

***Implementing the EU Joint Communication on
international cultural relations***

Culture & development: the key role of EU Delegations

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*Disclaimer: Presentation made in my personal capacity and based on material gathered
from past assignments outside British Council*

Kick-start and test: pilot projects

Still work in progress...



2. Culture in EU policies

1. Taking stock of internal and external dimensions of culture-related policies
2. Paving the ground for new initiatives



EU Strategy for International Cultural Relations

#EUculturalrelations



INTERCULTURAL
DIALOGUE



Peace-building

CULTURAL HERITAGE



Entrepreneurship

ECONOMIC
GROWTH



Diversity

The ECDPM Culture in Development Cloud

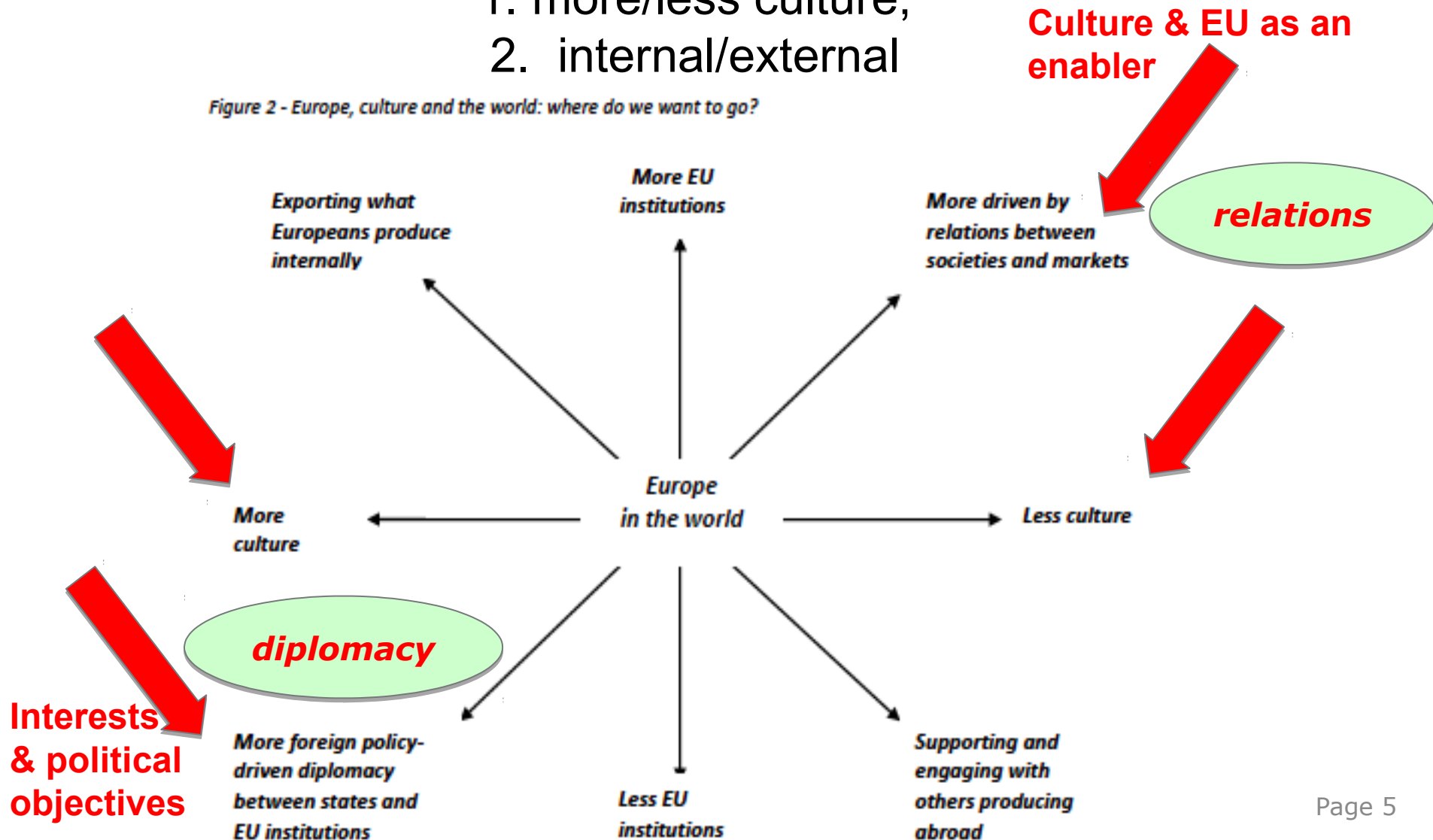


2. Culture in EU policies

Policy options for culture in EU policies:

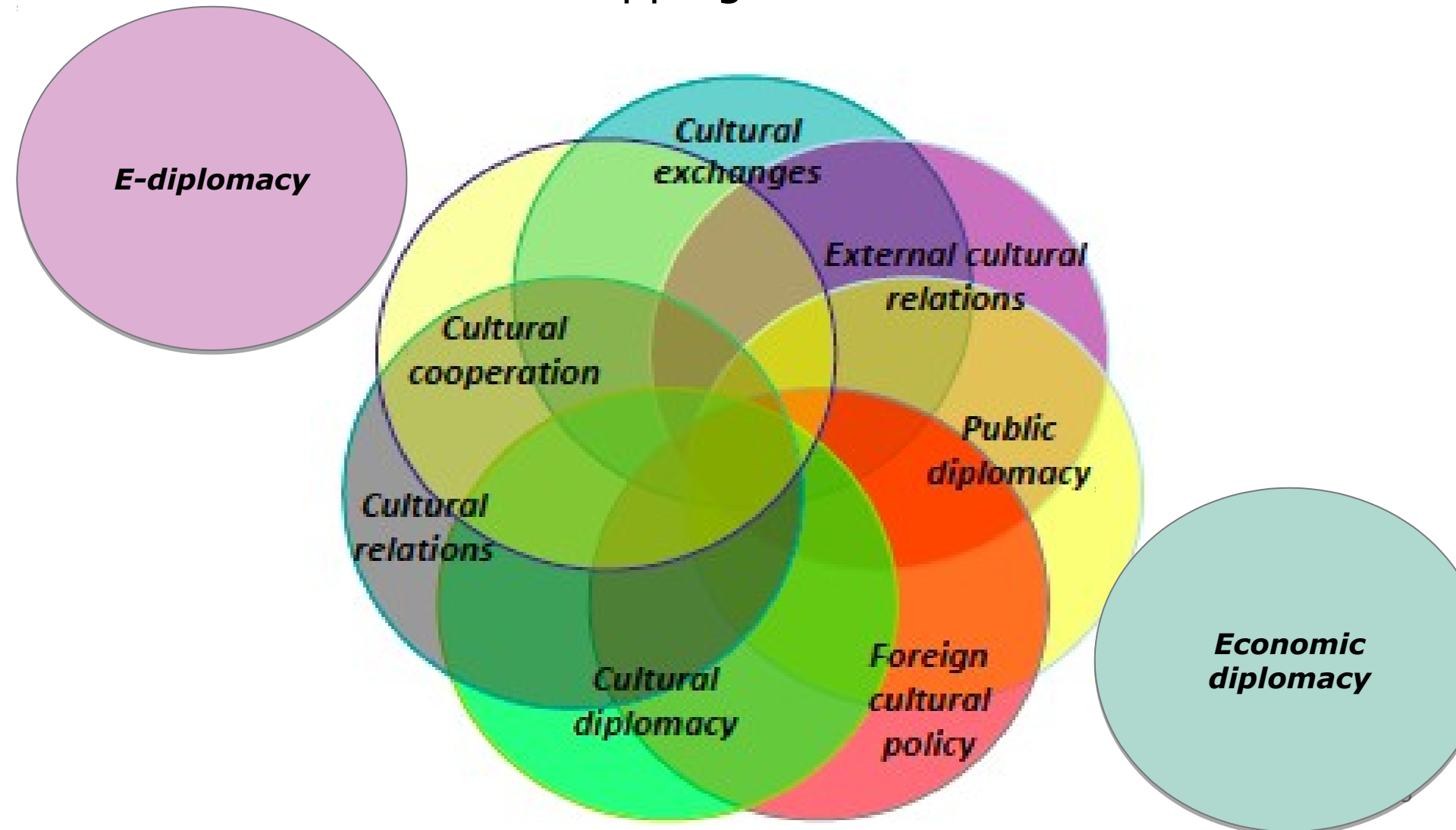
1. more/less culture,
2. internal/external

Figure 2 - Europe, culture and the world: where do we want to go?



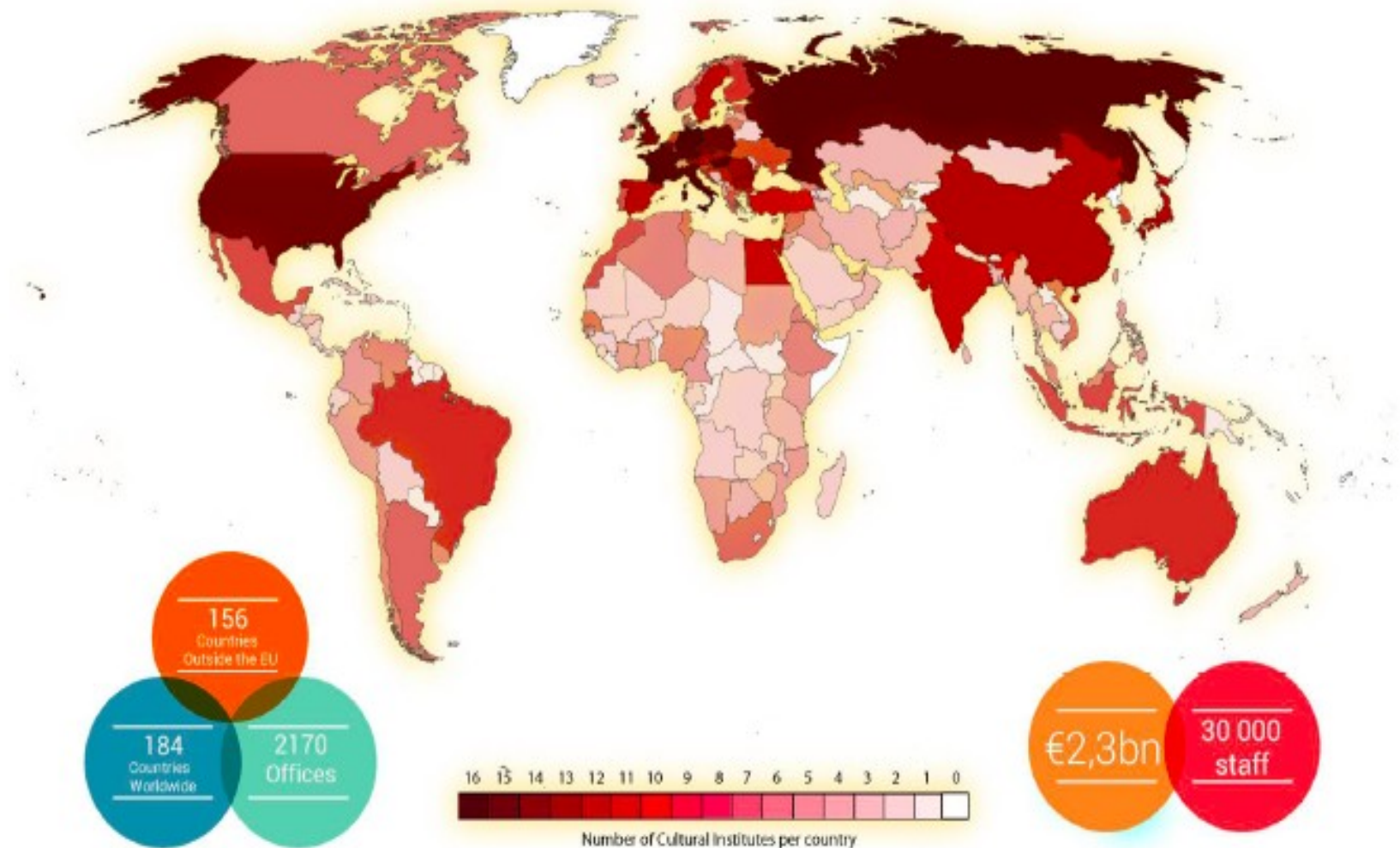
2. Culture in EU policies

The beauty of unresolved & unfinished ambiguity:
overlapping definitions



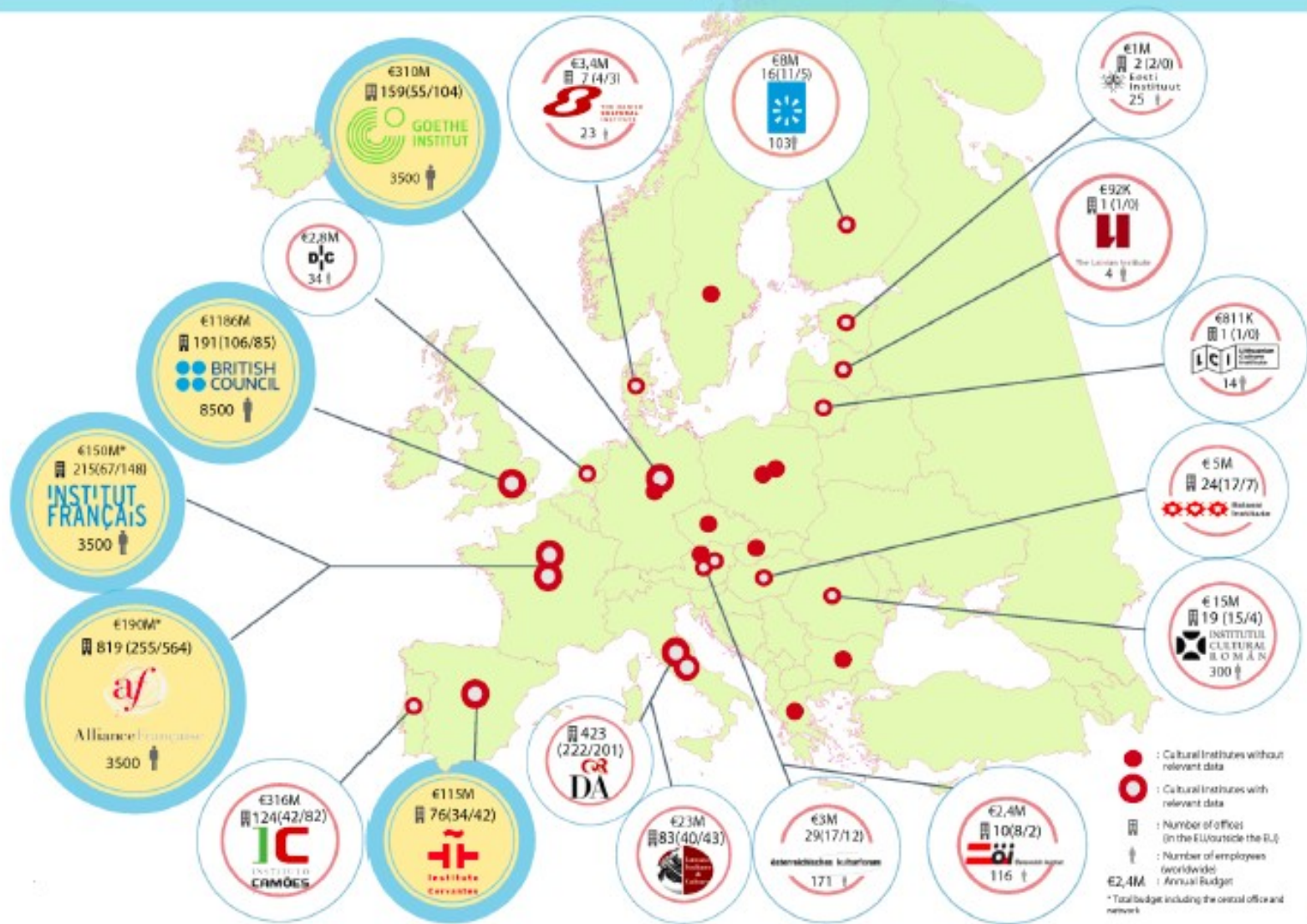
3. Culture in EU Member States foreign

DISTRIBUTION OF EUROPEAN CULTURAL INSTITUTES WORLDWIDE



3. Culture in EU Member States foreign policies

Global Network and Infrastructure of European Cultural Institutes



3. Culture in EU Member States foreign policies

A Europeanisation trend since 2005?



3. Culture in EU Member States foreign policies

A Europeanisation trend beyond/before EUNIC?

- Ad hoc coalitions



Advocacy Paper

Culture in EU Development P

*"Cultural matters are integral parts of the lives of
be seen as enhancement of our living stand
development can hardly be*

- Co-productions

- Bilateral cooperations

Fondée en
1991
par la France et l'Allemagne
avec pour mission de favoriser
la compréhension entre les Européens



85%
des programmes
sont produits en Europe

Basée à
Strasbourg
et financée par la contribution
à l'audiovisuel public en France
et en Allemagne

165
Millions de foyers
peuvent recevoir
les programmes d'ARTE
en Europe



- Networks

(numerous in the cultural sector but mostly on internal cultural policies)

- Wider alliances (lusophones, francophones)

3. Culture in EU Member States foreign policies

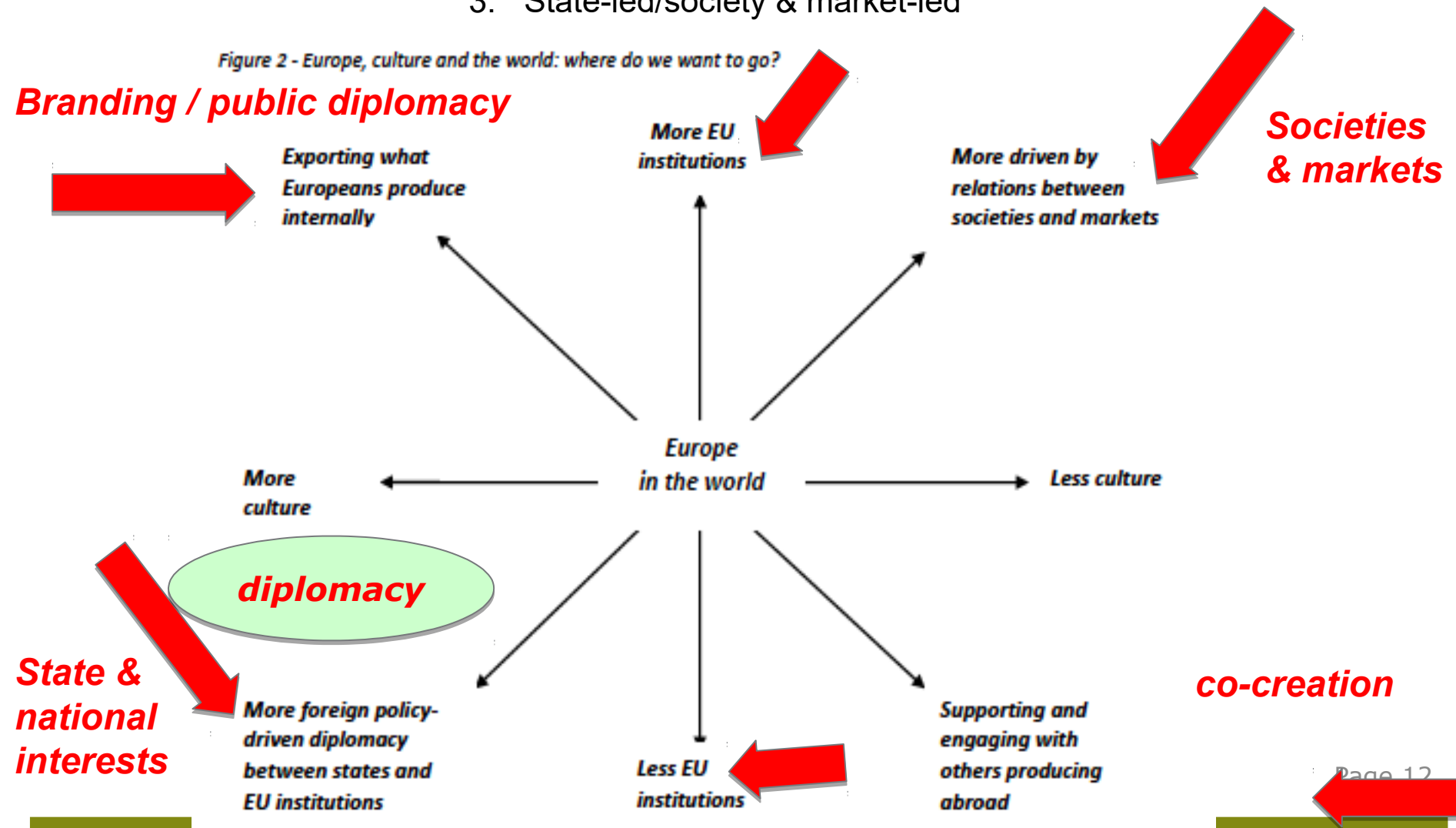
Or a collection of national competitors?



4. Culture in third countries: Policy options

1. more/less EU institutions,
2. branding/co-creation
3. State-led/society & market-led

Figure 2 - Europe, culture and the world: where do we want to go?



4. Perspectives for EU cultural diplomacy

Key challenges & questions for debate

How can Europeans promote their cultures in an increasingly competitive world and in time of economic crisis?

How to combine the variety of models to enhance More Cultural Europe?

How to become more culture sensitive in our external actions?

How can the EU enable more initiatives from the people, culture operators, and civil society?

How will we combine promotion of human rights, with our foreign policy interests?

How can we add a truly European dimension to national external cultural policies without intimidating Member states and cultural institutes?

4. Culture in EU Delegations:

Five ways to implement the Joint Communication

- 1) Country approach : joint analysis + joint cooperation strategies / joint programming
- 2) Brokering, nurturing and learning from EUNIC clusters
- 3) Delegated cooperation & implementation to relevant partners
- 4) Generalise cascade granting / regranting to reach small cultural stakeholders = look for the right partners
- 5) Adopt informed testing approach + accept idea of failure