



Cool North - Cultural Diplomacy in the Nordic Countries

"Strategies for Regional Development, Cooperation, Good Neighbor Relations"

Copenhagen; September 8th - 9th, 2014



Baltic
Development Forum

icd

institute for cultural diplomacy

www.Cultural-Diplomacy-in-the-Nordics.org



Speakers & Delegates at Christiansborg Palace, The Parliament of Denmark
Cool North - Cultural Diplomacy in the Nordic Countries

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Conference Agenda

Conference Moderator: Verner Kristiansen
Conference venue: Fællessalen, Christiansborg Palace, the Parliament of Denmark

Program

September 8th

12:00 **Registration**

12.30 **Welcoming addresses**

- Halldór Ásgrímsson, Former Prime Minister of Iceland & SG of Nordic Council of Ministers
- Mogens Lykketoft, Speaker of The Danish Parliament
- Marianne Jelved, Minister of Culture of Denmark
- Dagfinn Høybråten, Secretary General of the Nordic Council of Ministers

13.30 **Plenary Session 1: The Power of Culture in International Cooperation, Trust Building and Peace: Nordic experiences**

This session will explore the potential of culture as a tool to reinforce international cooperation by building trust within a political and socio-economic framework. Furthermore, this session will present and analyze Nordic experiences in order to unearth best practices in maintaining peace and strengthening ties of cooperation.

- Ole Wæver, Prof., University of Copenhagen
- Jakob Skovgaard Petersen, Prof., University of Copenhagen
- Morten Traavik, Norwegian Artist and Director

14.30 *Coffee Break*

15:00 **Plenary Session 2: Soft Powers of Culture, Media and Creative Industries**

The focus of this session will be on soft power, a crucial component of peaceful dialogue and improved intra-national relations. Culture, media and creative industries represent practical means of pursuing these soft power goals and therefore create the possibility for further cooperation from abroad whilst also strengthening the existing bonds.

- Michael Metz Mørch, Ambassador, Director, Danish Cultural Institute
- Rasmus Wiinstedt Tscherning, Director, Center for Cultural and Experience Economy
- Dr. Marie-Louise von Plessen, Art Historian and Curator
- Jonas Eder-Hansen, Development Director, Danish Fashion Institute

16:30 **Plenary Session 3: Branding and Cultural Diplomacy, conflicting or complementary?**

This session will explore the relationship between the concepts of nation branding and cultural diplomacy. It will discuss the different strategies used to influence or change the way in which a country or region is presented, and thus perceived, abroad.

- Bernd Henningsen, Prof., Humboldt University
- Marcus Andersson, Tendensor Partner
- Ole Egberg Mikkelsen, Ambassador, Ministry of Foreign Affairs
- Geir Helgesen, Director, Nordic Institute of Asian Studies

18.00 **Evening reception at the restaurant Snapstinget, the Parliament of Denmark**

September 9th

9:00 **Plenary Session 4: The Power of Culture in Regional Cooperation, Nordic-Baltic-Russian Cooperation**

This session will explore the significant impact of culture on the strengthening of multilateral relations. It will discuss cultural relations between different regions of the world today, with a special focus on the distinctive Nordic-Baltic-Russian relations and cooperation.

- Annika Rembe, CEO, Swedish Institute
- Karina Petersone, Director, Latvian Institute
- Lene Espersen, Chairman, Baltic Development Forum

Discussion

10:00 *Coffee Break*

10:30 **Plenary Session 5: - Can the Nordics better utilize their Smart Power Experience in International Affairs and Co-operation?**

The final session will analyze the Nordic countries' potential for further international engagement through a combination of soft power and hard power strategies. It will explore how the resulting 'smart power' policies can be implemented more substantially on a wider global stage to promote more effective cooperation with other countries.

- Bertel Haarder, Former Minister, Vice President of the Danish Parliament and Chairman of the Danish delegation to the Nordic Council.
- Halldór Ásgrímsson, Former Minister and Secretary General of Nordic Council of Ministers
- Karl-Erik Norrman, Former Swedish Ambassador; Secretary General, European Cultural Parliament; Member of the Faculty, Center for Cultural Diplomacy Studies

Discussion

12.00 **Summing up and Final Remarks**

15:00 **Guided Tour of the National Museum of Denmark**

- Michael Andersen, Senior Curator and Head of Research and Collections, the National Museum of Denmark

Conference Organisers



Baltic Development Forum is the leading think-tank and network for high level decision-makers from business, politics, academia and media in the Baltic Sea Region.

Our mission is to position the Baltic Sea Region in the EU and on the global map by advancing the growth and competitive potential through partnership between business, government and academia.

Our vision is to make the Baltic Sea Region the most dynamic, innovative and economic growth centre in the World.

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icd

institute for cultural diplomacy

Founded in 1999, the Institute for Cultural Diplomacy is an international, not-for-profit, non-governmental organization with headquarters in Berlin, Germany and the USA. The ICD's ultimate goal is to promote global peace and stability by strengthening and supporting inter-cultural relations at all levels.

Over the past decade the ICD has grown to become one of Europe's largest independent cultural exchange organizations, hosting programs that facilitate interaction among individuals of all cultural, academic, and professional backgrounds, from across the world.

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Lene Espersen (Chairman of Baltic Development Forum; Member of the Danish Parliament.) with Mark Donfried (Director General of the ICD)

Cool North - Cultural Diplomacy in the Nordic Countries Acknowledgements



Halldór Ásgrímsson, Former Prime Minister of Iceland; Former Secretary General for the Nordic Council of Ministers.

"Cool North: Cultural Diplomacy in the Nordic Countries" would not have been possible without the economic support and cooperation of the Nordic Council of Ministers, the official inter-governmental body for cooperation in the Nordic region.

The Nordic Council of Ministers contains ten different constellations of ministers in specific fields, who are responsible for the regulation of culture, environmental affairs, education, research, energy, and labour-market policy across the Nordic region.

Cool North - Cultural Diplomacy in the Nordic Countries Acknowledgements



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Conference Speakers



Annika Rembe, Director-General of the Swedish Institute. Previously worked as: Commissioner- General of the Swedish Committee for Sweden's participation in Expo 2010 in Shanghai and Head of Market Communications & Public Affairs at Invest in Sweden Agency (now Invest Sweden), the Swedish national investment promotion agency. She is a member of The Council for the Promotion of Sweden and the network of Baltic Sea Region Investment Promotion Agencies (BIPA) as well as the European Policy Advocacy Group.



Bernd Henningsen, Prof., Humboldt University. Prof. Dr. Bernd Henningsen is a Professor for Northern European culture and politics and the Baltic Sea Region at the Department of Northern European Studies at Humboldt-Universität zu Berlin. He is the co-founder of NORDEU-ROPAforum and is interested in cultural and political studies perspectives on Northern Europe.



Bertel Haarder, Former Minister, Vice President of the Danish Parliament and Chairman of the Danish delegation to the Nordic Council. Bertel Haarder has an extended political career in the Danish Liberal Party including his roles as Minister for Refugees, Immigrants and Integration (2001-2005); Minister of Education (2005-2010); Minister of Nordic Cooperation (2007-2010); and Minister of Interior and Health (2010-2011).



Dagfinn Høybråten, Secretary General of the Nordic Council of Ministers. Dagfinn Høybråten has been politician for more than 30 years, and was a member of the Council of Ministers for seven years as Minister of Health and Minister of Labour and Social Affairs for the Christian Democratic Party. He was President of the Nordic Council from 2007 to 2008. He has extensive experience as a civil servant, and, amongst other things, was head of the National Insurance Administration, 1997-2004.



Geir Helgesen, Director, Nordic Institute of Asian Studies (NIAS) Geir Helgesen has been Leading Coordinator of EPCReN - Eurasia Political Culture Research Network (2000-2007) and leading coordinator of a Nordic-East Asian Network on Cross-Cultural Understanding (2010 - 2012). Advisory Editorial Board Member of Asian Politics & Policy academic journal published by Wiley-Blackwell. He is also a member of the Danish Association of Foreign Policy; the Asia Dynamic Initiative; as well as China Security Network.



Halldór Ásgrímsson is the Former Prime Minister of Iceland and Former Secretary General for the Nordic Council of Ministers. He was also the Minister for Nordic Cooperation between 1985-1987 and 1995-1999, respectively. In 1995, Mr. Ásgrímsson became the Minister for Foreign Affairs and External Trade & Defense and Foreign Aid, a position he held until 2004.



Jakob Skovgaard Petersen, Prof., University of Copenhagen. PhD, Professor of Islamic Studies; Professor at the Department of Cross-Cultural and Regional Studies, University of Copenhagen; Former Head of Danish Egyptian Dialogue Institute (DEDI) in Cairo (Egypt).

Mogens Lykketoft (Speaker of The Danish Parliament), Marianne Jelved (Minister of Culture of Denmark), and Dagfinn Høybråten, Secretary General of the Nordic Council of Ministers

Conference Speakers



Jonas Eder-Hansen, Development Director, Danish Fashion Institute. Since 2011, Jonas Eder-Hansen has been the development director of Danish Fashion Institute. Jonas works on local, regional and global levels with responsibility for the pan-Nordic NICE project and Copenhagen Fashion Summit – the world's biggest event on sustainable fashion.



Karina Petersone, Director, Latvian Institute. Karina Petersone is the director of the Latvian Institute, a State Agency for promoting Latvia abroad. Karina Petersone is also a translator and literary researcher, also University lecturer; involved in the awakening process of the early nineties in the Baltic States. In 1997 she was elected to the Riga City Council, Culture Committee. 1998 elected to the Parliament, Minister of Culture 1998-2002; 2006 Minister for Society Integration, Deputy Speaker, co-chair of European Affairs Committee. Author of many translations of British and American plays, also socio-political publications.



Karl-Erik Norrman, Former Swedish Ambassador; Secretary General, European Cultural Parliament; Member of the Faculty, Center for Cultural Diplomacy Studies. Amb. Karl Erik Norrman has a distinguished diplomatic career in the Swedish Foreign Ministry, with posts including: Ambassador, Head of the UN Ministry for Development Assistance, Head of Asia Division and Humanitarian Assistance, Trade Negotiator GATT (today WTO), Secretary Ministry of Education and Culture, Researcher at the Institute of International Affairs in Stockholm, and Senior Advisor to the Swedish Red Cross.



Lene Espersen, Chairman of Baltic Development Forum and Member of the Danish Parliament. Former Minister for Foreign Affairs and Deputy Prime Minister. A Member of Parliament (Folketinget) since 1994, she has also served as Minister of Justice and as Minister of Economic and Business Affairs.



Marcus Andersson, CEO, Tendensor International. Marcus Andersson is CEO and co-founder of Tendensor International. From 2007 to 2012, he was the head of Research and International Projects at Tendensor AB (2007-2012). He has previously worked as Head of Public Affairs at the Baltic Development Forum (2010-2012); Head of Section at the Ministry of Enterprise, Energy & Communications (2009); and Intelligence Case Officer at the Swedish Security Service (2007-2009).



Marianne Jelved, Minister of Culture of Denmark since December 2012. She was elected to the Parliament of Denmark in 1987 for the Social Liberal Party and was Minister of Economic Affairs from January 1993 to November 2001. She was the parliamentary group leader of the Social Liberal Party for 13 years until 2007. After the parliamentary election in 2011, Jelved once more became parliamentary group leader of the Social Liberal Party.

Conference Speakers



Michael Metz Mørch, Ambassador, Director, Danish Cultural Institute. Michael Metz Mørch, is a former Ambassador and former director of Bikuben-fonden. He has been since 2007 a member of Danes Worldwide's board of directors. Besides several other jobs in the private sector, Michael Metz Mørch has a long career in the Foreign Ministry including as Ambassador in Riga and Warsaw and as the Consul General in New York.



Mogens Lykketoft, Speaker of The Danish Parliament since 2011. In the Cabinets of Poul Nyrup Rasmussen I, II, III and IV which governed from 1993 to 2001; he held positions as Finance Minister and Foreign Minister. In December 2002 he succeeded Poul Nyrup Rasmussen as party leader of the Social Democrats (Socialdemokraterne) until 2005.



Morten Traavik is a Norwegian director and artist working across a wide spectrum of artistic genres and international borders. Trained as theater director in Russia and Sweden, the notion of the world as a stage and identity as role play is never far away in his works, as well as a characteristically blurred distinction between art, activism and social issues.



Ole Egberg Mikkelsen, Ambassador, Ministry of Foreign Affairs. Ole Egberg Mikkelsen is Under-Secretary for Consular Services and Public Diplomacy, and member of the senior management committee of the Ministry of Foreign Affairs. His career at the Ministry of Foreign Affairs includes his appointment as Ambassador to Turkey (2009-2011) and Ambassador to Syria (2005-2009). He is a member of the national board of external examiners of political science in Denmark. Ambassador Mikkelsen serves as member on the Danish Refugee Appeals Board and is a member of DANIDA's Grant Committee.



Ole Wæver, Prof., University of Copenhagen. is a professor of International Relations at the Department of Political Science, University of Copenhagen. He has published and broadcast extensively in the field of international relations, and is one of the main architects of the so-called Copenhagen School in International Relations.



Rasmus Wiinstedt Tscherning is the Managing Director of the Center for Cultural and Experience Economy (CKO) of Denmark. His key areas of expertise are policies to support creative industries, industrial innovation policy, policymaking, policy assessment, and instrument development/assessment. He has extensive experience working at EU/international, national and regional local level.



Verner Kristiansen, University of Roskilde (Development Studies). From 2004-09, Verner was an external lecturer of development theory at the University of Aarhus (Public Health) and since 2014 he is examiner at the University of Roskilde (Development Studies). In assignments of scale, Verner Kristiansen often involves a strong Danish and international network of development experts and communication advisers.

Cool North - Cultural Diplomacy in the Nordic Countries

Conference Overview



For decades the Nordic countries have served as a successful example of modern democracy, where political and economic developments have come simultaneously with the protection and promotion of civil and human rights. This outstanding and unique example that the Nordic countries have set has inspired many regions across the world, leading many countries to partially follow the Nordic framework of development, cooperation, peacekeeping and humanitarian assistance.

Representatives from all sectors of the Nordic countries have managed to present the international community with successful strategies in their respective sectors. They have provided successful mediation and intervention; assisting in the eradication of poverty and the promotion of democracy and peace in the framework of many other positive developments.

Conference Agenda

The Baltic Development Forum and the Inter-Parliamentary Alliance for Human Rights & Global Peace recognize these unique achievements and therefore developed: "Cool North - Cultural Diplomacy in the Nordic Countries" in order to explore and analyze Nordic Cultural Diplomacy.

The Conference presented these achievements to the international community, giving them an insight into the Nordic countries and the successful strategies they use. The conference took place in Copenhagen and brought together experts from the fields of international relations, diplomacy, politics, economics and the cultural and educational sectors. Specific case studies of Scandinavian Cultural Diplomacy were reviewed, with particular emphasis on the ability of successful practices of Cultural Diplomacy to improve international relations. The conference also examined whether the example set by the Nordic countries can be utilized further in regional and international cooperation in the future.



Welcome Address by Mogens Lykketoft
(Speaker of The Danish Parliament)

Cool North - Cultural Diplomacy in the Nordic Countries

Conference Summary



September 8th, 2014

The first day of the Conference on Cultural Diplomacy in the Nordic Countries, taking place on September 8th 2014, opened with welcoming addresses from Halldór Ásgrímsson, Mogens Lykketoft, Marianne Jelved, and Dagfinn Høybråten before the inception of Plenary Session 1: 'The Power of Culture in International Cooperation, Trust Building and Peace: Nordic Experiences'.

Following on from this, speakers, young leaders, delegates and participants had the chance to network and exchange thoughts on the first session during a reception at the Danish parliament.

Thereafter, the afternoon session saw another eight speakers deliver speeches during Plenary Session 2: 'Soft Powers of Culture, Media & Creative Industries' and Plenary Session 3: 'Branding and Cultural Diplomacy: Conflicting or Complementary?'.

Throughout the course of the day, a series of interviews were conducted by the young leaders and the students of the Center for Cultural Diplomacy Studies, wherein they

were able to examine further the salient issues emerging from the day's lectures and discussions.

After a long day of cultural interaction and intellectual exertion, participants and speakers alike were delighted to be invited to an evening of warm Nordic hospitality at the restaurant of the Danish parliament. Joined by Halldór Ásgrímsson on his birthday, the speakers, young leaders and delegates eagerly devoured a feast of Nordic delicacies and refreshments. In the true spirit of cultural diplomacy, the diverse group delighted in the opportunity to further discuss the topics of the day and extend their international networks, ending with a rousing rendition of Happy Birthday for Halldór Ásgrímsson.

The evening culminated in a tour of the Tower of Christianborg, the tallest of Copenhagen's many towers, providing a breathtaking view of the city (and conveniently located within the Danish parliament!), before speakers and participants retired contentedly for the evening in preparation for the following day's activities.



Halldór Ásgrímsson
Former Prime Minister of Iceland

September 9th, 2014



The second and final day of the Conference began with the remaining two sessions, Plenary Session 4: 'The Power of Culture in Regional Cooperation, Nordic-Baltic-Russian Cooperation) and Plenary Session 5: 'Can the Nordics better utilize their Smart Power Experience in International Affairs and Cooperation?'. This provided the perfect platform to extend and concentrate the productive dialogue of the first day, as the remaining six speakers took the opportunity to analyze the impact of culture on the strengthening of multilateral relations. Particular attention was paid to the distinctive Nordic-Baltic-Russian relationship.

To conclude the formalized aspect of the conference, Director General and Founder of the ICD, Mark Donfried, presided over a session of concluding remarks, in order to highlight the overarching themes that the conference sought to explore and analyze. In the afternoon, the speakers, delegates and young leaders were able to enjoy the myriad cultural attractions that Copenhagen

has to offer on a walking tour of the city. Starting at Den lille havfrue (The Little Mermaid) at Langelinje Pier – a key cultural reference point and an integral part of Copenhagen's cultural heritage – the group proceeded through the picturesque Nyhavn district, on to Vor frue kirke (The Church of our Lady) and Vor frelsers kirke (The Church of our Saviour).

To conclude the day's activities, speakers, young leaders and delegates were invited to a guided tour of the Nationalmuseet (Danish National Museum). The museum is host to a multitude of fascinating exhibitions, including the Danish Prehistory Exhibition, Ethnographic Exhibition, Danish Middle Ages and Renaissance, Classical and Near Eastern Antiquities, and the Royal Collection of Coins and Medals. Due to the sheer volume of artefacts and exhibits on show, it was impossible for the group to visit each collection of the museum, but the Viking Exhibition in particular captured the imagination of the participants.

At the end of the tour, there was still time for a group photo of the participants, young leaders and speakers, before the event drew to a close.





Halldór Ásgrímsson (Former Prime Minister of Iceland), Mark Donfried (Director General of the ICD), Morten Traavik (Norwegian Director & Artist), Geir Helgesen, Director, Nordic Institute of Asian Studies - NIAS), Annika Rembe (Director-General of the Swedish Institute)

Cool North - Cultural Diplomacy in the Nordic Countries

Welcome Remarks



Mogens Lykketoft

Speaker of The Danish Parliament

Mogens Lykketoft, Speaker of the Danish Parliament, presents an exposition of the nature of cultural diplomacy in the Nordic region, covering areas of social policy, political cooperation and the arts.

The Nordic countries have a special cultural basis on which to facilitate cultural dialogue for the purpose of preventing and terminating conflicts, strengthening human rights and increasing social stability globally. The Nordic countries have been particularly successful in collaborating in the provision of social welfare and cohesion, leading to greater social harmony and security, and lower levels of inequality and corruption. Although this 'Nordic model' of cooperation cannot be directly transported or imitated other regions, many of the fundamental ideas and principles could be exported.

"As small states, we have a natural interest in the development of a global, well-functioning community founded on the rule of law." Resulting from this fact, the Nordic region has been strongly committed to international political activity such as: peacekeeping, development, the establishment of democracy in former Soviet states and environmental monitoring.

Furthermore, the Nordic countries occupy an increasingly prevalent position in global culture. This is underlined by the exceptional number of translations for Icelandic novels at the Frankfurt book fair, the 'Nordic Cool' cultural festival in Washington D.C. These examples, in addition to the political activity, are expressions of "Nordic cultural diplomacy... that manifest themselves in a gratifying manner."



Marianne Jelved

Minister of Culture, Denmark



Marianne Jelved, Minister of Culture for Denmark, explores the role of cultural activity and connections, especially with regard to the arts, in strengthening human relationships domestically and abroad.

The Nordic approach to supporting arts and culture is known as 'Arms-Length', Ms. Jelved explains. This is the principle that artists ought to be involved in decision-making, not just politicians and scholars. Through this approach there is a focus on the 'cultural' rather than the 'diplomacy' aspect, therefore enabling artists and cultural institutions to conduct

cultural diplomacy free of governmental influence.

In a wider context, arts, culture and creativity can play an active role in the economy, job market and international relations. However, "the value of art and culture is easily lost if we only expect specific results or outcomes from it." Reflecting this, a memorandum of understanding between Denmark and China has been signed, which will herald a range of art exhibition and professional exchanges. The content of this is left entirely to the artists and professionals themselves, and therefore will maintain high quality and relevance in terms of cultural diplomacy.



**Welcome Address by Mogens Lykketoft
(Speaker of The Danish Parliament)**

Dagfinn Høybråten

Secretary General of the Nordic Council of Ministers



Dagfinn Høybråten, Secretary General of the Nordic Council of Ministers, sets out to show that cultural diplomacy should be at the core of every nation's soul, and is a part of the solution to, not the problem for, relations between the peoples of the world.

Culture is increasingly seen as a means to achieving democracy, human rights and freedom of expression, which are needed more than ever in some parts of the world. The freedom of cultural expression is paramount, even if not all agree on its content. Indeed, "democracy, human rights, sustainability, quality and

solidarity are some of the key features of the Nordic soul."

The Nordic countries have a long history of utilizing methods of cultural diplomacy in international relations within the region and further afield, such as supporting democratic reform in the Baltic states. Regarding this utilization of cultural diplomacy internationally, the Nordic region is, "making use of the added value of proximity." Above and beyond geography, proximity refers to history, culture and social systems and traditions, which can be explored and utilized through many different mediums including sport, music, fashion, cuisine, and many more.



Dagfinn Høybråten (Secretary General of the Nordic Council of Ministers), Mark Donfried (Director General of the ICD), Halldór Ásgrímsson (Former Prime Minister of Iceland)



Dagfinn Høybråten (Secretary General of the Nordic Council of Ministers)



Mark Donfried (Director General of the ICD), Verner Kristiansen (University of Roskilde - Development Studies), Fleming Stender (Director of the Baltic Development Forum), Mogens Lykketoft (Speaker of The Danish Parliament), Halldór Ásgrímsson (Former Prime Minister of Iceland), Marianne Jelved (Minister of Culture of Denmark), Dagfinn Høybråten (Secretary General of the Nordic Council of Ministers)

Session 1:

The Power of Culture in International Cooperation, Trust Building and Peace: Nordic experiences

The first session of the Conference on Cultural Diplomacy in the Nordic Countries sought to explore the potential of culture as a tool to reinforce international cooperation by building trust within a political and socio-economic framework. Furthermore, the session presented and analyzed Nordic experiences in order to unearth best practices in maintaining peace and strengthening ties of cooperation.

The session started with remarks by Prof. Ole Wæver, Prof. at the University of Copenhagen. He discussed the roots and origins of Nordic cooperation and the relation between peace and cultural identity, underlining the often-problematic

relationship between culture and politics.

The second lecture of the session by Prof. Jakob Skovgaard Petersen, Prof. at the University of Copenhagen, was concerned with the relation between the region and the Arabic Muslim world, underlining the need for more cultural dialogue in order to create stronger ties and understanding between the two regions.

The third lecture by Morten Traavik, Norwegian Artist and Director, presented the use of cultural diplomacy for international cooperation in conflict situations, or in cases where the relationships are not positive, in order to ease tensions and achieve what politics or diplomacy cannot achieve.

Prof. Ole Wæver

Prof. at the University of Copenhagen



Talking about Nordic Experiences on the Power of Culture in International Cooperation, Trust Building and Peace may first require an analysis of the origins of the Nordic community, and the roots of their cooperation. This was one of the key points made by Prof. Ole Wæver, highlighting the fact that the Nordic States cannot imagine war among themselves. This is not because they share a common identity, but rather that this common identity is a consequence of a peaceful coexistence:

"It is not a sequence of culture leading to identity, leading to peace; it's rather the other way round – peace leads to identity, which leads to culture"

Another example of peaceful regional cooperation can be seen in the case study of the Baltic Sea region, where a sense of common identity was not forged at a political level, but a cultural one, through the establishment of institutions and schools that encouraged collaboration.

From a national point of view, one can think of the case of Denmark, where the effective

inclusion of culture in national strategy is achieved predominantly through the promotion of democracy, rule of law, and strong civil societies.

The Nordic culture on global peace is based on the use of culture and identity to gain security and promote peace on a regional and international level. This synergy and cooperation for peace was important during the Cold War, and for this reason the region experienced little international tension during this time. To buttress this argument, Prof. Wæver outlined the approach of the Nordic countries in relation to war and conflict resolution: "We are all very strongly internationally committed, we all spend more resources

proportionally than most others, and we all include culture in our strategies".

During his speech, he suggested that the nature of conflicts related to culture and identity is changing, underlining the often problematic relationship between culture and politics. His closing comments included words of warning for those who attempt to oversimplify the process of peace building: "My conclusion is to warn against seeing cultural proximity as the key to peace, or to think that the general exchange of culture promotes peace". Instead, he argued that the many complex identities that we all inhabit in the modern era should help us be more readily receptive to cultural exchange.

Jakob Skovgaard Petersen

Prof. at the University of Copenhagen



One of the challenges seems to be that, in the modern era, culture is becoming something that serves increasingly to divide rather than to unify. One of the issues is the language, as part of the complexity of multi-cultural dialogue; the other is the residual feeling of antipathy towards Colonialism.

Despite the fact that Colonialism ended a long time ago, strong forces are preserving its memory in the minds of the colonized. The Muslim population in the Arabic world grew up learning about Colonialism, and as such this forms the basis of a complex relationship between the Arabic world and Europe. This relationship is by no means only negative – rather the proliferation of Western literature, film, and music across the world has helped to build a cultural understanding on a global level.

"Culture makes people differ and this is part of the identity policies of culture and in doing so we are actually creating culture"

One of the key points to think about when analyzing the relationship between Western countries and the Arabic Muslim world is the origins of the cultural distance between the two demographics. According to Prof. Dr. Jakob Skovgaard Petersen, there has been a popularization of an attitude of discontent towards immigration in the Nordic countries and a necessity of trust building between disparate cultures.

However, the issue of the reciprocity of this relationship should be addressed, as the general attitude of the Nordic countries is perceived as "Paternalistic", which is an obstacle for the promotion of cultural dialogue. According to Prof. Dr. Skovgaard, one must appreciate cultural differences, and that in order to truly embrace cultural exchange it is incumbent upon the Western world to learn about the culture of the Arabic world, through the medium of cinema, music and literature.

Morten Traavik
Norwegian Artist and Director

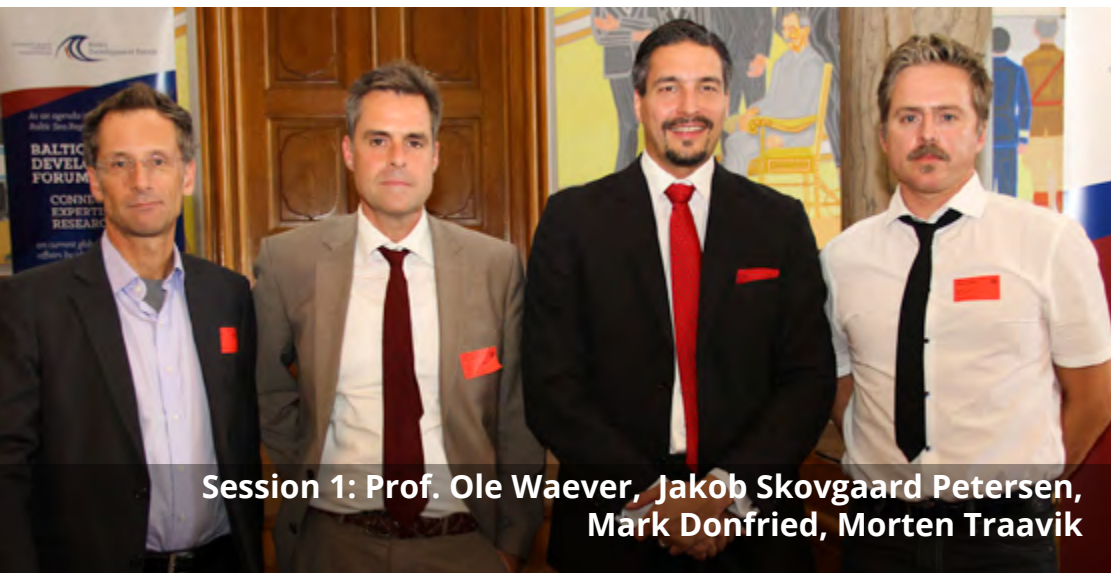


"Politics is too important to leave only to the politicians, and diplomacy is far too important a matter to leave only to the diplomats".

The first idea presented by Morten Traavik is that Cultural diplomacy is not necessarily conducted by states or nation states. Cultural Diplomacy is a people to people exercise, which lies at the heart of all cultural exchange.

However, culture and diplomacy do not always mix harmoniously, and they might even be diametrically opposed. How do you work with cultural diplomacy as a tool? One challenge that we constantly have to deal with is genuinely believing that we can learn something from our enemies. Traditional diplomacy is very often about, "secretly convincing the other party to think like you". According to Mr. Traavik, this is not real diplomacy or real cultural exchange. If you want to practice real cultural exchange, you must be prepared to learn from people you do not like.

At the end of the lecture, Mr. Traavik challenged the audience to test their limits of tolerance by dealing with "somebody you don't like to deal with", and invited the attendees to start the DMZ Academy in North Korea, where he has already garnered the approval of the North Korea Culture Authorities to start the project.



Session 1: Prof. Ole Waever, Jakob Skovgaard Petersen, Mark Donfried, Morten Traavik

Session 1: The Power of Culture in International Cooperation, Trust Building and Peace: Nordic experiences



Fleming Stender (Director of the Baltic Development Forum), Mark Donfried (Director General of the CD), Michael Metz Mørch (Director, the Danish Cultural Institute), Karl-Erik Normann (Former Swedish Ambassador; Secretary General, European Cultural Parliament)

Session 2:

“Soft Powers of Culture, Media & Creative Industries”



The second plenary session was focussed on soft power, a crucial component of peaceful dialogue and improved intra-national relations. Culture, media and creative industries represent practical means of pursuing these soft power goals, and therefore create the possibility of further cooperation from abroad, while also strengthening existing bonds between nations. This session saw the participation of four speakers, hailing from diverse positions within cultural and creative industries within Denmark and further afield.

Michael Metz Mørch

Director, the Danish Cultural Institute

Thanks to a lifetime's experience in business, culture and diplomacy, Michael Metz Mørch is able to analyze the intricacies of soft power and its application; he argues that



diplomacy is a useful tool in interhuman and intergovernmental relations, but that it must begin with culture.

This is not because power is a goal, but rather a working method. Ultimately, it is a question of persuasion, and where hard power seeks to coerce, the role of soft power is to co-opt and attract. However, the term 'Soft Diplomacy' was propounded as a more effective term than soft power in order to achieve sustainable solutions. This is because "the diplomatic version implies that we, in cooperation, end up creating value for all in the process of dialogue".

While hard power is not discounted (as Mr. Mørch considers it to be a method that is sometimes necessary), it is suggested that soft power and soft diplomacy are more effective, and that the more complex the relations between two states, the more complex the prescriptions of soft power and soft diplomacy must be in response. It is a delicate balancing act:

"Yes, soft power works, but only if it is translated right by soft diplomacy".

Rasmus Wiinstedt Tscherning

Director, the Center for Cultural and Experience Economy

Rasmus Wiinstedt Tscherning insists upon the role of cultural diplomacy in promoting the value of the cultural and creative industries, although their influence on a global scale nowadays means that they can almost be considered as a form of hard power. These industries, however, cannot be digitalised and copied, and rather seek to encourage international and multi-cultural dialogue through collaboration.

The presentation focused predominantly on policies and practices. For example, the Ministries of Culture and of Economics and Growth are collaborating on a project to promote the creative industries in the Nordic region. As such, a 'Business Cup' was created in order to encourage entrepreneurial activity within the creative and cultural industries. Sixty-four countries are involved in this competition, and the best start-ups will be invited to compete in Copenhagen. The example serves as an interesting example of the role that cultural diplomacy can play in the advancement of the creative and cultural industries in the Nordic region:

"These cultural and creative industries are very powerful; in many ways they can be even more powerful than many other ways of moving forward".

He does, however, also heed caution in our understanding of the burgeoning power of these industries: "The danger is that we ignore the fact that these creative and cultural products and services have a great influence on diplomacy".



Halldór Ásgrímsson, Fleming Stender, Michael Metz Mørch, Mark Donfried, Elisabeth von Plessen, Jonas Eder-Hansen

Jonas Eder-Hansen

Development Director, the Danish Fashion Institute



"The Future of Fashion" addressed how the Danish Fashion Institute and Nordic Fashion Association deal with issues of sustainable fashion, regional development and cooperation. Mr. Eder-Hansen argues that the power lying within the fashion industry is actually a type of hard coercive power, which can even serve to dictate the clothes that people within the industry wear from one day to the next.

There is evidently a need for change, and the Nordic Fashion Association strives towards addressing social change in terms of human rights, corruption and child labour. However, "sustainable fashion is an oxymoron", because brand leaders attempt to create a more sustainable industry, yet of course the predominant aim is to make money.

The fashion industry is, of course, one of the largest industries in the world, and yet across the Nordic region there exists a vision for change; an active effort to combat this paradox, and a joint commitment to take a lead on social and environmental issues. Run by the Nordic Fashion Association, NICE (Nordic Initiative Clean & Ethical) consists of ten different organizations representing over eight thousand different brands. With this, they aim to present a vision for worldwide change within the industry. Despite the fact that the industry is admittedly motivated by money, "we need to take advantage also of this power that lies within the fashion industry to be able to create change". Mr. Eder-Hansen believes that one united message on issues of sustainability could be extremely powerful, and to this end argued that the creation of the HIGG Index, a worldwide index that exposes the sustainability of clothing, could serve to great effect to this end.

"We see this as a great opportunity to work differently in our industry and create new products"



Michael Metz Mørch
Director, Danish Cultural Institute





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An Interview with Michael Metz Mørch
Director, Danish Cultural Institute

Session 3:

“Branding and Cultural Diplomacy, conflicting or complementary?”

This session explored the relationship between the concepts of nation branding and cultural diplomacy. It discussed the different strategies used to influence or change the way in which a country or region is presented, and thus perceived, abroad.

A running theme throughout this session was the negative impact that nation branding can have on a country. Prof. Bernd Henningsen alluding to the nature of nation branding as a focus on positive traits rather than depicting the reality behind the image

whilst Mr. Marcus Andersson focused on the difficulty of changing a outdated or erroneous national brand.

Amb. Ole Egberg Mikkelsen, who spoke third in this session, specifically tackled the cartoon crisis that affected Denmark and the surprising outcome that emerged from it; namely that the crisis was used to propel Denmark into a better light as it was united and focused on presenting itself better abroad. Mr. Geir Helgesen also contributed to this plenary session.

Prof. Bernd Henningsen Prof. at Humboldt University

Although universally recognized and implemented, the concept of nation branding does have contentious implications. What some see as wrong with branding is that it focuses on certain special attributes of the product, city or nations creating a distorted perception of the reality behind it. The branding techniques focus on commonly appealing views, often using humour in a Kitch-esque manner. Prof. Bernd Henningsen provides the examples: “outstanding Finnish design, the exceptional French cuisine, the cosy Danish society, the rationality of the Germans and the good weather of Italy.”

The structured mechanisms of nation branding can be seen to exploit the exceptional using clichés and positive connotations whilst overlooking diversity, contradiction and negative cases. As Prof. Henningsen puts it, “don’t argue with bad humour or ugly weather,” emphasising the nature of nation branding as a tool directly targeting a positive response with the viewer.

This process is so ingrained, none more so than in the idea of a Scandinavian utopia of peace and stability that even the people of Scandinavia believed it; even citing that evil only comes from outside their region. The bombing of Oslo and the massacre in Utoya,



swiftly brought this conception to an end and shows the distortive strength that nation branding ideas can have on whole populations.

In conclusion, Prof. Henningsen states that a post modern conception of nation branding must have a direct connection to truth and reality in its content if we are to rid the risks it presently poses to peoples beliefs and ideas.

Marcus Andersson CEO, Tendensor Partner

Nation branding is a powerful tool for guiding people’s perceptions of a certain place. The backlash of that influence is that they are hard to distort once they have set in; which is especially problematic as they can often be based from stereotypes, often outdated. A poll taken recently of German people’s perceptions of European countries shows that they believe Finland is associated with mobile phones, Sweden with Ikea and Iceland with Geisers.

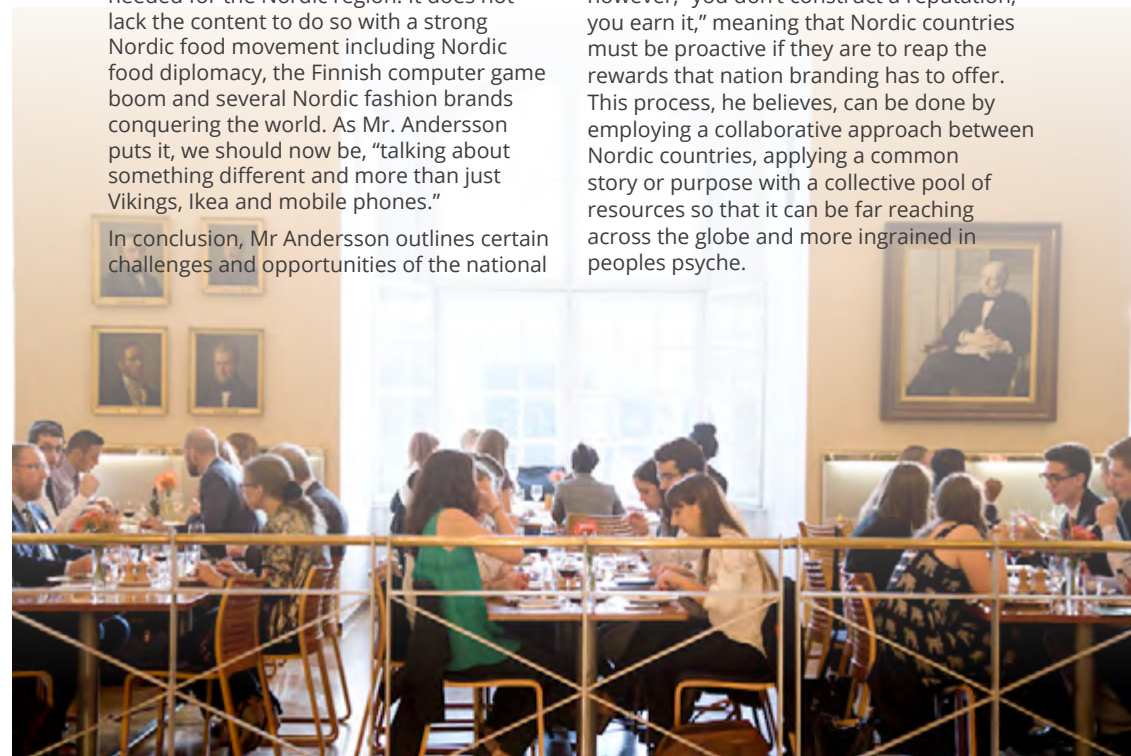
These preconceptions of Nordic countries have had a negative effect on their tourist industry. According to the World happiness report the Nordic region is the happiest region in the world, with Denmark coming first. They also score in the top ten for equality, quality of life, and well being among other indices. This being the case, they still get outperformed by other European countries on tourism, inward investment and immigration.

A stronger branding approach is, therefore, needed for the Nordic region. It does not lack the content to do so with a strong Nordic food movement including Nordic food diplomacy, the Finnish computer game boom and several Nordic fashion brands conquering the world. As Mr. Andersson puts it, we should now be, “talking about something different and more than just Vikings, Ikea and mobile phones.”

In conclusion, Mr Andersson outlines certain challenges and opportunities of the national



branding image of Nordic countries. The outdated stereotypes must be changed, however, “you don’t construct a reputation, you earn it,” meaning that Nordic countries must be proactive if they are to reap the rewards that nation branding has to offer. This process, he believes, can be done by employing a collaborative approach between Nordic countries, applying a common story or purpose with a collective pool of resources so that it can be far reaching across the globe and more ingrained in peoples psyche.





Session 3: Prof. Bernd Henningsen, Marcus Andersson, Geir Helgesen, Ole Egberg Mikkelsen

Geir Helgesen

Director, the Nordic Institute of Asian Studies



Within the international business world, it is increasingly acknowledged that, if left unnoticed, cultural differences are the main hindrances to economic success. According to Mr. Geir Helgesen, this vital lesson has yet to be truly acknowledged within politics

and academia. However, this is a trend that is set to change, partly because globalization has made it abundantly clear that we must remain aware of cultural traits and differences, and also because, "economic links are not created in a vacuum; they are shaped and developed within social relations, and the people that interact on each side are representatives of different cultural systems".

Thus, although it is first and foremost the economic links that make relations with China, Japan and Korea of great importance to Denmark, there is an inevitable undercurrent of cultural exchange and mutual understanding: "The ultimate goal is not to neutralize differences to avoid conflicts, but to utilize differences in a creative way in order for all parties to gain in a relationship. Here the Nordic region has something to offer, but it also has something to learn.

Ole Egberg Mikkelsen

Ambassador, Ministry of Foreign Affairs



"I see no contradiction whatsoever between Cultural Diplomacy and Branding; they go together as one of the same thing."

Amb. Ole Egberg Mikkelsen, talked specifically about his experience of the cartoon crisis that Denmark faced and the aftermath of trying to repair the damaged reputation of Denmark and her people.

Before the crisis, Denmark had an exceptional global reputation and had not had to deal with any scandal seen as producing the cartoon crisis, and were therefore not in a great position to handle it. A boycott of Danish products gained momentum, which led to a dramatic fall in exports of Danish dairy products, for example. It took years for the export figures to reach the level from the pre-cartoon crisis.

Amb. Mikkelsen, being stationed in Islamic majority countries such as Syria, Jordan and Lebanon believed the use of Cultural Diplomacy was the best way to start a change in momentum that was negatively affecting the Danish Brand. He brought together a delegation from a group of countries; including religious personnel, newspaper editors and politicians to discuss the crisis and understand the various perspectives and proposals for how to move forward.

The country as a whole had to make a change and this prompted an 83 million euro branding programme between 2007-2012. This budget was spread across a variety of sectors with Amb. Mikkelsen being a part of the press relations and public diplomacy schemes.

This new vision and purpose that emerged out of the crisis had many positive effects on the Danish brand. Pre-crisis, there was no unified country based branding, instead each sector had their own branding agenda e.g. Tourism focusing on the blue water of Denmark. This shift in Branding strategy gave them the opportunity to reinvigorate the Danish brand for the better. This was well achieved, with dairy exports now far surpassing the pre-crisis levels. It gave Denmark the opportunity to "no longer be a cultural backwater," but instead try to impose itself on the world in a positive light.

In conclusion, although a very embarrassing and damaging event, the cartoon crisis gave Denmark the motivation to rethink about how it sold its brand and how to best improve its reputation worldwide.





Lene Espersen (Chairman of Baltic Development Forum and Member of the Danish Parliament), Verner Kristiansen (University of Roskilde - Development Studies), Halldór Ásgrímsson (Former Prime Minister of Iceland)

Session 4:

“The Power of Culture in Regional Cooperation; Nordic-Baltic-Russian Cooperation”

The fourth session explored the significant impact of culture on the strengthening of multilateral relations between different regions of the world, with a special focus on the distinctive Nordic-Baltic-Russian relationship.

Ms. Annike Rembe began the session with a lecture outlining the need for cross-cultural dialogue in the globalized world of today, underlined by the role that the Swedish Institute has played in developing relations in the Nordic region.

The second presentation by Ms. Karina Petersone discussed the role that cultural diplomacy has played in developing Latvia's nation branding and underlined the role cultural diplomacy will have in the future of diplomacy.

Ms. Lene Espersen took the final lecture of the session. Regional cooperation and its importance to regional stability was the main focus of the discussion alongside the role Denmark has played in the Nordic region.

Lene Espersen

Chairman, the Baltic Development Forum



Highlighted in Lene Espersen's speech was the importance of a strong Nordic-Baltic cooperation in order to give the region a strong voice within the European Union. Much praise was given to the positive relationship and collaboration the region has enjoyed in recent times. Together the Nordic-Baltic region is a strong and powerful region that can make a difference in European affairs and is “punching above its weight”.

The common history and values including democracy, transparency, openness and strong involvement of civil society are the foundations of strong cooperation between the Nordic-Baltic countries.

Additionally, the increasingly collaborative relationship with the Baltic States was a progression in relations that Ms. Espersen described as “natural”. The region is an example for others to follow. Moreover, this regional cooperation is an intelligent way of promoting international business, investments and tourism. It is fundamental that this cooperation continues for regional economic development as future challenges lay ahead. Although the regional economy is growing, it is slow and Nordic-Baltic businesses are losing market share in increasingly competitive markets.

Furthermore, the uncertainty created by the Ukraine crisis proposes an additional risk and challenge to the future of the region. Ms. Espersen calls on the region to do more to and cooperate even further in order to overcome these challenges and prosper in the future. In reference to the Ukraine crisis, the limits to cultural diplomacy need to be recognized, and “Soft Power” should be used as an approach to the situation with Russia, by strengthening the civil society.

Annike Rembe

CEO, the Swedish Institute



Discussing the challenges facing the European community today, Ms. Annike Rembe argued how it is of essential importance to come to an agreeable solution through the collaboration not only of different European states, but also the stakeholders within those states, such as businesses, governments, non-government organisations and cultural institutions. The fact that a sustainable solution will only come about through trust is of the utmost importance:

“Without trust there can be no true interaction and no possibility of solving problems”.

Trust must underpin all cooperation and cultural diplomacy is an important tool in developing trust between nations. The example of the Swedish Institute is a case study that was often referred to in the lecture. The fact that culture is an integral part in all of the Swedish Institute's activities highlights the pivotal role played by cultural diplomacy as the foundation of collaboration in the Nordic region. The Swedish Institute's latest venture in St Petersburg provides an insight into how they can collaborate even in difficult political environments.

A key point from Ms. Rembe's discussion was the need for long-term policy. Of course governments wish to see rapid results; however, the need for long term policy for the purpose of focus and stability was a point that was especially important to the discussion. Furthermore, the need to establish and maintain networks of stakeholders, whether businesses, cultural institutions or governments, is also imperative to the success of cultural diplomacy.

In conclusion, the need to go beyond the concept of nation branding as a means of self-promotion, and instead see the common interest and benefits of cooperation has significant relevance in the current political climate in Europe. The example of EUNIC demonstrates how European cultural cooperation does not just benefit Europe as a whole, but also those nations who participate in its activities.



Session 4: Annike Rembe, Karina Petersone, Lene Espersen



Flemming Stender, Annike Rembe, Karina Petersone, Lene Espersen, Mark Donfried

Karina Petersone

Director, the Latvian Institute



Cultural diplomacy has had a significant influence on Latvian nation branding. It is now an active part of Latvian policy towards the countries of Eastern Europe. Karina Petersone outlines how the influence of cultural diplomacy has helped the way Latvia looks to promote itself overseas since the end of the Cold War. The example of the methods used by the Latvian Institute to promote Latvia is used extensively by Ms. Petersone. She adds how the input of the Swedish Institute helped the Latvian Institute develop its cultural diplomacy and nation branding, highlighting the cooperation between Nordic and Baltic nations which

is seen as such a positive influence within Europe.

Riga was the Cultural Capital of Europe for 2014 and provided the opportunity for Latvia to showcase its impressive depth of cultural activity. Elaborating on the point regarding Latvian influence on Eastern Europe, promoting the values of democracy, human rights and open society are the underlying themes of Latvia's cultural activities in the region. Europe is seen as a bastion of democracy and human rights that have helped influence social and political change elsewhere in the world. This has been achieved through cultural diplomacy. However the limits of cultural diplomacy are reached when political solutions have to be reached. In this situation cultural diplomacy cannot replace traditional political or diplomatic measures.

The example of the Arab Spring is an area that received particular focus in Ms. Petersone's lecture. The need to rethink Europe's approach to the proliferation of democracy was a point that was added to this argument. With reference to 'Soft Power', the loss of its positive and neutral meaning in Latvia as a result of the influence of Russian media was a topic that was discussed in conclusion. Latvia had failed to challenge the Russian media's interpretation of political events and this created tension between the Russian-speaking and non-Russian-speaking population within Latvia.



**Karina Petersone (Director, Latvian Institute)
Lene Espersen (Chairman, the Baltic Development Forum)**

Session 5:

"Can the Nordics better utilize their Smart Power Experience in International Affairs and Co-operation?"



The final plenary session analyzed the Nordic countries' potential for further international engagement through a combination of soft power and hard power strategies. It explored how the resulting 'smart power' policies can be implemented more substantially on a wider global stage to promote more effective cooperation with other countries. The final plenary session saw speeches from three speakers pertaining to the field of politics and diplomacy, hailing from three different countries in the Nordic region.

Halldór Assgrímsson

Former Prime Minister Iceland; Secretary General of Nordic Council of Ministers



Halldór Assgrímsson attested to the long history of cultural diplomacy in the Nordic countries; there has long been a strong formalized cooperation within the region, based on a strong rule of law and a high level of social trust:

"Cultural diplomacy is nothing new in the Nordic countries"

Within this cooperation, "culture is always the backbone", with cultural prizes and funds forming an integral part of regional integration.

However, despite the success of multilateral cooperation in the Nordic region, it must be further increased and extended to ensure greater influence on the international stage: "It could be possible to formalise certain aspects of foreign policy, like extended regional policy, Arctic policy, and development aid". By formalising this, there would be a remarkable change in Nordic cooperation in the future.

Mr. Assgrímsson concluded with a number of suggestions, arguing that the creation of a policy on cultural diplomacy, the extension of neighbouring policy to new territories, and the conception of a Nordic Institute for Peace and Stability would serve to increase cooperation between pre-existing institutions in the Nordic region.

Bertel Haarder

Former Senior Danish Minister, Vice President of the Danish Parliament

A distinguished career in the Danish Liberal Party makes Bertel Haarder a worthy candidate to assess the potential for further international engagement for the Nordic countries, and his insistence is on the potential for meaningful action when coordinating efficiently. Taken together, the Nordic region's GDP can match that of Russia, their merchant fleet is the biggest in the world, they give more development aid than any nation in the world, and their literature, cuisine, film, and fashion industries have long flourished on the international stage. However, collective productivity could be enhanced through further cooperation, "particularly in the North Atlantic and Arctic area".

One way of achieving this has been suggested by a Swedish Minister, who has put forward thirteen different proposals for a Nordic Health Cooperation "where we can have a common voice, and also a common policy when it comes to clinical trials, more choice for patients, division of labour, rare diseases, and a general division of labour and better register of sicknesses". For example, the Danish Cancer Organization is desperate for wider Nordic collaboration, as it is widely acknowledged in Denmark that Sweden has a greater rate of success in treating certain types of cancer, but they are not entirely sure why that is due to the lack of a common register.



The potential for further Nordic cooperation is evidently huge, and Haarder also voiced the possibility of a "wider Nordic-Baltic community". He cited a conversation in Belgrade with the Former Vice President of the Serbian Parliament, who alluded to the international perception of the Nordic region:

"We in the Balkans are hypnotized by our differences. You in the North, you have learnt to use your similarities. Everything that you have in common, that makes you strong". For ongoing fruitful collaboration in the Nordic region, this message should not be hastily forgotten.



Geir Helgesen
Director, the Nordic Institute of Asian Studies

Karl-Erik Normann

Former Swedish Ambassador; Secretary General, European Cultural Parliament



Karl-Erik Normann's distinguished diplomatic career makes him a Nordic citizen with a sharp eye for the development of international relations, and he suggested that the basic historical differences between the Nordic countries must be taken into account when considering the theme of this session. Despite their similarities, only three countries in the Nordic region are members of NATO, only three are members of the European Union, and Finland is the only country to have adopted the Euro: "these are important aspects to bear in mind when discussing common Nordic positions and a common Nordic role in international organisations and international affairs".

There are however, of course, common Nordic positions within the international arena: all countries are very internationally oriented, they have many common projects abroad, they all share common Nordic values, and they have a strong tradition of sustainability (a term that was coined in Norway, while the first UN environmental summit was held in Sweden). As such, the role of the Nordic countries, both at a European level and internationally, has enormous credibility and potential due to their reputation for openness, their welfare state, their ecological consciousness, and their history of peace-keeping.

Despite this credibility, Mr. Normann argued that this favourable reputation could be put to better use in the future. Firstly, by encouraging closer cooperation, the Nordic region stands to increase its influence in the international arena. Additionally, the Nordic countries are considered to be champions of gender equality, and as such they should seek to raise their collective voice in order to impact this positively on the international stage. Similarly, there is arguably no region in the world better equipped to take initiatives on climate change, ostensibly the greatest threat to human advancement in the 21st century.

The message of Karl-Erik Normann was clear and resonant with regards to the collective responsibility of the Nordic region on the international stage: "Nordics have experience, credibility, and consequently a responsibility, and I hope we take it".



Halldór Assgrímsson (Former Prime Minister Iceland; Secretary General of Nordic Council), Bertel Haarder (Former Senior Danish Minister, Vice President of the Danish Parliament of Ministers)





Reception & Dinner at Christiansborg Palace, The Parliament of Denmark
Cool North - Cultural Diplomacy in the Nordic Countries



