



MORE EUROPE – external cultural relations

One Year On



Presentation of the study

“More Cultural Europe in the world”

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Outline

1. Purpose and objective of the study
2. More cultural Europe in the world?
→ key challenges

3. Taking action

Being strategic
in a listening
mode

Enabling
cultural spaces

Key challenges

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?

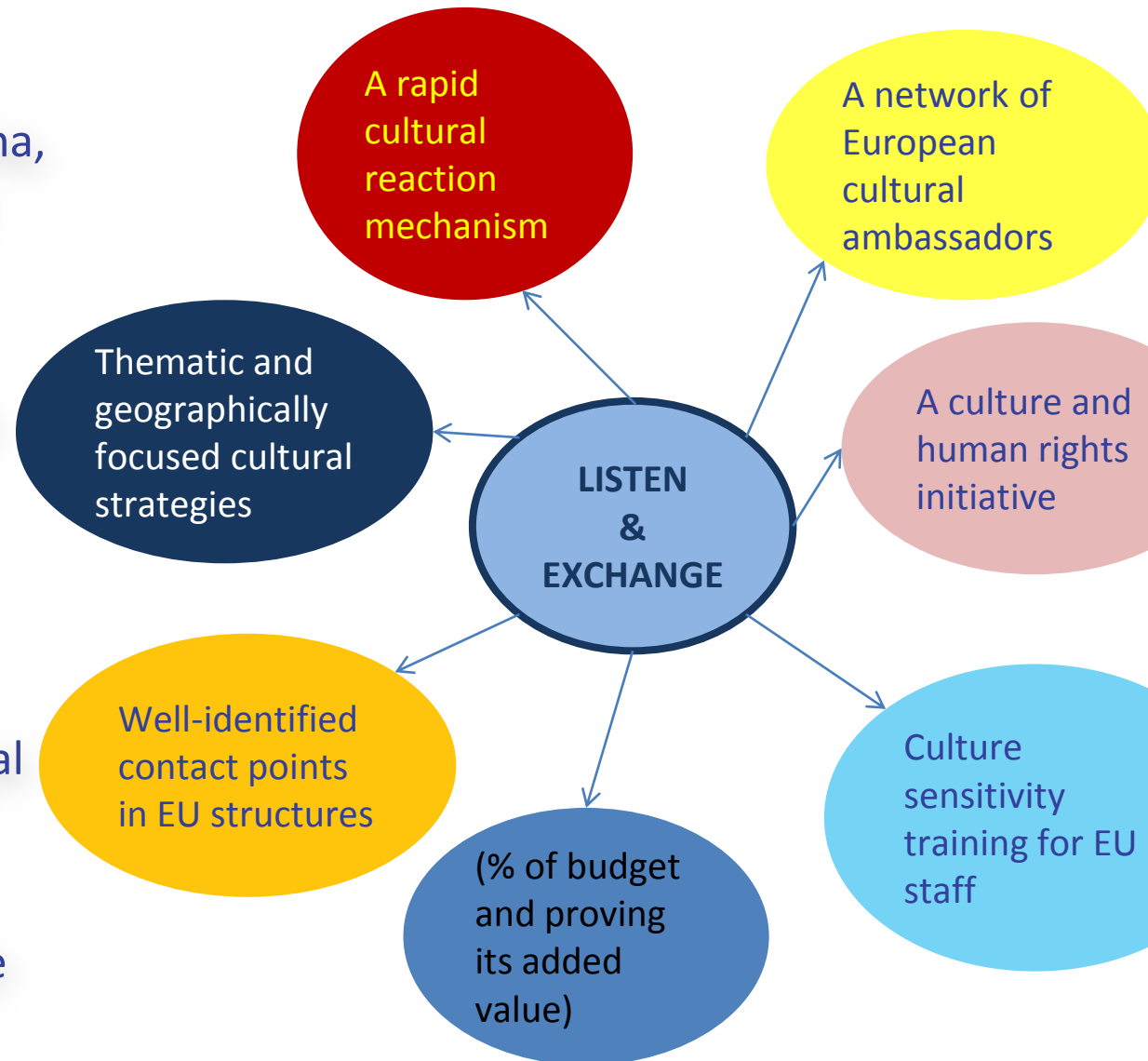
How will we combine the promotion of human rights with our foreign policy interests?

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

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

Taking action (1) – Being strategic

1. Give Europe more charisma, more and deeper unity in diversity
2. Give Europe a clear vision
3. Give Europe a face
4. Base new European cultural diplomacy on self-esteem and self-criticism
5. Give cultural Europe in the world clear targets





Taking action (1) – Enabling cultural spaces

1. Implement the listening mode: common consensus
2. Protect the integrity of the cultural space
3. Translate our experience of diversity into more cultural relations with the world
4. Expand cultural spaces thanks to new media

Common interests

=

pooling resources

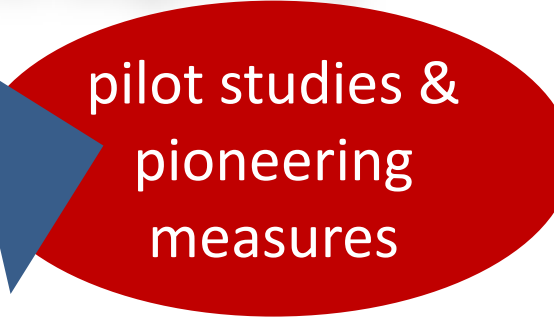
Conclusions

More Cultural Europe in the world is not at its beginning anymore, it is half-way through

Today's challenge



Ideas &
needs



pilot studies &
pioneering
measures

Involve creative voices from third countries




“freedom
to learn”?

new narratives



“joining
mindsets”?



“sharing creativity
for a common
interests”?