



European Public Diplomacy in the 21st Century

**Palacio de la Magdalena,
Santander, Cantabria, Spain**

5, 6 y 7 september 2022

Directors

Inma Valencia Bayón

Directora de la Oficina del Gobierno de Cantabria en Bruselas

Rosa Valdés Huidobro

Directora General de Administración Local, Acción Exterior y Casas de Cantabria

Sponsor



Description

The Treaty of Lisbon implies a reorganisation to give greater impetus to the European Union's external policy and action, including its public diplomacy.

Public diplomacy is diplomatic activity and an international political communication activity that seeks to create a positive image and/or political influence, in order to contribute to the achievement of foreign policy objectives. As Joseph Nye would say, it works as a tool to enhance soft power: a type of power based on the capacity for attraction, influence and persuasion that occurs indirectly when resources such as culture, principles, foreign policy strategies and institutions are mobilised.

The European Union, precisely, is an international power associated with the concept of soft power, and its public diplomacy has received increasing academic attention in recent years.

The seminar aims to analyse the European Union's public diplomacy as part of its foreign policy and action, and to do so from different perspectives: from city or regional diplomacy to cultural, environmental and commercial diplomacy and its important role as the main donor of official development aid.

The seminar will analyse different public diplomacy activities such as media diplomacy, which refers to information and strategic communication actions that are developed in the short term (speeches, statements, press releases, brochures, articles published in own institutional media or in foreign media, websites, social networks, press conferences, seminars, media events, media appearances, interviews); cultural diplomacy, which covers exchanges and actions related to science, education and culture (languages, literature, cinema, music, art); niche diplomacy, which involves specialising in functional or geographical areas (examples of this type of public diplomacy are development cooperation or cooperation between partners); and place branding, which consists of developing strategies to present and sell an attractive and specific image at the international level, whether for a country (nation branding), region (region branding) or city (city branding).

The seminar is organised in four sessions that respond to these different strands :

- During the session « media diplomacy » will be analysed the actions taken by European political leaders, at all levels, and their spokespersons, by diplomats and embassy press officers).
- At the session devoted to « cultural diplomacy », will be discussed the activities to promote dialogue, knowledge and mutual benefit, creating positive and lasting relations between citizens of different origins, as well as between institutions and foreign citizens.).
- The session on « niche diplomacy » will deal with specialisation in functional or geographical areas. Functional specialisation being carried out by selecting issues or problems to address, and geographical specialisation by focusing on specific geographical areas or segments of the population
- The « place branding » session will analyse the actions to help improve the economy, business, foreign trade and tourism of a place.

Agenda

5th September

10:30 Inauguration by the President of the Government of Cantabria and the Minister of Foreign Affairs of the Government of Spain.

11:30 Presentation of the agenda and objectives of the seminar.

Rosa Valdés, Director General of Local Administration, External Action and Casas de Cantabria.

Inma Valencia Bayón, Director of the Office of the Government of Cantabria in Brussels.

12:00 Opening session: "The EU in the world: towards a European diplomacy".

Diego MELLADO, Head of Division, Communication and Public Diplomacy, European External Action Service

13:00 Debate

16:00-17:30 Session I "Media Diplomacy", moderated by Rosa Valdés Huidobro

Carlos MARTIN RUIZ DE GORDEJUELA, Political & Economic Intelligence Analyst, Directorate General Communication, European Commission

Jaume DUCH, Director of DG Communication and Spokesman, European Parliament

Catalina GUERRERO, EFE Brussels Delegate

Ana Belén VÁZQUEZ GONZÁLEZ, Director of the REPER Communication Office

17:30-18:00 Debate

6th September

10:00-12:00 Session II "Cultural Diplomacy", moderated by Inma Valencia Bayón

Giannalia COGLIANDRO, ENCATC Secretary General

Francisco Javier LÓPEZ MARCANO, Regional Minister for Industry, Tourism, Innovation, Transport and Trade of the Government of Cantabria

Liliana TUROIU, Cultural Diplomat and PhD Researcher, Former President of the Romanian Cultural Institute (2017-2019)

Annick SCHRAMME, Academic Director of the Master in Cultural Management, Antwerp Management School

12:00-13:00 Debate

16:00-17:30 Session III "Niche Diplomacy", moderated by Rosa Valdés Huidobro

Carlos BUHIGAS SCHUBERT, Founder of Col-Lab

Inma VALENCIA BAYON, Government of Cantabria, Brussels office director

Niclas FJELLSTRÖM, Global Coordinator of Culinary Heritage

17:30-18:00 Debate

7th September

10:00-12:00 Session IV "Place branding", moderated by Inma Valencia Bayón

Jesús COLLADO, Researcher of the Chair of Image and Regional Projection of the UC

Julio CERVIÑO, Professor of Marketing and Market Research in the Department of Business Economics at the Carlos III University.

Daniel PEREZ GONZALEZ, Vice-rector of Knowledge Transfer and Entrepreneurship of the University of Cantabria.

12:00-13:00 Debate and final conclusions

13:00 Closure by the Regional Minister of Presidency, Interior, Justice and External Action of the Government of Cantabria and the Secretary of State for the EU.