

# encatc

## Academy on “Cultural Relations & Diplomacy”

Focus: Middle East, Northern Africa & Arabian Peninsula

21-22 November 2013 // Brussels, Belgium



### Who should attend?

- Diplomats
- EU officials
- Representatives from international organisations and Institutes of Culture
- Civil servants (national, regional and local levels)
- Academics
- Researchers
- Students
- Cultural operators and professionals
- Anyone interested in this topic

### Benefits include:

- Build your **knowledge and skills** within cultural policy and international cultural relations
- Develop a **critical understanding** of the diverse and changing relationships between culture and international politics
- Experience diverse **opportunities** to engage with key current policy and practitioner concerns
- Receive a **body of work and experiences** that can be used to **enlarge your professional network**

Recommend the ENCATC Academy to a colleague who registers and benefit from a 20% discount!

Produced by

encatc

In partnership with

Goldsmiths  
UNIVERSITY OF LONDON

Hosted by

CIVA

Supported by



# ENCATC ACADEMY PROGRAMME 2013

## DAY 1, THURSDAY 21 NOVEMBER

**08.30 - 09.00**

Morning Coffee & Registration

**09.00 - 09.05**

Welcome by **Giannalia Cogliandro Beyens**,  
ENCATC Secretary General

**09.05 - 09.30**

Introduction to the Academy  
**Gerald Lidstone**, Chair of the ENCATC Thematic  
Area "Europe International", Professor at Goldsmiths,  
University of London

**09.30 - 10.30**

### **CULTURAL DIPLOMACY, CULTURAL RELATIONS OR PUBLIC DIPLOMACY?**

*Before we can focus on cultural diplomacy we need to define our terms. Culture itself is clearly about much more than the arts. Cultural diplomacy is certainly not just about running arts projects or educational exchanges.*

**Carla Figueira**, Professor at Goldsmiths,  
University of London

**10.30 - 12.30**

### **DEMOCRATIC TRANSITION? UNDERSTANDING THE POLITICAL AND GEOPOLITICAL CHALLENGES IN THE ARAB COUNTRIES**

*Organisations and cultural operators must be aware of the current political and geopolitical challenges Arab countries are facing after the Arab spring to be able to work properly with artists and cultural operators and organisations located in this Region.*

**Dominique Mineur**, Advisor for the Middle East  
Desk, Kingdom of Belgium - Foreign Affairs

**Alar Olljum**, Advisor for the Middle East and  
Southern Neighbourhood, European External  
Action Service

**15.00 - 17.30**

### **UNDERSTANDING SOCIAL AND CULTURAL CHALLENGES FOR ARAB COUNTRIES**

*It is crucial to be aware of the current social and cultural challenges Arab countries are facing after the Arab Spring to be able to work successfully with artists and cultural operators and organisations located in this Region.*

**Paul Dujardin**, Director of BOZAR

**Nadia Von Maltzahn**, Researcher, Orient –  
Institute of Beirut

**18.00 - 18.30**

### **FRANCE'S CULTURAL POLICY IN THE MIDDLE EAST & NORTH AFRICA**

**S.E.M. Bernard Valero**, French Ambassador in  
Belgium

**18.30 - 19.00**

Guided visit of the exhibition "XDGA\_160\_expo Xaveer  
De Geyter Architects" with **Christophe Pourtois**,  
CIVA Director

**19.00 - 19.30**

Networking Time

## DAY 2, FRIDAY 22 NOVEMBER

**08.30 - 09.15**

Morning Coffee and Registration

**09.15 - 09.30**

Introduction to the day **Gerald Lidstone**, Chair of the  
ENCATC Thematic Area "Europe International",  
Professor at Goldsmiths, University of London

**09.30 - 12.30**

### **FINANCING THE SECTOR IN THE ARAB WORLD**

**Khadija El Bennaoui**, EUNIC Regional  
Coordinator Middle East & North Africa

**14.30 - 16.30**

### **ARAB SPRING: INTELLECTUALS AND ARTISTS IN REVOLUTION**

*What is the role of the intellectuals and artists in the current political context in the Middle East Region? How do they contribute to this changing society?*

**Olivier Deseez**, Responsible for the Middle East  
at the French Ministry of Culture

**Moukhtar Kocache**, Program Officer at the  
Ford Foundation Cairo (tbc)

**16.30 - 17.00**

Networking Time

## GENERAL INFORMATION

### Why an Academy on Cultural Relations and Diplomacy?

Enhancing the role of culture in the external relations of the EU represents one of the three pillars of the European Agenda for Culture issued in 2007. Since its adoption, the approach to the role of culture in external relations has significantly developed both within Member States and within the European Institutions: culture is more and more perceived as a strategic factor of political, social and economic development and not exclusively in terms of isolated cultural events.

The European Council of June 2008 recognised the value of cultural cooperation and intercultural dialogue at the highest level as an integral part of all relevant external policies and in addressing political processes and challenges. The Council Conclusions on the promotion of cultural diversity and intercultural dialogue in the external relations of the Union and its Member States (adopted 11/2008) outlined a strategic approach for culture and intercultural dialogue in the context of external relations. The document called on Member States and the European Commission to define comprehensive and consistent approaches by drawing up a European strategy for incorporating culture in external relations as well as specific strategies for regions and countries outside the Union. The document also specified that the experience of Member States should be used to encourage synergies aiming to contribute to the complementarity of activities undertaken by the Union with those of its Member States as well as initiating more activities and joint cultural projects at the international level. In this context, different processes have been launched and are ongoing on different levels confirming the interest and involvement of different actors (Member States, European Parliament, European Commission, civil society) in a reflection on the potential role of culture in the development of EU external relations.

### Where will the Academy be held?

The ENCATC Academy will be held on 21-22 Nov. at [CIVA](#), Centre International pour la Ville, l'Architecture et le Paysage, Rue de l'Ermitage 55 // 1050 Brussels

### How many people may attend?

This Academy is designed for maximum **20 people** to ensure an intimate learning environment and successful networking.

### What is the working language?

The Academy will be conducted in English.

### Will I receive a certificate?

All participants will receive an Official Certificate of attendance upon completion of the Academy.

### Where should I stay?

A list of hotel suggestions can be found [online](#).

## TERMS & CONDITIONS

### Registration

To register please fill in the online form:

[www.encatc.org/register](http://www.encatc.org/register)

Please note that the **deadline** to register is **04 NOVEMBER 2013**. Participation is only confirmed after payment has been made.

### Fees

The registration fee includes organisational and administrative costs. This fee **does not include** travel and accommodation costs, or local subsistence costs.

General inscription:

**250€ / person (2 Days)**

**130€ / person (1 Day)**

A **14% discount** to attend this Academy is offered to ENCATC members, former ENCATC trainees and staff, members of AAE and ANGER: **200€ / person (2 Days); 100€ / person (1 Day)**

### Registration Policy

As soon as you receive the invoice, payment is **due to** the account below within 10 days, **clearly stating the name of the participant that the payment concerns:**

**Belfius Banque, SA**

**BIC: GKCCBEBB**

**IBAN: BE80 0882 4891 9977**

By registering you agree to the [cancellation policy](#), and any cancellation charges levied by ENCATC in the event of non-attendance and non payment.

### Cancellation

In the event of late cancellation, your reserved place is transferable. You may give your place to the person of your choice. If you notify us of your cancellation at least 10 working days before the event, the full cost of the fee will be reimbursed. **If you cancel less than 10 working days before the event, the entire cost of the fee will remain payable.** ENCATC reserves the right to cancel the event if there should be insufficient participants, in which case all fees will be refunded.

### Contact

ENCATC  
Place Flagey, 18  
1050 Brussels

T / F: +32.2.201.29.12

[www.encatc.org](http://www.encatc.org)

**Giannalia Cogliandro Beyens**

ENCATC Secretary General

[g.cogliandro@encatc.org](mailto:g.cogliandro@encatc.org)