

'Europe from outside' Conference**European external cultural relations: Expectations from the outside**

Time:	12 December 2012, 12.30 pm – 5.30 pm
Place:	State Representation Baden-Württemberg to EU, rue Belliard 60-62, 1040 Brussels
Organisation:	Institut für Auslandsbeziehungen (Institute for Foreign Cultural Relations – ifa)

Whereas a lot of research has already been conducted about how Europeans view the EU and what they expect from it, little is known about how the EU is viewed from the outside in general and concerning the area of culture in particular. Yet with the establishment of the European External Action Service (EEAS) and the creation of institutions and networks such as EUNIC this aspect of the external perspective has become more and more important because any European external cultural relation action will only be successful if also the addressees are taken into account from the beginning.

Key questions

How are European external cultural relations perceived in countries outside of Europe? What is expected of European external cultural relations in countries outside of Europe? What aspects influence the perceptions and expectations? How can EUNIC and other European institutions best use the findings of the conference in their continuous work with European external cultural relations?

Conference

By inviting experts to discuss the external perspective on European cultural relations, this conference tries to give insight into how European external cultural relations are viewed outside of Europe and what is expected of them.

The aim of the conference is to provide professionals in the area of European external cultural relations (in this case mainly EUNIC) with ideas so that they can further contribute to the enhancement and improvement of European cultural relations with countries outside of Europe especially in regard to the cooperation of European institutions and networks with local partners.

Moderator: Andrea Thilo

Order of the day

- 12.30 pm** **Registration and Refreshments**
- 1.00 pm** **Welcome remarks** Ronald Grätz (Secretary General, ifa) and Delphine Borione (President, EUNIC)
- 1.15 pm** **Keynote address:** Dr. Natalia Chaban, University of Canterbury, Christchurch, New Zealand
- Discussion 1: Perceptions**
Nannette Abrahams, Goethe-University Frankfurt a. M., Germany
Myra Beltran, Dance Forum Space Manila, Philippines
Katelijjn Verstraete, British Council, previously Asia-Europe Foundation, Singapore
- Key questions:**
- How are European external cultural initiatives perceived outside of Europe? How do perceptions differ? What aspects influence the perception?
 - When it comes to external cultural relations is Europe perceived as an entity or is the focus of perception on the single member states? If the latter is the case are there certain European countries which especially stand out?
 - How are people and institutions outside of Europe participating in actions and activities which can be ascribed to European external cultural relations?
- 2.40 pm** **Coffee break and snacks**
- 3.05 pm** **Keynote address:** Farai Mpfunya, Executive Director, Culture Fund of Zimbabwe Trust, Harare, Zimbabwe
- Discussion 2: Expectations**
Jean-Pierre Deru, Association Marcel Hicter pour la Démocratie culturelle, Belgium
Anmol Vellani, Executive Director, India Foundation for the Arts, Bangalore, India
Georgina Thomson, Dance Forum, South Africa

Key questions:

- What do countries outside of Europe expect from European external cultural relations? Do the perceptions and the expectations differ? What aspects are shaping the expectations? What role do historical and political ties (but also common language, religion, etc.) play regarding the expectations?
- What are the expectations when it comes to cooperation with European partners in the cultural sector? Are there different expectations depending on the nature of the institutions?
- In regard to external cultural relations are there different expectations for different European countries? Is Europe also addressed as an entity? Are there different expectations for European external cultural relations depending on the issue (e.g. development, ecology, etc.)?
- How do expectations differ depending on the number of previous cooperation or much other cooperation in the partner country?

4.30 pm

Coffee break and snacks

4.45 pm

Concluding panel: Future application of the conference findings

Isabelle Schwarz, European Cultural Foundation, the Netherlands

Dr. Andrew Murray, British Council Brussels

Dr. Pál Hatos, EUNIC-Head, Balassi Institute (tbc)

Charles-Etienne Lagasse, EUNIC-Head, Wallonie-Bruxelles International

Dr. Katharina von Ruckteschell-Katte, EUNIC- sub-Saharan Africa, Goethe-Institut South Africa

Seamus Gillespie, Acting Director for South and South East Asia, European External Action Service (tbc)

Key questions:

- What do the conference findings mean to your country in regard to the presentation of its external cultural relations in a European context?
- How can today's findings best be implemented in EUNIC's future work with European external cultural relations in practice?

5.30 pm

End