

IN-DEPTH ANALYSIS

The increasing role of the EU's culture, education and science diplomacy in Asia

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ABSTRACT

During the last decades, technological changes and globalisation have altered international relations. Just as the growth of telecommunications and transport technologies has facilitated the rapid dissemination of information and the global movement of people, traditional diplomacy has gradually grown to incorporate new methods, in which people-to-people contacts, networks and non-state actors play an influential role. The EU engages in cultural, education and scientific cooperation activities with most Asian countries, and particularly with China, India, Japan and South Korea. Yet despite the diverse outreach efforts of the EU Delegations across Asia, and despite the increasing number of Asian students coming to study and research in Europe, knowledge of the EU remains scant in Asia.

This paper is an initiative of the Policy Department, DG EXPO.

English-language manuscript was completed on 24 June 2015.

Printed in Belgium.

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This paper will be published on the European Parliament's online database, 'Think tank'

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1 Introduction

Traditional diplomacy has been expanded to People-to-People contacts.

During the last decades, technological changes and globalisation have altered international relations. Traditional diplomacy is no longer the main channel by which states project their image abroad. Just as the growth of telecommunication and transport technologies facilitated rapid dissemination of information and the global movement of people, traditional diplomacy has gradually been complemented with, and has been expanded to, other dimensions, where people-to-people contacts, networks and non-state actors play an influential role.

The term 'soft power' was created by US scholar Joseph Nye in 1990. He defined it as 'the ability to get what you want through attraction rather than coercion or payments'. In his eyes, soft power arises from the attractiveness of a country as seen by those on the outside. He defined 'soft power' in contrast to the notion of 'hard power', which focusses on exerting direct pressure of a military or economic nature to achieve a certain desired outcome. Soft power also differs from quantifiable policies such as trade and development cooperation, which can also achieve a desired goal by indirect means. It relies on tools that can contribute to projecting a positive image of a certain country. According to Nye, culture is one of the three major sources of a country's soft power, along with its political values and foreign policies. Cultural diplomacy, along with scientific and educational diplomacy, plays an important role in the perceptions and soft power of a country abroad.

All three of the abovementioned tools contribute to enhancing the image of the EU beyond its borders. The EU is party to the UNESCO Convention on cultural diversity, which serves as a general framework for EU policy on culture in its external relations, including trade and development cooperation. The EU and UNESCO issued a joint statement on 8 October 2013 highlighting the signature of a Memorandum of Understanding between the two partners. They expressed their intention to cooperate on areas of culture, education, and science.

Europe has a long and prestigious tradition of excellence in education and in scientific research. As a result, an important and focal element of the EU's influence in Asia¹ is its attractiveness to students and researchers worldwide. This is made possible through in particular, the international dimension of the EU's research programmes.

An important feature of the 21st century is a political and economic shift towards East and South East Asia, the interdependence of the EU and Asia has reached significant levels. The previously limited partnership has evolved into one of parity. Through globalisation, and the subsequent increasing interconnectivity of our 'global village', Asia is no longer half a world away.

¹ Countries considered in the scope of this briefing are Bangladesh, Bhutan, Brunei, Cambodia, China/Hong-Kong/Macao, India, Indonesia, Japan, Korea (N), Korea (S), Laos, Malaysia, Maldives, Myanmar/Burma, Nepal, Pakistan, Philippines, Singapore, Sri-Lanka, Taiwan, Thailand, Timor-Leste, Vietnam.

Geographical distances are no longer an impediment to cooperation. The EU's added value originates in the fact that it is a crucial trading partner to Asian countries, but at the same time it does not share borders with them, removing potential sources of conflict and enabling the EU to assume the role of a 'super partner'.

To dispel the belief that the EU lacks the necessary capabilities – or the political unity required – to engage effectively in that part of the world, this briefing looks into the European toolbox of cultural, scientific and educational diplomacy, to understand which policy instruments the EU has at its disposal. The briefing will shed some light on areas where

2 Cultural diplomacy

The treaty gives the EU a supporting competence in culture and education.

As outlined in Article 6 of the Treaty on the Functioning of the European Union (TFEU), the EU has a supporting competence in culture and education. This is further defined in articles 165 (education) and 167 (culture), which both state that the EU and the Member States shall foster cooperation with third countries and international organisations. In 2007 the emergence of the role of culture was confirmed by the European Agenda for Culture in a Globalising World, which provided the framework for the establishment of an expert group on culture in external relations. Following the recommendations of this expert group, a senior advisor on culture was appointed in the European External Action Service (EEAS), and, for the first time, in September 2014, a specific contact person for cultural matters was appointed to the EU Delegation in China. A representative of the European Commission's Directorate General for Education and Culture (DG EAC) was appointed to the delegation as well.

An expert group of representatives from the ministries of culture and foreign affairs of the Member States was set up in 2012 to reflect on a common EU strategy towards third countries, taking China as a test case.

In accordance with the Council's Work Plan for Culture 2011-2014, the European Commission set up an expert group of Member States' representatives in March 2012 to reflect on a common EU strategy towards third countries, taking China as a test case. The group, comprised of representatives from the Member States' ministries of culture and foreign affairs, was co-chaired by the Commission's Directorate General for Education and Culture (DG EAC) and the EEAS's China Unit. In November 2012 the group produced a report entitled 'United in Diversity, Culture in the EU's external relations: A strategy for EU-China cultural relations' that included a set of recommendations for a strategic approach to culture in EU-China relations as well as specific recommendations focusing on the implementation of this approach.²

Parliament has highlighted the crucial role of cultural relations in developing

² 'EU-China cooperation in the field of culture: outcomes of and follow-up to the 2012 EU-China Year of Intercultural Dialogue', <http://cultureinexternalrelations.eu/wp-content/uploads/2014/05/country-report-China-20.05.2014-bis.pdf>.

As the EU does not have a comprehensive external cultural relations strategy, there is a need to tighten the links between culture and diplomacy at European level in order to maximise effectiveness.

The parliament calls for a new strategic framework for incorporating culture in the EU's external relations.

the EU's soft power across the globe. In a resolution of 31 March 2011 on the cultural dimension of the EU's external actions³, it called for the development of a visible common European strategy.

In 2011, Parliament has subsequently allocated in the budget of the EU, a specific budget of EUR 500 000 for the implementation of a Preparatory Action (PA) which has been implemented by the Commission's DG EAC and a consortium of eight cultural institutes and organisations. The consortium studied 22 countries, including four in Asia: China, India, Japan, and South Korea. The final report and the country reports, released in April 2014, highlighted that while cultural relations have a huge potential for enhancing European global influence and attractiveness, the EU has not yet developed a comprehensive strategy in its external cultural relations.⁴

On 23 March 2015 the main conclusions of the PA on 'Culture in the EU external relations' were presented in a joint meeting of Parliament's Committee on Culture and Education and Committee on Foreign Affairs. This joint meeting featured a debate in which MEPs shared their thoughts on the urgency of designing a new strategic framework for incorporating culture into EU external relations in a structural way. The need, expressed by the MEPs, is to tighten the links between culture and diplomacy, and to do it together at the EU's level in order to maximise the effectiveness of the action.⁵

A cultural and civic initiative supported by leading European cultural institutions called 'More Europe' is seeking to anchor the role of culture in the EU's international policymaking and external relations. According to 'More Europe', cultural relations are one of Europe's strongest assets and should be at the heart of the EU's external affairs. This initiative therefore is calling on EU institutions, Member States, politicians and civil society to work together to pool their resources, and coordinate their vision and activities, towards the achievement of a strategic approach on culture in the EU external relations.⁶

2.1 ASEM & ASEF

ASEM is an informal dialogue and cooperation mechanism between Asia and Europe. Its Asia-Europe Foundation funds cultural partnership networks by

At a regional level, cultural relations between the EU and Asia take place under the umbrella of the Asia-Europe Meeting (ASEM). ASEM⁷ is an informal dialogue and cooperation mechanism between 51 countries from Europe and Asia, in addition to the EU and ASEAN. It aims at raising Europe's profile in Asia – and Asia's profile in Europe. ASEM summits are held every two years;

³ Texts adopted, P7_TA(2011)0239.

⁴ <http://cultureinexternalrelations.eu>.

⁵ Press release of the Joint Meeting at the European Parliament on Culture in the EU External Relations held on 23 March 2015 in Brussels, http://moreeurope.org/sites/default/files/final_press_release_afet-cult_meeting.pdf.

⁶ <http://www.moreeurope.org/>.

⁷ See 'A greater role for the EP in the ASEM process' Policy Department, November 2014, http://www.poldepnet.ep.parl.union.eu/poldept/webdav/site/poldept/shared/poldep_exp_o/regions/asia_and_pacific/asia-europe-meeting_20171127.pdf.

promoting intellectual, cultural and people-to-people exchanges.

the last one was held in Italy in October 2014. The next one will be organised in Asia and will mark ASEM's 20th anniversary. As part of the ASEM process, meetings of the ministers of culture also take place on a regular basis. The Netherlands hosted the sixth meeting, in Rotterdam on 19-21 October 2014, which had as theme 'Creative Industries'. The seventh meeting is scheduled to be held in South Korea in 2016.⁸

ASEM's only permanent institution is the Asia-Europe Foundation (ASEF), located in Singapore, which promotes intellectual, cultural and people-to-people exchanges. In 2012, EUR 3 million of the EU budget, centrally administered by the Commission, have been allocated to ASEF. The foundation is contributing to bringing people together by funding cultural partnership networks.

2.2 The EU's toolbox

EUNIC carries out projects promoting European values and culture.

The European Union National Institutes for Culture network (EUNIC) has over 90 clusters worldwide, including seven in Asia: China, Japan, India, Korea, Philippines, Thailand, Vietnam and Malaysia. With a central office in Brussels, this network, comprising 32 European institutes of culture, was originally not funded through the EU budget, but via membership fees and voluntary contributions from members. Since December 2014 it is partly funded by the EU 'Creative Europe Programme- European networks'. EUNIC carries out joint projects to promote European values and enhance the visibility of European arts, culture and linguistic diversity, both in the EU and in third countries.

Other networks also supported by the EU, such as European Network of Cultural Administration Training Centres (ENCATC), involve civil society and higher education institutes in external cultural relations in Asia.

The Commission has signed four Joint Declarations, two of which are with Asian countries: India and China.

To boost relations in the field of culture, the EU can sign a variety of bilateral agreements with third countries – in particular joint declarations (JDs) or specific protocols added to the framework of bilateral negotiations. The European Commission has signed four JD's on culture; two of these are with Asian countries: China and India. The aim of the JD's is to promote deeper cooperation and exchanges in the field of culture.

Within the framework of bilateral negotiations for trade, association and cooperation agreements with certain developing countries, the EU has also been negotiating a specific Protocol or Agreement on Cultural Cooperation, which implements Article 16 of the 2005 UNESCO Convention. The article foresees preferential treatment for cultural goods and services, and cultural practitioners, from developing countries.

The EU-South Korea Free Trade Agreement (FTA) includes a protocol on

⁸ 'Chair's statement of the 6th ASEM Culture Ministers Meeting, Rotterdam, the Netherlands, 19-21 October 2014', http://www.asemculture2014.org/cache/92_92/92.pdf.

cultural cooperation. South Korea has invested massively in its cultural industries and is eager to distribute cultural products inside the EU. The protocol was built around reciprocal treatment, notably in the audio-visual sector.

3 Education diplomacy

3.1 The EU Centres

The EU Centres provide information to media and to government and business circles, and aim to promote EU studies and awareness about the EU through lectures and outreach activities.

Typically located in universities, sometimes in cooperation with research centres, the EU Centres (EUCs) aim at promoting EU studies and at raising awareness of the EU through lectures and outreach activities. They provide information to media and to government and business circles. Despite differences in name, all EU Centres do belong to the same network. Six of the current 37 EUCs worldwide are located in Asia. The EUCs are financed by two external action instruments: the Instrument for Cooperation with Industrialised and other high income countries and territories (ICI) and the European Neighbourhood Partnership Instrument (ENPI).

The EU Centres are distinct from the EU Information centres (EUi centres). The main goals of the EUi centres are the dissemination of information about the EU and its policies, assistance to universities and research centres in studies and research works concerning European integration, and the promotion of students' participation in debates on European issues. These centres gather a wide variety of publications and official materials on and from the EU institutions, as well as EU bulletins, journals and other EU-related information, and make them available to the public.

3.2 Erasmus and Jean Monnet

Cooperation in the field of education is a significant factor in determining the prestige of the EU abroad, beginning with the most famous of all European scholarships: Erasmus. 5881 Asian masters and doctoral students received Erasmus Mundus scholarships between 2004 and 2013.⁹ Erasmus Mundus was replaced in 2014 by Erasmus+, which provides grants for a wide range of actions and activities in the fields of education, training, youth and sport. Asian students are eligible for the new scheme as well.

5881 Asian masters and doctoral students received Erasmus Mundus scholarships from in 2004-2013. This was replaced in 2014 by the Erasmus+ programme, which also provides grants for Asian

Within the Erasmus programme, a specific instrument that without a doubt contributes to the image of the EU in third countries is the Jean Monnet Programme (JMP), which promotes the study of European integration around the world through teaching activities, networking and support to institutions and networks.

The teaching activities include:

- the Jean Monnet Centres of Excellence (involving a small team

⁹ http://eacea.ec.europa.eu/erasmus_mundus/results_compendia/statistics_en.php.

students in a variety of fields.

supervised by a Jean Monnet Chair holder, and cover a number of activities);

- the Jean Monnet Chairs (obliged to teach 90 hours per academic year and ensure visibility via seminars and involvement with civil society);
- the Jean Monnet Modules (required to provide a minimum of 40 hours of teaching per academic year).

In 2013 alone, twelve JMP were launched in Asia: three in China, five in Japan, one in Singapore, and three in South Korea (by comparison, six were launched in Turkey that same year¹⁰). Activities are funded for three years.

4 Science diplomacy

The role of the EU Delegations in promoting diplomacy through science is crucial, particularly in countries that focus on innovation. EU Delegations to India, China and Japan all include a research and innovation (R&I) section, which carry out specific communication activities in this field. There is no R&I section in the Delegation to South Korea, despite the fact that the country also devotes much attention to innovation.

4.1 Research and innovation programmes

The Commission's research and innovation programme includes initiatives such as FP7, Horizon 2020, the European Research Council and EURAXESS.

The Commission's research and innovation programme has an important international dimension. The Horizon 2020 (H2020) programme runs from 2014 to 2020 with a budget of nearly EUR 80 billion. It replaced the Seventh Framework Programme for Research (FP7), which ran from 2007 to 2013 with a budget of around EUR 55 billion. International cooperation was an integral element of FP7: third-country partners accounted for about 5% of total participation.

- Under the **Seventh Framework Programme for research and development** (FP7 2007-2014), 6121 Asian researchers participated in Marie Skłodowska-Curie Actions, which supports mobility and training for researchers.
- In **Horizon 2020**, the participation of China and India is no longer funded from the EU budget (as it no longer is for any of the BRICS countries except South Africa); these countries can instead join with their own funding. The new 'Gateway to South East Asia' initiative aims at increasing the involvement of researchers from that region. Applicants from developing countries are automatically eligible for funding (see table in annex).
- The executive agency **European Research Council** (ERC) also provides

¹⁰ See the Directory available here:

<http://eacea.ec.europa.eu/lip/jeanmonnet/directory/New/Version/2008/V1/ajmrepertoire/distrib.asp?pays=United States/Etats-Unis&ville=>

grants for third-country researchers. In all, 4300 grants have been awarded since the launch of the ERC, in 2007, under FP7, of which 49 recipients are of Asian nationality (8 different countries). The ERC budget under FP7 totalled EUR 7 billion. ERC projects are run by a Principal Investigator (PI) and team members. ERC grants to PIs of Asian nationality, but based in Europe for the duration of the project, total around EUR 72 million. The most frequent instances of Asian-national PIs were Indian, followed by Japanese and Chinese PIs. Based on a sample of 995 grants, the ERC states that 18 % of the team members involved come from non-European Research Area (ERA) countries; of these 18 %, about 7% originate from an Asian country. In addition the ERC has an implementing arrangement with the Republic of Korea allowing Korean scientists to come to Europe for short visits to work within ERC teams¹¹.

- The **Euraxess**– Researchers in Motion is a web portal providing access to information and support services for researchers wishing to pursue research careers in Europe. It provides information for researchers, scientists, and scholars, and helps them to network. The target audience is researchers from the EU, but researchers from third countries who wish to come and work in Europe are also included. There are specific subsections called ‘Euraxess Links’ for ASEAN, India, Japan and China.

4.2 ASEAN-EU Year of Science, Technology and Innovation

ASEAN-EU cooperation on science, technology and innovation in 2012 increased EU scientific diplomacy in Asia.

The 2012 ASEAN-EU Year of Science, Technology and Innovation (STI) helped raise the profile of EU scientific diplomacy in Asia. It consisted of a yearlong campaign involving 50 events in thirteen countries, connecting around 40 institutions from both regions. The initiative highlighted the visibility of EU STI cooperation with ASEAN. It promoted networking and cooperation at bilateral and regional levels.

5 EU strategic partners

While EU delegations are present in almost all Asian countries to reinforce the image of the EU, there are only four strategic partners; China, India, Japan and Korea.

EU Delegations are present in all Asian countries (except North Korea/Democratic People’s Republic of Korea, the Maldives and Bhutan) and coordinate a wide range of activities aimed at reinforcing the image of the EU. Most delegations organise a European film festival, and activities such as essay competitions. However, this section of the briefing looks specifically at the tools that the EU implements in its relations with its four strategic partners in Asia: China, India, Japan and South Korea.

¹¹http://erc.europa.eu/sites/default/files/press_release/files/Implementing_Arrangement_2013.pdf.

5.1 China

China is actively promoting its culture abroad.

The EU-China strategic partnership established in 2003. While the two partners do not share core values, China is the country in which the EU is directly conducting by far the largest number of projects, in a wide range of fields, from human rights to culture and education. This may seem a paradox, given that, so far, these initiatives do not appear to have influenced China to move any closer to embracing the EU's core values. To the contrary, China has become a competitor to the EU as a political model of development around the world, particularly in Asia. China itself generates more and more soft power, even though the concept was added to the Chinese foreign affairs' discourse as late as October 2007, when President Hu Jintao, reporting to the 17th Party Congress, stressed the urgency of building soft power. The best-known expression of Chinese soft power is the Confucius centres, founded from 2004 onwards. There are 443 such centres around the world, complemented by 646 'Confucius classrooms'. The centres are sometimes seen as posing a risk to the freedom of host universities, and as instruments of control by the Chinese Government. Their funding, structure and teaching methods are also questioned¹².

5.1.1 Cultural diplomacy

The EU-China High-Level People-to-People Dialogue was established in 2012.

China is keen to develop cultural relations with the EU. Since 2012, a landmark year, several major initiatives have brought the cultural relations between the two partners to a higher level:

- The establishment, during the 14th EU-China Summit held in February 2012, of the EU-China High-Level People-to-People Dialogue (HPPD) formed a third pillar to EU-China relations, next to the high-level economic and trade dialogue and the strategic dialogue. The HPPD aims at reinforcing cooperation on people-to-people issues, including a policy dialogue on education, culture, multilingualism and youth. It is a unique platform that exists only with China. On the occasion of the second round of the HPPD, held in Beijing on 6 September 2014, EU Commissioner Androulla Vassiliou and Chinese Vice-President Liu Yandong agreed to continue and identified a number of actions, some joint and some unilateral, under the framework of the EU-China HPPD, ideally to be initiated before the next round of the HPPD, due to take place in the EU in 2016¹³.
- The 2012 EU-China Year of Intercultural Dialogue was one of the first concrete results of the HPPD. It was the second EU-China thematic year

¹² 'The price of Confucius Institutes', *Washington Post*, 21 June 2014, http://www.washingtonpost.com/opinions/the-price-of-confucius-institutes/2014/06/21/4d7598f2-f7b6-11e3-a3a5-42be35962a52_story.html.

¹³ http://ec.europa.eu/education/international-cooperation/china_en.htm.

after the EU-China Year of Youth in 2011.

- A JD on EU-China cultural relations was signed in November 2012 in Beijing.¹⁴

November 2012 saw the publication of the expert group's report on culture in the EU's external relations, 'A strategy for EU-China intercultural relations'.¹⁵ The report provided practical recommendations on how to improve cooperation among EU Member States in the field of culture and external relations.

The Preparatory Action 'Culture in the EU's external relations', published in May 2014, was a specific report on China.¹⁶ Its main conclusions can be summed up as follows: the growing interest in China for more international cultural relations has not been met by foreign stakeholders; a long-term global vision is needed for the EU to deal with China; more long-term education and cultural exchange programmes are required at all levels (schools, universities, cultural institutions, culture and creative industries, etc.); and the diversity of cultural operators and artists of its Member States is one of the factors that makes the EU attractive to China.

EUNIC faces some difficulties in China.

The Beijing-based EUNIC cluster's efficiency is hampered by the fact that the Chinese Ministry of Culture does not consider EUNIC a valid counterpart, nor does it recognise all members of EUNIC, in keeping with the fact that cultural institutes are classed as private companies in China. This notwithstanding, EUNIC and the Chinese National Academy of Art are able to organise a European-Chinese Cultural Dialogue together.

The EU Delegation in Beijing supports many outreach activities, starting with Europe Day and the EU to School/University. The EU Film Festival, now complemented by an Online Film festival, is also a success.

5.1.2 Education diplomacy

The EU is considered attractive in China, particularly when it comes to traveling and studying abroad. About 230 000 Chinese citizens currently study in the EU. There are several EUi Centres in China, but no EU Centres as such (although there are EU Centres in Hong-Kong, Macao and Taiwan).

1427 Chinese students received Erasmus Mundus scholarships in the period 2007-2014.

China is by far the most active Asian country in the field of the Jean Monnet

¹⁴ Joint declaration on EU-China cultural relations, http://ec.europa.eu/education/international-cooperation/documents/china/jointculture_en.pdf.

¹⁵ <http://cultureinexternalrelations.eu/wp-content/uploads/2014/05/country-report-China-20.05.2014-bis.pdf>.

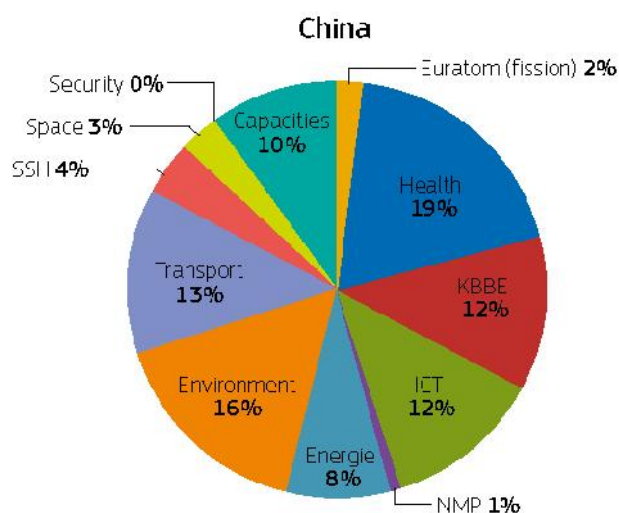
¹⁶ <http://cultureinexternalrelations.eu/wp-content/uploads/2014/05/country-report-China-20.05.2014-bis.pdf>.

Programmes for European Integration Studies. There has been a steep increase in applications over recent years. Between 2008 and 2013, 21 applications were selected while 20 were rejected, which constitutes an excellent success rate of 50%. It is worth mentioning that, of the total projects, seven are JM chairs, there are two active Centres of Excellence (at Sichuan University and at Beijing People University), while two others were awarded in 2004-2005. There is also an active JM Professor in Macao.

5.1.3 Science diplomacy

The scientific and technological cooperation agreement between the European Community and China signed in December 1998 was renewed in 2004 and again in 2009. The 'China-EC Science and Technology Partnership Scheme' (CESTYSA) was signed on 20 May 2009.

Figure 1:
Distribution of Chinese participation in FP7 sub-programmes



Legend: ICT: Information and Communication Technology; SSH: Social Science and Humanities; NMP: Nanotechnologies, advanced Materials and Production

Source:

http://eeas.europa.eu/delegations/china/documents/eu_china/research_innovation/2_horizon/14_0708_h2020_pgguide_china_chinese.pdf

The Chinese Government places emphasis on the development of science and innovation. Since 2009, the country has the world's second largest R&D expenditure, and plans to increase it further. It is one of the major international participants in the EU's research and innovation programmes. China was the third most populous non-European participating country in FP7, participating in a total of 462 programmed focusing on health, environment, transport, information and communications technologies, food, agriculture, fisheries and biotechnology, energy, and mobility of researchers. The EU's new R&D programme H2020 includes several topics in the calls for 2014-2015 specifically flagged for cooperation with China, for instance in the areas of food, agriculture and biotechnology, energy, water, ICT, nanotechnology, space and polar research.

In the course of FP7, the Marie Skłodowska-Curie Actions has funded 3825 Chinese researchers and allocated EUR 20.1 million to 313 Chinese

organisations participating in the programme.

The platform 'EURAXESS Links China' aims at helping researchers on mobility-related issues, in cooperation with the EU Delegation. Since 2013, it organises the event 'Science Slam', winner of which is invited to the EU.

5.2 India

The image of the EU in India is not yet strong.

The legal basis of relations between the EU and India is the 1994 Cooperation Agreement. Since 2004, India has been a strategic partner of the EU. Bilateral relations have been good, but discrete.

India is a major regional power and a nascent world power. The concept of soft power is used by Indian leaders as well. Its soft power derives for a great part from its prominent role in the Non-Aligned Movement (NAM): India has traditionally conducted a foreign policy based on non-interference, and has maintained privileged relations with other NAM countries.¹⁷

Some observers point to the weakness of the EU's image in India. Many EU countries have long had cultural relations with India, and, according to the report of the Preparatory Action, government officials and cultural actors in Indian civil society recognise the singularity of the EU as a supranational economic and political project (despite the crisis of the Eurozone). At the same time, however, the report indicates that they know very little about the EU and its institutions. They find it difficult to see the EU as an entity that can define a common strategic approach, and are sceptical of its cultural potential.

5.2.1 Cultural diplomacy

India is interested in support to preserve its architectural heritage.

The EU-India Joint Declaration on culture signed in 2010 aims to strengthen cooperation and dialogue. Nevertheless, this relation has not been as dynamic as could be expected: India has remained mostly interested in technological and financial support in efforts to preserve its architectural heritage, an area in which the EU has indeed leading expertise. Other possible fields of cooperation have so far not been exploited.

In April 2013 the first Senior Official Meeting (SOM) on culture took place in New Delhi. An Indo-EU Policy Dialogue on Culture was launched in India in April the same year, focussing on the development of the cultural and creative industries (including the audio-visual sector), on the preservation of cultural, natural and historical heritage, and on sharing the experiences regarding for the development of a national virtual library. However, it took 18 months for the Indian Ministry of Culture to approve the conclusions of the SOM. Since 2007, the Commission has allocated EUR 690.000 through the

¹⁷ The NAM, which currently has 120 member states, was formed in 1961 by a group of countries not formally aligned with any major power during the Cold War. The first Prime Minister of India, Jawaharlal Nehru, played an important role in the establishment of the organisation. The latest and 16th summit took place in Iran in 2012; the 17th summit is to be held in Venezuela in 2015.

EU Culture Programme ('Special Action for Third Countries') in support of five joint initiatives with India.

The EU Delegation in India is involved in a vast number of cultural activities including organising the EU Film festival.

The EUNIC cluster established in India since 2010 has organised activities such as the EUNIC film festival, a EUNIC lecture series, a culinary festival and the Delhi Photo Festival.

The EU Delegation in the country is involved in a vast number of cultural activities. It organises the EU Film festival (EUFF) which since 2012 has been complemented by the EU KINOTEKA programme – a version of the EUFF specially designed for universities and colleges. The Delegation organises a yearly essay competition in which 30 000 students from 1000 schools throughout India participate (the five first winners are awarded a trip to Europe).

The Country Report of the Preparatory Action on Culture in External Relations¹⁸, critically stated that the EU Delegation's main cultural initiative in the country was the yearly EUFF, 'presented annually in many Indian cities; the 17th such festival in 2012 attracted 27 000 persons (in reality a small number for a country of 1.3 billion people) (...). While the event did no doubt raise awareness of European cinema in India and many requests for more screenings were received, Indian observers think it had very limited impact. As EU officials point out, far more significant results could be achieved if the technical and professional issues of cultural cooperation could be addressed and coordinated from Brussels, instead of the Delhi-based EU Delegation having to improvise one cultural action after another on the basis of very little expertise as regards cultural exchange.'

5.2.2 Education diplomacy

Since the start of the Erasmus Mundus Programme, 1598 Indian students have been selected. Indian students are also eligible for Erasmus+, and 71 students were selected from India to be part of the programme for the 2014/2015 academic year.¹⁹

Compared to their Chinese counterparts, Indian universities have demonstrated much less interest in establishing Jean Monnet Programmes (JMPs). The first JMP in the country was hosted by Jawaharlal Nehru University in New Delhi. The same university also hosts the only Jean Monnet Chair in India, granted in 2010. The Indian Association for European Union Studies is also located there. In 2014 a JM Module was selected that will be hosted at Manipal University in Karnataka.

The EU has not established EU Centres or EU Institutes in India.

¹⁸ India Country report <http://cultureinexternalrelations.eu/wp-content/uploads/2014/03/country-report-India-26.02.2014-bis.pdf>.

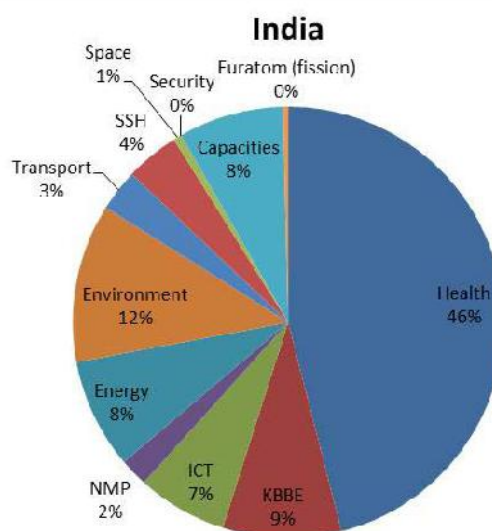
¹⁹ <http://epaperbeta.timesofindia.com/Article.aspx?eid=31808&articlexml=ERASMUS-MUNDUS-BECOMES-ERASMUS-14072014152020>.

5.2.3 Science diplomacy

The legal base for the relations between the EU and India in this field is an agreement on scientific and technological cooperation concluded 2001. Relations in this field are very dynamic – a good example is the European Road show on Research, Innovation and Higher Education, organised by the EU Delegation, which travelled to 16 Indian cities in a three-month period in early 2014.

The FP7 involved more than 200 Indian entities in collaborative projects that received about EUR 37 million in EU funding.²⁰ In the course of the programme, more than 700 Indian researchers enjoyed Marie Skłodowska-Curie fellowships, with EU funding amounting to about EUR 4 million. In all, 13 Indian researchers have received ERC grants. H2020 is open to Indian participation, in collaborative projects, in Marie Skłodowska-Curie fellowships and in ERC grants.

Figure 2:
Distribution of Indian participation in FP7 sub-programmes



Source: EEAS

There is a specific EURAXESS Links India. The physical European Technology Experience Centre (ETEC) created in Bengaluru in 2013, is expanding its centres across the subcontinent. The first such centre, ETEC@TCE, located in Madurai, was launched in 2014. Lastly, there is the European Business and Technology Centre (EBTC) which is co-funded by the EU and coordinated by the Council of EU Chambers of Commerce in India. The EBTC assists the business, science and research community – in Europe and India – to work towards generating new business opportunities in clean technology

²⁰

http://ec.europa.eu/research/evaluations/pdf/archive/fp7_monitoring_reports/6th_fp7_monitoring_report.pdf.

transfer and in establishing cooperation relevant to business in the fields of research, science and technology.²¹

5.3 Japan

Japan and the EU are two mature democracies and have much in common. They have enjoyed excellent relations for decades. After the Meiji Restoration in 1868, when Japan re-opened itself to foreign trade, Europe became fascinated with the Japanese culture. EU-Japanese relations are based on the Joint Declaration of 1991, which established common principles and shared objectives on politics, economic cooperation and culture, and agreed on annual bilateral meetings. In 2001, the Action Plan called 'Shaping our Common Future' included culture amongst its objectives. The EU and Japan are currently negotiating a new Framework Agreement, while talks for an FTA were launched in 2013.

5.3.1 Cultural diplomacy

Cultural links with Japan are mainly in the hands of the Members States.

Since Japan is not party to the UNESCO Convention, the EU does not have a Joint Declaration on culture with Japan – the country has never expressed a specific interest in dialogue in this field.

According to the PA's country report, Japan's focus is on Asia rather than on Europe. Nevertheless, the facilitation of cultural and people-to-people exchanges are regularly mentioned in statements and action plans agreed at periodic Japan-EU summit meetings, and the country has bilateral agreements (or their equivalent) with the following EU Member States: Belgium, Bulgaria, Croatia, the Czech Republic, Finland, Germany, Greece, Hungary, Italy, Netherlands, Poland, Romania, Slovakia, Slovenia, Spain and the UK.

EUNIC Japan was established in 2008. It aims at creating a cohesive group to enhance the visibility of European arts, culture and linguistic diversity, and to prove that culture matters for European integration. EUNIC Japan counts twelve members.²² However, the PA report found that EUNIC is, 'at best, only partly active. It meets periodically but, according to more than one member, little seems to happen between meetings'. According to the PA, up to 20 % of the EU Delegation's budget can be allocated to cultural activities, which are used as an instrument to showcase the EU. It has organised events such as European film festivals, and has collaborated occasionally with EUNIC.

²¹ <http://ebtc.eu/index.php/about-ebtc/ebtc-background>.

²² The Austrian Cultural Forum, the British Council, the Embassy of the Republic of Bulgaria, the Instituto Camões of Portugal, the Instituto Cervantes of Spain, the Finnish Institute, the Institut Franco-Japonais, the Goethe-Institut of Germany, the Instituto Italiano di Cultura and the embassies of Poland, Romania, and Sweden.

5.3.2 Education diplomacy

Japan is very active in the field of European Integration Studies.

European and Japanese universities have a long history of working together. In all, 45 Japanese students participated in Erasmus Mundus between 2009 and 2013.

Japan is one of the most active Asian countries in the field of European integration studies: since it joined the Jean Monnet Programme in 2002, five JMPs have been funded, including one Centre of Excellence.

Four EU Institutes are located within Japanese universities, where they promote academic cooperation and education in, mostly, European political science, law and economics, but also in environmental studies, medicine and other science and technology-related areas. In addition, both sides agreed at the 2014 EU-Japan Summit to 'mutually support [...] respective events to promote student exchanges between the EU and Japan, such as the European Higher Education Fair held in Japan in May and the Study in Japan Fairs, including those being held in London and Paris in November 2014'.²³ The EU-Japan Centre for Industrial Cooperation, which has an office in Tokyo and one in Brussels, is also involved in promoting cooperation between the EU and Japan in science, technology and innovation.

Japan counts 19 EU Centres, hosted within universities, and one Depository Library (DEP), located in the National Diet Library. The DEP receives EU publications, such as documents and periodicals, in order that they may be accessed by the public in the host country free of charge. The publications contain information such as policy developments and statistics in all sectors of EU activities. Depositories also hold copies of official EU legislation, legislative proposals and communications from the Commission, reports and debates of the European Parliament, opinions of the EESC and decisions of the Court of Justice.²⁴

5.3.3 Science diplomacy

Given the importance of Japan in scientific research and innovation, the EU Delegation to Japan includes a science and technology (S&T) section. The current S&T Cooperation Agreement entered into effect in 2011.

As mentioned above, Japan has also participated actively in the FP7. In all, 352 Japanese researchers received funding between 2007 and 2014, while 59 Japanese organisations participated in Marie Skłodowska-Curie Actions during that period. In addition, the International Research Staff Exchange Scheme (IRSES) between institutes in Japan and the EU has been successful

²³ EU-Japan summit, http://europa.eu/rapid/press-release_STATEMENT-14-151_en.htm.

²⁴ <http://www.euintheus.org/resources-learning/depository-libraries-in-the-us/>.

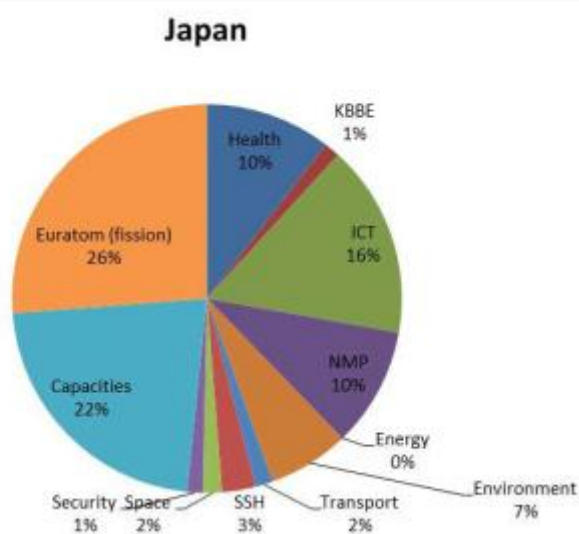
in terms of mobility programmes .with 206 staff members participating in the programme.²⁵ IRSES enables research organisations to set up or strengthen long-term cooperation with other institutes through an exchange of staff.²⁶

The EU and Japan cooperate on the International Thermonuclear Experimental Reactor (ITER) project.²⁷ The EU has expressed its interest in increasing collaboration in other areas of research as well, such as healthy aging.

A specific section of Euraxess in Japan, 'EURAXESS Links/Japan – A Network for European Researchers in Japan', provides services for European researchers established in Japan.

Figure 3:

Distribution of Japanese participation in FP7 sub-programmes.



Legend: KKBE: knowledge-based bio-economy

Source: EEAS

5.4 South Korea

In 2009, the EU and South Korea signed an FTA that included a protocol on cultural cooperation.

After the end of the oppressive regime in South Korea and the election of President Kim Dae-Jung in 1987, relations between the EU and South Korea developed quickly, including in the field of culture.²⁸ In 2009, the EU and South Korea signed an FTA that included a protocol on cultural cooperation providing the framework for facilitating exchanges regarding cultural

²⁵ 'FP7-PEOPLE Marie Curie Actions, Country fact sheet: Japan', 7 November 2014, http://ec.europa.eu/research/mariecurieactions/documents/funded-projects/statistics/non-eu/marie-curie-actions-country-fiche-jp_en.pdf.

²⁶ http://ec.europa.eu/research/mariecurieactions/about-mca/actions/irses/index_en.htm.

²⁷ Agreement between the European Atomic Energy Community and the Government of Japan for the Joint Implementation of the Broader Approach Activities in the Field of Fusion Energy Research, <http://ec.europa.eu/world/agreements/prepareCreateTreatiesWorkspace/treatiesGeneralData.do?step=0&redirect=true&treatyId=5281>.

²⁸ <http://www.eenc.info/wp-content/uploads/2014/01/EU-Korea-Cultural-Exchanges-final-report-September-2013-final.pdf>.

activities, in particular in the audio-visual sector. It entered into force in 2011. This protocol helps professionals from the audio-visual sector to enter and stay temporarily in the territory of the other party. The South Korean film industry is particularly strong, its creativity enhanced at the end of the 1980s with the elimination of censorship. In the last decade the country has emerged as a cultural force, its massive export of films, TV dramas, pop music and video games popularly known as ‘the Korean Wave’.

Recognising each other as like-minded partners, in 2010 the EU and South Korea entered into a Strategic Partnership, with the EU-Korea Framework Agreement providing the basis for strengthened cooperation and dialogue.

5.4.1 Cultural diplomacy

The EU-South Korea Protocol on Cultural Cooperation facilitates collaboration between the two sides in the audio-visual field.

The EU Delegation to Seoul does not have a cultural dimension to its work. Nevertheless, cultural institutes and embassies of the Member States are active in this field. A EUNIC network²⁹ was established in the country in 2009 with a wide range of objectives, including the promotion, coordination and sharing in the field of cultural cooperation. However, it is currently inactive.

The EU-South Korea Protocol on Cultural Cooperation facilitates collaboration between the two sides in the audio-visual field, even if, according to the PA, EU initiatives in the cultural field have sometimes been perceived negatively by Korean cultural actors, who see them more as mere efforts to promote EU interests than as expressions of real interest in mutually promoting the culture of both parties.

5.4.2 Education diplomacy

The bilateral cooperation in higher education with South Korea has mainly taken place within the context of the Industrialised Countries Instrument – Education Cooperation Programme.

The Korean education system enjoys an excellent reputation. The bilateral cooperation in higher education with South Korea has mainly taken place within the context of the Industrialised Countries Instrument – Education Cooperation Programme (ICI-ECP). The ICI-ECP refers to EU cooperation with Australia, New Zealand, Japan and the Republic of Korea in higher and vocational education and training.³⁰ There are nine projects with the EU, involving 58 South Korean universities. The projects have supported the exchange of 810 students, and have enabled 18 European and South Korean academics to teach for shorter period at partner institutions on the other

²⁹ The EUNIC Network in South Korea includes the Centre Culturel Français, the Goethe-Institut, the Istituto Italiano di Cultura, the British Council Korea and the embassies of the Czech Republic, Greece, Ireland, the Netherlands and Sweden.

³⁰

http://eacea.ec.europa.eu/bilateral_cooperation/eu_ici_ecp/programme/about_eu_ici_ecp_en.php.

side.

South Korean students and researchers – 57 master students and 4 joint doctoral candidates³¹ – have participated in Erasmus Mundus and are eligible for Erasmus+.

The number of South Korean researchers funded through Marie Curie Actions from 2007 - 2014 was 137. Out of whom 75 were fellowships and 62 participated in the exchanged staff programme (IRSES). In all, 14 South Korean organisations have participated in Marie Skłodowska-Curie Actions.³²

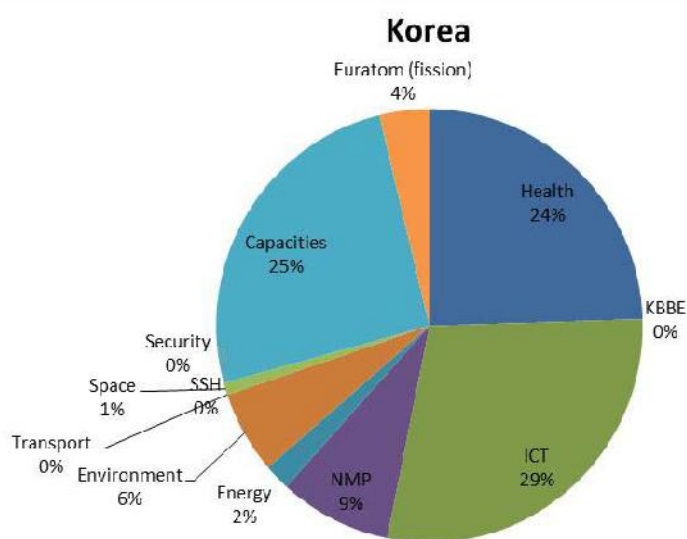
Korea is involved in the field of European integration studies in the context of the Jean Monnet Programme. Three of the projects are JM Chairs; a Centre of Excellence is hosted at the National University of Seoul. In addition, the EU has established four EU Centres in South Korea in order to facilitate and support the cooperation in higher education.

5.4.3 Science diplomacy

South Korea's leading role in research and technology make it a valued partner for the EU.

South Korea's leading role in research and technology make it a valued partner for the EU. Moreover, both parties face similar social challenges, such as ageing populations. This notwithstanding, despite the S&T agreement that came into force in 2007³³, there is no S&T section in the EU Delegation in Seoul.

Figure 4: Distribution of South Korean participation in FP7 sub-programmes



Source: EEAS

South Korea's involvement in the EU Research Framework Programme dates back over a decade. There were 18 successful Korean participants under FP6,

³¹ http://eacea.ec.europa.eu/erasmus_mundus/results_compensia/statistics_en.php.

³² http://ec.europa.eu/research/mariecurieactions/funded-projects/statistics/index_en.htm.

³³ Review of the S&T agreement between the EU and the Republic of Korea, European Commission 2013 http://ec.europa.eu/research/iscp/pdf/policy/korea_review.pdf.

and this number grew in the course of FP7, with 57 successful Korean participants as of the end of 2012.

In 2006 the EU and South Korea concluded an agreement on science and technology cooperation, and in 2007 they held a first biannual Joint Science and Technology Cooperation Committee (JSTCC) meeting in Seoul. In keeping with the principle of reciprocity in providing access to research and technology development (RTD) programmes, several initiatives to strengthen S&T cooperation between South Korea and the European Research Area were launched during FP: KESTCAP, KORANET, KORRIDOR and KONNECT.³⁴

The development in the area of S&T is expected to be reinforced under the new Framework Agreement and FTA which entered into force on 1 July 2011.

South Korea has been participating in 53 EU-funded projects, and is coordinating two of them. The country received a total of EUR 1 9455 million through the FP7 programme, whereby it ranks in 95th place among third-country recipients of FP7 funding. In the course of the FP7, 65 participants from South Korean research entities have participated.³⁵

South Korea participates in the joint EU-EUREKA Eurostars 2 programme, funded through Horizon 2020. It is a policy dialogue programme aiming at increasing the international competitiveness of small and medium-sized enterprises (SMEs) in both Europe and Korea.³⁶ South Korea is the first non-EU member of the SME programme.³⁷

There is no specific Euraxess Link for South Korea.

6 Outlook

The EU is conducting cultural, education and scientific cooperation activities with most Asian countries, and in particular with China, India, Japan and South Korea. Among these four countries, China is by far the largest recipient of EU funds. This would seem a paradox, given that the country – which is not a like-minded partner – is pursuing policy goals that are very different from those of the EU.

Thanks to the EU's science and education diplomacy, an increasing number of Asian students come to study and research in Europe. This is made possible through the funding they receive through Erasmus+ and Marie Skłodowska-Curie actions within the EU's research programme. Notwithstanding the success of these to support the mobility of researchers, more could be done to encourage Asian students and researchers to

³⁴ <http://www.kiceurope.eu/research/sub3.php>.

³⁵ <http://ec.europa.eu/research/iscp/index.cfm?lg=en&pg=korea>

³⁶ <http://horizon2020projects.com/global-collaboration/eu-korea-develop-closer-industrial-dialogue/>

³⁷ <http://horizon2020projects.com/global-collaboration/korea-trade-association-calls-for-deeper-collaboration-with-eu/>

establish themselves in the EU, beginning with an increase in the offer of English-language curricula at European universities.

The EU Delegations' outreach activities across Asia could be made more effective through greater coordination between the delegations themselves and the EEAS headquarters located in Brussels. For example, the impact of the various iterations of the EU Film Festival remains limited, while much better results could be possible if one person would coordinate the practical issues, and if the EUFF had the same name and logo everywhere. It could benefit from a link with the Media programme. The same is true for other activities organised by the delegations, as well as for the EU Centres. Of course, such coordination should not be made at the expense of the flexibility needed for the delegations to adapt the programmes to their respective countries of responsibility.

Following the recommendations of the expert group established in the framework of the 'European Agenda for Culture in a Globalising World', a senior advisor on culture was appointed in the European External Action Service (EEAS), and, for the first time, a specific contact person for cultural matters was appointed to the EU Delegation in China in September 2014. A representative of the European Commission's Directorate General for Education and Culture (DG EAC) was appointed to the delegation as well. These initiatives could be replicated in other EU Delegations.

A thorough reflection should be made on the lack of knowledge about the EU in Asia, and on ways of addressing this problem. Basic steps, such as translating the web portals of the EU delegation into the language of their host countries, would improve the situation, as would as more elaborated measures, such as launching a residency programme for Asian artists (e.g. writers and film and theatre directors), arranging for translations into Asian languages of literary works that showcase Europe's cultural diversity, and setting up networks for young entrepreneurs in the cultural sector allowing them to exchange experiences and best practices. This last suggestion was adopted by Parliaments Committee on Culture and Education in the 2015 budget of the EU.³⁸

³⁸ Opinion of the Committee on Culture and Education to the Draft Budget 2015 (COM(2014)0300 – 2014/2040(BUD)), <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=%2f%2fEP%2f%2fNONSGL%2bC%2bPARL%2bPE-537.206%2b02%2bDOC%2bPDF%2bV0%2f%2fEN>.

Table 1

	Deleg.	Erasmus Mundus ³⁹	EUFF	SP	EU Centre	H2020	JDC
Bangladesh	x	438	x			X	
Bhutan	-	18	-			X	
Brunei	-	-	-			X	
Cambodia	x	28	x				
China/Hong Kong/Macao	x	1427	x	x	(1 HK+1 Macao)		x
India	x	1598	x	x			x
Indonesia	x	352	x			X	
Japan	x	45	x	x	4		
Korea (N)	-	2	-		-	X	
Korea (S)	x	61	-	x	4		
Laos	x	10	-			X	
Malaysia	x	170	x			X	
Maldives	-	6	-			X	
Myanmar/Burma	x	16	x	-	x	X	
Nepal	x	210	x			X	
Pakistan	x	438	x			X	
Philippines	x	232	x			X	
Singapore	x	42	x		1		
Sri-Lanka	x	64	x			X	
Taiwan	-	119	x		1		
Thailand	x	275	x			X	
Timor-Leste	x	2	(music festival)			X	
Vietnam	x	328	x			x	
Total	18	5881			12		

Source: DG EXPO, Poldep

³⁹ Masters students and doctorate students, period 2004-2013; see Erasmus Mundus Statistics : http://eacea.ec.europa.eu/erasmus_mundus/results_compendia/statistics_en.php.