

# Practices of EU international cultural relations : A 3p contribution



CIRCEA Autumn School 2021  
16 October 2021

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# Basic reading



# People (1)

1. About peoples' expressions of who they are, how and why they live
2. By diverse people who create and work with creators/creatives/artists
3. Institutions are made of people
  - Internal dynamics affect external relations
  - Power dynamics in the EU on ICR
  - Beliefs
  - Working cultures
4. "Partner countries" are made of people
  - Intercultural realities
  - Intercultural literacy
5. Networks & organisations are made of people: they live, they die, they may become dormant
  - Building strong, reliable & committed teams & communities/networks



Brexit, Poland  
& Hungary  
(and at times  
France & Italy..  
Austria... the  
Netherlands)



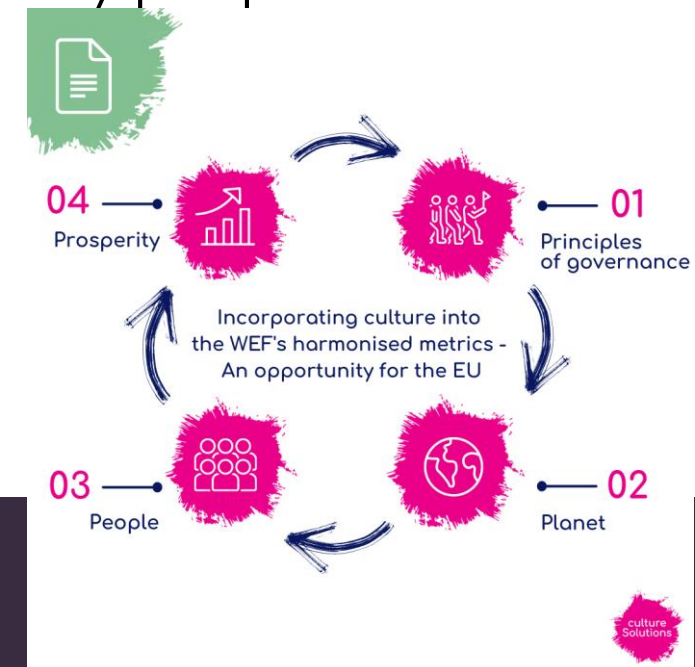
DG DEVCO  
2012-2016  
*No champion*  
*No leadership*



"Bridging  
people" (YOU)  
are key  
potential  
trust-builders

# People (2)

1. Peoples' well-being, pleasure & emotions (self-confidence, mutual trust, aesthetic pleasure)
2. Training, education, literacy, skills, gaps, catch-ups: people's knowledge & know-how (to do & to be)
3. Communication between people (mis-communication): information circulation
4. Conditions of collaboration and production of cultural commons by people: methods & circulation of know-how



# Paradigms (1)



1. What is at the core? (Markets / Planet / People / Beings / Life)
2. Paradigms dilution and liquid worlds (is everything relative? Do ideologies still matter?)
3. What has the why become?
4. New Deals and/or wars on values
5. Renaissance 2.0 or the end of humanism?



# Parenthesis – EU funds vs Member States

## Comparing international cultural relations budgets in Europe

Largest Member States' 2020 budget for EUNIC Global: British Council, Goethe Institute, French Ministry of Foreign Affairs and Italian Institute contribute €46 000 each. (see chapter on EUNIC) Edinburgh International Festival received around £ 2 million in 2019 and generated £ 3,8 million of ticket sales<sup>76</sup>.

The Cannes Festival's budget amounted to € 20 million in 2018, half of which came from public subsidies. The Berlin film festival (Berlinale) had a budget of € 25 million, with 31% of public funds<sup>77</sup>.

The French Louvre Museum annual income in 2018 was € 247 million, of which 100 million came from state funds.

The Dutch Rijksmuseum's income was around € 63 million in 2018, of which 26% came from subsidies<sup>78</sup>.

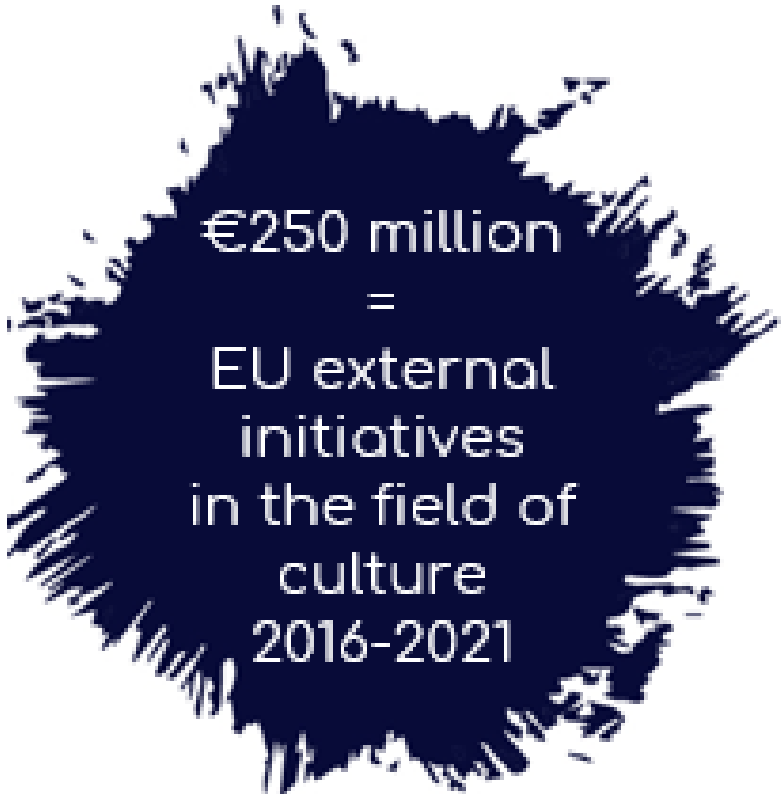
In comparison, the Dutch triennial plan for international cultural policy 2017-2020 foresaw an overall budget of around € 18 million (on average 6 million per year). The 2021-2024 plan (€ 22 million) slightly increased this yearly average<sup>79</sup>.

Deutsche Welle has a budget of € 350 million annually and it is expected to grow further<sup>80</sup>.

BBC World Service - (Radio, digital and 2 TV channels in Arab & Persian) (€ 431 million in 2019)

BBC World News is separated from BBC World News and has a different budget

The French external audio visual company France Média Monde had a budget of € 267 million in 2019 (+TV5 Monde = € 332 million in 2019)<sup>81</sup>.



€250 million  
=  
EU external  
initiatives  
in the field of  
culture  
2016-2021

# Paradigms (2)

1. (Just) having fun (?)
2. Raising questions together
3. Listening to others' flows & and looking for echoes, resonance, "différance" (Derrida)
4. Questioning transcendence, beliefs & sacrality
5. Defining new cultural commons (or products) & new cultural enemies (or customers)
6. Embracing robots, cyber, cyborgs to give them a heart and make them beautiful





# Platforms (1)



1. Digital cultures and new « value chains » & trade: where does the money go
2. New social vulnerabilities for creatives (how to ensure the resilience of creatives)
3. New artistic & aesthetic formats
4. Platforms for Trust vs platforms for control: platforms politics
5. Re-designing human boundaries: what is human and what will never be





Thanks for your  
attention 😊