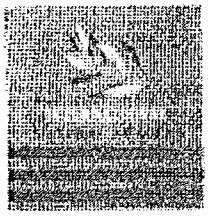


2nd International Cultural Academy

Public and Cultural Diplomacy

in times of crisis

APPLICATION FORM

PUBLIC AND CULTURAL DIPLOMACY

IN TIMES OF CRISIS

Rhodes, Greece

October 22 - 26, 2015

First Name				
Last Name				
Date of Birth				
Nationality				
Sex	F		M	
Address				
Telephone Number				
Email Address				

Passport Number	
Date of Issue	
Issuing Authority	

Current Occupation

Young Professional		Post - Doctoral Researcher	
PhD Candidate		MA Candidate	
Other (please specify)			

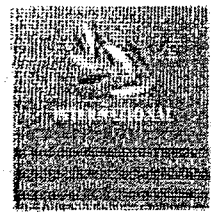
Title/ Position	
Organization	

Academic Background (University)

Field of Study	
Degree Earned/ Expected	

Languages

English		Other	
Mother Tongue			



2nd International Cultural Academy

Public and Cultural Diplomacy

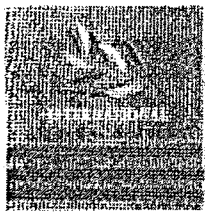
in times of crisis

Work Experience

Please state the reasons for wishing to attend the 2nd International Cultural Academy (300 words)

How did you learn about the 2nd International Cultural Academy in Rhodes?

Through Internet	
Posters	
Professors	
Friends	
Other (please specify)	



2nd International Cultural Academy

Public and Cultural Diplomacy

in times of crisis

Please attach:

1	Curriculum Vitae	
2	Abstract of your presentation (300 words) (optional)	
3	Any other information you consider relevant	

Please submit the application form to:

International Academy's Team, Hellenic Foundation for Culture
Email: culture@hfc.gr
50, Stratigou Kallari, P.Psychico 154 52, Athens, Greece
Tel.: +30 2106776540 (ext. 305)
www.hfc-worldwide.org

Date:

Signature:

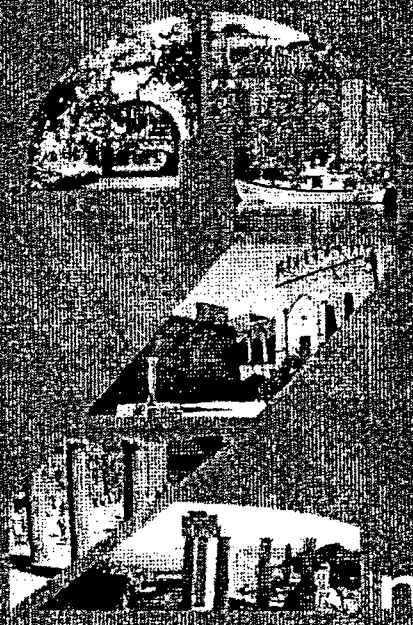
HELLENIC FOUNDATION FOR CULTURE

In cooperation with

CENTRE OF EASTERN STUDIES FOR CULTURE AND COMMUNICATION

INSTITUTE OF INTERNATIONAL RELATIONS

MUNICIPALITY OF RHODES



2nd International Cultural Academy

PUBLIC & CULTURAL DIPLOMACY

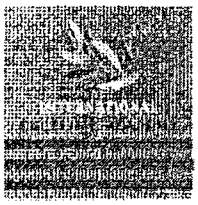
IN TIMES OF CRISIS

Rhodes - Greece

22 – 26 October 2015

Rhodes 2021

EUROPEAN CAPITAL OF CULTURE CANDIDATE CITY



The **2nd International Cultural Academy** is organized by the **Hellenic Foundation for Culture in Rhodes**, Greece, in cooperation with the **Municipality of Rhodes**, the **Institute of International Relations** and the **Centre of Eastern Studies for Culture and Communication**.

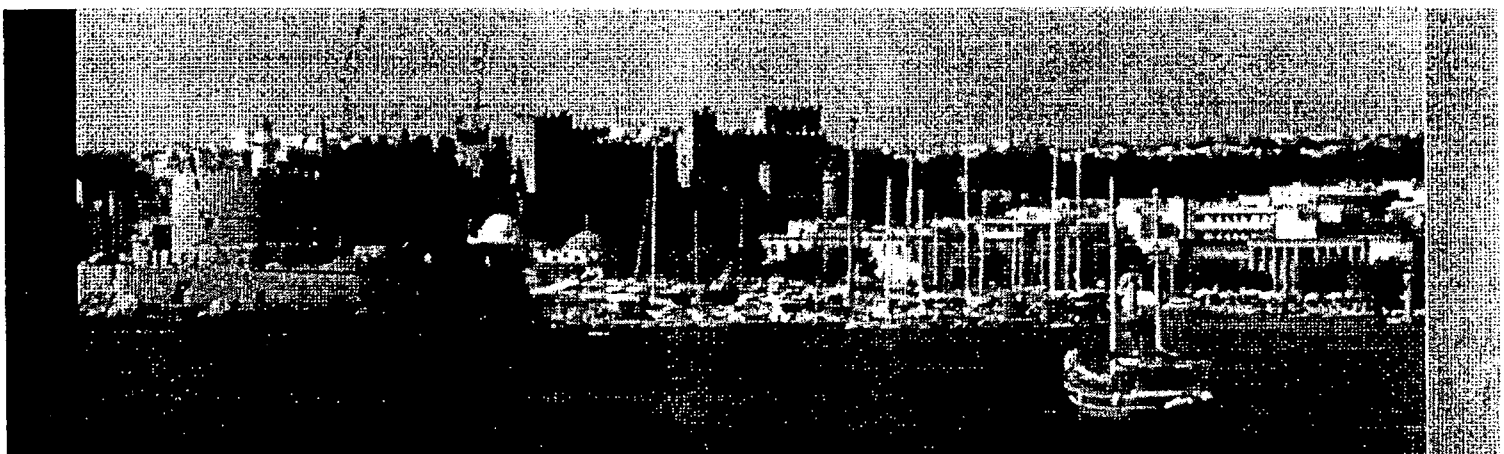
The International Cultural Academy 2015 in Rhodes aims at bringing young researchers and diplomats, practitioners and students from interdisciplinary fields and settings to discuss and share theory, research and best practices and foster a dialogue on issues related to **Public and Cultural Diplomacy**. This year the academic event will be focused on the crisis throughout the European Union and its potential to generate positive developments for the European future. This financial crisis has political aspects and certainly a cultural background as well as an impact on peoples' life and their culture. During the Academy participants will cover a variety of topics and will develop their practical skills and knowledge through case studies. The Academy offers diverse subjects focused on the political, cultural and economic environment in the Mediterranean space and Europe. The participants will familiarize themselves with the fundamentals of cultural diplomacy and with its applications as well as the way of thought and function of European cultural institutes.

This academy is targeted at people starting a PhD, researchers from academia, professionals from the cultural field and junior diplomats. Since 2014 the Academy provides a setting for discussion between graduates, professionals and professors on the power of culture, communication, strategy and diplomacy. The international event is also expected to inform the participants about the means and tools available for sharing fresh and innovative ways to adapt to the new reality of the globalization era. Apart from providing an excellent forum for networking, the participants will have the chance to present their academic work* and to discuss their ideas and experiences with academics and professionals. The International Academy offers information and concrete knowledge to the international and academic community on the current and future challenges and opportunities for peace building, cultural heritage and intercultural dialogue.

At the end of the International Cultural Academy in Rhodes each participant will receive a signed certificate of attendance. The participants' presentations will be published in an edited electronic publication of the institutions co-organizing the event.

**10 minute presentation*

FB: Public and Cultural Diplomacy Academy



The general themes that will be covered are the following:

- **European Crisis as an Economic, Political and Cultural Question**
- **Cultural Heritage as a Diplomacy Tool**
- **Globalization and Cultural Diplomacy**
- **The role of Cultural Diplomacy in Grand Strategy**
- **Environmental Diplomacy Initiatives**

The workshops will be held in the morning, while in the afternoon there will be practical exercises, group discussions, film viewing, etc.

Participants who wish to present their academic work must send an abstract (300 words) from one of the following fields:

Public Diplomacy / Cultural Heritage and International Law / People to People Diplomacy and Active Citizenship / Cultural Management, Creative Industries and Entrepreneurship / International Case Studies of Cultural Diplomacy / Cultural Policies and Institutions in the European Union / Cultural Heritage in Warfare / Religion and Cultural Diplomacy / Models of Cultural Diplomacy / The Private Sector and Cultural Diplomacy / From Cultural Imperialism to Cultural Relations / Non-state actors and modes of diplomacy / Culture and Tourism / Museums as Platforms / UNESCO and Peace Building / Visual Culture and Media Industry / Educational Exchanges and Innovation / International Relations through Music / European Capitals of Culture Initiatives / The Role of European Union Institutions of Culture / Sport Diplomacy and the Olympic Games / Media and Real-Time Diplomacy / Diaspora / Branding

At the International Academy 2015 in Rhodes

- We will examine the sectors in which cultural and public diplomacy can be exercised and investigate modes of implementation.
- We will think critically about the conditions and opportunities for and practical approaches to maximizing the impact of cultural diplomacy.
- Concepts and theories will be examined inter-disciplinarily and we will use case studies and the experience of seasoned practitioners to discuss strategies for cultural diplomacy.

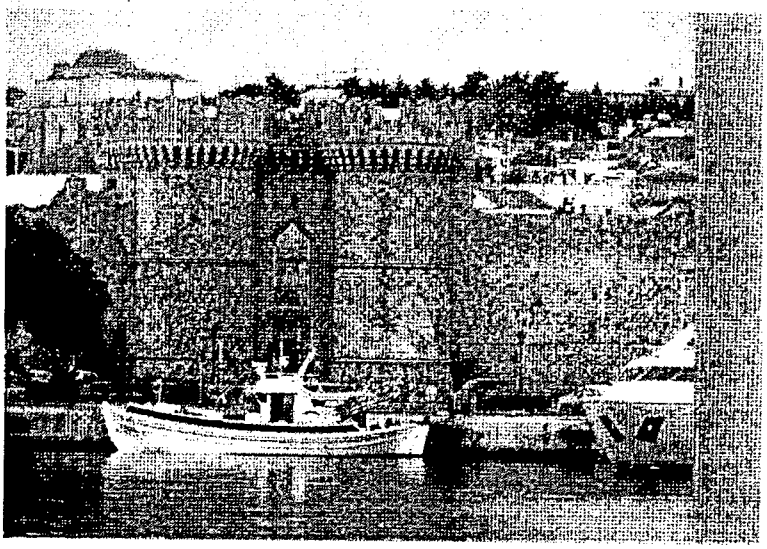
As a result:

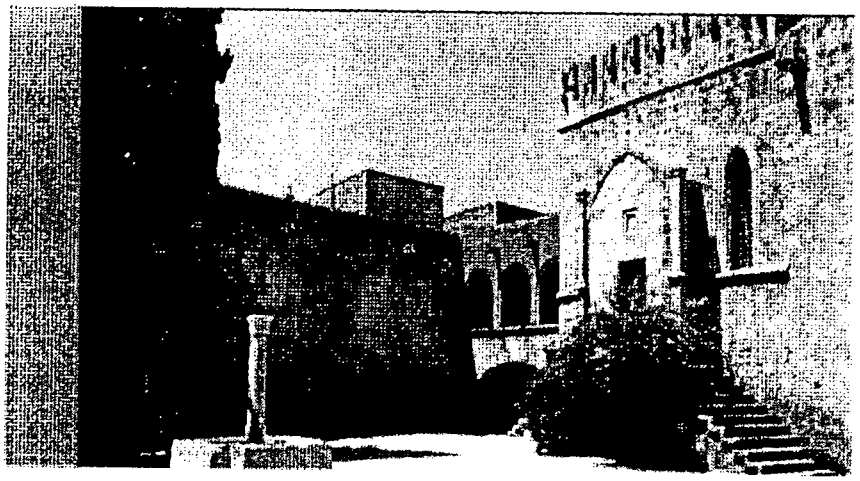
- We will conceptually and theoretically come to a better understanding of what Cultural Diplomacy is and why it has come to play such an important role in foreign policy.
- We will sharpen the competences, which are indispensible for dealing with such issues.

At the end of the Academy each participant will receive a signed certificate of attendance. The presentations will be published in an edited electronic publication of the institutions co-organising the event.

Rhodes Island

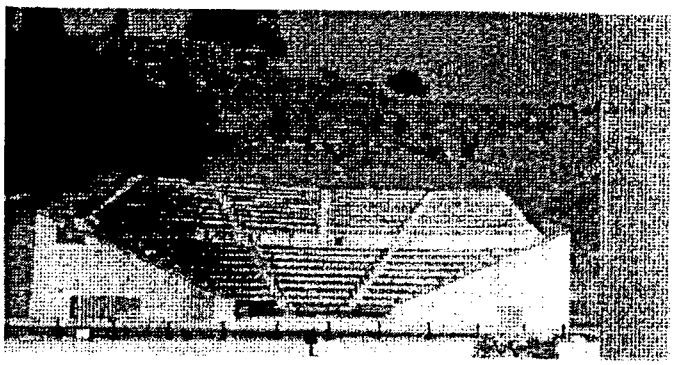
The island of Rhodes is located in the Dodecanese island chain at the crossroads of two major sea routes of the Mediterranean between the Aegean Sea and the coast of the Middle East. The history of Rhodes goes back 4000 years, and the island was at different times under the Byzantine, Frankish, Ottoman and Italian rule.

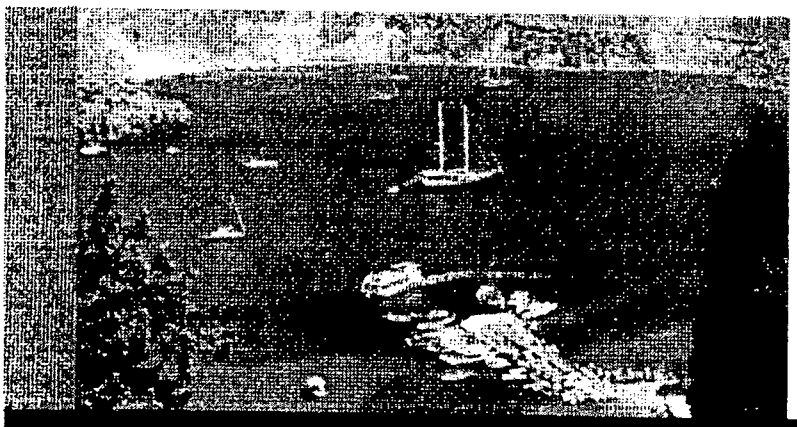




As a result, well-preserved monuments from different historical periods make the island particularly interesting for visitors. Some of the sights include the Old Town (constructed in 1309 AD by the Knights of Saint John of Jerusalem who had conquered Rhodes) and the Monte Smith Hill (marks the site of the Acropolis, one of the most important centers of worship, education and recreation in 3rd century BC, hosting a Hellenistic stadium and a gymnasium).

The Old Town of Rhodes was designated a World Heritage site by UNESCO in 1988. Rhodes is currently claiming the title of the European Capital of Culture for 2021. Moreover, the island offers a range of walking tours, such as the Valley of the Butterflies, the Seven Springs and the Rodini Park. In the fall, Rhodes hosts a number of saints festivals, which feature traditional dances and during which scents, colors and music flood the roads of Rhodes. Nowadays, Rhodes hosts over 2 million visitors every year and its permanent population is 115.000.





Rhodes has established cooperation in the fields of commerce, tourism with other countries and cities such as *Conches* France, *Palma de Majorca* in Spain, *Braunfel* in Germany, *Limassol* in Cyprus, *Visby* (Gotland) in Sweden, *Roses* in Spain, *Valetta* in Malta, *Yalta* in Crimea, *Avila* in Spain, *Pisa* in Italy, *Perth* in Australia, the *State of Rhode* Island USA, the city of Greece in the USA, and the city of Puebla in Mexico.

How to Apply

Applicants should be graduate or post graduate students working towards Masters or Ph.D. degrees, junior researchers, cultural managers and young diplomats. All applicants should be fluent in English.

Eligibility

The International Academy invites students and researchers of social and political sciences, humanities and economics, young diplomats and cultural managers to participate by filling out the application form and sending a CV. Participants who wish to present their academic work must send an abstract (300 words) to the address: culture@hfc.gr

Fees:

The fees are 300 euro and cover:

- Accommodation at a hotel close to the city center of Rhodes (shared accommodation in a double occupancy room).
- Breakfast, lunch and dinner.
- Excursions, cultural, social and extra-curricular activities.
- Study material

Further Inquiries and application forms:

For further inquiries please contact:
Ms. Mersilia Anastasiadou, Academic Coordinator
International Academy's Team
Hellenic Foundation for Culture, www.hfc-worldwide.org
Email: culture@hfc.gr
Tel.: +30 2106776540 (ext. 305)

Application deadlines: **Friday, 25 September 2015**

Please submit the application electronically (culture@hfc.gr) by Friday September 25, 2015. Places are limited and will be awarded on merit. Early applications are strongly encouraged.
Decisions will be mailed out till Monday, September 28, 2015. Admitted foreign students will be provided with all necessary documentation in support of a visa application, if this is needed.

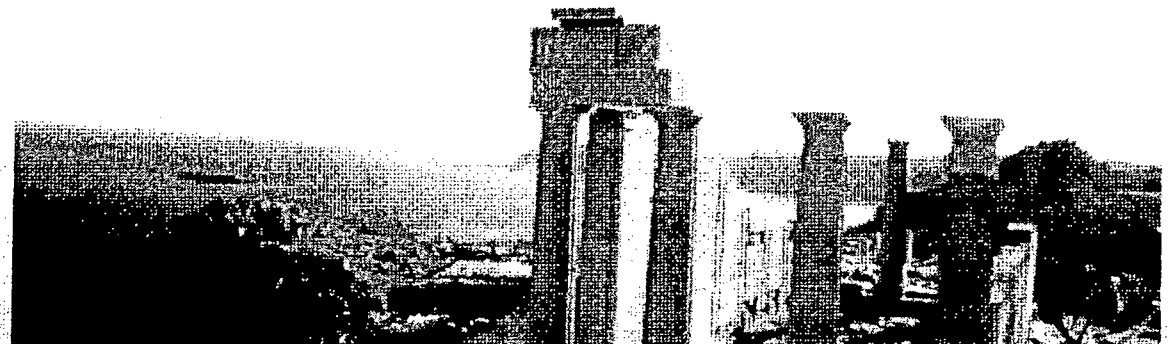
Some words on public and cultural diplomacy...

Diplomacy is, and always has been, the means to effect foreign policy – the way for countries and states to exert political influence and promote their interests internationally. Although war has been referred to as "diplomacy by other means," we tend to think of diplomacy as comprising the non-violent means available to states for exercising foreign policy. These means can be formal and informal, the cultivation of goodwill in the social, political, economic and cultural space of another state entity and the use of **cultural capital** to promote the image and influence of a state abroad, often referred to as "soft power."

In this context, **public diplomacy** has played and plays an important role in serving the interests and promoting the influence of individual actors. Language institutes, journalists, university programs and exchange, the arts, technology and innovation are among the various means employed in public diplomacy. Natural disasters may also provide a venue for the exercise of public diplomacy, by offering the possibility to cultivate a positive image of a state providing humanitarian assistance, as well as to build connections, communication and solidarity.

Foreign policy, as carried out through **cultural diplomacy** of a country, seeks to communicate the importance, goodwill and prestige of the relevant state entity to its audience, in order to influence developments for the benefit of the specific state and its alliances. Moreover this is the role of diplomacy in general, which seeks the execution of foreign policy in such a way as to maximize the mutual benefit of states in the **international system and international society.**

When we investigate cultural diplomacy, we are considering culture as an integral feature of foreign policy, contributing to the projection of the image and the interests of the state in its external relations. *The image of a country is an ongoing reality or reality construction of modern international politics, and one that is able to influence developments negatively or positively, to stabilize situations or dramatically overturn structures.*



Hellenic Foundation for Culture

The ***Hellenic Foundation for Culture*** was established in 1992 as the center for Greek external cultural and educational policy. It initiates intercultural dialogue through cultural and educational exchanges, generating interest for Greece abroad. Its is involved worldwide, working with networks of culture, media and politics and focusing on multilateral cooperation.

http://hfc-worldwide.org/ / FB: Hellenic Foundation for Culture - Worldwide /

FB: Public and Cultural Diplomacy Academy

Municipality of Rhodes

Rhodes is the largest island in the Dodecanese. Its capital city, located at its northern tip, is the capital of the Prefecture with the Medieval Town in its center. The logo of the Municipality (seen first page) it is inspired by an ancient coin baring the head of god Helios. The transcript writes "Demos Rodion" which means City of the Rhodians, as the city of Rhodes was known, since its foundation in 408 BC, during the classical and hellenistic years.

www.rhodes.gr/en / FB: Rhodes 2021 - Ρόδος 2021

Institute of International Relations

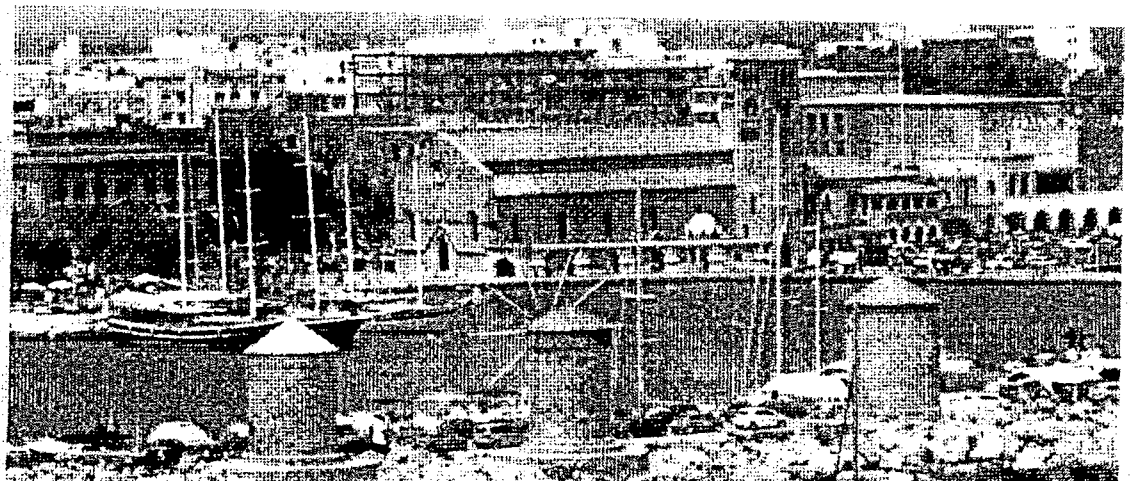
The ***Institute of International Relations,*** which was founded in 1989, is the oldest academic Greek institute of its kind, coordinating research and educational work in the field of international relations and affiliated with the Department of International, European and Regional Studies at Panteion University of Social and Political Sciences. The Institute has since its inception been engaged in the study and analysis of themes in international and European politics on the domestic as well as the international level.

http://www.idis.gr / FB: Institute of International Relations / deca@idis.gr

Centre of Eastern Studies for Culture and Communication

The ***Centre of Eastern Studies for Culture and Communication*** is a research center of the School of International Studies, Media and Culture, Panteion University of Social and Political Sciences. The Centre aims at carrying out research on Near and Middle East, Central Asia, South Caucasus and Southeastern Mediterranean, covering a variety of thematic categories such as international politics, economy, society, culture, strategy, technology, history and religion.

www.kans.gr / info@kans.gr



INTERNATIONAL

Cultural horizons beyond time, perceptions and geography

Hellenic Foundation For Culture
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Web: hfc-worldwide.org