

Cultural Diplomacy in the Mediterranean

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1. Introduction: Cultural Diplomacy in the Mediterranean

“Speaking of the Mediterranean is not only about history but of our humanity”¹

As the cradle of the three main monotheist religions, the Mediterranean historically has served as the theatre for conflicts. One can trace conflicts in the Middle East, North Africa and the Balkans to major political developments in the Mediterranean region: the collapse of the Ottoman and Habsburg Empires, followed by European colonization and economic hegemony, which resulted in new borders and the rise of Mediterranean nation-states. This placed historical enemies under single banners causing ongoing disputes within these new countries and across the newly-drawn borders.

The resulting issues of territory, identity and sovereignty have given rise to a series of troubles that have embroiled ethnic minorities, nationalist movements and governments. The Israeli-Palestinian conflict and the Greece and Turkey dispute over Cyprus are two of the better known contemporary examples while the breakup of Yugoslavia and the Algerian war of independence are prime examples in the not so distant past. The Mediterranean also represents a microcosm for the vast disparities between the northern and southern hemispheres regarding economic and social development.

In 1995, the European-Mediterranean Partnership began. It followed the Barcelona Euro-Mediterranean Conference and came to be the Union for the Mediterranean. Through the Partnership's security and political dialogue, it laid the foundation for an economic cooperation in the hopes that creating economic stability will help pave the way to political and social stability. While it is true that Mediterranean countries have a long way to go in terms of democracy, human rights, development, and reconciliation, many have seen recent developments like the Arab Spring as positive indicators for the future.

In November 2005, a decade after the beginning of the Euro-Mediterranean Partnership, political leaders met in Barcelona to examine the progress each had made in regional integration. The summit intended to revise the Partnership in light of the important changes that occurred both internationally as well as within the European Cooperation regarding migration and security issues. The 2005 summit thus breathed new life into the Partnership and continued to move the process of Mediterranean integration forward.

At the Paris Summit in July 2008, the leaders of the Euro-Mediterranean Partnership decided to launch the Union for the Mediterranean (UfM) as a framework for political, economic and social relations between the European Union and the Southern and Eastern Mediterranean Countries. The aim of the UfM is to work towards creating an area of peace, stability, security and shared economic prosperity, as well as full respect of democratic principles, human rights and the promotion of understanding between cultures and civilizations in the Euro-Mediterranean region. The main organ of the UfM is the Secretariat established in 2010 and based in Barcelona. The first Secretary General is Amb. Youssef Amrani, appointed in 2011.

Additionally in 2008, the European Commission launched the “Mediterranean Sea Basin Programme” within the framework of the European Neighborhood Policy. The Programme is a multilateral cross-border initiative that aims to reinforce cooperation between European Union and partner countries along the shores of the Mediterranean Sea. Some of the priorities of the programme include cultural dialogue, the promotion of socio-economic development, environmental sustainability and the free mobility of persons, goods and capitals. The Programme will support projects related to these goals, organized by public and/or private actors including regional and local public authorities, NGOs, associations, development agencies, universities and research institutes, and companies.

The Euro-Mediterranean Partnership also has taken decisive steps in expanding its sphere of influence beyond the political and into civil society. In 2005, the Anna Lindh Foundation was established to oversee civil society initiatives in the Euro-Mediterranean region and since then it has developed into the main cultural diplomacy institution for this part of the world. The main scope of the Foundation is forging mutual respect by overcoming the misunderstandings and stereotypes which affect relations

1 Italy and the Euro- Mediterranean dialogue, Dossier Farnesina, Voices edition, 2006, pg. 3

between and within societies of this region. The Foundation works to restore trust and dialogue and to promote diversity and coexistence in order to reduce the gaps in mutual perceptions. The main accomplishment of Anna Lindh Foundation has been to develop a region-wide network of over 3000 civil society organizations that are working to bring people from across the Mediterranean together in order to improve mutual respect between cultures. Institutions like the Anna Lindh Foundation combined with initiatives like the Mediterranean Sea Basin Cross-border Programme demonstrate that cultural diplomacy plays a major role in the Euro-Mediterranean Partnership. Through the initiation of various programmes, international institutions, national governments and civil society organizations have recognized the importance of cultural diplomacy and its ability to facilitate integration in the Mediterranean.

Thus, cultural diplomacy programmes exist on many levels. For the purpose of this report, the research presented below focuses on the national government level, examining public initiatives from each Mediterranean country.

2. Methodology

In terms of country selection, this report looked to the Euro-Mediterranean Partnership. Currently, the Partnership includes the 27 European Union member states along with 16 countries which, in this context, comprise the Mediterranean region: Albania, Algeria, Bosnia and Herzegovina, Croatia, Egypt, Israel, Jordan, Lebanon, Mauritania, Monaco, Montenegro, Morocco, the Palestinian Authority, Syria, Tunisia and Turkey. Thus, the scope for this single initiative is quite large and as such, this report is an ongoing project to which research will be added in the future. Currently, the first section, focused on cultural diplomacy initiatives by European Union member states in the Mediterranean, includes Spain, France, Italy, and Slovenia. The second section, focused on cultural diplomacy within the Mediterranean itself, includes Turkey and Bosnia and Herzegovina. The countries were selected at random with no particular bias to any one country. The intention is to continue to develop this report to include all 27 EU member countries with their corresponding cultural diplomacy initiatives in the Mediterranean region, and all 16 Mediterranean countries with their cultural diplomacy initiatives.

Regarding the cultural diplomacy initiatives that are included under each country, the research focused on public programmes, or programmes with some public component. The primary source of information was official websites for the programmes and therefore the information is presented from this perspective. A future hope is that eventually this research will grow to include independent assessments by third party sources where possible.

3. France and Cultural Diplomacy in the Mediterranean

3.1 France: Introduction

French cultural outreach initiatives are based on a long historical tradition going back to the *ancien régime* (from the 15th to the 18th century). During this period, close relationships were maintained between diplomacy and culture and the influence of the language and the French culture was impressed worldwide.

Throughout 19th century, diplomacy and cultural initiatives worked together. In 1883, the French alliance was set up to promote and spread French language and culture abroad. It was created to pick up after the French defeat in 1870 by strengthening the influence of French culture abroad, particularly French enlightenment philosophy. At the end of the First World War, France revitalized its outreach initiatives and created the French association of expansion and artistic exchanges in 1992.

Nowadays in France, the cultural aspect is still considered as one of the 5 elementary pillars of diplomacy. For many years, the Ministry of Foreign Affairs is leading active cultural and scientific outreach initiatives in diplomacy. The main objective is to solidify the position of France as a leader in the fields of the language, culture, communication, higher education and research. The Ministry relies on a broad network of embassy cooperation and cultural institutions services as well as on multiple actors (*opérateurs*) (Association française d'action artistique, TV5, RFI, Alliance française de Paris, Edufrance). In 2005, it succeeded in mobilizing actions in developing or in transition countries around €350 Billion pursuing two priorities: the promotion of the cultural diversity and the reinforcement of French territory attractiveness for students and research workers.

Nowadays the role and position of a country in the world can no longer be estimated solely by the strength of its economy, its military abilities, and its position in international governance institutions. It also relies on the seductive power of its ideas, knowledge and culture. In this field France holds a privileged position.

Cultural Diplomacy in the Mediterranean

In the last decade, France has initiated a reinforcement of cultural diplomacy towards Mediterranean countries. After the decolonization period in 1962, France lost much of its historically-based influence in the region. However, the country intended to reestablish it through a substitution of its former colonial Arab politic to a politic of cooperation with the new states. To maintain its political power, France took on an intermediary role between these states and the West. After the end of the Cold War, France continued to play a leading role in the region. Along with Spain, France initiated the Euro-Mediterranean Process at a crucial pivoting point in history : it followed the end of the Gulf War and the signing of the Oslo Peace Agreement, as well as the eastern and central enlargement of the EU.

The following projects are a sampling of numerous initiatives France has undertaken in the Mediterranean region.

3.2 France: Culture Diplomacy Projects in the Mediterranean

CULTURAL COUNCIL OF THE UNION FOR THE MEDITERRANEAN

Project Details

Country: France
Telephone: +331 58 36 27 374
Email: Unlisted
Website: www.conseilculturel-upm.gouv.fr
Sponsored by: Government of France

Organisation Description

The Cultural Council of the Union for the Mediterranean was created in December 2008 on the initiative of the French President Nicolas Sarkozy. Renaud Muselier, former Minister and Vice President of the Commission of Foreign Affairs of the National Assembly, accepted the post of Council President. Ultimately, the Council endeavors to bring about unity and peace in the Mediterranean region.

The Cultural Council is composed by a secretariat general, a strategic committee and a think tank. The strategic committee is the decision-making body. It adopts the principles of the Cultural Council, validates its leanings, certifies the projects submitted and may be proactive for structural projects.

Project Description

The Union for the Mediterranean project (UfM) brings a new impulse to the Euro-Mediterranean process by emphasising the importance of an equal dialogue between states from the two shores. This project provides an answer for many of the crucial challenges facing the Mediterranean region, such as space development, water cleanup, forest firefighting and solar energy. Despite the size of the UfM project and the clear cultural element to it, the project was not considered of the utmost importance during Paris Summit in July 2008.

Aims of the Project

The purpose of the project is to work towards difusing identity conflicts in the Mediterranean area. In approaching the issue, the project encourages the sharing of knowledge, traditions and arts as a way of building understanding and acceptance of cultural identities among the people of the Mediterranean region.

Relevance as Cultural Diplomacy

This project has relevance as a form of cultural diplomacy because it provides the Mediterranean area with a forum in which aspects of culture can be discussed, shared and debated. Indeed the cultural council would like to work nearby all actors, already strongly involved, which considered that a new federal impetus must be given to this cultural dimension. It will work on the other hand in harmony with the activities carried out within the framework of the organisation of the event "Marseille Provence 2013, European capital of culture."

MEDITERRANEAN WORKSHOPS-LES ATELIERS DE LA MEDITERRANEE-MARSEILLE PROVENCE 2013

Project Details

Country: France
Telephone: +334 91 13 20 13
Email: Unlisted
Website: <http://www.marseille-provence2013.fr/>
Sponsored by: Government of France

Organisation Description

Founded on January 26th 2007, *Les ateliers de la mediterranee* forms an integral part of the regeneration of the Marseille-Provence area that has come about as a result of Marseille being awarded European Capital of Culture 2013. It involves a number of inter-cultural workshops that aim to break down the maetaphorical barriers between different ethnic cultures and build a mutual appreciation of others' traditions.

Project Description

The mission is to create a great cultural event on an international dimension by:

- Representing all cultural identities in the region
- Contributing to the cultural constituent of the Euro-Mediterranean Partnership through a dialogue of culture between Europe and the Mediterranean
- Bringing together all the actors involved on a same project
- Producing cultural, economic, urban and social improvements to the region in a sustainable manner, with the purpose of attracting more tourism and international interest in the region.

Aims of the Project

- Support the creation and spread of all forms of arts by working with artists from Mediterranean and European countries
- Develop the cultural and artistic potential of the territory and contribute to increase the long term international influence
- Innovate in terms of both culture integration in the public sphere and the relationship between culture and society
- Involve citizens of the Marseille-Provence 2013 region, through a participative approach and a preferential access to the events
- Create with Marseille-Provence 2013 project an exemplary project in terms of collective governance
- Increase dramatically the number of visitors in the territory and work to make this increase permanent and sustainable
- Give an international, creative and friendly image of the territory

Relevance as Cultural Diplomacy

All the partners aim to maintain the role of culture as a fore of the sustainable transformation of the region from an economic, urban and social point of view. This view is consistent in making Marseille-Provence 2013 a leading territory in the Euro-Mediterranean zone; a true platform of interaction, exchanges and development.

OFFICE MEDITERRANEAN DE LA JEUNESSE-MEDITERRANEAN OFFICE FOR YOUTH

Project Details

Country: France

Telephone: +33 1 53 63 35 00

Email: Unlisted

Website: <http://www.officemediterraneendelajeunesse.org/>

Sponsored by: Campus France and the French Ministry of Foreign Affairs

Organisation Description

Organised by Campus France and the Ministry of Foreign Affairs, the Mediterranean Office for Youth is a new organisation supported by the European Commission. This office was brought into existence in order to increase opportunities and mobility of young people living in the Mediterranean region. The work of the organisation takes place in 16 countries: Albania, Bosnia and Herzegovina, Cyprus, Croatia, Egypt, Spain, France, Greece, Italy, Lebanon, Morocco, Malta, Montenegro, Slovenia, Tunisia and Turkey.

Project Description

Only certain branches of the programme are being trialled initially as part of a three-year experimentation period. The pilot program is aimed at increasing the mobility of students and young professionals. The purpose of this is to promote these students so they may be able to attain high-flying careers within the Mediterranean region.

The project aims to make information about all mobility programs within the Mediterranean sphere much more readily available to participants, and plans to make easier administrative proceedings for participating, grant-holding students to enter into and subsequently stay in Mediterranean states.

Aims of the Project

The Mediterranean Office for Youth (MOY) is a non-profitable organisation which aims to promote mobility and opportunities for the youth of Mediterranean states within the surrounding area. In order to implement its missions, the MOY receives voluntary financial contributions from participating states, international organisations and individual contributors.

Relevance as Cultural Diplomacy

The unity of the 16 countries involved in this programme demonstrates that there is a clear aspect of diplomacy coming about as a result of this. The focus on the youth and on understanding contrasts in traditions also indicates that culture is emphasised and recognised, and is an integral part of the overall programme.

4. Italy and Cultural Diplomacy in the Mediterranean

4.1 Italy: An Introduction

From a geopolitical point of view, Italy faces several challenges regarding its proximity to its Mediterranean neighbors. These include illegal immigration on several fronts as well as ongoing revolutions and civil wars in North Africa, which could potentially undermine Italy's internal stability. Italy not only has a political stake in the Mediterranean region, however, but also a cultural one as well. Through soft power diplomacy via cultural diplomacy vehicles, Italy and the Mediterranean region can continue to build relationships that have the potential to provide mutual, long-term stability.

Cultural Diplomacy in the Mediterranean

The Mediterranean region is host to a rich history with large cultural contributions from the birth of the pre-Hellenic civilization to the beginning of the Modern era. periods of unrest and instability such as inter-religious clashes of the late antiquity, the bloody crusades in the Middle East, the wars between the maritime Republics for the domain of maritime routes. The region also has seen periods of peace, with numerous initiatives aimed at cultural exchange and harmony. As such, one could highlight lively cultural and cosmopolitan atmosphere of Palermo during the Reign of Federico II. During this time, a number of mosques stood next to synagogues and churches, and Sicilians, Saracens, Jews, Normans, Germans and Greeks lived together peaceably. Additionally during this time, the Republic of Venice was a part of a large merchant network that connected the European continent to the Far East, extending through Constantinople all the way to the Kingdom of Kublai Khan, the Mongol emperor. Between the late nineteenth and early twentieth centuries, however, multilateral relations were largely replaced by unilateralism through first, the establishment of colonies and more recently, hegemonic economic practices.

It was not until the 1995 Euro-Mediterranean Conference that Italy began to take on a prominent role in the Mediterranean region. As the Italian Minister of Foreign Affairs stated: "The ability to harness the extraordinary potential opened up by partnerships with emerging economies is one of the levers on which Italy must aim to overcome the situation and start over with enthusiasm and to hold the comparison on a global scale, even beyond the core areas of the European Union and the transatlantic relations"². By emerging economies, Mr. Frattini likely refers to the countries making up the BRICS block (i.e. Brazil, Russia, India, China and South Africa) and the Mediterranean countries. Since the Euro-Mediterranean partnership, Italy has signed a number of economic policies with individual countries in the Mediterranean region.³

While a lot of media attention has been paid to economic diplomacy, Italy also has been involved in many cultural diplomacy initiatives. Part of the role of the Italian Ministry of Foreign Affairs is promoting Italian culture abroad. Such initiatives include:

- Bilateral cooperation programs between universities;
- Bi-multilateral agreements on scientific, technologic and cultural cooperation;
- The organization of major exhibitions abroad (e.g. Islam in Sicily, 2002-2004; Italy-Egypt 2004);
- Supporting public/private partnerships in the field of cultural diplomacy abroad as well as organizations that promote Italian culture and support the Italian diaspora.

The following will highlight some examples of Italian cultural diplomacy in the Mediterranean region, particularly in the areas of North Africa, the Balkans and in the Near East.

² quote from the essay "The economic diplomacy: new challenges and approach" in The International Community by Franco Frattini, Italian Minister of Foreign Affairs, Fasc. 2/2011, Editoriale Scientifica srl, pg. 1

³ For more information, see the paper "Italy and the Euro-Mediterranean Dialogue," prepared by the Italian government and can be found on the government website: <http://www.esteri.it>

4.2 Italy: Culture Diplomacy Projects in the Mediterranean

CULTURAL COOPERATION PROGRAMME BETWEEN THE ITALIAN REPUBLIC AND THE ARAB REPUBLIC OF EGYPT

Project Details

Country: Italy and Egypt

Telephone: None listed

Email: None listed

Website: http://www.sis.gov.eg/En/LastPage.aspx?Category_ID=130,
<http://www.esteri.it/MAE/EN>

Sponsored by: The signatories parties are the Italian Republic and the Arab Republic of Egypt, the respective Universities and Ministries

Organisation Description

There are numerous public and academic institutions involved in this large cooperation programme including University of Cairo, the University of Alexandria the University of Minia, University of Palermo, and Helwan University, as well as the Ministries of Tourism and Foreign Affairs in Italy and Egypt, to name a few.

Description of the Project

Based on the Treaty of Cultural Cooperation signed on January the 8th 1959, the Cultural Cooperation Programme was adopted by the Executive Protocol of Cultural Cooperation for the years 2008-2010. The programme addresses the following policy areas: education, arts and cultural events, archives, protection and integrated management of cultural heritage.

The programme provides the following activities: contacts and exchanges (minimum of 10 days) of teachers and students of the main Italian and Egyptian Universities; joint programs of study (e.g. University of Palermo, Helwan University: Master in Tourism and strategic planning in the Mediterranean basin) through the support of new technologies (Open learning - distance learning) and awarding of scholarships; the creation of a Euro-Mediterranean digital library; participation of both parties to the framework European Tempus III; cultural activities promoted and organized by the Italian Institute of Culture based in Cairo (related in particular to the Italian design) and the Egyptian Arts Academy in Rome; joint production of films; awards of Egyptian-Italian translation of the main works of fiction and nonfiction, among others.

Aims of the Project

The goal of these projects is to help implement a Euro-Mediterranean network for higher education as described by the Conference of Catania in 2003; further the collaboration on audio-visual media as envisaged in the Memorandum of Understanding signed in Cairo in 2004; the strengthening of the Egyptian-Italian cooperation on the protection of human rights through conferences and seminars.

Relevance as Cultural Diplomacy

Each project under this larger Programme is strongly rooted in cultural exchange. The variety of projects demonstrate the many vehicles by which cultural diplomacy can be enacted, thus enhancing the possibility for dialogue among a variety of actors in both countries.

ARS AEVI PROJECT

Country: Italy and Bosnia and Herzegovina
Telephone: +387 33 216 919 (Ars Aevi Museum)
Email: italy@arsaevi.ba
Website: <http://www.arsaevi.ba/EngSve/bienale.html>,
<http://www.arsaevi.ba/EngSve/1rvi%20ArsWEBSa%20LOADOM.swf>
Sponsored by: The Ars Aevi Museum supported by various public and private entities in Italy and Bosnia and Herzegovina

Organisation Description

The Ars Aevi Museum functions as both a multicultural centre and focal point for contemporary art in the world. The Museum has strong partnership links to Italy. One key relationship is with Comune di Venezia and Fondazione Musei Civici di Venezia, as well as with the Italian public who helped launch the World Campaign to support the Ars Aevi Museum.

Project Description

In 2001, private Italian supporters launched the Ars Aevi World Campaign to help fund the construction of the Museum. The Museum is designed to be a complex of buildings, each with its own architect. The first building was designed gratis by a well-known Italian architect, Renzo Piano. Additionally, in 2009, the Ars Aevi Museum collaborated with Comune di Venezia and Fondazione Musei Civici di Venezia on an exhibition of Braco Dimitrijević's work. Dimitrijević is a well-recognized artist in Sarajevo, and the collaborative exhibition gave Italians a chance to view his work.

Aims of the Project

The aims of the project are to:

- Develop a setting to showcase contemporary art and to provide a space for peaceful community exchange in Sarajevo;
- To continue to grow intercultural exchange between Bosnia and Herzegovina and Italy.

Relevance as Cultural Diplomacy

The Ars Aevi Museum as well as the World Campaign serve to make contemporary art from Bosnia and Herzegovina more accessible to other parts of the world, particularly Italy, with which Bosnia and Herzegovina already have a close partnership. This relationship allows for cultural exchange via the medium of art.

PALESTINIAN MUNICIPALITIES SUPPORT PROGRAMME

Project Details

Country: Italy and the Occupied Palestinian Territories

Telephone: None listed

Email: None listed

Website: <http://www.oics.it/index.php/en/pmsp>,
<http://www.itcoop-jer.org/old%20site/alidellacolomba/pmsp.htm>

Sponsored by: various national and international entities

Organisation Description

The primary leader of on this programme is the General Directorate for the Mediterranean and Middle East of the Italian Ministry of Foreign Affairs, in collaboration with the World Bank, European Union and other donors, producing a budget of 25 million euros.

Project Description

The Region Puglia Mediterranean Councilor is supporting a project in the town of Beit Jalla, which has a large Palestinian population. The Puglia Region, and in particular its Tourism Department, will provide support throughout the design phase and conduct a survey on the archaeological and geological site. Moreover, the Public Pugliese Theatre is collaborating with the Cooperative Palestinian Theatre who will take on managing the new theatre once it is open.

Aims of the Project

Specifically, the above project aims to refurbish a communal property to use as a cultural and theatrical centre in order to support the cultural growth of Beit Jalla and provide quality service to the Palestinian population. Broadly, the overall Palestinian Municipalities Support Programme seeks to strengthen technical, administrative, and management capacities of local Palestinian municipalities (Gaza Strip, East Jerusalem, Hebron and Bethlehem) as well as the implementation of cooperation projects between local Palestinian municipalities and Italian counterparts.

Relevance as Cultural Diplomacy

These collaborations both support the arts communities in Italy and the Palestinian diaspora as well as facilitate collaboration and mutual understanding between these communities.

5. Slovenia and Cultural Diplomacy in the Mediterranean

5.1 Slovenia: An Introduction

The Slavic people trace their origins back to the 6th century in the area that is now Slovenia. For hundreds of years, the makings of the current Slovenian identity began to emerge. During the 7th century, Carantania, one of the first Slavic states, developed and remained for nearly two hundred years. It eventually came under German rule along with much of the surrounding region and so it remained until the early 14th century until the territory fell to Hapsburg rule, which would continue until the end of World War I. After this time, the region became a part of Yugoslavia until its dissolution, which led to the founding of Slovenia as an official independent state in June 1991. For a brief history on the Yugoslav War, see the introduction to Chapter 7.

Throughout this political history, culture flourished in the region. There is a strong tradition of the written word dating back to the 16th century when Protestant priest Primož Trubar wrote the first known book in Slovenian. Throughout the centuries up to the present day, the various mediums of the arts have developed, both drawing on the traditions of its neighbors while also developing its own Slovenian style. Presently, Slovenia hosts numerous festivals throughout the year which showcase the range of Slovenian artistic talent.

Cultural Diplomacy in the Mediterranean

Besides the arts, Slovenia has much to offer in terms of higher education. This has been a major gateway by which Slovenia has approached the Mediterranean region. Geographically, Slovenia is one of the closest EU member states to the Mediterranean region, which offers the country the opportunity to play a major role as an intermediary. One way Slovenia has embraced this role is through the Euro-Mediterranean University. In 2008, Slovenia combined its geographic advantage with its strong higher education system became a host country a vast network of academic institutions across Europe and the Mediterranean region.

5.2 Slovenia: Culture Diplomacy Projects in the Mediterranean

EMUNI –EURO-MEDITERRANEAN UNIVERSITY

Project Details

Country: Slovenia

Telephone: +386 592 500 50

Email: Unlisted

Website: <http://www.emuni.si/en/>

Sponsored by: EMUNI Foundation, Government of Slovenia, and the European Commission

Organisation Description

EMUNI is organized by the EMUNI Foundation, and funded jointly by the Government of Slovenia and the European Commission. EMUNI was inaugurated in 2008 in Slovenia as an international, post-graduate and research institution, fully integrated in the Euro-Mediterranean Area. In 2009, it became a legal entity in the Republic of Slovenia. Its president is Prof. Josef Mifsud and it has almost 200 member institutions, including universities and research institutes from around 40 countries.

Project Description

The Euro-Mediterranean University (EMUNI University) is based in Slovenia and is in-line with the overall Euro-Mediterranean Partnership aims. EMUNI was established as an international network of universities with 179 members from 38 countries. In 2009 it was awarded a Lifelong Learning Erasmus Charter. EMUNI is a focal point for international study programmes, research, internships, and conferences, among other academic activities.

Aims of the Project

With an impressive network of partner institutions in the Euro-Med region, EMUNI provides study, research and training programmes for students and staff coming from a wide range of countries. In that sense, it serves to greatly improve cooperation in joint academic and research fields, as well as promoting the goals of the Union for the Mediterranean, including programmes on Maritime and Land Highways, Civil Protection, Alternative Energies: Mediterranean Solar Plan, higher education and research, and the Mediterranean Business Development Initiative (MBDI).

Relevance as Cultural Diplomacy

EMUNI promotes the international sharing of knowledge and expertise as its staff and students come from all over the world. It is, therefore, a place where Mediterranean issues are researched in the best possible conditions. Because it brings people together of diverse ethnicity, religion and nationality, EMUNI encourages intercultural dialogue and is therefore a strong example of cultural diplomacy.

6. Spain and Cultural Diplomacy in the Mediterranean

6.1 Spain: An Introduction

Since the transition to democracy, Spain has taken significant steps in leaving behind its isolationist past and establishing stronger ties in its foreign relations. This has led to a large increase in its cultural actions abroad. Since the 1980s, the priority regions for this new foreign policy has been Europe, Latin-America and the Mediterranean. Spain can provide a key example for how a strong cultural diplomacy policy can be an effective tool in foreign relations.

Over the past couple of decades, Spain's use of cultural diplomacy has shifted. It has moved from a nation branding strategy, aimed at presenting Spain as an attractive touristic destination, to initiatives aimed at promoting mutual understanding with other nations and cultures. Over the past few years, Spain has accelerated this shift to fall in step with the UN Alliance of Civilizations. As such, Spain has expanded its cultural diplomacy efforts beyond its traditional focus on Latin-America and has worked to form closer ties with other regions of the world, particularly the Mediterranean due to the Barcelona Euro-Mediterranean Summit of 1995.

Cultural Diplomacy in the Mediterranean

Upon joining the Euro-Mediterranean Partnership, Spain has launched a cultural diplomacy strategy that establishes itself as a bridge between Europe and the Mediterranean region. Naturally, Spain's geographic position as well as its large Mediterranean migrant population situates the country for such a role. Additionally, the peaceful coexistence between the three major faiths in Toledo and Cordoba could serve as an example for the new Mediterranean multicultural identity.

Hence, particularly in the Mediterranean region, Spain has become a leader in cultural diplomacy as evidenced by the numerous institutions and programmes the country has sponsored over the past decade. These include the Arab House and the Israel-Sefarad House which were created in 2006, and the Mediterranean House created in 2009. The Three Cultures of the Mediterranean Foundation in Seville, although mainly sponsored by the Moroccan Government and the Andalusian Regional Government, has also collaborated tightly with the Spanish Government. The following pages contain an examination of some of the cultural diplomacy programs organized by these institutions.

6.2 Spain: Culture Diplomacy Projects in the Mediterranean

“WE ARE MEDITERRANEAN” – MEDITERRANEAN HOUSE PROGRAMME IN 2010

Project Details

Country: Spain
Telephone: 965 986 464
Email: info@casa-mediterraneo.es
Website: www.casa-mediterraneo.es
Sponsored by: The Spanish Ministry of Foreign Affairs and Cooperation

Organisation Description

The Mediterranean House (in Spanish, Casa Mediterraneo) was created in 2009 as a Public Diplomacy Institution by the Spanish Ministry for Foreign Affairs and Cooperation. Its main purposes are to:

- Foster a Mediterranean identity, by building friendship, trust and cooperation links throughout the Mediterranean Sea;
- Help build bridges between new generations and actors for change and innovation;
- Facilitate the exchange of ideas, points of view and experiences, and thereby contribute to a more united, fair, and strong and balanced Mediterranean region.

Project Description

In 2010 the Mediterranean House launched its first year-long activity programme. The programme was launched with the cooperation of many sponsoring enterprises and partner NGOs. The programme consisted of a series of cultural, sportive and educational activities aiming to bring together citizens from all Mediterranean countries in order to foster a united Mediterranean identity. These included: a sports competition and a drawing award for children from different Mediterranean countries; a journalism award for professionals of all Mediterranean countries; as well as multiple concerts, exhibitions, and film shows. The programme also included a set of conferences uniting experts and members of civil society on different issues such as science and innovation, multicultural dialogue, Mediterranean identity, immigration.

Aims of the Project

The programme pursues the same objectives as the organization itself. Thus, the objectives include enhancing links between the different Mediterranean societies and cultures, and facilitating the exchange of ideas and experiences in order to promote a Mediterranean common identity.

Relevance to Cultural Diplomacy

The Mediterranean House has set ambitious goals regarding cultural diplomacy. Its initial programmes have paved the way for realizing its ambition of fostering better relationships and mutual understanding in the Mediterranean region.

THREE CULTURES CHOIR – CORO TRES CULTURAS

Project Details

Country: Spain
Telephone: 954 08 80 30
Email: via website: <http://www.tresculturas.org/contactoF3C.asp?f3cs=-1577446283>
Website: <http://www.tresculturas.org/index.asp>
Sponsored by: The governments of the Kingdom of Morocco and Spain

Organisation Description

Created in 1999 by the Kingdom of Morocco and the Regional Government of Andalusia (Spain), the Three Cultures of the Mediterranean Foundation was inspired by the Euro-Mediterranean Partnership. The Foundation's main goal is promoting dialogue, peace and tolerance between the peoples of the Mediterranean. The Foundation does this on a variety of political, societal and academic levels. As a larger goal, it seeks to extend this dialogue to all European and Mediterranean countries. Thus, the broader objective is to promote peaceful coexistence between cultures and religions through mutual understanding and the exchange of ideas and experiences between two.

Project Description

In 2003, the Foundation created Coro Tres Culturas, which united young singers from Spain and Morocco, the majority of which were either members of the Youth Andalusian Choir, the Moroccan choir "Les Voix du Coeur," or the Andalusian Youth Orchestra. Over the years the Choir has grown to include singers and musicians from France, Israel and multiple Arab countries and they sing together in Latin, Arab and Hebrew. The aim for the future is for the Choir to expand to include members from all countries of the Mediterranean region.

In April 2011, the Choir celebrated its eighth season with a Concert in Cordoba (Spain) in collaboration with the Sawa Choir from Israel. This concert opened the possibility of collaboration with other Choirs of different Mediterranean countries, thus expanding the experience to many other young singers.

Aims of the Project

The fundamental goal of this project is to bring together young musicians and singers from different Mediterranean countries and, therefore, favor the exchange between the new generations creating an atmosphere of cooperation and unity between young people from around the Mediterranean. It also seeks to promote dialogue on common interests, in this case music, between young Mediterranean people. This program uses music as a cultural diplomacy instrument to create a feeling of common Mediterranean identity.

Relevance as Cultural Diplomacy

This programme used music as a common language to bring together young singers from around the Mediterranean. Thus, it enhances cultural dialogue and unity in this region.

VISAS TO FREEDOM-VISADOS PARA LA LIBERTAD

Project Details

Country: Spain

Telephone: None listed

Email: <http://www.casasefarad-israel.es/es/contacto.aspx>

Website: <http://www.casasefarad-israel.es/es/>

Sponsored by: The Spanish Ministry of Foreign Affairs and Cooperation, the Spanish International Cooperation Agency, and regional and local governments in Madrid

Organisation Description

The Sefarad-Israel House (in Spanish, Casa Sefarad-Israel) is an institutional consortium which was created in 2006 by the Ministry of Foreign Affairs and Cooperation, the Spanish International Cooperation Agency (AECl) and the regional and local governments in Madrid. Its main goals are to:

- Further the study of the legacy of Sephardic culture as a part of Spanish culture;
- Foster a better understanding of Jewish culture;
- Promote the development of the ties of friendship and cooperation between Spanish and Israeli societies.

Casa Sefarad-Israel also aims to become a meeting place for Jews, Israelis and Spaniards in order to promote awareness of the rich historical Sephardic legacy both in Israel and in Spain. The Sefarad-Israel House seeks to be an instrument of cultural diplomacy encouraging the involvement of both public institutions and civil society in the Jewish community and creating links with Israel. To this end, the institution carries out activities in the cultural, scientific, artistic, social, educational and economic spheres.

Project Description

"Visas for Freedom" is an exhibition about the Spanish Diplomats who helped many Jews escape from Nazism during World War II, therefore saving their lives and preserving their freedom. The exhibition has already been shown in many Spanish cities and European capitals.

Aims of the Project

This exhibition intends to be a tribute to these courageous Spanish diplomats and their humanitarian effort, and to serve as an example for future generations of how humanity and solidarity can be a light in the dark periods of history.

Relevance as Cultural Diplomacy

The exhibition seeks to be an instrument of cultural diplomacy by helping to foster the relations between Spain, its Jewish communities, and the State of Israel.

RAMADAN NIGHTS 2010

Project Details

Country: Spain
Telephone: 91 563 30 66
Email: via website: <http://en.casaarabe-ieam.es/formcontacts/show/contact>
Website: <http://www.casaarabe-ieam.es/>
Sponsored by: The Spanish Ministry of Foreign Affairs, the Spanish Agency for International Development, and various community organisations and city councils

Organisation Description

In 2006, the Arab House (in Spanish, Casa Árabe) was created as a consortium formed by the Ministry of Foreign Affairs, the Spanish Agency for International Development, the autonomous communities of Madrid and Andalusia and the city councils of Madrid and Cordoba, the two cities where the Arab House has its headquarters.

The main goal of the Arab House is to strengthen and consolidate the multifaceted relationship between Spain and Arab countries, and to become a reference point for information on the contemporary and historical circumstances of these countries. As such, it pursues three main objectives:

- Spreading knowledge of Arab and Muslim realities in the Spain, and vice versa;
- Serve as a bridge of communication and relationships between the respective societies, in a framework of cooperation and institutional interaction;
- Create an arena of mutual knowledge and shared opinions, a meeting point.

Project Description

In collaboration with Madrid city council and many NGOs, the Arab House organizes the Festival of Ramadan Nights. Many of the cultural and recreational aspects of the religious festival are spread through music, conferences, cinema shows and children's activities. The Ramadan Nights Festival will take place in Madrid, the Canary Islands, where it is organized with the collaboration of African House, and Alicante, with the Mediterranean House support.

Aims of the Project

This programme seeks to introduce the Islamic culture and civilization to the people of Spain, promote the culture of intercommunication among different religions and strengthen human relations among different religious and cultural communities in Spain.

Relevance as Cultural Diplomacy

The Festival of Ramadan Nights is an initiative that presents Muslim culture and traditions to Spanish populations that may not have as much contact with Islam. It offers an occasion to foster dialogue between Muslim and non Muslim population in Spain, therefore enhancing mutual understanding.

7. The Balkans and Cultural Diplomacy

7.1 The Balkans: An Introduction

As with many conflicts in the Mediterranean, the Balkan countries experienced extraordinary levels of violence during the 20th century, in particular at the outbreak of the First World War, and during the re-establishment of borders in the latter half of the era.

The region was then unified under the Kingdom of Serbs, Croats and Slovenes, and renamed Yugoslavia in 1929. During the 2nd World War, the separatist Ustaše movement in the north of the country attempted to create an ethnically pure Croat state, promoting persecution most notably against Serbs, who were sent to concentration camps along with Jews, Romas and anti-fascists.

After 1945 and with the victory of the Allies, Marshall Tito declared the Socialist Federal Republic of Yugoslavia as a federation of six republics: Croatia, Montenegro, Serbia, Slovenia, Bosnia-Herzegovina and Macedonia. It restored stability at first, but growing national and ethnic tensions remained unresolved. In 1989, the fall of the Berlin Wall demonstrated the decline of the Soviet Communist ideology, and marked a shift toward nationalism in the Balkans.

In the 90s, the Federation started to fall apart as Serbian expansion and prominence created secessionist movements. The idea of a 'Greater Serbia' supported by Slobodan Milošević did not please Croatians, Slovenes and Bosnians, and can be said to have contributed to the outbreak of the Yugoslav Wars. The region is known for the notion of 'ethnic cleansing,' which culminated in 1995 when the citizens of the Republic of Serbian Krajina were expunged by the Croats, or when groups of Serbs, led by Ratko Mladić committed the genocide of around 8,000 Muslim Bosnians refueged in Srebrenica.

The International Criminal Tribunal for the former Yugoslavia (or ICTY), which was established by the resolution 827 of the UN Security Council in 1993 was created to prosecute the persons responsible for the crimes committed in the Balkans in the 1990s. The aim of the organization was to render justice, and build sustainable peace in the region. Indeed, the punishment of those responsible, and the recognition of the suffering of the victims is essential to the process of reconciliation. Refugees are gradually returning to their home countries, and economic cooperation is increasing as a result of the Central European Free Trade Agreement.

In 2011, the arrests of Ratko Mladić and Goran Hadžić demonstrated an historical step towards reconciliation, as well as the will of political elite (Serbian president Boris Tadić in this case) to move on to the creation of a new chapter of history.

A number of the countries from the Balkan Peninsula lie within the Mediterranean region as defined by the Euro-Mediterranean Partnership. These countries include Albania, Bosnia and Herzegovina, and Croatia. Currently, this report contains one cultural diplomacy initiative in Bosnia and Herzegovina. Future research is expected to continue to develop the scope of this section.

7.2 Bosnia and Herzegovina

EAST WEST FEST

Project Details

Country: Bosnia and Herzegovina
Telephone: +387 334 451 67
Email: eastwest@eastwest.ba
Website: www.eastwest.ba
Sponsored by: Private sponsorship and public partnerships

Organisation Description

The East West Theatre Company was established in 2005 in Sarajevo. It is a non-profit cultural institution which produces diverse arts programs such as music, films, theatre and visual arts. It also organises shows, discussion meetings, workshops and master-classes. It partners with various ministries within the Bosnia and Herzegovina government, as well as with international entities from many sectors. For instance, it has partnered with the US Embassy, UK Embassy, Norway Embassy, French Embassy, NATO, EUFOR, OSCE, The Council of City of Belgrade, The City of Sarajevo, The City of Zagreb, The City of Ljubljana, the Ministry of Culture of the Federation of Bosnia and Herzegovina and Slovenia and Canton Sarajevo, The Ministry of Civil Affairs of BiH, as well as numerous international festivals and arts organisations.

Project Description

Each summer, the company organises a regional cultural event with a specific theme. In 2009, to celebrate the anniversary of the fall of the Berlin Wall, they hosted the prestigious Schaubühne Berlin, naming project 'East West Fest – Berlin in Sarajevo.' In 2011, the theme was 'Freedom,' and a number of artists from Southern Europe came to promote their work on the subject.

Aims of the Project

The first mission of the East West Fest is to raise awareness of the need for multiculturalism around the world and especially in the Balkans. It aims at promoting equality and diversity in society (ethnicity, religion, gender and sexual orientation)

Relevance as Cultural Diplomacy

The East West Fest is an initiative that attempts to bring high profile directors and artists from the Balkans and everywhere around the world in Sarajevo, a city that was unable to sustain such cultural infrastructures in the past half century. Not only art is an absolute necessity in bringing humanity back in a post conflict society, it is also a vital channel of popular expression in a region that used to have no freedom in that respect. By encouraging the sharing of cultural legacy, history and experiences in a tolerant environment, the East West Fest shows great relevance in building peace and tied links between people.

8. Turkey and Cultural Diplomacy

8.1 Turkey: An Introduction

On 29th October 1923 the Republic of Turkey was established. It had emerged from the collapse of the Ottoman Empire following World War I. This young, new, ethnically homogeneous state is in a unique geographic position, straddling both Europe and Asia, offering the region great geopolitical potential. During the early Republican Period (1924-1945) Turkey would adopt a European-style constitution and a secularist ideology that is relatively unique in a predominantly Muslim country. These components of the early Turkish system, deeply influenced from the political make-up of Europe, would form key components in the Turkish national identity.

Turkish history has been dominated by its position at the gate between Europe and Asia. The culture of the Ottoman Empire was culturally closer to its eastern neighbours. The Ottoman Empire used the Arabic Alphabet as opposed to the Latin, at its own distinct dress-styles, such as the Fez and Islam as the sole major religion. As Turkey developed as an independent nation-state, it moved closer to its western continental neighbour. Like its geographic position, Turkey has culturally straddled maintaining its cultural origins while also maintaining its ambitious path of modernisation mirroring the Europe model. There is great debate both within Turkey as well as the EU of whether these two aspects of Turkish culture are mutually inclusive or mutually exclusive. Given its position and the fascinating number of factors that Turkey is now balancing, it has made cultural diplomacy a large factor in Turkey's domestic and foreign policy.

The following section will take a closer look at cultural diplomacy initiatives in Turkey. Two of these projects are public initiatives while the third is a public/civil society partnership. Civil society in Turkey, namely NGOs and other non-profit organizations, are relatively new when compared to many European countries. Turkey has a deficit in the number of active NGOs and think-tanks and the number dedicated to foster cultural exchange is even fewer. However, Turkey has been very quick in keeping up with the rise and scale of civil society organisations.

8.2 Turkey: Culture Diplomacy Projects

17TH LONDON TURKISH FILM FESTIVAL

Project Details

Country: England

Telephone: +44 207 503 358 4

Email: via website: http://www.ltff.org.uk/contact_us.php

Website: <http://www.ltff.org.uk/>

Sponsored by: The Republic of Turkey Ministry of Culture and Tourism as well as private sponsors

Organisation Description

The first London Turkish Film Festival (LTFF) was held in 1993, and was primarily the brainchild of Vedide Kaymak who is involved in a number of activities that promote Turkish culture in London. Besides a number of large private funders, the Festival is sponsored by the Republic of Turkey Ministry of Culture and Tourism.

Project Description

The Festival has grown into a major cultural event in London. Over the past 17 years, the Festival has developed from a three-day event to a full-scale two week Festival. The Festival provides a means by which a new generation of film-makers of Turkish origin who live and work in Western Europe can reach a large and diverse audience. Over the years, the Festival has presented close to 300 feature and 350 short and documentary films. Additionally, the Festival invites many actors, directors, producers and film makers. Panel discussions are also held as key activities of the festival.

Aims of the Project

The event aims to present the Turkish culture to the English audience, and often focuses on current events happening within the country through the eyes of the artists and directors. The fact that the event receives larger audiences every year helps the project to reach its aim easier. The two competitive awards granted to the film makers raise the interest to the event immensely.

Relevance as Cultural Diplomacy

The London Turkish Film Festival supported by the Turkish ministry of Culture and Tourism aims to give an insight into the Turkish movie scene by supporting the successful film makers through the giving of awards. This serves as a great opportunity to shed a light onto the current events of the country in an artistic way and allow the English audience to get acquainted with it. The panel discussions are also unique platforms to dive deeper into the background and the motives of these films.

EXPO 2020 IZMIR

Project Details

Country: Turkey

Telephone: +90 232 489 81 81

E-mail: expo@izka.org.tr

Website: <http://www.expoizmir.org.tr>, <http://www.bie-paris.org/site/en.html>

Sponsored by: The government of the Republic of Turkey

Organisation Description

The EXPO, or World Fair, is a large international event that takes place every five years and lasts for a total of six months. It brings together members of states, international foundations, non-profit organizations and companies. For over 160 years the EXPOs have been arranged all over the world. The main coordinating body is an international foundation called the Bureau International des Expositions (BIE) in which 157 countries are represented, mainly by ambassadors.

Project Description

Turkey's candidacy for the Expo 2015 was done so with the intention of providing the country with a significant springboard with which its ideas, innovations and culture could be promoted to the world. Previous examples of worldwide Expos, such as China's Shanghai Expo in 2010, have reaped numerous valuable benefits for the host country. Such an exhibition of international technology and culture provides jobs and brings in international interest and potential investment. Izmir in Turkey was a candidate for the 2015 Expo but lost out to Milano, and therefore its subsequent candidacy for the 2020 Expo demonstrates how valuable Turkey considers the hosting of an Expo event to be.

Aims of the Project

- To promote peace and understanding among the participants in an "informal" environment ;
- To support collaboration between the participating parties on the theme picked up by the organization committee of each participant city which has a universal concern ;
- To provide a unique platform for exchange of best practices, ideas and experiences.

Relevance as Cultural Diplomacy

Since the creation of the phenomena in London in 1851, Expos have been of great importance for the countries as a method of projecting themselves on the international scene. Apart from having commercial aims, Expos help bring together politicians, academics, NGOs, social workers and investors from all over the world and promote exchange of ideas and best practices. Although Turkey has never hosted an expo so far, the Ministry and of Foreign Affairs of Turkey put a great emphasis on the promotion and advertising of Izmir's candidacy for Expo 2020 since it will be a great opportunity to promote the city and the country as a whole in the international arena.

SPOT ON, TURKEY NOW

Project Details

Country: Austria
Telephone: +90 (312) 292 10 00
+90 (212) 334 07 00
Email: None listed
Website: <http://www.iksv.org/en/vienna2009>

Sponsored by: The Republic of Turkey Ministry of Foreign Affairs and the Promotion Fund of The Turkish Prime Ministry in collaboration with Vienna Konzerthaus and Istanbul Foundation for Culture and Arts

Organisation Description

Besides public support from both the Turkish and Austrian government, the Spot On, Turkey Now project was sponsored by The Istanbul Foundation for Culture and Arts (İKSV) and the Vienna Konzerthaus. The İKSV is a non-profit NGO founded in 1973 through a collaboration between the business and arts sectors in Turkey. Its primary goals are to promote national culture and to promote the use of the arts as a medium for communication. The Vienna Konzerthaus is one of the premiere concert centres in Austria with a world renowned reputation.

Project Description

"Spot on Turkey Now" took place during 10-11 October 2009 in Vienna to strengthen the intercultural discourse. The event is sponsored by the Ministry of Foreign Affairs and Promotion Fund of the Turkish Prime Ministry, in collaboration with Vienna Konzerthaus and Istanbul Foundation of Culture and Art. Several performances took place during the Wiener Festwoche (Vienna Festival Week), one of the biggest cultural festivals in the world. Hosting over 20 events in Konzerthaus and Brunnenpassage to illustrate the multi ethnicity and cultural diversity of Turkey, the festival was sponsored by Turkish Ministry of Foreign Affairs and Promotion Fund of the Turkish Prime Ministry in collaboration with Vienna Konzerthaus and Istanbul Foundation for Culture and Arts.

Aims of the Project

The main aim of this program was to form a bridge between societies to enhance dialogue, understanding and to improve cultural exchange. Events were generally shaped around Turkey being a bridge between the East and the West and mostly had the goal of introducing the participants to the fresh and young face of Turkey. The overall aim of this was to improve the image of Turkey in the Austrian society.

Relevance as Cultural Diplomacy

The festival hosted numerous events from very different fields ranging from literature to music from dance to theatre. It provided the participants with a clearer picture of contemporary and traditional Turkish art, dance and music. The events which drew their inspiration from Turkish culture such as "Sing Along" showed the appreciation of the organisers of the Wiener Festwoche of Turkish culture. Thanks to the great success that the Vienna event series had been receiving since 2004, the events of 2009 served as unique podiums for the cultural exchange between the two countries.

9. Conclusion

This report highlights some of the larger cultural diplomacy initiatives undertaken by members of the EU with the Mediterranean region, and by the Mediterranean region with the rest of the world. Regarding the former, as the Euro-Mediterranean Partnership emphasizes, the Mediterranean region has huge political, social, and economic implications for Europe and each member country can benefit from an individual relationship with countries from within that region. Currently, this report focuses on four EU member states: France, Italy, Slovenia, and Spain. Regarding the latter, the Mediterranean region is certainly aware of its potential and is seeking to form stronger ties not only with Europe, but with the rest of the world. Currently, this report focuses on Bosnia and Herzegovina. From this research, some initial trends have emerged:

- **France:** France has generated a diverse number of cultural diplomacy programmes. A common theme appears to be generating a sense of identity solidarity between France and the Mediterranean region. Internally, France has promoted shared Mediterranean identity as a way of promoting itself as a cultural capital in the world, and externally, France has sponsored several humanitarian programmes built on the premise of a shared commonality.
- **Italy:** Italy's cultural diplomacy programmes are focused on education and arts partnerships.
- **Slovenia:** While there is only one programme currently contained in this report, its large and multifaceted indicating a large focus on education partnerships.
- **Spain:** Spain appears to be focusing its cultural diplomacy initiatives on two main areas: developing its geopolitical role as a gateway between Europe and the North African portion of the Mediterranean region, as can be seen by its project in Morocco; and two, exploring shared cultural connections between Spain and portions of the Mediterranean region, such as common Arab and Jewish identities.
- **Bosnia and Herzegovina:** The current project included in this report is focused on promoting the importance of multiculturalism and diversity. This, perhaps, is an indication of a larger trend in the country which continues to focus on reconciliation and forging a peaceful and inclusive national identity.
- **Turkey:** Turkey appears engaged in a large cultural promotion campaign that is most likely connected to its resolute intention to join the European Union. Thus, the programmes currently included in this report have a common theme of positively portraying Turkish culture and promoting intercultural dialogue.

The relationship which the Mediterranean region is developing with the rest of the world, and Europe in particular, is based on a variety of purposes and is enacted through a variety of cultural diplomacy vehicles. This report provides an initial look at the cross-section of some of these relationships in which some broad trends have taken shape. Future research will continue to examine these relationships in their various complex forms and thereby continue to identify trends as well as gaps in cultural diplomacy from which recommendations can be made. Future research will not only develop in depth but also in breadth through the addition of more countries.

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