

ICRRA Online-Conference, 26-29 October 2020

Cultural Relations and Crisis: Results, Impact, New Questions

This ICRRA conference examines the state, shape and role of international cultural relations at a time of global crisis. The Covid-19 pandemic and other longstanding global challenges and crises and the intersections between them – including the climate emergency, rising geopolitical tensions, population displacement, and persistent social injustice and inequality – are having a profound impact on efforts to build trust, enhance cooperation and understanding across national borders, and develop intercultural dialogue. How should cultural relations researchers and practitioners respond to this? What can we learn from each other? What are the emerging themes and priorities for future research, practice and policy insight? From 26-29 October 2020 researchers, practitioners, policy makers and others interested in the above topics and questions are warmly invited to join ICRRA members to discuss international cultural relations under the overarching theme ‘Cultural Relations and Crisis: Results, Impact, New Questions’.

Day 1 – Monday, 26 October 2020, 15:30 – 18:30 CET

15:30-17:00 CET: Keynote I: Ilhem Allagui

15:30 Welcome and Introduction

15:40 Keynote Presentation: **Ilhem Allagui**, Northwestern University, Qatar

The COVID-19 pandemic: Meeting cultural relations challenges and opportunities in MENA

16:00 Chaired Discussion

Started by First Respondent: **Volodymyr Sheiko**, Ukraine Institute

Chair: **Eva Polonska-Kimunguyi**, London School of Economics and Political Science

17:10-18:30 CET: Research from the ICRRA Network I

Members and Guests of the ICRRA Network present and discuss research projects, ideas and results relating to the overarching topic ‘Cultural Relations and Crisis’

17:10 Welcome and Introduction

17:15 **Avril Joffe and Elroy Bell**, Wits University, Johannesburg

China’s institutionalized cultural presence in Africa: reflections on cultural diplomacy between Africa and China

17:30 **Stuart MacDonald**, International Cultural Relations

Soft Power and Cultural Relations Institutions in a time of crisis

17:45 Chaired Discussion

Chair: **Odila Triebel**, Institut für Auslandsbeziehungen (ifa), Germany

Day 2 – Tuesday, 27 October 2020, 15:30 – 17:00 CET

15:30-17:00 CET: Panel Discussion: *Voices from the Frontline*

The panel broadens the horizon of the conference beyond academic perspectives and gives a platform to those actively involved in shaping cultural relations through programmes, movements, actions and initiatives on the ground.

15:30 Welcome and Introduction

15:35 Short talks from:

- **Ghada Rifai:** Alumnus of the British Council Active Citizens programme and Founder of the Mobaderoon network NGO in Syria – a network of 5000 activists across Syria.
- **Eriel Huang:** Musician, Deputy Director of the Johannesburg Youth Orchestra Company and Convener of the Cultural Policy working group of the Im4theArts movement in South Africa.
- **Josh Nyapimbi:** Executive Director of the Nhimbe Trust, a Zimbabwean NGO that works at the intersection of culture and development to foster local socio-economic development.
- **Dorothy Grace Guerrero:** Head of Policy and Advocacy at Global Justice Now – a UK-based organisation that mobilises people for change and to act in solidarity with those fighting injustice, particularly in the global south.
- **Ivonne Yanez:** Founding member of the Ecuadoran environmental organisation Accion Ecologica and a campaigner for Oilwatch – contributor to the Global Justice Now interview series *Southern perspectives on the coronavirus pandemic*.
- **Zhenya Kuleba:** Founder of the Misto-sad project – an initiative that facilitates the creation of modern public spaces in Ukraine.

16:25 Chaired discussion

Chair: **Silja Fischer**, International Music Council

Day 3 – Wednesday, 28 October 2020, 9:00 – 12:00 CET

9:00-10:30 CET: Keynote II: Ivan Krastev

09:00 Welcome and Introduction

09:10 Keynote Presentation: **Ivan Krastev**, Centre for Liberal Strategies, Sofia

Is it Tomorrow Yet? Reflections on the trust dynamic in Europe

09:30 Chaired Discussion

Started by First Respondent: **Christine Wilson**, British Council, UK

Chair: **Naren Chitty**, Macquarie University, Australia

10:40-12:00 CET: Research from the ICRRA Network II

Members and Guests of the ICRRA Network present and discuss research projects, ideas and results related to the overarching topic ‘Cultural Relations and Crisis’

10:40 Welcome and Introduction

10:45 **Naren Chitty**, Macquarie University, Australia

Love in a Covid Climate (on International Education and the Crises of 2020)

11:00 **HwaJung Kim**, Ewha Womans University, Seoul

A New Approach to Sport Public Diplomacy through National Role Conceptions in Governance Networks: A Case Study of the 2018 PyeongChang Winter Olympics. (Forthcoming, Korea Observer)

11:15 Chaired Discussion

Chair: **Hannah Abdullah**, Barcelona Centre for International Affairs

Day 4 – Thursday, 29 October 2020, 9:00 – 10:30 CET

9:00-10:30 CET: Keynote III: Nasar Meer

09:00 Welcome and Introduction

09:10 Keynote Presentation: **Nasar Meer**, University of Edinburgh

Global Migration and Cities

09:40 Chaired Discussion

Started by First Respondent: **Avril Joffe**, Wits University, Johannesburg

Chair: **Christine Wilson**, British Council, UK

Keynote Speakers

Ilhem Allagui is Associate Professor at Northwestern University in Qatar. She earned her PhD in Communication at the University of Montreal, Canada. Dr. Allagui's research is interdisciplinary and explores topics that include the digital media in the Middle East, the digital divide, the changing nature of socialization among Arab youth, the socio-political change in the Arab region, and the collective construction of knowledge online. In 2019, she published *Advertising in MENA Goes Digital* (Routledge, 2019).

Ivan Krastev is the chairman of the Centre for Liberal Strategies and permanent fellow at the Institute for Human Sciences, IWM Vienna. He is a founding board member of the European Council on Foreign Relations, a member of the Board of Trustees of The International Crisis Group and is a contributing opinion writer for the New York Times. *The Light that Failed: A Reckoning* (Allen Lane, 2019), co-authored with Stephen Holmes, won the 30th Annual Lionel Gelber Prize. He is the author of "After Europe" (UPenn Press, 2017); "Democracy Disrupted. The Global Politics on Protest" (UPenn Press, 2014) and "In Mistrust We Trust: Can Democracy Survive When We Don't Trust Our Leaders?" (TED Books, 2013). Ivan Krastev is the winner of the Jean Améry Prize for European Essay Writing 2020. His latest book "Is it Tomorrow, Yet? How the Pandemic Changes Europe" (in German by Ullstein, June 2020; in English by Penguin, October 2020) was published in more than 20 languages.

Nasar Meer is Professor of Race, Identity and Citizenship at the University of Edinburgh, where he is the founding Director of RACE.ED, and is the Principle Investigator of the JPI ERA Net / Horizon 2020 GLIMER project, examining the governance and local integration of migrants and Europe's refugees. He is Editor-in-Chief of the journal *Identities: Global Studies in Culture and Power* and his books include: *Whiteness and Nationalism* (ed, 2020); *The Impact Agenda: Challenges and Controversies* (co-authored, 2020), *Islam and Modernity (4 Volumes)* (ed, 2017); *Interculturalism and multiculturalism: Debating the dividing lines* (co-ed, 2016); *Citizenship, Identity and the Politics of Multiculturalism: The rise of Muslim consciousness* (2015, 2nd Edition); *Racialization and religion* (ed, 2014), *Race and Ethnicity* (2014) and *European Multiculturalism(s)* (co-edited, 2012). He is a recipient of the Royal Society of Edinburgh Thomas Reid Medal for excellence in the social sciences, a Fellow of the Academy of Social Sciences (FACSS) and a Fellow of Scotland's National Academy (FRSE).

Further contributors

Hannah Abdullah is a Research Fellow with the Global Cities Programme at CIDOB (Barcelona Centre for International Affairs). Her current research focuses on city diplomacy in the areas of climate change and culture, with a focus on the Euro-Mediterranean region. Recent publications include work on the role of cities in global and European governance and the transition towards sustainable development.

Elroy Bell currently leads the Theatrical, Visual Arts and General Licensing department at DALRO – the Dramatic, Artistic and Literary Rights Organisation based in Johannesburg, South Africa. He has a background in producing theatre and dance, arts development, teaching and copyright management. Elroy has worked for notable organisations including the Suidoosterfees Arts Festival, the Arena Stage in

Washington, D.C. and Siwela Sonke Dance Theatre. Elroy is currently reading for his Masters in Cultural Policy and Management at Wits University.

Naren Chitty is Professor of International Communication and Inaugural Director of the Soft Power Analysis and Resource Centre (SPARC) at Macquarie University. He has a PhD in International Relations from The American University in D.C. He was previously Inaugural Associate Dean (International) of the Faculty of Arts, Macquarie University. He coedited *The Routledge Handbook of Soft Power* (2017) and is Series Editor of the *Anthem Studies in Soft Power and Public Diplomacy*. He is Editor-in-Chief of *The Journal of International Communication* and was Secretary General of the International Association for Media & Communication Research (IAMCR) from 1996 to 2000. Prior to joining Macquarie University, he was a senior diplomat for Sri Lanka in Washington DC, policy planner in national television and deputy director of an NGO in community development. He started his career as a UNDP Young Professional in a perspective planning program in a Ministry of Planning and Economic Affairs. He has been a visiting professor at the University of Paris 3 - Sorbonne and several Chinese universities. He was awarded the Order of Australia in 2009 'for services to education particularly in the field of international communication as a researcher and academic and to a range of professional associations'.

Silja Fischer grew up in East Germany and studied in Berlin, Moscow and Hamburg. She joined the General Secretariat of the International Music Council in 1993 where she occupied several positions before her appointment as Secretary General in 2009. In this capacity, she is in charge of official representation, cultural policy matters, membership relations, fundraising as well as programme implementation. Since the International Music Council is an NGO official partner of UNESCO, Silja ensures also the liaison with the UNESCO Secretariat as well as with diplomatic representations of Member States to UNESCO. As Secretary General of the IMC, she has published several articles for music magazines, given keynote speeches and made presentations at conferences in Africa, Asia, the Arab World, Europe and the Americas.

Avril Joffe is head of department for Cultural Policy and Management, Wits School of Arts, Johannesburg, South Africa. She is an economic sociologist with experience in the field of cultural policy, culture and development and the cultural economy specializing in mapping and measurement, programme design, implementation, stakeholder relations and evaluation. She is a member of the UNESCO Expert Facility on Cultural Policy and Governance, the International Advisory Committee for NESTA's Policy and Evidence Council for the Cultural and Creative Industries. She is on the board of the National Arts and a member of the cultural policy working group for Im4theArts, a new arts and culture organization in South Africa.

HwaJung Kim is an invited professor at the Graduate School of International Studies, Ewha Womans University and serves as a Secretary General of the Ewha Public Diplomacy Center (2016-current) and a Director of General Affairs at the Korean Association for Public Diplomacy. Her research interests are Public/Cultural Diplomacy, Soft Power, International Cultural Relations, Governance Networks, and Cultural Aids/ODA. Before pursuing her doctoral degree, she had a journalism career at Ko-Am TV, affiliated with KBS World in Washington State, the U.S., and she worked as a freelance reporter at various

cable channels and news magazines in Seoul. Having strong interests in foreign affairs and communications, she joined the Public Diplomacy Division as a cultural relations manager at the Australian Embassy in Seoul.

Stuart MacDonald is Director of International Cultural Relations, a research-led consultancy which connects theory and practice in international relations, international educational and cultural policy, and digital influence.

Eva Polonska-Kimunguyi is a Research Fellow, based at the Media and Communications Department, London School of Economics and Political Science. She also teaches comparative politics at the LSE Government Department. Eva's background is in international political communication and European integration. Her research examines media-politics relations and the role of international media and narratives in foreign policy and public diplomacy. She served as a consultant to Institut für Auslandsbeziehungen and the Federal Ministry of Foreign Affairs, Germany, on the development of a strategy to promote Europe globally via media and cultural diplomacy in preparations for the German Presidency in the EU Council in 2020. She has advised the Ministry of Information of Qatar on a global code of ethics for the Media Hub in Doha. Before coming to the UK, Eva worked as a lecturer at the European and EU Centre, Monash University, Australia, and taught courses in media and politics at Melbourne University. She has a PhD in Media and Communications from Melbourne University, Australia, a MA degree in Journalism and Political Science from Warsaw University, and a PGCE in Africa and International Development from Edinburgh University, UK. She is currently studying for MSc in International Politics at the School of Oriental and African Studies, London.

Dan Shah joined the British Council as Director Research and Policy Insight in 2018. Prior to this, he was Director UK Research and Innovation (UKRI) India, negotiating bilateral and multilateral research and innovation collaborations and based in the British High Commission in New Delhi. Before this he worked on international policy at Universities UK International and the Russell Group, and has worked in the UK Government on research funding and knowledge exchange for the then Department for Business Innovation and Skills, and in research and policy in the Social Enterprise sector. Dan leads the British Council's Research and Policy Insight function to pursue a strategic programme of research underpinning and supporting the organisation's cultural relations vision and mission, creating useful new knowledge in areas from Arts to Education and the impact of our work in cultural relations on building attraction, trust and building the conditions for cooperation.

Volodymyr Sheiko is a Director General of the Ukrainian Institute, a state institution that promotes cultural relations between Ukraine and other countries, where he leads on development and implementation of Ukraine's cultural diplomacy policies. Before joining the Institute, Volodymyr worked at the British Council office in Ukraine as Director Arts, Regional Arts Manager for South-East Europe and Central Asia, and Regional Marketing and Communications Manager. He holds a master's degree in International Relations and professional diplomas in marketing and digital marketing. Volodymyr also produced theatre performances, and his most recent project was awarded 'Best Production of the Year' in Kyiv in 2019.

Odila Triebel is Head of the section Dialogue and Research ‘Culture and Foreign Policy’ at the Institut für Auslandsbeziehungen (ifa). The section initiates, designs and moderates measures to encourage concerted reflection on global cultural relations at conferences and in academic publications. Before joining ifa in 2010 she taught at Rice University, Houston, Texas and at the University of Tartu, Estonia, where she also served as director of the centre for the professional development of teachers of German. She was curator and co-founder of the programme ‘Rent an American’ for the education sector in Baden-Württemberg. She studied literature, philosophy and public law in Heidelberg, Sussex (UK) and Berlin and was a fellow at the international DFG - graduate school ‘Representation-Rhetorics-Knowledge’ in Frankfurt (Oder) with a focus on political representation and concepts of the nation-state.

Christine Wilson has been with the British Council for 16 years. As Head of Research, she oversees a global portfolio, and is responsible for research standards, ethics and practice, networks and development. She directs the Next Generation research series, which aims to engage youth voices around the world and ensure their voices can contribute to policy making. The research has been conducted in countries including Myanmar, Vietnam, Ethiopia, Germany, Lebanon and the UK. In 2016 and 2017, Christine was director of the Hammamet Conference, an international platform for leaders from North Africa and the UK to meet for dialogue following the Arab Uprisings. In 2017/18, she co-chaired the steering group for Peace and Beyond, an international conference to encourage new thinking in peacebuilding and reconciliation, that took place in Belfast in 2018 to mark 20 years since the Good Friday/Belfast Agreement. She also edited the conference publication. Christine is an Advisory Board member of the Institute for Advanced Studies in the Humanities at the University of Edinburgh, and is a Fellow of the Royal Society of Arts.