



HORIZON 2020

14th–15th May 2018, Brussels

DIPLOMACY and DEVELOPMENT:

Trends and Challenges
for Europe and Its Partners

WORKSHOP PROGRAMME



WORKSHOP PROGRAMME: 14th May 2018

09:00 – 09:30 **Registration Session**

09:30 – 09:45 **Welcome Speech**, Dr. Luk Van Langenhove

09:45 – 10:45 **PANEL I: POSITIONING EUROPE**

Moderator: Dr. Luk Van Langenhove

“From Cultural Imperialism to Nation Branding: Competitive Identity through Cultural Diplomacy”

Dr. Naciye Selin Senocak

“Being Here for the EU: Language of Pavilions”

Dr. Neil Collins & Ms. Kristina Bekenova

10:45 – 11:00 **Coffee Break**

11:00 – 12:30 **PANEL II: PLANTING SEEDS OF COOPERATION: EU'S INSTRUMENTS OF SOFT POWER**

Moderator: Dr. Diane Stone

“The Impact of the EU Mobility Schemes on European Neighbourhood Countries”

Mr. Andrea Perilli

“The Role of European Think Tanks in the Cultural Diplomacy Directed outwards and towards Brussels”

Ms. Tatyana Bajenova

“Investigating on the Role of Cultural Heritage to Cultural Diplomacy and Sustainable Development”

Dr. Christian Ost & Ms. Melpomeni Vyzika

12:30 – 13:30 **Lunch Break**

13:30 – 15:00 **PANEL III, PART 1: BECOMING SMARTER: EU'S SCIENCE AND INNOVATION DIPLOMACY**

Moderator: Dr. Richard Higgott

“Council of the Baltic Sea States: the Role of Sustainable and Prosperous Region in Bringing the Science Diplomacy Forward”

Ms. Zane Šime

“The Policy Rationale for Support to Innovation Collaboration”

Mr. Daniel Ghert

“The Use of Innovation Diplomacy in the Scandinavian and Baltic Countries”

Dr. Didzis Klavins

15:00 – 15:15 **Coffee Break**

15:15 – 16:30 **PANEL III, PART 2: BECOMING SMARTER: EU'S SCIENCE AND INNOVATION DIPLOMACY**

Moderator: Dr. Naciye Selin Senocak

“Becoming Smarter: Science as a Specific Soft Power Strategy”

Ms. Lise Andersen

“Thinking about the Future of European Science Diplomacy with History”

Dr. Léonard Laborie

“Can Science be a Tool of Diplomacy? The Impact of EU Scientific Collaboration in Egypt and Tunisia”

Dr. Jerneja Penca & Dr. Antoine Hatzenberger

16:30 – 16:45 **Concluding Remarks**, Dr. Neil Collins & Dr. Diane Stone

WORKSHOP PROGRAMME: 15th May 2018

10:00 – 11:15 **PANEL IV: COMPETING ON STAGE**

Moderator: Dr. Neil Collins

“Comparing China and European Union's Cultural Diplomacy. The Credibility Factor”

Dr. Olivier Arifon

“Networked States, Networked Governance? Drawing Lessons from the EU's Strategy for International Cultural Relations”

Dr. Mafalda Dâmaso

“EU-China Diplomatic Relationship-Building: Actors, Processes and Network”

Ms. Lucie Qian Xia

11:15 – 11:30 **Coffee Break**

11:30 – 12:30 **PANEL V: GETTING BETTER: HEALTH DIPLOMACY**

Moderator: Dr. Luk Van Langenhove

“Rethinking Global Health Policy in a Changing Global Order: Can an Innovative and Pre-Emptive EU Development Diplomacy Enable Africans Live Healthy Lives?”

Dr. Franklyn Lisk

“Health Diplomacy: For Whom? By Whom? For What?”

Dr. Annamarie Bindenagel Šehović

12:30 – 12:45 **Concluding Remarks: workshop results**
Dr. Neil Collins & Dr. Luk Van Langenhove