project 2014-24 encompasses and advances many elements of the previous forum model, but goes even further by sending regular delegations of engaged young people to the Institute for Cultural Diplomacy's numerous conferences and events taking place throughout the year, and at locations throughout the world.

This gives young participants the opportunity to engage directly with key decision-makers by taking part in interviews, seminars, Q&A sessions and round-table discussions.

The goal of the new program is to provide even more opportunities for young people to learn from and engage with their peers through intercultural dialogue, gain greater insight and knowledge from speakers and participants at high-profile events, forge their own international networks of experts and practitioners from numerous diverse fields, and most significantly, share their ideas on how to solve pressing local and global issues with those who have direct influence over international policy.

In the current economic climate, and in-line with high youth unemployment in many states in Europe and throughout the world, participants in the youth delegation project are offered a unique and worthwhile experience which allows them to enhance both their interpersonal and employability skills.

Youth delegates who have already participated in the project during conferences in Bucharest and Copenhagen have found it to be a wholly valuable and enjoyable experience, aiding them in their professional development and assisting in the advancement of their current and future careers.

# YOUTH DELEGATION

September 7th - 9th, 2014

# TO COPENHAGEN



For the Symposium on Cultural Diplomacy in the Nordic Countries, a delegation of twenty five young leaders travelled to Copenhagen, eager to gain a more global understanding of and discuss the Nordic model of cooperation. To this end, the two-day conference provided a platform for the participants to extend international networks, gain first-hand experience of an international conference and broaden their understanding of Nordic culture and tradition.

**“I believe the Nordic model of cooperation provides a useful guideline for a unified approach that other supra-national alliances can adapt to. Fundamentally, the agreement on core human values is its greatest asset.”**

Daniel Arrigone, OYED Young Leader

Throughout the course of the Symposium, young leaders and students of the Center for Cultural Diplomacy Studies discussed the ideas and salient issues emerging from the lectures and discussions with the speakers and delegates.

This provided them with the chance to discuss in finer detail some of the more complex aspects of the speeches, as well as the opportunity to engage with speakers from the fields of politics, diplomacy, international

relations, academia and the arts.

**“I had an extremely interesting discussion with President Mogens Lykketoft, President of the Danish Parliament, about the case of the independence of Catalonia, comparing it to the background of the Nordic countries.”**

Esteman Blanchart, OYED Young Leader

In the afternoon, young leaders continued discussions with the speakers and participants, and were able to enjoy the myriad cultural attractions that Copenhagen has to offer during a walking tour of the city. Starting at Den lille havfrue (The Little Mermaid) at Langelinje Pier – a key cultural reference point and an integral part of Copenhagen’s cultural heritage – the group proceeded through the picturesque Nyhavn district, on to Vor frue kirke (The Church of our Lady) and Vor frelsers kirke (The Church of our Saviour).

To conclude the day’s activities, young leaders, speakers and delegates were invited to a guided tour of the Nationalmuseet (Danish National Museum). The museum is host to a multitude of fascinating exhibitions, including the Danish Prehistory Exhibition, Ethnographic Exhibition, Danish Middle Ages and Renaissance, Classical and Near Eastern Antiquities, and the Royal Collection of Coins and Medals. Due to the sheer volume of artefacts and exhibits on show, it was

impossible for the group to visit each collection of the museum, but the Viking Exhibition in particular captured the imagination of the young leaders, who relished the chance to delve deeper into the illustrious history of Nordic culture.

The Symposium on Cultural Diplomacy in the Nordic Countries contained a series of culturally relevant, thought-provoking discussions on the role and the practice of cultural diplomacy within the Nordic region, and examined whether the example set by

the Nordic countries can be utilized further in regional and international cooperation in the future.

The contribution made by the delegation of young leaders resulted in multilateral and dynamic dialogue, which served to clarify and diversify perspectives on cultural diplomacy, by analyzing and reviewing the case of the Nordic countries. Their invaluable input broadened the scope of the discussion, allowing for a more diverse analysis of the Nordic case.



Visit to the Danish National Museum in Copenhagen



Visit to the Danish National Museum in Copenhagen

# YOUTH DELEGATION

October 15th - 18th, 2014

# TO LONDON

The Forum on Cultural Diplomacy in the Commonwealth saw the participation of a delegation of young leaders, keen to discuss the concept of nation branding and its practical use with regard to cultural diplomacy.

“Based on the conference, I have come to realize that nation branding does not always have to be large-scale and involve high marketing costs. However, it can also happen on a much smaller scale- for example one to one communication between people from different countries and cultures.”

**Maureen Weah, OYED Young Leader**

Moreover, the forum provided a platform to explore and examine the evolving role of the Commonwealth in the 21st century, and its relevance as a unique organism for cultural interaction and exchange.

“The relationships between these states should continue to be strengthened and, as one of the world’s oldest political associations of nations, member states should strive to maintain these relationships. I believe that events such as the Commonwealth Games allow the Commonwealth to preserve cultural relevance and present this on the global stage.”

**Camilla Atkinson, OYED Young Leader**

## House of Lords Round Table

The morning session of the second day of the Forum was hosted in the opulent setting of the House of Lords, the Upper Chamber of the British Parliament. Young leaders and students of the Center for Cultural Diplomacy Studies participated in a round table discussion with speakers and participants, which functioned in tandem with the morning’s speeches. This enabled them to discuss the speeches in finer detail, allowing for more nuanced responses to the questions at hand.

The House of Lords proved to be a fitting setting for this engaging multilateral discussion, including speakers from the fields of politics, diplomacy, international relations, academia and the arts, as the young leaders seized the opportunity to gain first-hand experience of the inner workings of parliament, and to further focus the discussion of the Commonwealth and nation branding.

## High Commission T&T

Upon the conclusion of the afternoon session in the High Commission of Trinidad & Tobago, young leaders, speakers, and participants treated to an evening of traditional Trinidadian culture hosted by the High Commission.

“During the conference I had the opportunity to learn a lot about some of the countries that are part of the Commonwealth, such as Trinidad and Tobago. The High Commission of Trinidad and Tobago gave us the opportunity to learn about their nation and to listen some of their traditional music and taste some of the traditional dishes.”

**Cira Palli Aspero, OYED Young Leader**

As well as providing a wonderful platform for the continuation of the day’s discussion for

young leaders and speakers alike, the evening at the High Commission also allowed the YLs to extend their international networks and get to know some of the diverse range of speakers assembled at the Forum...

The Forum on Cultural Diplomacy in the Commonwealth facilitated a fascinating exchange of ideas on the role of the Commonwealth in the 21st century, and the merits and demerits of nation branding as a means of fostering mutual understanding. The contribution made by the delegation of young leaders allowed for an even more culturally diverse discussion, wherein conclusions were drawn and proposals put forward that can be developed and implemented in the future to ensure the continued importance of cultural diplomacy in the international arena.



Cultural Evening at the High Commission of Trinidad and Tobago to the UK





# YOUTH DELEGATION

November 19th - 21st, 2014

# TO BUCHAREST



From November 19th – 21st, 2014 the Institute for Cultural Diplomacy sent a delegation of twenty young leaders from a variety of backgrounds to Romania for the Annual Conference on Cultural Diplomacy in Bucharest: “25 Years since the Fall of the Berlin Wall in Central and Eastern Europe: Looking Back, Looking Forward”. While there, the young leaders took the opportunity to engage with themes surrounding the fall of communism in central and Eastern Europe and its lasting significance to politics and civil society today. This took the form of interacting with key political leaders from the former communist states in Europe at the conference, held at the iconic Palace of the Parliament, and by exploring the city’s historical and architectural offerings.

“Overall, the experience of going to Bucharest for the first time and getting to learn a lot about Romania’s history and culture, while at the same time participating in an engaging conference on the impact of the fall of communism, was extremely valuable. I feel I developed a better understanding of the situation of Romania past and present.”

Callum Pratt, OYED Young Leader

On the day prior to the conference, the young leaders took the opportunity to learn more about the history and culture of Bucharest by joining a walking tour of the city. The tour meandered through Bucharest’s historic streets, highlighting some key monuments and areas of interest, which were contextualized by the tour guide.

For instance the young leaders visited Revolution Square, the scene of the revolution where the communist dictator Ceaușescu was overthrown, which was especially relevant to the content of the conference. Indeed, the entire tour provided a valuable insight and perspective on the significance of Bucharest in transition, moving forward in the post-communist era.

## Young Leaders’ Panel Discussions

As part of the conference, the delegation of young leaders, along with a number of Romanian students, were invited to participate in a series of panel discussions with several prominent political figures speaking at the event. These discussions were split into nineteen small panels, each of which focused on a particular aspect of the topic of the conference, according to which speakers were moderating each group.

“Personally I mostly enjoyed the panel debate with Alexander Likhotal, who had a very edifying and profound speech about today society’s values and after he outlined his hypothetical scenario for the future.”

Fedora Morozová, OYED Young Leader

Topics included the effect of the integration of the former communist states on the European Parliament, the Baltic post-communist model of independence as a national ideal, and the role of UNESCO in the cultural revival of former communist states.



President Lech Walesa  
(President of Poland 1990-1995)



President Viktor Yushchenko  
(President of Ukraine 2005-2010)

“I particularly enjoyed the input of H.E. Amb. Katalin Bogyay, Ambassador and Permanent Delegate of Hungary to UNESCO. During her speech and the brief conversation I had with her, she pointed out the importance of education and cultural exchange initiatives as a tool to remove visible and invisible walls.” - Laurens Herbert Hoedaert, OYED Young Leader

Representing the very first post-Cold War generation, the young leaders worked collaboratively, challenging conventional lines of thought, and formulating new solutions to and perspectives on contemporary issues. The panel discussions ultimately served as an effective platform for the young leaders to share their ideas with high profile political figures.

The delegation of young leaders had a fulfilling experience, encompassing active and direct

engagement with key political figures from the former communist states, a series of insightful speeches, and a cultural exploration of Bucharest itself. The young leaders were also able to enhance their knowledge of the lasting political and social significance in central and Eastern Europe of the fall of the Berlin wall. Most significantly, they also took the opportunity to outline their vision for the future of their generation in the wake of the legacy left by those previous.

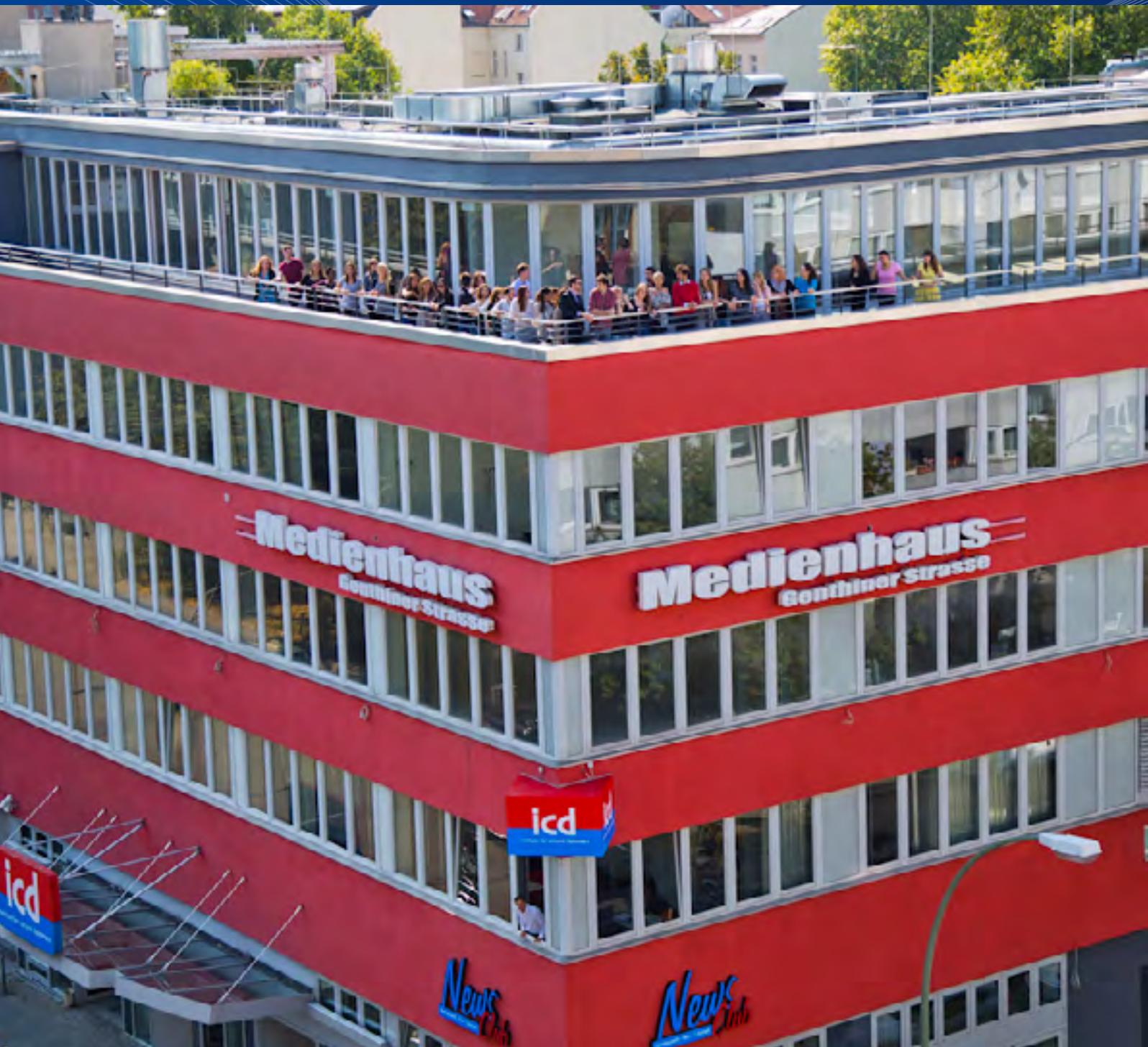
“Despite the existing gaps in the relationships between former communist countries and the rest of EU, it was nice to see all of them sitting at the same table willing to figure out any difference remaining since past decades. In my personal opinion, that was the very positive message that derived out of this conference.” - Konstantinos Konstantakis, OYED Young Leader



Youth Delegation to the Annual Conference on Cultural Diplomacy in Bucharest

# icd

institute for cultural diplomacy



## Institute for Cultural Diplomacy

ICD House of Arts & Culture  
Genthiner Straße 20 Berlin, Germany-10785  
Tel.: 0049 (0) 30 2360 7680  
Fax: 0049 (0) 30 2360 76811  
Email: [info@culturaldiplomacy.org](mailto:info@culturaldiplomacy.org)  
[www.culturaldiplomacy.org](http://www.culturaldiplomacy.org)