



VYTAUTO
DIDŽIOJO
UNIVERSITETAS
M C M X X I I



INTERNATIONAL CONFERENCE

CULTURAL DIPLOMACY PROSPECTS IN BUILDING A SUSTAINABLE NEW POST-WAR EUROPE

18 November 2022

*Venue: Seimas of the Republic of Lithuania, Constitution Hall (Seimas, Building 1, Gedimino av. 53, Vilnius) and online**

Working languages: Lithuanian and English, with simultaneous interpretation

'Awareness of another culture does not only mean the discovery of another person's behaviour but also constitutes an aspect of one's own power' (Leonidas Donskis, Philosopher, Professor at Vytautas Magnus University, Member of the EU Parliament).

Vytautas Magnus University, together with the Seimas of the Republic of Lithuania and the Berlin Academy of Cultural Diplomacy, is organising a scientific conference titled *Cultural Diplomacy Prospects in Building a Sustainable New Post-War Europe*. Russia's war against Ukraine, which is reshaping today's international and cultural relations, is prompting a rethinking of cultural diplomacy. Although cultural policy is a national prerogative of the EU member states, the war motivates us to discuss the cultural internationalisation of Central and Eastern Europe or the European Union, which means increasing mutual understanding as well as creating new networks of solidarity and cooperating in the development of soft power. Cultural diplomacy is not only understood as the formal work of cultural attachés but also as the activities of various organised cultural institutes, forums and initiatives of individual artists. The key question is how these organisations and individuals can contribute to building sustainable democracies across Europe, including in post-war Ukraine and Russia.

Patron of the conference: Speaker of the Seimas of the Republic of Lithuania Viktorija Čmilytė-Nielsen

Conference organisers: Vytautas Magnus University (VMU) and Committee for the Future, Seimas of the Republic of Lithuania

Conference partner: ICD Academy of Cultural Diplomacy in Berlin

PROGRAMME

9:00 – 9:30

Registration

9:30 – 10:00

Opening of the Conference. Welcome speech

Moderator: Assoc. Prof. Dr. Vilma BIJEIKIENĖ, Vytautas Magnus University

Viktorija ČMILYTĖ-NIELSEN, Speaker of the Seimas of the Republic of Lithuania

Simonas KAIRYS, Minister of Culture of the Republic of Lithuania

Prof. Vytautas JUOZAPAITIS, Chair of the Committee on Culture, Seimas of the Republic of Lithuania

Dr. Jolanta KARPAVIČIENĖ, Chief Adviser to the President of the Republic of Lithuania

Prof. Juozas AUGUTIS, Rector of Vytautas Magnus University

Mark C. DONFRIED, Director of the Academy for Cultural Diplomacy, Germany

10:00 – 11:30	Cultural Diplomacy as the Means of Resilience Against Global Challenges <i>Moderator: Assoc. Prof. Dr. Vilma BIJEIKIENĖ, VMU</i>
10:00 – 10:20	Healing Wounds and Opening Doors Through Cultural Diplomacy? <i>Prof. Karl-Erik NORRMAN, Secretary General of the European Cultural Parliament, VMU Doctor Honoris Causa</i>
10:20 – 10:40	Cultural Diplomacy as a Profession and as a Mission: From the Multicultural Environment of UNESCO to “Museum Diplomacy” <i>Dr. Arūnas GELŪNAS, Director of the Lithuanian National Museum of Art</i>
10:40 – 11:00	Ukrainian Culture as a Key Milestone in Defending Ukraine's Independence: How the Ukrainian Center in Vilnius, VMU, Strengthens the Cultural Front <i>Lesia ROZHAK, Third Secretary of the Embassy of Ukraine in the Republic of Lithuania</i>
11:00 – 11:20	Prospects of Cultural Diplomacy in post-war Russia <i>Assoc. Prof. Dr. Inga VIDUGIRYTĖ-PAKERIENĖ, Vilnius University</i>
11:30 – 12:00	Coffee break
12:00 – 13:00	Round table discussion: The Role of Cultural Diplomacy in Rebuilding Ukraine <i>Moderator: Prof. Dr. Gintautas MAŽEIKIS, VMU</i>
Participants:	<i>Mark DONFRIED, Director of the Academy for Cultural Diplomacy, Germany</i> <i>Mojib Ziarmal GHAZNAWI, Third Secretary of the Embassy of the United States of America in the Republic of Lithuania</i> <i>Lesia ROZHAK, Third Secretary of the Embassy of Ukraine in the Republic of Lithuania</i>
13:00 – 14:00	Lunch
14:00 – 15:30	Lithuanian Cultural Diplomacy: Institutional Guidelines and Imagination <i>Moderator: Assoc. Prof. Dr. Giedrius JANAUSKAS, VMU</i>
14:00 – 14:20	Challenges and Opportunities for Cultural Diplomacy Leadership in the Context of Today's Eastern Partnership Priorities <i>Dr. Gabrielė ŽAIDYTĖ, Adviser on Culture to the Prime Minister of the Republic of Lithuania</i>
14:20 – 14:40	Potential of Cultural Diplomacy to Strengthen Europe's Resilience to Threats <i>Ona Marija VYŠNIAUSKAITĖ, Director of the British Council in Lithuania</i>

14:40 – 15:00	Two Dilemmas for Lithuania's Cultural Diplomacy Model <i>Dr. Emilija PUNDZIŪTĖ-GALLOIS</i> , Vytautas Magnus University
15:00 – 15:20	Diplomacy of Dissent: Enabling Strong Alternatives <i>Prof. Dr. Gintautas MAŽEIKIS</i> , Vytautas Magnus University

15:30 – 15:40 **Closing of the Conference**

Scientific Committee

Chairman of the Scientific Committee – Prof. Dr. Gintautas Mažeikis, VMU

Members of the Scientific Committee:

Prof. Dr. Raimundas Lopata, Chair of the Committee for the Future, Seimas of the Republic of Lithuania
 Vytautas Juozapaitis, Chair of the Committee on Culture, Seimas of the Republic of Lithuania
 Assoc. Prof. Dr. Vilma Bijeikienė, VMU Vice-Rector for Communication
 Prof. Dr. Šarūnas Liekis, Dean of VMU Faculty of Political Science and Diplomacy
 Mark Donfried, Director of ICD Academy for Cultural Diplomacy
 Karl-Erik Norrman, Secretary General of the European Cultural Parliament, VMU Doctor Honoris Causa
 Assoc. Prof. Dr. Rūta Eidukevičienė, Dean of VMU Faculty of Humanities
 Prof. Jurgita Staniškytė, Dean of VMU Faculty of Arts
 Assoc. Prof. Dr. Giedrius Janauskas, Vice-Dean of VMU Faculty of Humanities

Organising Committee

Chair of the Organising Committee – Prof. Dr. Leta Dromantienė, VMU

Members of the Organising Committee:

Dr. Auksė Petruškevičiūtė, VMU Lecturer, Adviser to the Chair of the Committee for the Future, Seimas of the Republic of Lithuania,
 Ieva Lavišienė, Adviser of the Committee for the Future, Seimas of the Republic of Lithuania
 Sandra Juškevičienė, Assistant to VMU Vice-Rector for Communication
 Agnė Smolienė, VMU Marketing and Communications Department

*Participation in the Conference is subject to prior registration: only registered participants will be issued a permit to enter the Seimas Plenary Chamber or a remote login for online access to be sent by e-mail.