

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

**Culture & development:
the key role of EU Delegations**

Dr Damien Helly
Head of Cultural Skills EU, British Council

Brussels – DEVCO Seminar 23-25 October 2017

*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...

Possible clusters



Cultural economy

Cultural Policy Development

Culture and development



Culture and social transformation

Culture and Conflict

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



ECONOMIC
GROWTH



Diversity



Entrepreneurship

The ECDPM Culture in Development Cloud

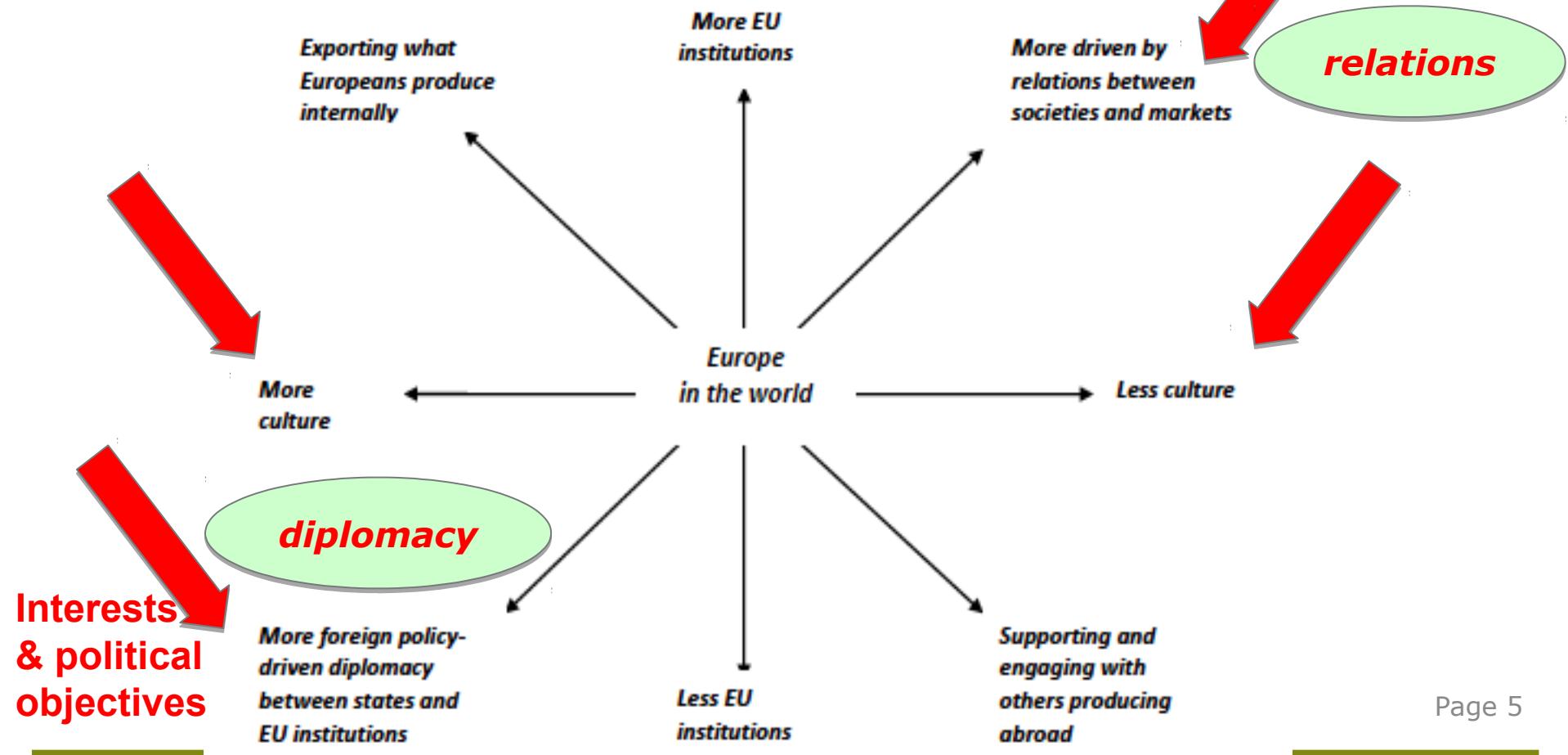


2. Culture in EU policies

Policy options for culture in EU policies:

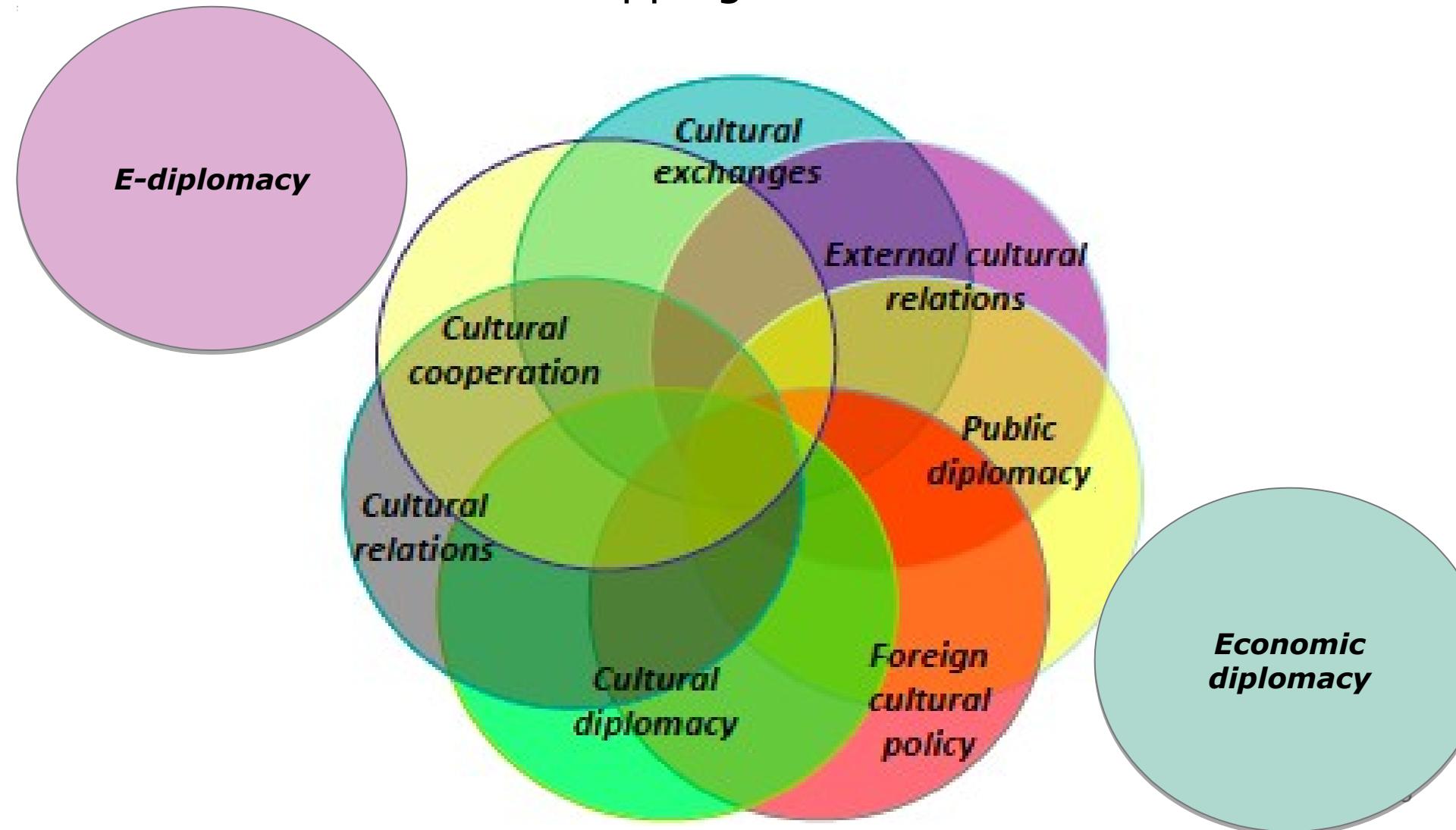
1. more/less culture,
2. internal/external

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



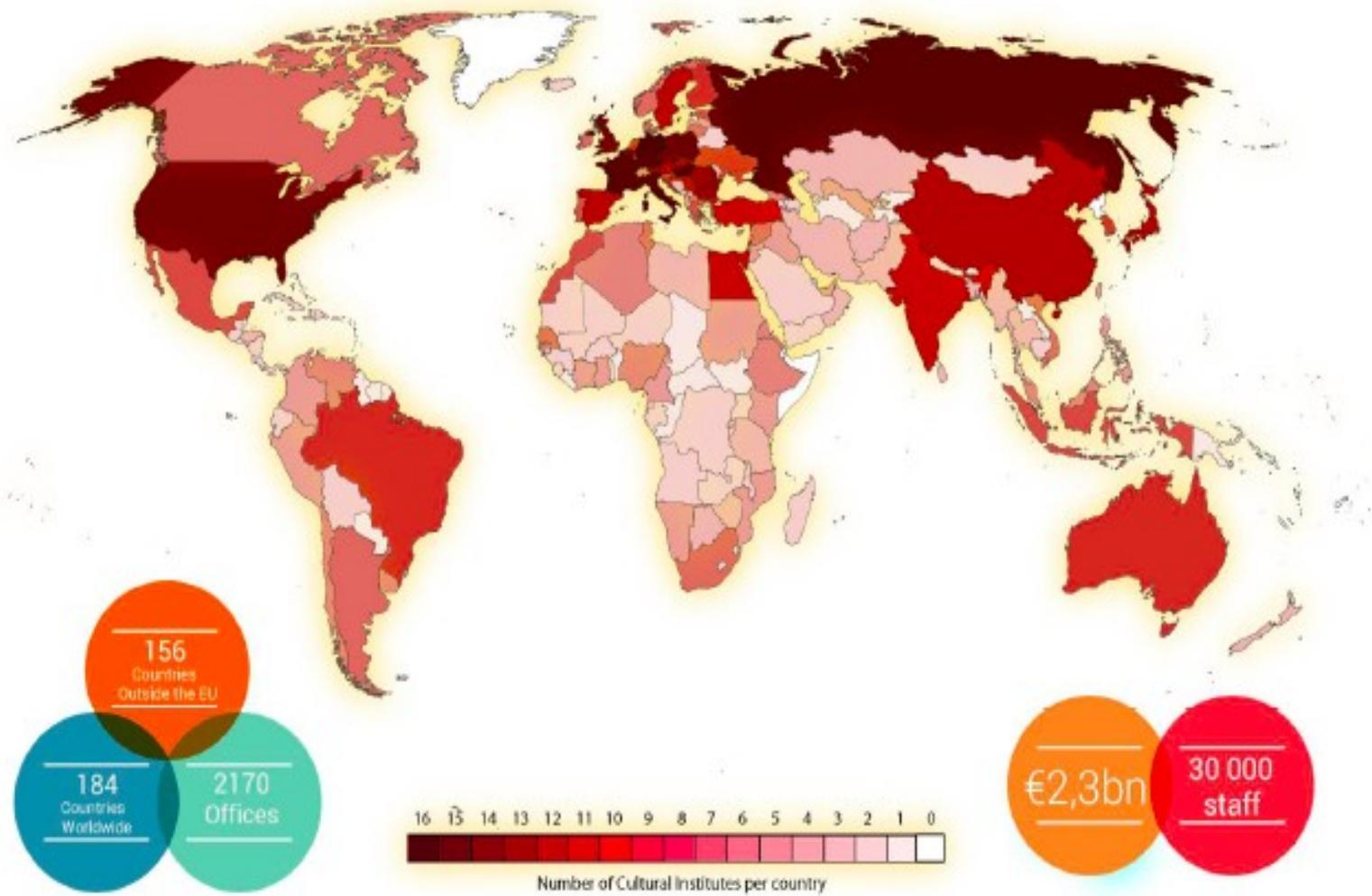
2. Culture in EU policies

The beauty of unresolved & unfinished ambiguity:
overlapping definitions



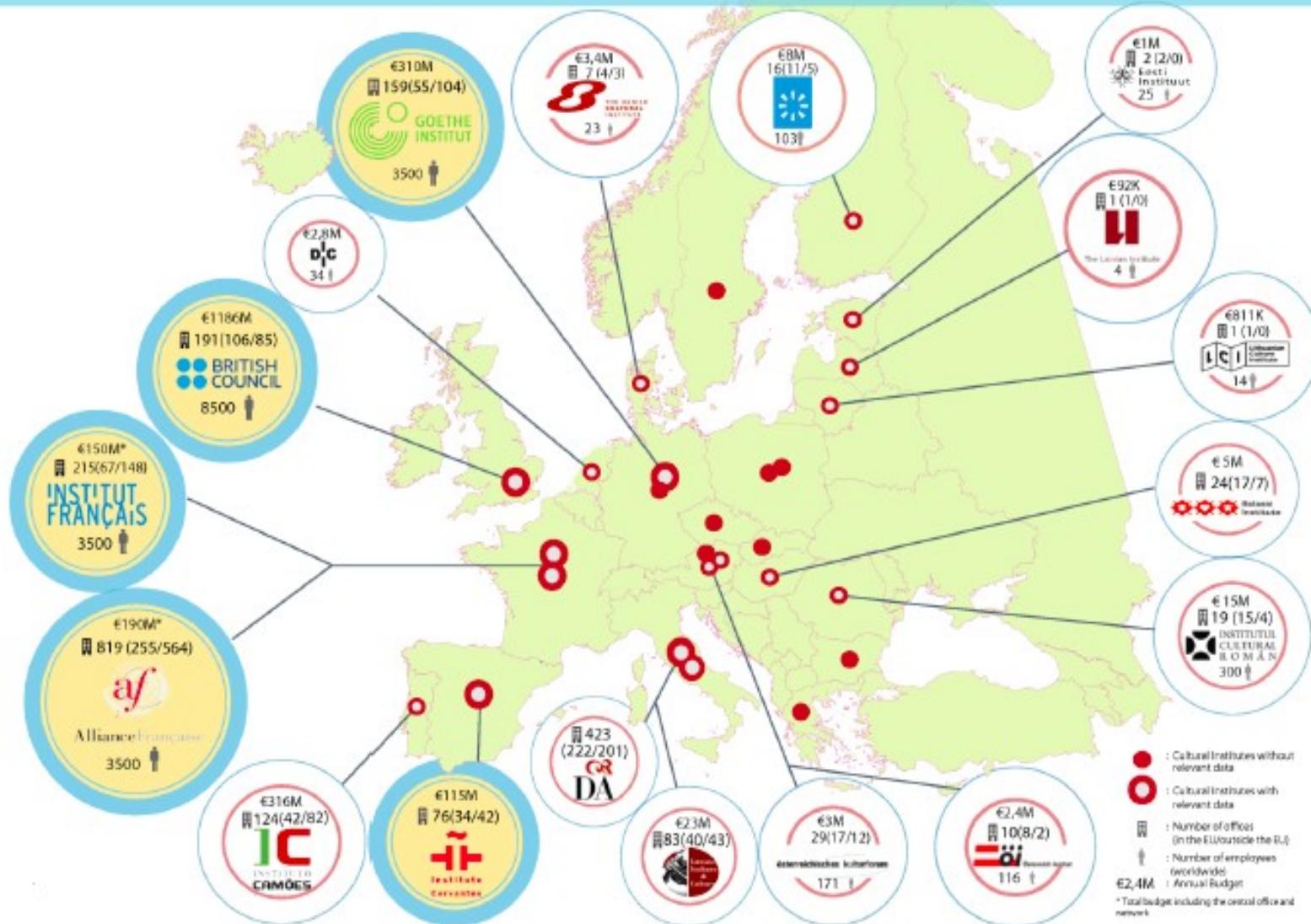
3. Culture in EU Member States foreign

DISTRIBUTION OF EUROPEAN CULTURAL INSTITUTES WORLDWIDE



3. Culture in EU Member States foreign policies

Global Network and Infrastructure of European Cultural Institutes



Source: KEA

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 we lead. They must be seen as enhancement of our living standards. Development can hardly be sustainable if it does not take into account the needs of the people."

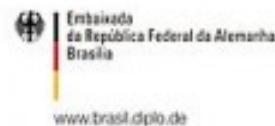
- Co-productions
- Bilateral cooperations



- 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?



REINO DA BÉLGICA
www.diplomatie.belgium.be



Embaixada da Irlanda



Reino dos Países Baixos



Embassy da República da Polónia em Brasília



EMBAIXADA DE PORTUGAL
BRASIL



Embaixada da República Tcheca
em Brasília



EMBAIXADA DA ROMÉNIA
República Federal do Brasil



EMBASSY OF SWEDEN
Embaixada da Suécia
Brasília

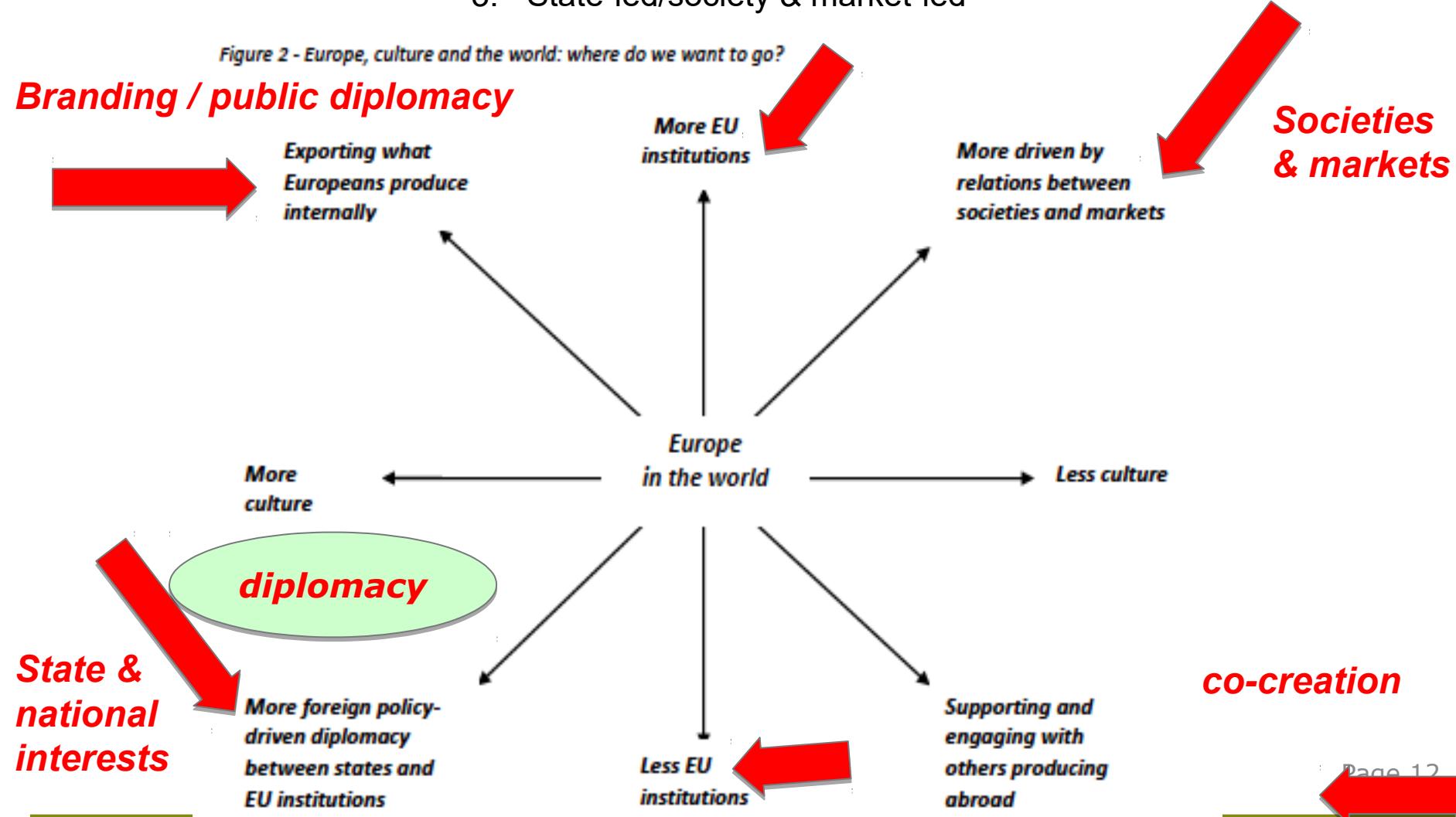


4. Culture in third countries: Policy options

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?

Branding / public diplomacy



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

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

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

How to become more culture sensitive in our external actions?

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