Scientific Society of History of Diplomacy and International Relations
Hanns Seidel Foundation in Ukraine

CROSS-BORDER
PROJECT

“EUROPEAN VALUES AND CULTURAL DIPLOMACY: YOUTH MEETINGS”

2019–21

(curator – Iryna Matiash, Chair of the Scientific Society
of History of Diplomacy and International Relations)

Kyiv
2021

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Information on the activities of the Cross-Border Project European Values and Cultural Diplomacy: Youth Meetings (curator – Professor Iryna Matiash), which took place in 2019–21, is provided. The materials are submitted on the basis of information published on the official resources of the organizers and partners of the project. Photos are provided by the "Mediacenter" Directorate of the State Enterprise "Directorate-General for Rendering Services to Diplomatic Missions", information partner of the event. Photographers: Svitlana Semenchenko, Pavlo Khomenskyi.

The publication is designed for the Ukrainian and foreign diplomats, historians, teachers, postgraduates and university students, journalists as well as anyone interested in cultural diplomacy.

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EVENT ORGANIZERS

Scientific Society of History of Diplomacy and International Relations, Hanns Seidel Foundation in Ukraine with the support of the Ministry of Foreign Affairs of Ukraine.

INFORMATION PARTNER

"Mediacenter" Directorate of the State Enterprise "Directorate-General for Rendering Services to Diplomatic Missions".

SCIENTIFIC PARTNER

Institute of History of Ukraine of the National Academy of Sciences of Ukraine.

OVERALL GOAL

Promotion of a dialogue on European values and standards in the spheres of civil society and politics.

PROJECT GOAL

Strengthening of a sustainable dialogue within civil society and between civil society and officials of state institutions and organizations; on European standards and values in the spheres of civil society and politics; within the national, regional and European space.

During the project implementation its participants included representatives of the Hennadii Udovenko Diplomatic Academy of Ukraine at the Ministry of Foreign Affairs of Ukraine as well as students and professors of the Belarusian, Georgian, Moldovan and Ukrainian universities:

- Institute of International Relations and the Faculty of History of Taras Shevchenko National University of Kyiv;
- Educational and Scientific Institute of International Relations and National Security of the National University of Ostroh Academy;
- Educational and Scientific Institute of International Relations, History and Philosophy of the Bohdan Khmelnytskyi National University of Cherkasy;
- Borys Grinchenko National University of Kyiv;
- Institute of Humanities and Social Sciences of the Lviv Polytechnic National University;
- Faculty of International Relations of Ivan Franko National University Lviv;
- B. Havrylyshyn Education and Research Institute of International Relations of the West Ukrainian National University;
- National Pedagogical Dragomanov University;
- Nizhyn Gogol State University;
- Odessa I.I. Mechnikov National University;
- National University of Chernihiv Collegium named after T. Shevchenko;
- Petro Mohyla Black Sea National University;
- Belarusian State University;
- Diplomatic Training and Research Institute under the Ministry of Foreign Affairs of Georgia;
- Georgian Aviation University (Batumi, Georgia);
- Institute of Ukrainian Studies and the Faculty of Psychology and Pedagogy of Ivane Javakhishvili Tbilisi State University (Tbilisi, Georgia);
- Sokhumi State University;
- Faculty of International Relations of the Free International University of Moldova (ULIM);
- Faculty of International Relations, Political and Administrative Sciences of the Moldova State University;
- Gregory Tsamblak Taraclia State University.

European Values and Cultural Diplomacy: Youth Meetings

5–8 November 2019

The grand opening of the project took place on 5 November at the National Conservation Area "St. Sophia of Kyiv." The event was opened and moderated by the Iryna Matiash, Chair of the Board of SSHDIR. Welcoming remarks were delivered by Olena Maksymova, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine, Serhii Ustymenko, Head of the Public Diplomacy Department of the Ministry of Foreign Affairs of Ukraine, Ihor Sokol, Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to Ukraine, Nelia Kukovalska, Director of the Conservation Area, Andrii Veselovskyi.

Head of the Center for International Studies at Hennadii Udovenko Diplomatic Academy of Ukraine at the Ministry of Foreign Affairs of Ukraine, Mykola Movchan, Deputy Minister of Youth and Sports of Ukraine for European Integration (2014–2019), and Volodymyr Khandohii, President of the Ukrainian Foreign Policy Association. Hanna Horobets, Director of Gorobets Publishing House, presented new editions of the program Returning Cultural Heritage to Ukraine. The group of the Institute of Philology of Taras Shevchenko National University of Kyiv 'Roksolaniia' and the quartet of the National Tchaikovsky Academy of Music. At the end, a tour of the reserve was conducted.



Participants in the opening of the First Cross-Border Youth Camp European Values and Cultural Diplomacy: Youth Meetings



*Welcoming remarks by Professor **Iryna Matiash**, Chair of the Board of the Scientific Society of History of Diplomacy and International Relations*



*Welcoming remarks by **Olena Maksymova**, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine*



Performance of the creative team Roksolania

On 6 November, the Institute of International Relations of the Kyiv National University hosted a thematic session Cultural Diplomacy as an Instrument of Mutual Understanding of Peoples with the participation of cultural diplomacy experts from Ukraine and Belarus, representatives of the Ministry of Foreign Affairs of Ukraine, public and international organizations, students and teachers of Ukrainian and Belarusian universities. Students have got the opportunity to ask questions to experts both during speeches and during communication on the sidelines. The speakers of the session were: Serhii Ustymenko, Head of the Public Diplomacy Department of the Ministry of Foreign Affairs of Ukraine; Yuliia Fediv, Executive Director of the state Ukrainian Cultural Foundation; Mykola Tomenko, public figure and politician; Nelia Kukovalska, Director-General of the National Conservation Area "St. Sophia of Kyiv," Daria Kariakina, Editor-in-Chief of the Online Publication about the World theoutlook.com.ua; Pavlo Kryvonos, Director-General of the GDIP; Nataliia Nabokova, lecturer at the Ukrainian National Tchaikovsky Academy of Music; Ihor Zhaloba, President of the Pan-European Union of Ukraine.



Discussion during the session



During the master class Protocol of the Feast

In the afternoon, students took part in a masterclass by Tatiana Shynkarenko, an associate professor at the Institute of International Relations of the Kyiv National University, entitled Feast Protocol and the opening of the exhibition of works of art titled My Ukraine: Pain and Hope by the Hanns Seidel Foundation. Impressions of the exhibition, social values and transformations were discussed at a thematic workshop.



During the workshop

On 7 November 2019, the future diplomats visited the Ministry of Foreign Affairs of Ukraine, where they met with Vasyl Bodnar, Deputy Minister for Foreign Affairs of Ukraine.



Meeting of project participants with Deputy Minister for Foreign Affairs of Ukraine ***Vasyl Bodnar***



During the excursion in the Ministry of Foreign Affairs of Ukraine with ***Iryna Matiash****, Chairman of the Board of the Institute of Foreign Affairs of Ukraine, and* ***Tatiana Zolotar****, Project Coordinator of the Hanns Seidel Foundation in Ukraine*

The project participants also visited the Hennadii Udovenko Diplomatic Academy of Ukraine at the Ministry of Foreign Affairs of Ukraine. Andrii Veselovskyi, Head of the Center for International Studies, Olesia Kostiuk, a senior German language teacher at the Language Training Center, and Olha Nakonechna, Head of the Information Resources Center, conducted master classes in public and cultural diplomacy, diplomatic etiquette and protocol.



The visit to the Hennadii Udovenko Diplomatic Academy of Ukraine at the Ministry of Foreign Affairs of Ukraine

Later, at the Institute of International Relations of the Kyiv National University, students talked on the topic 'Cultural diplomacy and official diplomacy: points of contact and interaction' with Ambassadors Extraordinary and Plenipotentiary Yevhen Bersheda, Volodymyr Khandohii and Oleksandr Tsvetkov. The day ended with a role-playing game UNESCO Meeting, during which Belarusian and Ukrainian participants developed and signed a joint memorandum.



Cultural Diplomacy and Official Diplomacy: Points of Contact and Interaction session

The final event in the range, the international conference Ukrainian-Belarusian Relations for a Hundred Years: Institutional History and Cultural Diplomacy, took place on 8 November 2019. Belarusian and Ukrainian experts discussed the institutional history of bilateral relations, common and unique features of Ukraine and Belarus, as well as the importance of cultural diplomacy for mutual understanding between peoples. Students presented 'cultural business cards' of their countries. At the end of the final discussion, Daniel Seiberling, Head of projects of the Hanns Seidel Foundation in Ukraine, the Republic of Moldova and Romania, addressed the audience.

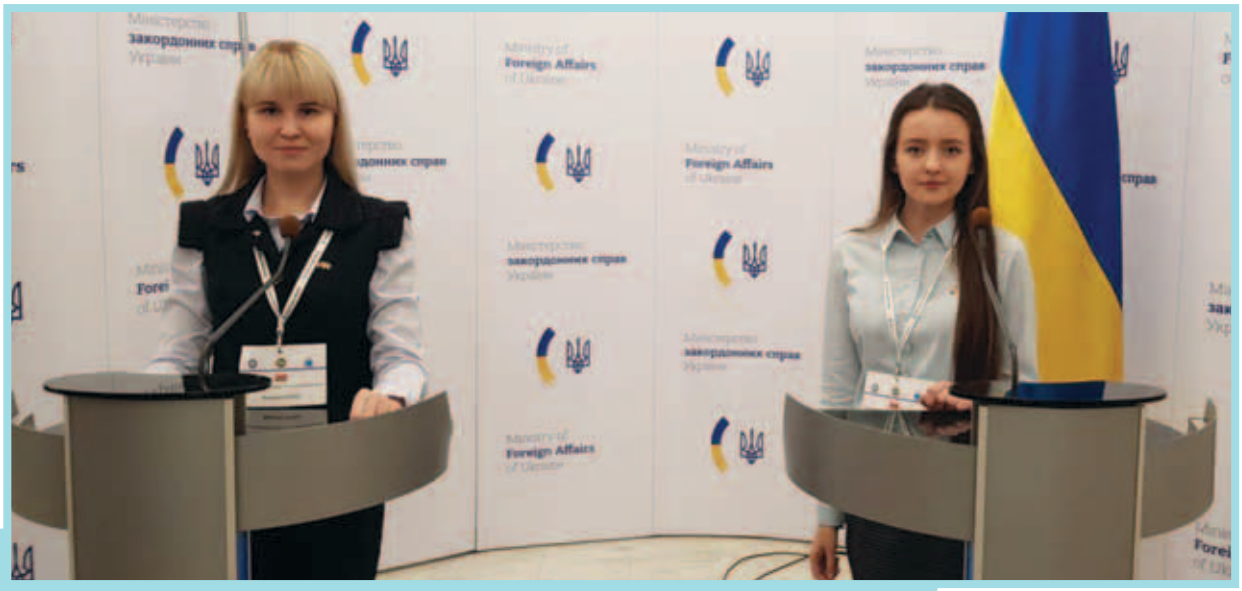


Presentation of the 'cultural business cards' of Ukraine and Belarus



Participants of the first Youth Camp with the organizers after the presentation of certificates

FEEDBACK FROM STUDENTS ABOUT PARTICIPATING IN THE FORUM



Daria Hrynkevych *and* ***Veronika Kynesh*** *(Belarusian State University)*

All the events were extremely interesting and informative. Among the most enthralling ones were the game in a simulation of the Belarusian-Ukrainian meeting within the framework of UNESCO, Protocol Lunch, Diplomat's Business Suit and other events. We believe and hope that the Belarusian-German-Ukrainian friendship and solidarity will continue strengthening and developing in future.

Daryna Sydorenko
(National University of Ostroh Academy)

The participation in the event was very useful and interesting, and the programme was extremely rich. Opening of the event in St Sophia Cathedral, visit to the Ministry of Foreign Affairs of Ukraine and the Diplomatic Academy, workshops and modelling of the UNESCO meeting – all these events lasting four days, became for the forum participants a key to understanding not only international communication processes but also practical application of all developed methods of intercultural dialogue. This forum has been a great example for me of establishing intercultural communication and international dialogue.



Anhelina Rudenko
(National University of Ostroh Academy)

In four days, I took a different look at cultural diplomacy and its future, better understood how to shape the country's image and what patterns will work. In my view, during these four days all the speakers were at their best.



Yevhen Zhuk *and* ***Pavlo Smyrnov***
(Belarusian State University)

The project programme was captivating, rich and diverse. All events were extremely interesting and informative. We hope that the Belarusian-Ukrainian student friendship and cooperation will continue and intensify.





Liudmyla Kylymnyk
(Petro Mohyla Black Sea National University)

I have warm memories of this wonderful event and gratitude. Primarily, I gained invaluable experience in communicating with colleagues and people who gained success in the field of diplomacy and international relations, which I still apply in my life. Furthermore, holding a diplomatic reception, a trip to the Ministry of Foreign Affairs and the Diplomatic Academy is what a future diplomat may dream of. I am extremely pleased to have had such a chance to improve my skills, put my knowledge into practice and gain experience that I will definitely need in the future!

SECOND CROSS-BORDER YOUTH FORUM

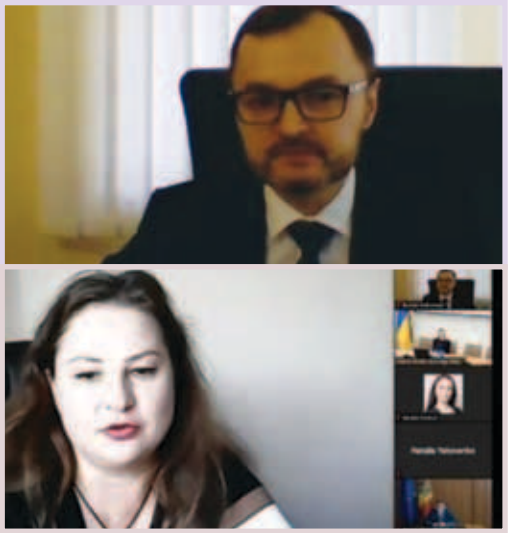
European Values and Cultural Diplomacy: Ukraine-Moldova Youth Meetings

20–23 October 2020

Under quarantine restrictions during the pandemic, the event took place on the online platform Zoom. On 20 October, it was opened by Ruslan Bolbochan, Ambassador Extraordinary and Plenipotentiary of the Republic of Moldova to Ukraine, Natalia Zhurbenko, First Secretary of the Embassy of Ukraine to the Republic of Moldova, Daniel Seiberling, Head of projects of the Hanns Seidel Foundation in Ukraine, the Republic of Moldova and Romania, Daniel Vode, Press Secretary of the Ministry of Foreign Affairs and European integration of the Republic of Moldova, Kristina Morar, Deputy Dean of the Faculty of International relations, politic and administrative sciences of Moldova State University, Valentyna Chumachenko, Doctor of Philosophy, Associate professor, Vice-rector for international relations of the Free International University of Moldova, and Iryna Matiash, Chairman of the Board of SSHDIR.



*Welcome speech by the **Daniel Seiberling**, Head of projects of the Hanns Seidel Foundation in Ukraine, the Republic of Moldova and Romania*



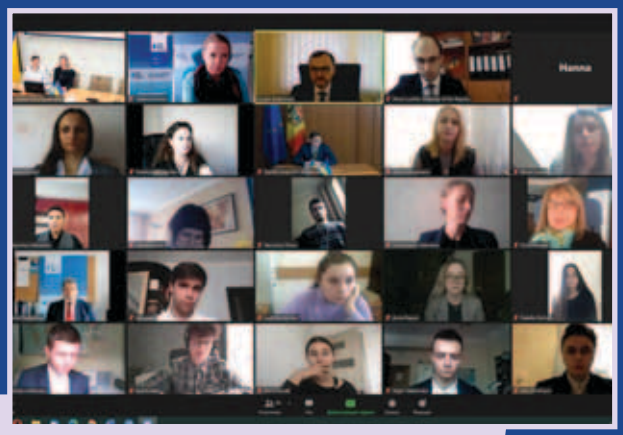
*Welcome speeches by Ambassador Extraordinary and Plenipotentiary of the Republic of Moldova to Ukraine **Ruslan Bolbochan**, First Secretary of the Embassy of Ukraine to the Republic of Moldova **Nataliia Zhurbenko***

On the first day of the online meeting, 72 participants joined the discussion on 'Cultural diplomacy as a tool for mutual understanding of peoples'. In particular, these are experts of diplomatic relations and cultural diplomacy from Ukraine and Moldova, officials, representatives of the Ministry of Foreign Affairs of Ukraine, diplomatic institutions and international organizations, students and teachers of Ukrainian and Moldovan universities.

On 21 October 2020, during discussion of the topic 'Cultural diplomacy and official diplomacy: points of contact and interaction,' the expert side was represented by Volodymyr Khandohii, President of the Ukrainian Foreign Policy Association, Teofil Rendiuk, Doctor of historical sciences, Director of the Institute of Good Neighborliness and Dariia Kariakina, Director-General of the OUTLOOK project.

On 22 October 2020, the topic 'Ukraine-Moldova: common and unique; cultural diplomacy for the sake of mutual understanding' was discussed by Natalia Stercul, Associate Professor of the Department of International Relations, Political and Administrative Sciences of Moldova State University; Elena Margineanu, Professor of the Department of Law of Moldova State University; and Nataliia Yakovenko, Full Professor of the Institute of International Relations of Taras Shevchenko National University of Kyiv.

On 23 October 2020, Oleksandr Tsvetkov, Ambassador Extraordinary and Plenipotentiary, Inna Khomenska, Scientific Secretary of the SSHDIR and Director of the GDIP "Mediacenter" Directorate, and Olha Nakonechna, Head of the Centre for Information Resources of the Hennadii Udovenko Diplomatic Academy of Ukraine at the Ministry of Foreign Affairs of Ukraine, delivered their speeches in the second session of the topic.



Participants of the youth forum



СЕРТИФІКАТ

Дмитро Стретович

«Європейські цінності та культурна дипломатія: молодіжні зустрічі Україна – Молдова»



Посольство
України в Республіці
Молдова

Ambasada
Ucrainei in Republica
Moldova

4 листопада 2020 р. № 6136/10-800-1010
На №28 від 28.10.2020

Голові Наукового товариства історії дипломатії та міжнародних відносин

І.Б.Матяш

Шановна Ірино Борисівно,

Посольство України в Республіці Молдова висловлює Вам свою щиру вдячність за успішну реалізацію ініціативи Наукового товариства історії дипломатії та міжнародних відносин та Інституту міжнародних відносин Київського національного університету ім.Т.Г.Шевченка щодо проведення 20-23 жовтня ц.р. транскордонного українсько-молдовського молодіжного табору на тему: «Європейські цінності і культурна дипломатія: молодіжні зустрічі».

Вважаємо, що проведення такого заходу онлайн із залученням молоді України та Молдови стало вчасною та результативною альтернативою в умовах пандемії коронавірусу, це також сприяло розвитку добросусідських відносин між двома країнами.

Відзначаємо зацікавленість в участі у згаданому заході з боку наших партнерів в Молдові - Державного університету Молдови та Міжнародного незалежного університету Молдови.

Впевнені, що подібні цікаві заходи за участі студентської молоді та експертів з України та Молдови мають стати регулярними.

Висловлюємо готовність до підтримки подібних проєктів в подальшому.

З повагою,

Посол **М.Шевченко**

European Values and Cultural Diplomacy: Youth Meetings Ukraine-Georgia

17-20 November 2020

Events continued online. On 17 November, it was opened by Zurab Topuria, expert on culture and education of the Embassy of Georgia in Ukraine; Svitlana Fomenko, Deputy Minister of Culture and Information Policy of Ukraine; Daniel Seiberling, Head of projects of the Hanns Seidel Foundation in Ukraine, the Republic of Moldova and Romania; Markiian Malskyi, Dean of the Faculty of International Relations of the Ivan Franko National University of Lviv; Indira Dzagania, Head of International Relations and Intercultural communications Department of Sokhumi State University (Tbilisi, Georgia) and Iryna Matiash, Chairwoman of the Board of the Scientific Society. The discussion of the topic Cultural diplomacy as a Tool for Mutual Understanding of Peoples brought together 87 participants, including Ukrainian and Georgian experts on international relations and cultural diplomacy, officials, representatives of the Ministry of Foreign Affairs of Ukraine, diplomatic institutions and international organisations, students and professors of Ukrainian and Georgian universities. The participants discussed the values of joint Ukrainian-Georgian cultural projects, the topic of financing cultural events, modern challenges facing creative institutions, and the ways to overcome them.

On 18 November 2020, the topic Ukraine – Georgia: common and unique, intangible heritage. Cultural diplomacy for the sake of mutual understanding was discussed with Ihor Dolhov, Ambassador Extraordinary and Plenipotentiary of Ukraine to Georgia; Maryna Hrymych, a Ukrainian writer and famous scientist, member of the Writers' Union of Ukraine and the PEN Club; Yevhen Klopotenko, a Ukrainian culinary expert, chef, TV presenter; Dariia Kariakina, Director-General of the OUTLOOK project.

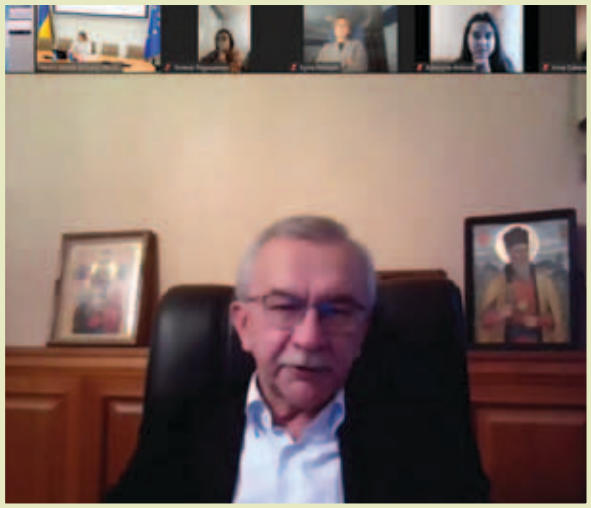
On 19 November 2020, the speeches were delivered by Volodymyr Khandohii, President of the Ukrainian Foreign Policy Association; Grigol Katamadze, Vice President of the Taxpayers Association of Europe, Ambassador Extraordinary and Plenipotentiary; Yuliia Nechyporenko, Chairwoman of the Chief Office for Cultural Heritage of the Ministry of Culture and Information Policy of Ukraine; and Yanina Barybina, Head of the Georgian Cultural and Educational Center at the Poltava University of Economics and Trade. The participants discussed the intangible heritage, the unity of cultures and values in the activities of the Georgian cultural and educational centre, the role of cultural diplomacy in international relations.



'Cultural business card' of Georgia: presentation of students of Sukhumi State University

On 20 November 2020, Olha Nakonechna, Head of the Information Resources Centre of the Diplomatic Academy of Ukraine; Yuliia Fediv, Executive Director of the Ukrainian Cultural Foundation, and Inna Khomenska, Director of the "Mediacenter" Directorate of the GDIP, gave speeches. The themes for discussion were the importance of the protocol and etiquette of state symbols, the implementation of international projects supported by the UCF, as well as the main tools of cultural diplomacy of foreign embassies in Ukraine.

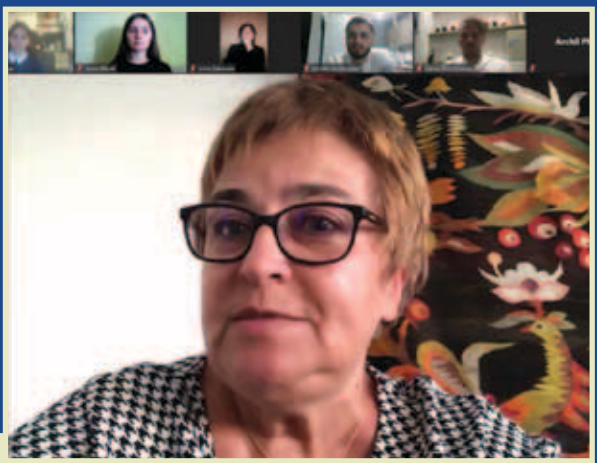
Ukrainian and Georgian students presented the cultural hallmarks of their cities during all the days of the online conference.



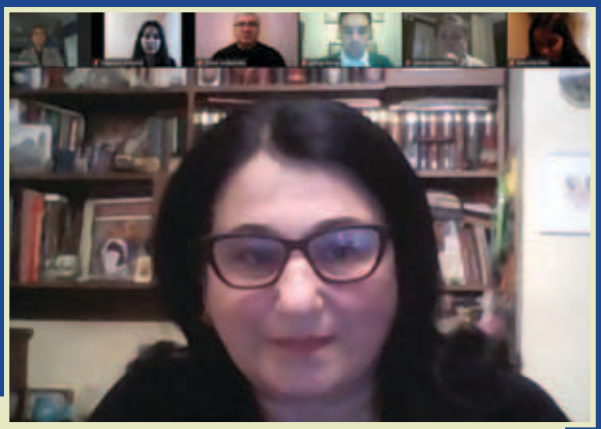
*The speech by **Ihor Dolhov**, Ambassador Extraordinary and Plenipotentiary of Ukraine to Georgia*



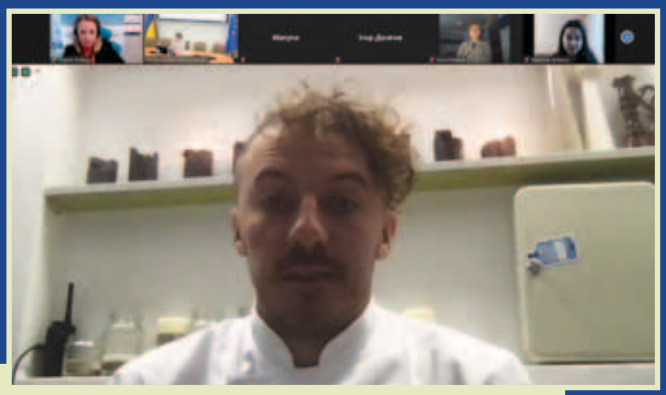
***Zurab Topuria**, expert on culture and education of the Embassy of Georgia in Ukraine, delivers opening remarks*



*The speech by **Maryna Hrymych**, an expert, Ukrainian writer, Doctor of History, Director of the Duliby Publishing House*



***Indira Dzagania**, Head of International Relations and Intercultural Communications Department of Sokhumi State University (Georgia)*



***Yevhen Klopotenko**, a Ukrainian culinary expert, chef, TV host*

DIPLOMATIC AND SCIENTIFIC MARATHON

#Lesia_unites_the_world!

25-26 February 2021



To mark the 150th anniversary of Lesia Ukrainka, an outstanding Ukrainian cultural figure, writer, translator, folklorist, and scholar, the Embassy of Ukraine in Georgia, the Scientific Society, and the GDIP SE conducted the Diplomatic and Scientific Marathon #Lesia_unites_the_world! Information support was provided by the Hanns Seidel Foundation in Ukraine. The purpose of the event was to shed light on the historical significance of Lesia Ukrainka's creative legacy, as well as to strengthen partnerships between the states in the field of cultural diplomacy.



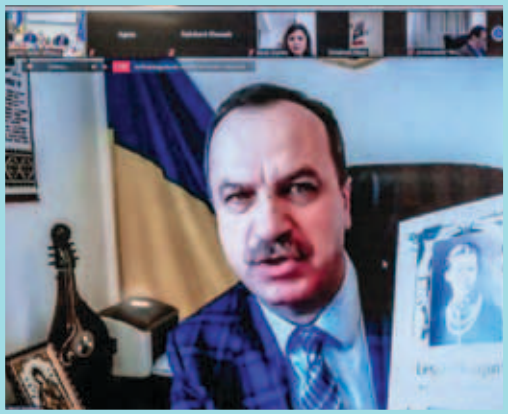
***Ihor Dolhov**, Ambassador Extraordinary and Plenipotentiary of Ukraine to Georgia, delivers a speech*

*'Lesia Ukrainka is a prominent figure in Ukrainian culture and a real symbol of unity. Moreover, the outstanding poetess now helps the Georgian people find themselves and unite. I am sincerely grateful to all who joined our baton-passing race and hope that we will continue the underlain tradition of this marathon further,' **Ihor Dolhov** underscored.*

On 25 February, several countries worldwide held events with solemn flower-laying ceremonies at the monuments to the writer whilst Ukrainian and foreign students, diplomats, and scholars recited translations of her poems.

On 26 February, the online marathon was held. The event brought together representatives of the MFA of Ukraine, Ambassadors Extraordinary and Plenipotentiary of Ukraine, diplomatic staff of the Ukrainian embassies in Austria, Azerbaijan, Belarus, Bulgaria, Croatia, Egypt, Estonia, Georgia, Germany, Italy, Japan, Lebanon, Lithuania, Moldova, Turkey, the Consulate-General of Ukraine in Edmonton, representatives of the Association of Ukrainians in France, as well as students and professors of the higher education institutions of Ukraine, Georgia, and Moldova.

The online conference was moderated by Iryna Matiash, Chairwoman of the Scientific Society; Ihor Zhaloba, Deputy Chairman of the Scientific Society; Oleksandr Tsvietkov, the board member of the Scientific Society; the members of the Scientific Society Valentyna Piskun and Ihor Turianskyi, Ambassador Extraordinary and Plenipotentiary. The participants discussed little-known biographical facts of Lesia Ukrainka's life, told about the events aimed at honouring the memory of the Ukrainian poetess in the world, opening of memorials and museums as well as the activities of libraries named after her, and recited poems of the poetess in foreign languages.



Vasyl Kyrylych, *Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Croatia*



Moderators of the marathon (from left to right): ***Ihor Zhaloba, Oleksandr Tsvietkov, Iryna Matiash, Valentyna Piskun****. The speech (on the screen) is delivered by* ***Iryna Kliuchkovska****, Director of the International Institute of Education, Culture and Diaspora Relations at Lviv Polytechnic National University*

'Lesia Ukrainka is one of the brightest figures of Ukrainian history and culture. There are personal ways to Lesia for everyone, and everyone does have one,' ***Iryna Matiash*** *said.*

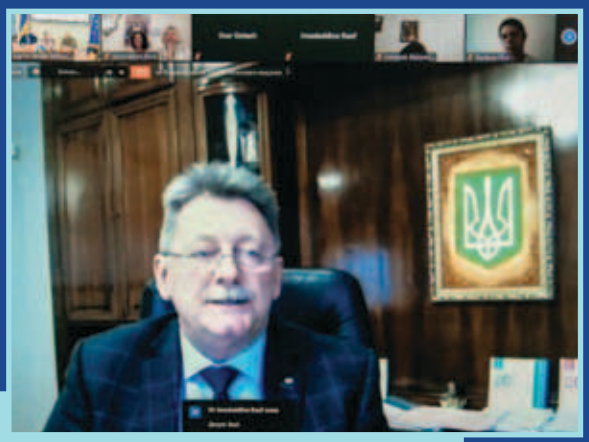
As ***Iryna Kliuchkovska*** *noted in her speech, 'In the context of celebrating the 150th anniversary of Lesia Ukrainka's birth, I would like to remind you that during the period of our statelessness, the diaspora created true "everests" of materials about Lesia, collected colossal archival materials. In particular, Tamara Skrypka, the keeper of the Ukrainian Free Academy of Sciences archives, outlines it. They include Lesia's contemporaries and her sister Izydora memoirs about Lesia and photo archives, and much more. We all owe it to Lesia, who has not been studied and reflected, and thus, we owe to ourselves. Only now, in the anniversary year, we are starting to clear the debts. Now, it is the highest time the creative legacy of Lesia Ukrainka – one of the greatest intellectuals in the world – in its entirety was studied. Thus, we can broadcast this legacy to the world.'*



Members of the French-Ukrainian Association of the Cote d'Azur of France (headed by ***Iryna Podyriako****)*



Andrii Melnyk, *Ambassador Extraordinary and Plenipotentiary of Ukraine to the Federal Republic of Germany*



Ihor Kyzym*, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Belarus*



Oksana Cherniaieva *(Sofia, Bulgaria) recites the poetry of Lesia Ukrainka*



A flower-laying ceremony near the monument to Lesia Ukrainka, in Kyiv attended by the delegation of the Scientific Society of History of Diplomacy and International Relations and the GDIP within the Diplomatic and Scientific Marathon #Lesia_unites_the_world! (25 February 2021)

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Голові Наукового товариства історії дипломатії та міжнародних відносин

І.Б.МАТІЯШ

Шановна Ірино Борисівно!

Посольство України в Грузії з великою радістю висловлює Вам особисто та очолюваному Вами Науковому товариству історії дипломатії та міжнародних відносин слова щирої подяки за міцну підтримку та плідну взаємодію у реалізації важливого для України культурно-гуманітарного проекту – Дипломатично-наукового марафону «#Леся єднає світ!», присвяченого 150-й річниці від Дня народження видатної української поетеси Лесі Українки.

Завдяки вашим зусиллям цей захід об'єднав українців з майже двадцяти країн, які продемонстрували свою любов до батьківщини та єдність у донесенні до світу важливого аспекту існування та розвитку нашої держави – її гуманітарної складової: культури, літератури, таланту, духовності, а також пам'яті та пошани до наших джерел, у тому числі, у особі видатних постатей, яких народила Українська земля.

Щиро бажаємо Вам, Ірино Борисівно, та усім членам Наукового товариства історії дипломатії та міжнародних відносин міцного здоров'я, творчого натхнення, нових цікавих й корисних проєктів та всілякої підтримки у їхньої реалізації на благо України.

З повагою

Посол **Ігор Долгов**

ДОКУМЕНТ СЕД МЗС АСКОД
Підписувач Долгов Ігор Олексійович
Сертифікат 3E05083160D8C59804000009E5D960004A51000
Дійсний з 12.01.2021 13:17:16 по 12.01.2023 13:17:16

МЗС
6135/36-800-13235 від 02.03.2021

PRESENTATION OF HANDBOOK

of Cultural Diplomacy

26 April 2021



The presented handbook under the general editorship of Iryna Matiash (Scientific Society of History of Diplomacy and International Relations) and Viktor Matviienko (Institute of International Relations of Taras Shevchenko National University of Kyiv) covers in detail the concept of cultural diplomacy as a tool of soft power, its purpose, means, main theoretical and practical aspects, particularly as seen in the historical context, work of cultural diplomacy institutions in modern Ukraine, and respective activities of Ukrainian diplomatic missions abroad.



Alla Polova, Head of the Department of Communication and Public Diplomacy of the Ministry of Foreign Affairs of Ukraine, and Benjamin Bobbe, Regional Representative of the Hanns Seidel Foundation in Ukraine, the Republic of Moldova and Romania, opened the event with welcoming remarks.



***Alla Polova**, Head of the Department of Communication and Public Diplomacy of the MFA of Ukraine*

'Cultural diplomacy as a foreign policy area makes it possible to popularise national achievements and experience in the field of culture and share them with citizens of other countries, achieving better understanding and, above all, trust. I am totally confident that the handbook dedicated to cultural diplomacy has an essential role to play in shaping the understanding of this phenomenon among students and will continuously encourage the promotion of the positive image of our country abroad.'



***Benjamin Bobbe**, Regional Representative of the Hanns Seidel Foundation in Ukraine, the Republic of Moldova and Romania*

'Culture is a means by which we come to understand each other; it can also give aesthetic pleasure. To understand another person's culture, it is often necessary to grasp the important historical prerequisites for its formation. In the future, alliances are likely to be forged not only on economic principles but also on cultural pillars. That is exactly why this publication is so important. At the Hanns Seidel Foundation, we are very happy that this handbook has seen the world, and we express our gratitude to all the authors who have contributed to this outcome. I presume we will continue to cooperate in this important field to reach new heights together.'

The online presentation was attended by the authors of the handbook who drew the audience's attention to the defining aspects of cultural diplomacy and made interesting statements about the further development of cultural diplomacy as a tool of soft power and the prospects of its implementation in the international arena.



***Liubov Nepop**, Ambassador Extraordinary and Plenipotentiary of Ukraine to Hungary*



***Artem Rybchenko**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Swiss Confederation*



***Andrii Sybiha**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Turkey*



***Viktor Matviienko**, Doctor of History, Full Professor, Head of the International Organisations and Diplomatic Service Chair of the Institute of International Relations of Taras Shevchenko National University of Kyiv*



*Professor **Iryna Matiash** and students of the National Pedagogical Drahomanov University during the online presentation of the handbook*



***Ihor Ostash**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Lebanese Republic*

*'The theoretical pillars and institutional components of cultural diplomacy, the priorities and sectoral strategies of the MFA and the Ukrainian Institute, the historical prerequisites for development and modern cases on the work of diplomatic institutions abroad are now systematised and presented in an interesting and accessible form. Therefore, it will be useful not only for students of international relations and theoretical scientists, but also for acting diplomats-practitioners. Although this direction is not particularly "mine", I have no doubt that today, cultural and, in a broader sense, public diplomacy and strategic communication are important parts of the work of every diplomat, regardless of positions and functions. Indeed, in the wars of narratives of the 21st century, weapon of mass reaction is often more effective than weapon of mass destruction,' **Yevheniia Haber** posted on her personal Facebook-page.*



***Yevheniia Haber**, Foreign Policy Advisor to the Prime Minister*

ONLINE EVENT

Museums and Cultural Diplomacy: Hrushevskyi House

18 May 2021



The participants of the meeting were representatives of the MFA of Ukraine, diplomatic institutions, international organisations, experts on diplomatic relations and cultural diplomacy from Ukraine, the Republic of Poland, Georgia, the Republic of Belarus, as well as students and lecturers of Ukrainian and foreign higher education institutions.



The moderators of the online event ***Iryna Matiash*** *and* ***Valentyna Piskun***

Before the online meeting, the victims of the deportation of the Crimean Tatar people were commemorated with a minute of silence.

The guests of the event were greeted by Alla Polova, Director of the Communications and Public Information Department of the MFA of Ukraine; Andrii Kasianov, Counsellor of the Embassy of Ukraine in Georgia; Olena Maksymova, Project Coordinator-Deputy Director of the Hanns Seidel Foundation in Ukraine; Tetiana Horupovych, Second Secretary of the Embassy of Ukraine in the Czech Republic; Yana Kryvobok, Third Secretary of the Embassy of Ukraine in Poland.



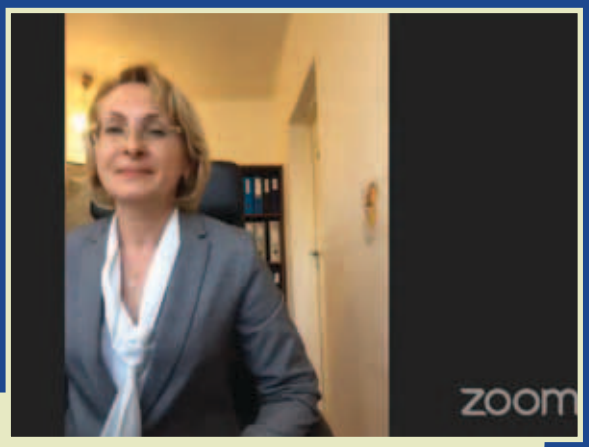
***Andrii Kasianov**, Counsellor of the Embassy of Ukraine in Georgia*



***Alla Polova**, Director of the Communications and Public Information Department of the MFA of Ukraine*



*Greeting speech by **Olena Maksymova**, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine*

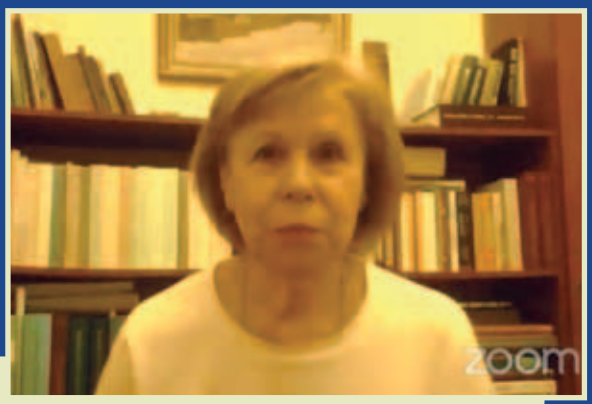


***Tetiana Horupovych**, Second Secretary of the Embassy of Ukraine in the Czech Republic*



***Yana Kryvobok**, Third Secretary of the Embassy of Ukraine in the Republic of Poland*

The opening speeches were delivered by Svitlana Pankova, Director of Mykhailo Hrushevskyi Historic Memorial Museum, Tetiana Kriukovska, a producer and director of The House of the Hrushevskyi Family film, Tamara Kapanadze, Director of Tbilisi Gymnasium no. 1 – Tbilisi (Tiflis) Gymnasium, Yuliia Naidukh and Mykola Fediai, senior researchers at the museum.



***Svitlana Pankova**, Director of Mykhailo Hrushevskyi Historic Memorial Museum*



***Tetiana Kriukovska**, a producer and director of The House of the Hrushevskyi Family film*

The highlight of the event was the presentation of the House of the Hrushevskyi Family Film. The discussion of the screened film was joined by scientists: Volodymyr Tylishchak, Deputy Chairman of the Ukrainian Institute of National Memory; Ihor Hyrych, Head of the Department of Source Studies of Modern History of Ukraine at the Mykhailo Hrushevskyi Institute of Ukrainian Archeography and Source Studies of the NAS of Ukraine; Oksana Yurkova, Leading Research Fellow at the Institute of History of Ukraine of the NAS of Ukraine, initiator and co-coordinator of the Mykhailo Hrushevskyi Digital Archives project. Valentyna Marjanishvili, Chairwoman of the Union of Journalists 'House of Georgian-Ukrainian Press and Books', delivered the presentation entitled Tiflis Period of Mykhailo Hrushevskyi's Life.

Students shared their impressions of the film.

> *'It was extremely interesting. The film showed us how multifaceted the figure of Mykhailo Hrushevskyi was. We were able to see him not only as a public and political figure and historian, but also view him from the domestic perspective, how he treated his daughter, how his daughter helped in his various studies,'* ***Yuliia Vaida**, a student of Lviv Polytechnic, said.*



The shot of the House of the Hrushevskyi Family Film

ONLINE EVENT

Exhibition Projects and Cultural Diplomacy: Exhibition of Belarusian Artists Every Day: Art. Solidarity. Resistance. in the Mystetskyi Arsenal

3 June 2021



On 25 May, students participating in the event supported by the Hanns Seidel Foundation in Ukraine visited the exhibition Every Day. Art. Solidarity. Resistance in Mystetskyi Arsenal in offline format. The visit helped young people experience the emotions that the curators put into the exhibition.

On 3 June 2021, there took place an online conference opened by Olena Maksymova, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine, and Olesia Ostrovska-Liuta, Director-General of Mystetskyi Arsenal.



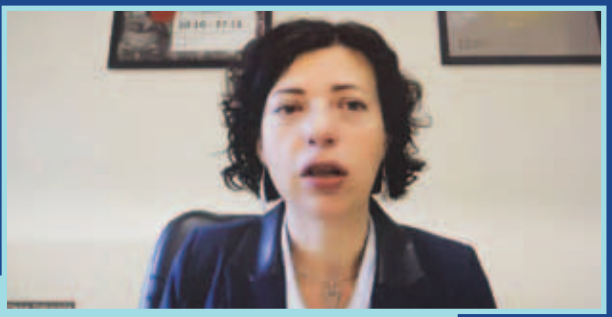






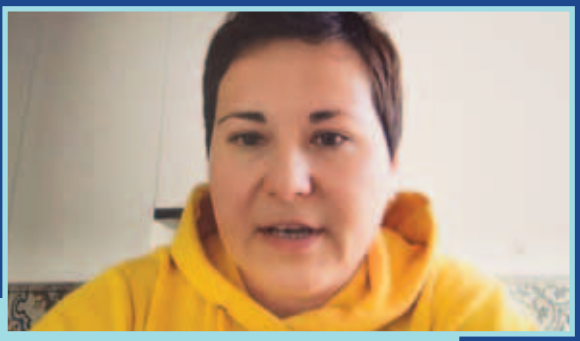


Iryna Matiash *and* ***Ihor Likhovyi****, moderators of the event*



Olesia Ostrovska-Liuta*, Director-General of the Mystetskyi Arsenal*

During the event, the participants discussed the matter of art exhibitions as the means of cultural diplomacy in practical dimension, the significance of the exhibition of Belarusian artists in Kyiv, the essence of European values, and youth's perception of them. Tetiana Filevska, Creative Director of the Ukrainian Institute, and Tetiana Sybiha, the wife of Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Turkey, also joined to discuss the topic.



Tetiana Filevska*, Creative Director of the Ukrainian Institute*

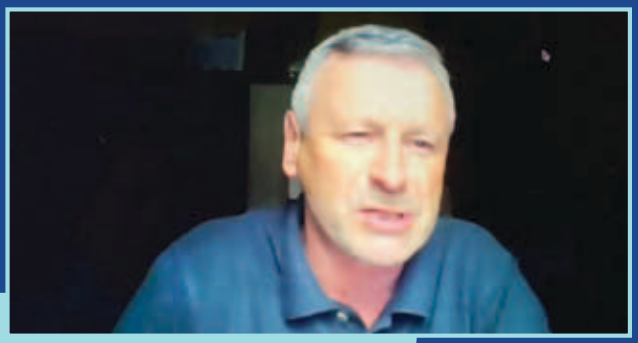
> *'Of course, the very form of exhibition makes it possible to spread this cultural context much wider and immerse a foreign audience into experiencing certain meanings, events, and phenomena of the culture broadcast in another culture,'* ***Tetiana Filevska*** *said.*



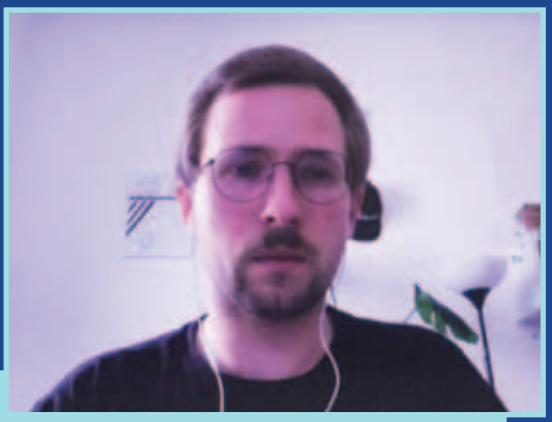
Tetiana Sybiha*, the wife of Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Turkey*

> *'Ukraine cannot remain indifferent to the processes taking place in Belarus. Moreover, we, Ukrainians, turn out to understand the Belarusian language fluently. We are in complete solidarity with our friendly neighbours on our common, long road of transformation from authoritarianism to democracy. A unique exhibition of contemporary Belarusian art Every day. Art. Solidarity. Resistance will still operate in Mystetskyi Arsenal until 6 June. For those who do not have the opportunity to be in Kyiv, there is an excellent option to get acquainted with the exhibition in the virtual space', Tetiana Sybiha shared on her personal page on the Facebook social network.*

Olesia Ostrovska-Liuta, Director-General of the Mystetskyi Arsenal, and Alieksiei Borisionok, co-curator of the exhibition, told about the exhibition Every Day. Art. Solidarity. Resistance. Ihor Likhovyi, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Belarus (2007–2010), First Deputy Director-General of the Shevchenko National Reserve, and Oles Kratsevych, Doctor of History, Full Professor, Director of the Centre for Belarusian Studies at the University of Warsaw, conveyed their thoughts and impressions of the exhibition.



Professor ***Oles Kratsevych***



Alieksiei Borisionok*, co-curator of the exhibition Every day. Art. Solidarity. Resistance*

'We express gratitude to all the organisers and participants for such an important and informative event. Ms Olesia Ostrovska-Liuta said quite accurately that art allows to show the anxieties of society, and the exhibition Every Day... is an excellent example of this expression. As the problems quite strongly penetrate the consciousness of the population precisely through art, and this form of communication also allows the nation to be heard indeed, and art is kind of language that everyone understands,' ***Anna Tereshchenko****, a student of the National University of Ostroh Academy, noted.*





The participation of the students of international relations of the National University of Ostroh Academy in the discussion of the exhibition

Museums and Cultural Diplomacy: The Figure of Taras Shevchenko

11 June 2021
(Kaniv, Cherkasy region, Ukraine)



Collective photo of the event participants

The event was held in a mixed offline/online format. Opening remarks were delivered by Valentyna Kovalenko, Acting Director-General of the Shevchenko National Reserve; Kateryna Bilotil, Specialist of the Department of Public Diplomacy at the Ministry of Foreign Affairs of Ukraine; Daryna Harib, Third Secretary of the Embassy of Ukraine in the Republic of Serbia; Olena Maksymova, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine; Iryna Matiash, Chairwoman of the Board of the SSHDIR; and Nataliia Zemziulina, Director of the Research and Educational Institute of International Relations, History, and Philosophy of the Bohdan Khmelnytskyi National University of Cherkasy.



In the photo (from left to right): ***Ihor Turianskyi, Valentyna Kovalenko, Iryna Matiash***



In the photo (from left to right): ***Ihor Turianskyi, Iryna Matiash, Ihor Likhovyi, Kateryna Bilotil, Oleksandr Slipchenko***

Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Belarus (2007–2010); Ihor Likhovyi, First Deputy Director General of the Shevchenko National Reserve; and Oleksandr Slipchenko, Ihor Turianskyi, Borys Humeniuk, Ambassadors Extraordinary and Plenipotentiary, took part in the discussion. Stepan Vidnianskyi, Corresponding Member of NAS of Ukraine, Head of the Department of International Relations and Foreign Policy of the Institute of History of Ukraine of NAS of Ukraine; Anatolii Chaban, Professor of the Educational-Scientific Institute of International Relations, History and Philosophy of Bohdan Khmelnytskyi National University of Cherkasy; Ihor Zhaloba, Head of Paneuropa Ukraine, Deputy Chairman of the Board of SSHDIR; Tetiana Klymenko, Director of the State Archive of Cherkasy Region, also delivered their scientific speeches. Hanna Horobets, Project Manager of Returning the Cultural Heritage; and Halyna Kryvorchuk, producer of series Game of Fate, described their projects.



During the discussion panel

After the lively discussion, the participants watched the film Yagotyn Summer. Students of Bohdan Khmelnytskyi National University of Cherkasy and National University of Ostroh Academy shared their impressions from the event, reflections on the cultural diplomacy objectives, and the role of the figure of Taras Shevchenko as a tool for promoting Ukraine's attractiveness in the world.



Laying flowers to the Kobzar monument



During the excursion

During the meeting, the participants laid flowers at the monument to the Great Kobzar, as well as took part in the thematic tour conducted by Ihor Likhovyi on the Taras Shevchenko Museum and Tarasova Svitlytsia (Taras Room).



Students of Bohdan Khmelnytskyi National University of Cherkasy participate in the discussion

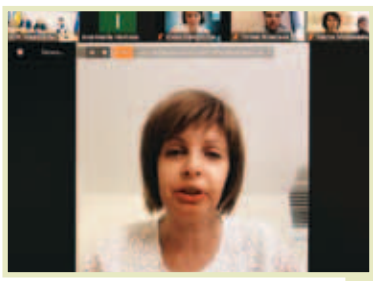
ONLINE EVENT

Cinema and Cultural diplomacy

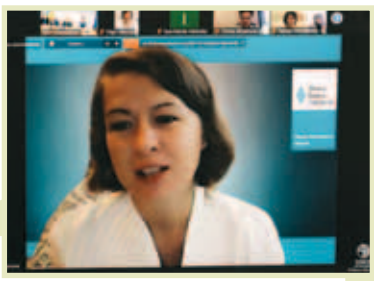
8 September 2021



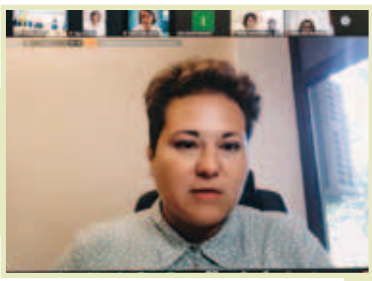
During the event, the participants discussed the role of cinema as an efficient toolkit of cultural diplomacy, as well as the relevance and prospects of using this genre of art in Ukrainian diplomacy and the formation of Ukraine's image in the world. The guests of the event were greeted by Olha Ivanova, Head of the Department of Communications and Public Diplomacy of the MFA of Ukraine, Tetiana Filevska, Acting Director-General of the Ukrainian Institute, and Olena Maksymova, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine.



Head of the Department of Communications and Public Diplomacy of the Ministry of Foreign Affairs of Ukraine ***Olha Ivanova***



Olena Maksymova*, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine*



Acting Director-General of the Ukrainian Institute ***Tetiana Filevska***

People's Artist of Ukraine, Minister of Culture of Ukraine (2014; 2016 – 2019) Yevhen Nyshchuk; Executive Director of the Ukrainian Cultural Foundation Vladyslav Berkovskyi; Ambassador Extraordinary and Plenipotentiary of Ukraine to the Lebanese Republic Ihor Ostash; initiator of the movement #CreatingCultureTogether, director of the film Ukrainian Lebanon Stanislav Lytvynov; editor of the film Ukrainian Lebanon Andriana Bila; producer of the film Lesia Ukrainka. Uzlissya, a member of the Ukrainian Film Academy, co-founder of the Ukraine in Focus film festival of Ukrainian cinema in Tbilisi Mariia Moskalenko; and director and co-author of the film Lesia Ukrainka. Uzlissya, cultural figure and former Head of the Film Centre of Georgia Nana Janelidze shared their thoughts and practical experience on these issues.



*Experts **Stanislav Lytvynov, Ihor Ostash, Iryna Matiash** (moderator of the meeting), **Vladyslav Berkovskyi***



*On the left – **Stanislav Lytvynov**, on the right – Ambassador Extraordinary and Plenipotentiary of Ukraine to the Lebanese Republic **Ihor Ostash** address a meeting*



*On the left – **Iryna Matiash, Vladyslav Berkovskyi** delivers his speech*



*Editor of the film Ukrainian Lebanon **Andriana Bila***

*'Cinema is one of the means of culture and the instrument of cultural diplomacy. This concerns not only the modern cinema, but also the one created in Ukraine in different periods of its history; cinema, which not only directly reflects the culture of Ukraine, but also provides us with the idea of the way the history of Ukrainian cinema was built. It is of utter importance now,' said **Vladyslav Berkovskyi**.*

***Andriana Bila** expressed her thoughts on the personal page on the Facebook social network: 'In my view, the reaction of the media and society, its coverage is the litmus test of the success of a film product. Here, I can firmly state the success the Ukrainian Lebanon project. It is the film product, which established a strong foundation of friendship between Ukraine and Lebanon, as well as the Middle East. Currently, our cultural diplomacy, in particular public one, still needs the movies, which could address many important tasks: be entertaining for a foreign audience, affirm the identity of Ukraine as a strong state, dispel the Russian and Soviet myths, and confirm our historically deep connection with the Western world.'*



Initiator of the movement #CreatingCultureTogether, director of the film Ukrainian Lebanon ***Stanislav Lytvynov***



People's Artist of Ukraine ***Yevhen Nyshchuk***

During the event, the excerpts of the film Ukrainian Lebanon were demonstrated. The lively discussion took place during the meeting, speakers answered questions, which helped the participants to better understand the importance of cultural diplomacy and the usage of the cinema genre in its implementation.



Photo (from left to right): ***Inna Khomenska, Andriana Bila, Iryna Matiash, Ihor Ostash, Yehor Brailian, Stanislav Lytvynov***

Cultural Diplomacy in Ukrainian-German Relations: Trends, Figures, Tool kit (to the 30th anniversary of the resumption of diplomatic relations)

13 October 2021






МІЖНАРОДНИЙ ОНЛАЙН-МАРАФОН
«Культурна дипломатія в українсько-німецьких відносинах: тренди, постаті, інструментарій (до 30-ліття відновлення дипломатичних відносин)»
в рамках проєкту «Європейські цінності та культурна дипломатія: молодіжні зустрічі»
Дата проведення: 13.10.2021
Формат заходу: онлайн
Кураторка проєкту:
Ірина Матяш
Спікери з Берліна:
Максим Ємельянов
Марина Бондас
Олеся Лазеренко
ПЛІЧ-О-ПЛІЧ #ТижніНімеччини
DEUTSCHE-WOCHEN-UKRAINE.COM
FB: DEUTSCHEBOTSCHAFTKIEW
03—23.10'21
DEUTSCHE WOCHEN IN DER UKRAINE
ТИЖНІ НІМЕЧЧИНИ В УКРАЇНІ
30 років німецько-українських відносин


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Ірина Шум
Уляна Деркач
Мар'яна Садовська
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Rostyslav Ohryzko, Deputy Director of the First Territorial Department of the Ministry of Foreign Affairs of Ukraine, Benjamin Bobbe, Regional Representative of the Hanns Seidel Foundation in Ukraine, the Republic of Moldova and Romania, Anka Feldhusen, Ambassador Extraordinary and Plenipotentiary of the Federal Republic of Germany to Ukraine, opened the online marathon.



***Anka Feldhusen**, Ambassador Extraordinary and Plenipotentiary of the Federal Republic of Germany to Ukraine*

> ***Anka Feldhusen** noted, 'I am extremely grateful to the Hanns Seidel Foundation for organizing such an important platform for the exchange of views with wide range of experts, colleagues who can talk about the diplomatic relations between the two countries at first hand. During my third term, Ukraine became my second home. It is all thanks to the Ukrainians, whom I meet every day and have lively and vivid discussions with. I hope that the online marathon will facilitate the exchange of experiences, become traditional event and will motivate future generations of diplomats to deepen cooperation between countries.'*

During the event, the issues of Ukrainian-German relations in the historical retrospective and the modern context through the prism of cultural diplomacy were discussed, as well as the possibilities of using various instruments of cultural diplomacy to improve bilateral relations and form a positive image of Ukraine in Germany and Germany in Ukraine were considered. Moreover, the question of why it is better to talk about the resumption of the 30th anniversary of diplomatic relations, not the establishment was emphasised.

Among experts who expressed their thoughts on the problematic issues were: Yurii Kostenko, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Federal Republic of Germany (1994–1997); Nataliia Zarudna, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Federal Republic of Germany (2008–2011); Mykola Baltazhy, Ambassador Extraordinary and Plenipotentiary; Maksym Yemelianov, Minister-Counsellor of the Embassy of Ukraine in the Federal Republic of Germany; Maryna Bondas, violinist of the radio symphony orchestra, co-founder of the charity project Heart for Ukraine; Olesia Lazarenko, Candidate of Philology, Research Associate at the European University Viadrina Frankfurt (Oder), Coordinator of the Berlin-Brandenburg Regional Group of the Oles Lazarenko German-Ukrainian Academic Society; Iryna Tybinka, Consul General of Ukraine in Hamburg; Nataliia Kostiak, Co-head of the German-Ukrainian Cultural Union; Iryna Shum, Consul General of Ukraine in Dusseldorf; Uliana Derkach, President of the Association of Ukrainian Students and Doctoral Students of the University of Cologne; Mariana Sadovska, composer and singer; Dmytro Shevchenko, Consul of Consulate General of Ukraine in Munich; Mariia Pryshliak, Rector of the Ukrainian Free University; Kseniia Fuks, Head of the Ukrainian Atelier of Culture and Sports, writer (Munich); Vadym Kostiuk, Consul General of Ukraine in Frankfurt am Main.



In the photo (left to right): ***Yurii Kostenko, Iryna Matiash, Nataliia Zarudna, Rostyslav Ohryzko****. On the screen – Regional Representative of the Hanns Seidel Foundation in Ukraine, the Republic of Moldova and Romania* ***Benjamin Bobbe*** *delivers the welcoming remarks*



In the photo (left to right): ***Yurii Kostenko, Iryna Matiash, Nataliia Zarudna, Rostyslav Ohryzko***



Ambassador Extraordinary and Plenipotentiary of Ukraine to the Federal Republic of Germany (1994–1997) ***Yurii Kostenko*** *address a meeting*



In the photo: on the left – ***Iryna Matiash****, on the right –* ***Nataliia Zarudna****, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Federal Republic of Germany (2008–2011) reports*

'We have always tried to combine the classic diplomatic reception on the occasion of the national holiday with photo and artworks exhibitions of our Ukrainian artists. Therefore, it yielded the results,' emphasized ***Yurii Kostenko****.*

'Cultural diplomacy played a leading role in my diplomatic career, including work in Germany, where I arrived on 1 October 2008. It began on a very high cultural note because, on 3 October in the town of Rust, the Days of Ukraine started in Europa-Park — the second-largest theme park in Europe. The Ukrainian landing was very powerful and included Cossack rides, Kobzar's songs, modern popular music, and dances. The large audience admired Ukrainian art, which was notable for its identity, even in that environment of European cultures,' commented ***Nataliia Zarudna****.*



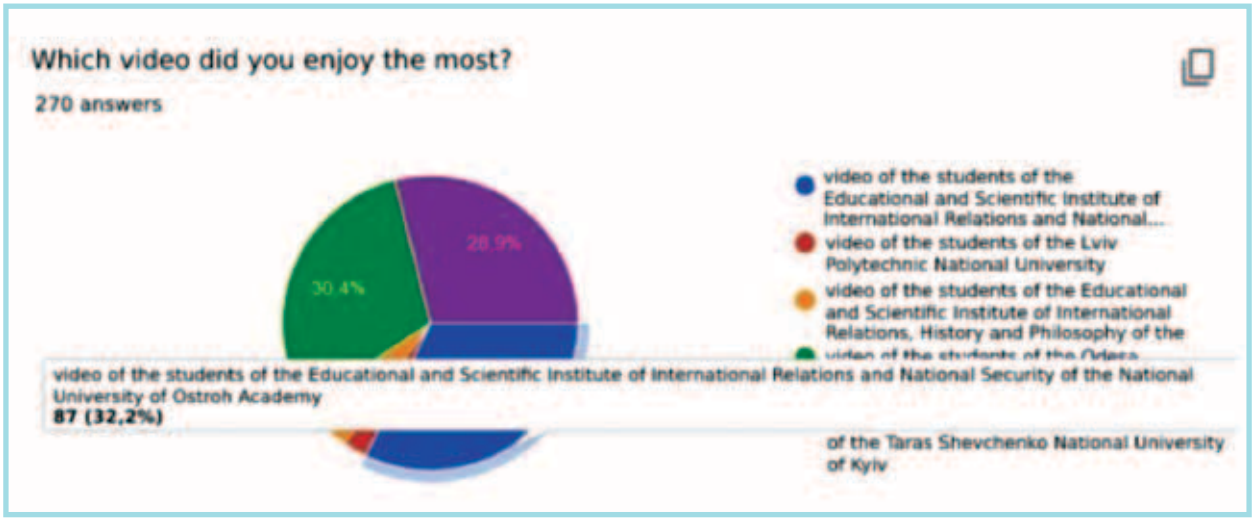
Rostyslav Ohryzko*, Deputy Director of the First Territory Department of the Ministry of Foreign Affairs of Ukraine*

'The interaction between Kyiv and Berlin is on a historical rise, but the potential in various directions is much greater. Therefore, the analysis and rethinking of the previous common page are more than relevant and necessary to develop goals and priorities for the future, especially against the background of major domestic political changes in Germany. I am especially grateful to Ms Iryna for her strong focus on the importance of deepening of the diplomatic relations, like in the case of Germany, with other countries. We need to know and appreciate our past to be successful and triumph in the future,' ***Rostyslav Ohryzko*** *noted on his personal page on the Facebook social network.*

'We are a support for Ukrainian students, undergraduates, and doctoral students for integration into the German university environment. The interest in Ukraine and Ukrainian culture in Germany has always been present, and it has grown rapidly since 2014. That is what has prompted us to officially establish the Association of Ukrainian Students and Doctoral Students in University. USAC has identified its primary objective to make a Ukrainian student, academic contribution to the cultural diversity of Germany. We strive to make the greatest possible contribution to cultural diversity, tell German society about Ukraine and remain an up-to-date contract between Ukrainian and German academic and social multipliers permanently. All foreigners abroad are the bearers of culture and the diplomats of their country. Ukraine, like any other country, is known through the prism of discovering of its people. Everything is very personal. Ukrainians, and especially Ukrainian students, have long dropped themselves out of the cliché of the post-Soviet person. They are Europeans in every sense of the word: freedom loving, multifaceted, hardworking with an indescribable desire for knowledge, with remarkable scientific, sporting, or musical achievements. A decent future of Ukraine in the world arena has a good foundation!' ***Uliana Derkach****, President of the Association of Ukrainian Students and Doctoral Students of the University of Cologne noted.*



The Freeze-Frame: Germany through the Eyes of Ukrainian Students amateur video competition was held within the framework of International online marathon. Students from higher education institutions in Ukraine participated in the competition, in particular: Educational and Scientific Institute of International Relations and National Security of the National University of Ostroh Academy, Institute of International Relations of the Taras Shevchenko National University of Kyiv, Institute of the Humanities and Social Sciences of the Lviv Polytechnic National University, Educational and Scientific Institute of International Relations, History and Philosophy of the Bohdan Khmelnytskyi National University of Cherkasy, Odesa Mechnikov National University. Voting for the best video work was conducted on the official Facebook page of the Scientific Society of History of Diplomacy and International Relations, and 270 respondents took part in it. According to the results of the voting, the team of students from the Educational and Scientific Institute of International Relations and National Security of the National University of Ostroh Academy won first prize.



The winners and participants of the video competition were awarded Diplomas and received gift copies of the Handbook of Cultural Diplomacy (under the general editorship of Iryna Matiash and Viktor Matviienko), published by the Hanns Seidel Foundation in Ukraine.

Наукове товариство історії дипломатії та міжнародних відносин
Фонд Ганнса Зайделя в Україні

ДИПЛОМ

підтверджує, що

КОМАНДА СТУДЕНТІВ НАВЧАЛЬНО-НАУКОВОГО ІНСТИТУТУ МІЖНАРОДНИХ ВІДНОСИН ТА НАЦІОНАЛЬНОЇ БЕЗПЕКИ НАЦІОНАЛЬНОГО УНІВЕРСИТЕТУ «ОСТРОЗЬКА АКАДЕМІЯ»

переможець конкурсу аматорського відео «Стоп-кадр: Німеччина очима українських студентів» (13 жовтня 2021 року)

у межах Міжнародного онлайн-марафону «Культурна дипломатія в українсько-німецьких відносинах: тренди, постаті, інструментарій (до 30-ліття відновлення дипломатичних відносин)», проєкту «Європейські цінності та культурна дипломатія: молодіжні зустрічі» та Тижня Німеччини в Україні

Голова Правління
Наукового товариства історії
дипломатії та міжнародних відносин — Ірина МАТЯШ

Регіональний представник Фонду Ганнса
Зайделя в Україні, Молдові та Румунії — Беньямін БОББЕ

Київ - 2021



СТУДЕНТИ НАВЧАЛЬНО-НАУКОВОГО ІНСТИТУТУ МІЖНАРОДНИХ ВІДНОСИН ТА НАЦІОНАЛЬНОЇ БЕЗПЕКИ НАЦІОНАЛЬНОГО УНІВЕРСИТЕТУ «ОСТРОЗЬКА АКАДЕМІЯ»

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в рамках проєкту «Європейські цінності та культурна дипломатія: молодіжні зустрічі»

ДАТА ПРОВЕДЕННЯ: 13.10.2021

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Центр координування: дирекція «Медіацентр» ДП «ГДІП» (Київ, вул. Пирогова, 6-а)

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ONLINE EVENT

Cinema and Cultural Diplomacy: Tools and Forms

17 November 2021



Olena Maksymova, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine, Indira Dzaganiia, Professor, Head of the Department of Intercultural Communications at Sukhum State University (Georgia), and special guest – Robert Chyzhevskyi, Director of the Polish Institute in Kyiv and Counselor of the Embassy of the Republic of Poland, opened the event.

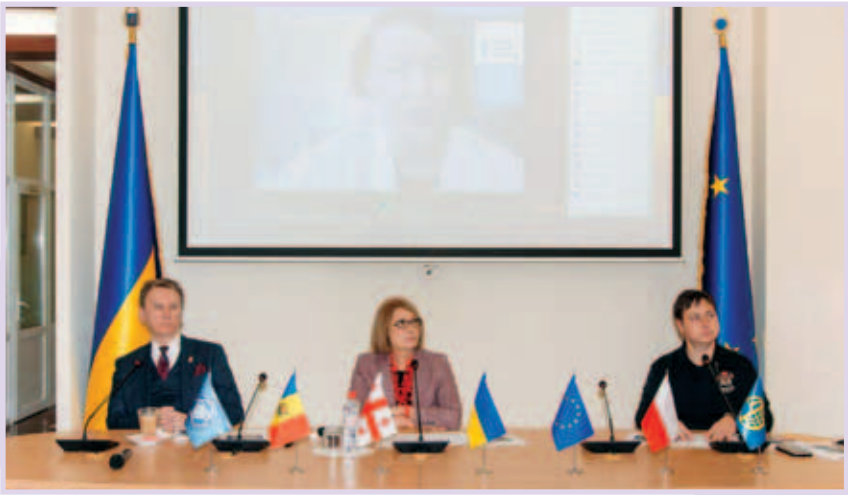


Photo: (left to right): ***Robert Chyzhevskyi, Iryna Matiash, Viktor Sobiianskyi***



***Robert Chyzhevskyi**, Director of the Polish Institute in Kyiv and Counselor of the Embassy of the Republic of Poland*



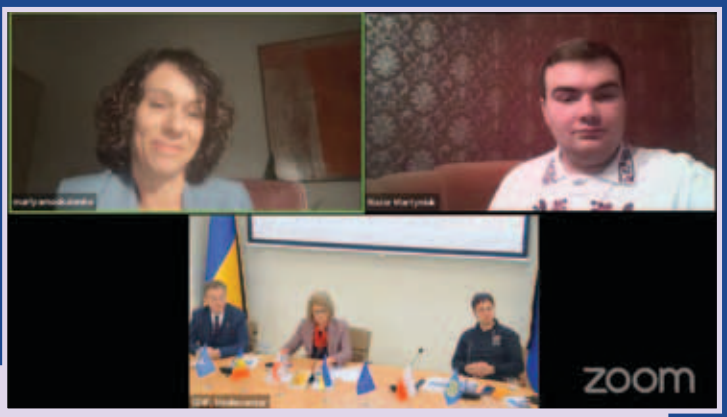
***Oksana Rozumna (Kutsenko)**, Researcher of Cultural Diplomacy, Diplomat of the Embassy of Ukraine in South Africa, writer and translator*

There were speeches presented by Oksana Rozumna (Kutsenko), PhD in Philosophy, Researcher of Cultural Diplomacy, Diplomat of the Embassy of Ukraine in South Africa, writer, translator; Viktor Sobiianskyi, Program expert at the Polish Institute in Kyiv; Mariia Moskalenko, producer of film Lesia Ukrainka. Uzlissia, member of the Ukrainian Film Academy, co-founder of the Ukrainian Film Festival in Tbilisi named Ukraine in Focus.

> *'Culture undoubtedly has an impact on others and undergoes influence itself. It develops others as well as undergoes development. As we can see, it is especially relevant in the modern world, where borders are becoming conditional, and culture is increasingly providing an international component. It is openness towards others, it is how culture accepts the other, how interprets it, how gets acquainted with it, that determines its development and the development of modern society,' **Oksana Rozumna** noted.*



Programme expert at the Polish Institute in Kyiv ***Viktor Sobiianskyi***



*The discussion panel within the event. In the photo: on the left (top row) – **Mariia Moskalenko**; on the right (top row) – **Nazar Martyniuk**, Information Secretary of the Scientific Society of History of Diplomacy and International Relations; bottom row (at the centre) – **Robert Chyzhevskyi, Iryna Matiash, Viktor Sobiianskyi***

> *'Cinema is the most powerful and popular kind of art as it dominates the emotional level. It is much easier to win people's hearts and reach their minds using cinema than the traditional political diplomacy tools. It is exactly what we see every time and every year during the Ukraine in Focus Film Festival in Tbilisi (Georgia). We see it on the faces of our audience at the in-depth discussions after, in between, and even during watching the films. A viewer associates themselves with the characters, lives the story, the plot based on their own experiences, events, or, conversely, does not share the opinion of the author. When artfully depicted, the story has a highly significant impact in any case, and probably motivates people, in particular, to learn more about what is really happening in Ukraine,' **Mariia Moskalenko** noted.*

Students and graduate students of Ukrainian universities developed an active discussion with speakers. In the course of it, the participants examined the role of cultural diplomacy in Ukraine's foreign policy, the experience of foreign countries in implementing cultural diplomacy, the search for efficient forms of implementing cultural diplomacy by analysing the historical context and realities of modern days as well as the role of cinema in cultural diplomacy. After the discussion, the participants answered one of the key questions of the event – when and under what circumstances cinema becomes a toolkit of cultural diplomacy.

The meeting updated the knowledge of young people about the usage of cinema as a means of cultural diplomacy and a tool for forming a positive image of the country in the international arena.



> *'Cinema, which has been shot in Georgia, has always been and is an important part of presenting one's own culture abroad. […] Cultural diplomacy and cinema as its part are things of utter importance. They are as powerful as other spheres and areas of cultural diplomacy. […] We can always show to the whole world, including our dear Ukraine, who we are, where we came from, what our priorities are and what is important in our relations through culture and cinema…' **Indira Dzagania emphasized.***

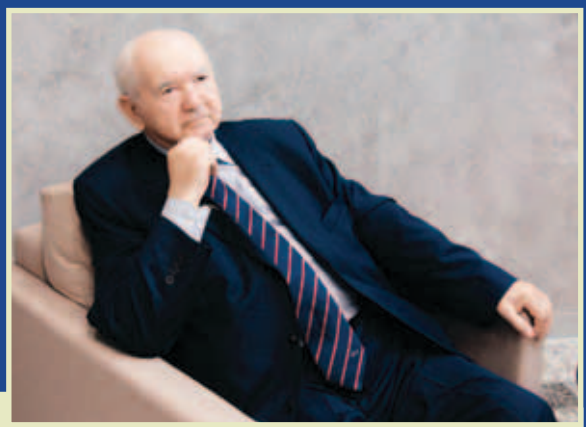
Ukraine – World 30 (104): Official and Cultural Diplomacy. First Representatives of Independent Ukraine



Within the project European Values and Cultural Diplomacy: Youth Meetings, during October – December, interviews with the first official representatives of Ukraine in various foreign countries and international organizations were filmed as a gift from the Hanns Seidel Foundation in Ukraine on the occasion of the 30th anniversary of Ukraine's independence and restoration of diplomatic relations with foreign countries. The first 13 video-interviews were transferred to the Central State CinePhotoPhono Archives of Ukraine named after H. Pshenychnyi on 20 December 2021.







***Oleh Bilorus**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the United States of America (1992–1994)*

'In the history of diplomacy, as in politics in general, nothing happens by accident. It was no coincidence that Ukraine emerged as a sovereign, independent, great European state, which desperately needed a diplomatic service of the appropriate level and rank'



***Volodymyr Vasylenko**, Ambassador Extraordinary and Plenipotentiary of Ukraine to Benelux countries, Representative of Ukraine to the European Union and NATO (1992 – 1995)*

'I drafted a document approved by the Verkhovna Rada in July 1993, The Main Foreign Policy Directions of Ukraine, which for 20 years has defined, so to speak, the parameters of foreign policy'



***Nataliia Zarudna**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Kingdom of Denmark (2004–2008), Ambassador Extraordinary and Plenipotentiary of Ukraine to the Federal Republic of Germany (2008–2011)*

'The main achievent is that we have established a dialogue at a very high level. [...] We organized the visit of President Yushchenko in 2007. It was a very powerful meeting, which turned then Prime Minister Anders Fogh Rasmussen into a friend of Ukraine'



'We need to work not only with the Ministry of Foreign Affairs, we need to work with everyone, work with public organizations, radio, universities…'

***Borys Kornieienko**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Hellenic Republic (1993–1997)*



'Long before the restoration of independence, the Ukrainian diaspora worked to disseminate information about our state, so, of course, I established close relations with them…'

***Yurii Kostenko**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Austria (1992–1994), Ambassador Extraordinary and Plenipotentiary of Ukraine to the Federal Republic of Germany (1994–1997)*



'Britain helped us a lot, and my resignation as Deputy Prime Minister as they eventually said, was a sign of great attention to Britain'

***Serhii Komisarenko**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the United Kingdom of Great Britain (1992–1998) and Ireland (1995–1998, in combination)*



'Today we have, indeed, a fairly efficient international network of foreign missions. I consider, this is to some extent our merit, since we were laying all the foundations…'

***Oleksandr Slipchenko**, Chargé d'Affaires of Ukraine in the French Republic (02.1992–09.1992), Ambassador Extraordinary and Plenipotentiary of Ukraine to the Swiss Confederation (1992–1997), Permanent Representative of Ukraine to the UN office and other International organizations in Geneva (1992–1996)*



'We opened the commemorative plaque on the building where the Rusalka Dnistrova (Mermaid of Dniester River) was first published in Ukrainian. Well, nobody knows that it took place in Hungary. The first Ukrainian book was published in Hungary'

***Dmytro Tkach**, Chargé d'Affaires of Ukraine in Hungary (February–May 1992)*



'It is worth mentioning that Turkey was very interested in Ukraine at that time, because all the previous years it was cut off from direct relations and direct ties with Ukraine'

***Ihor Turianskyi**, Ambassador Extraordinary and Plenipotentiary of Ukraine to the Republic of Turkey (1992–1997)*



***Volodymyr Khandohii**, Acting Permanent Representative of Ukraine to the United Nations (1994)*

'We have embarked on the path of European integration literally from the first days of our independent work as a diplomatic service'



***Volodymyr Chornyi**, Minister-Counsellor, Chargé d'Affaires of Ukraine in the Republic of Latvia (1993–1997)*

'We nurtured really good relations with the entire diplomatic corps in Latvia. The Americans treated us very nicely. They talked about how, unlike us, they train representatives to take a certain position in a country'



***Viktor Nahaichuk**, Chargé d'Affaires of Ukraine (1993–1996), Ambassador Extraordinary and Plenipotentiary of Ukraine to the Arab Republic of Egypt (1996–1997)*

'That is, the main task was, indeed, to convey to the Egyptian public, to official circles, to the diplomatic corps that Ukraine is Ukraine. It is neither Russia nor the former Soviet Union. It is an independent and sovereign state'

ONLINE EVENT

Music and Cultural Diplomacy

15 December 2021



During the event the use of music as a toolkit of cultural diplomacy in modern Ukraine, Georgia and Moldova was discussed. The reports were delivered by: Tetiana Homon, pianist, candidate of art studies, curator of the Cabinet-Museum of Borys Liatoshynskyi; Viktor Rekalo, cellist, participant of music festivals and projects in Ukraine and abroad, Visiting Professor at the Youth Symphony Orchestra of Ukraine; Anna Nikitina, artist of the Dakh Theater, Dakh Daughters and Regapop bands; Nina Kutelia, Assistant to the Rector of Tbilisi State Conservatory, ERASMUS + Program Coordinator; Vasile Mereutsa, folk singer, host of the National Radio of the Republic of Moldova; Ion Varta, Doctor of Historical Sciences, member of the Scientific Society of History of Diplomacy and International Relations.

The event was opened by Nataliia Klimkina, Counsellor of the Directorate for Public Diplomacy and Communications of the Ministry of Foreign Affairs of Ukraine; Levan Tsurtsumiia, Deputy Ambassador, Minister-Counsellor of the Embassy of Georgia in Ukraine; Ion Stevile, diplomat, historian, Ambassador Extraordinary and Plenipotentiary of Moldova to Ukraine (2010–2011); Oleksandra Haidai, program manager, head of the Academic Programs department of the Ukrainian Institute; Olena Maksymova, Project Coordinator - Deputy Director of the Hanns Seidel Foundation in Ukraine.

The performance of students of Sukhumi State University (tutor – Professor Indira Dzagania), who presented Georgia through the demonstration of iconic films and music, was meaningful, bright and deep. Students and teachers of higher education institutions of Ukraine, Georgia and Moldova, representatives of the Ministry of Foreign Affairs of Ukraine, representatives of the diplomatic missions, members of the Ukrainian Institute, experts in the field of music and cultural diplomacy and others took part in the meeting. The event was moderated by Iryna Matiash, Chair of the Board of the Scientific Society of History of Diplomacy and International Relations.



In the photo (from left to right): ***Oleksandra Haidai, Iryna Matiash, Viktor Rekalo***



Tetiana Homon*, pianist and art historian*



Viktor Rekalo*, cellist*



Speeches of ***Vasile Mereutsa*** *and* ***Ion Varta***



'Culture should bring us together. Through culture, we can build new bridges to strengthen ties between our countries,' Ion Varta noted.



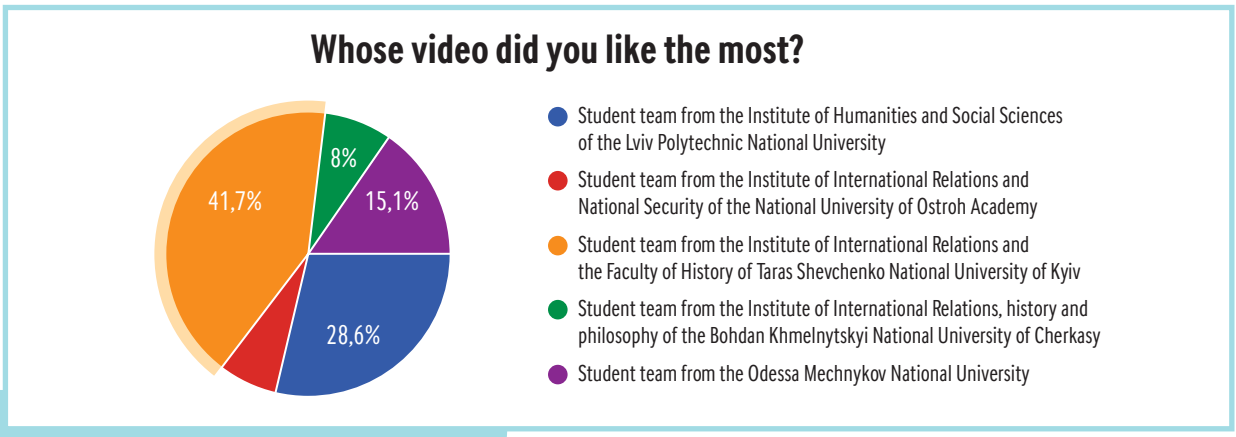
Students of Sukhumi State University (Georgia) and their mentor Professor ***Indira Dzagania***

'The art of music fascinates everyone in its own way and has a great impact on society. During the event, I was given the opportunity to learn more about the diversity of Ukrainian, Georgian and Moldovan cultures. The speakers delivered enthralling reports. Besides, we managed to understand the conditions under which music becomes a reliable force in diplomatic activities,' ***Nazar Pryimak****, student of the Educational and Scientific Institute of International Relations and National Security of the National University of Ostroh Academy shared his impressions.*



'I want to emphasize the importance of cultural diplomacy. I am convinced that cultural diplomacy is one of the most efficient instruments in promoting the interests of our countries abroad…' ***Ion Stevile*** *said.*

During the meeting, the results of the amateur video contest Musical Business Card of the Country and Homeland: The Way to Tell about Your Country Through Music / Song in 5 Minutes were summed up. Students presented their videos receiving feedbacks and assessments from experts. Voting for the best video lasted several days on the official page of the Scientific Society of History of Diplomacy and International Relations on Facebook. A total of 350 respondents participated in it. The student team of The Bohdan Khmelnytskyi National University of Cherkasy took first place.



Audience voting results

Experts' speeches and lively discussions have made it possible to update young people's knowledge about the use of music as a method of cultural diplomacy and as a tool for forming a positive image of the country in the international arena and to understand the musical culture of Ukraine, Georgia and Moldova better.

The meeting ended on a high note, which was a musical gift from the orchestra of Primary Education specialty, students and teachers of the National University of Ostroh Academy.



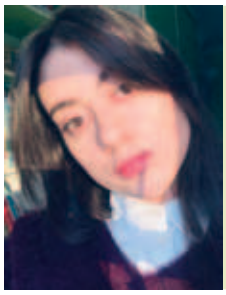
In the photo (from left to right): ***Inna Khomenska, Victor Rekalo, Iryna Matiash, Tetiana Homon***

Feedback on the project



'I am grateful for the opportunity to be involved in such a lively project, where we together with students, had the opportunity to immerse in the practice of cultural diplomacy and get relevant cases for further discussions. I believe, the project has social significance and forms the civic position of the younger generation.'

Marta Konovalova *(Institute of International Relations of Taras Shevchenko National University of Kyiv*



'Every single meeting within the project European Values and Cultural Diplomacy: Youth Meetings gave me valuable and important information. The time I spent listening to people directly involved in the creation of Ukrainian cultural diplomacy made me aware of the need for such activities in the country and increased my interest in this issue. I am sincerely convinced that the desire to learn more about aspects of the popularisation of culture and values resonated not only with me, but also with all those who joined this initiative. Therefore, I want to express my gratitude to everyone, who raises the importance of cultural diplomacy among younger generation.'

Anna Voloshchuk *(Institute of Humanities and Social Sciences, Lviv Polytechnic National University)*



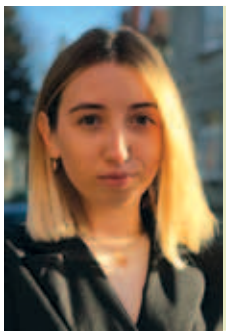
'Culture is something that reveals the peculiarities of one nation among others. It is a way of expressing oneself on the international stage in the modern world, and cultural diplomacy is a necessary tool for this. That is why the projects European Values and Cultural Diplomacy: Youth Meetings fulfils an important mission. Thanks to the events, during several months we have been able to learn more about the implementation of cultural diplomacy in Ukraine and get to know those who are constantly working on it. I have got an invaluable experience, which helps me become a professional in the future and improve the image of Ukraine in the international arena.'

Iryna Tyshkevych *(Institute of Humanities and Social Sciences, Lviv Polytechnic National University)*



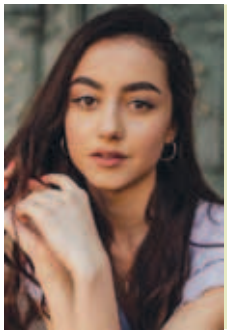
'The European Values and Cultural Diplomacy: Youth Meetings project is a great opportunity for students who are getting their degree in international relations, as we have been able to learn more about the aspects of cultural diplomacy. For us, this project has become an efficient method of conveying to the younger generation the importance of implementing cultural diplomacy in Ukraine. Thanks to regular meetings, we were able to get new information about the cultural activities of Ukrainians abroad, listen to many absorbing speeches and get to know like-minded people better. This experience is extremely important for me to gain during my student days in order to be able to effectively promote the culture and history of Ukraine abroad.'

Tetiana Bondar *(Institute of Humanities and Social Sciences of the Lviv Polytechnic National University)*



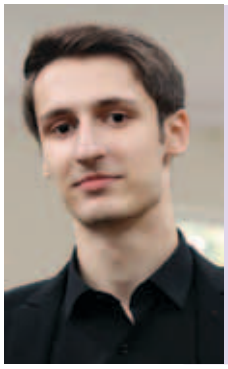
'We are endlessly grateful to the organizers of this project, who established and coordinated all our meetings in the best possible way. Moreover, we really liked the tasks we fulfilled within the project, since they helped us to develop our skills and learn a lot of new information. We had the opportunity to meet the leading scientists of our time and gained invaluable experience we can apply in the future. All the materials we received in the framework of this project will be helpful in our future researches. What was particularly captivating was the marathon, during which endowed us with the opportunity to meet the official representatives of Ukraine in Germany, which is a unique chance for the international relations students.'

Yuliia Vaida *(Institute of Humanities and Social Sciences, Lviv Polytechnic National University)*



'Cultural diplomacy is the key to improving the country's image in the international arena, which prompted me to become interested in the course European Values and Cultural Diplomacy: Youth Meetings. I am impressed by excellent presentations, enthralling online meetings and the process of creating projects for the competitions. It was a pleasure to talk to other students studying international relations as well as listen and analyse their opinions. What is important is to find like-minded people, because unity is our strength! In my opinion, it is necessary to develop Ukraine's cultural diplomacy in order to achieve its foreign policy goals, and we are already making small steps for the sake of prosperity of our native state! Thank you for the organization and opportunities provided for active and conscious youth.'

Roksoliana Hoi *(Institute of Humanities and Social Sciences, Lviv Polytechnic National University)*



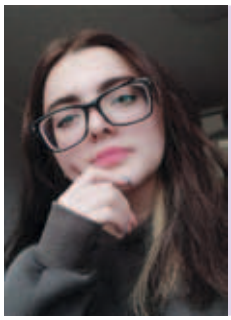
'Public diplomacy is an extremely important area of foreign policy, and it has been extremely useful for us to get involved in the related activities. In addition, this is exactly the scope where each of us has the opportunity to work right now, without holding positions in the government or the Ministry of Foreign Affairs, because public diplomacy is carried out primarily by ordinary citizens. Thus, to create a positive image of our country abroad, all we need is to know details and subtleties of this issue. The engaging speakers and topics did not let anyone get bored, and the information provided was useful and practical. Holding such meetings is exactly the way to improve Ukraine's public diplomacy – introducing it to active youth, who will soon become the representatives of our state.'

***Roman Kitsenko**, acting Chairman of the Youth Section of the Scientific Society for the History of Diplomacy and International Relations at Institute of International Relations and National Security of the National University of Ostroh Academy*



'Cultural diplomacy is an area, which is difficult to underestimate. Music, art, literature – this is what unites individuals regardless of their political beliefs and thus vanishes the borders between states. I am extremely pleased to take part in the cultural events organized within the project European Values and Cultural Diplomacy: Youth Meetings. After all, it allowed me to understand the value of promoting cultural projects; it allows expanding our world view, discovering new countries through their culture, traditions and identity. Such projects allow us to talk about social problems, the pain of war and the importance of building qualitative international cooperation. Moreover, cultural diplomacy is a valuable element of state's foreign policy. That is why I appreciate the opportunity to participate in this project and gain new valuable knowledge.'

***Anna Tereshchenko** (Institute of International Relations and National Security of the National University of Ostroh Academy)*



'Public diplomacy holds an important position in the foreign policy of each state. I am glad to grasp an opportunity to listen to such interesting lectures by famous speakers. These lectures helped me, the international relations student, to broaden my horizons in the field of public diplomacy and to make sure that diplomacy plays into the hands of those who know how to use it properly. It was also useful to learn that the actors of cultural diplomacy are not only government agencies, but also each of us. I believe that all citizens should know about this, so that they could also join the process of creation of Ukraine's positive image.'

***Viktoria Katsura**, (Institute of International Relations and National Security of the National University of Ostroh Academy)*



'I have always been interested in the sphere of public diplomacy, so I am happy to participate in these initiatives. I would like to thank the organizers and speakers of the event for interesting and informative reports, from which we were able to learn useful information. After all, I believe that every citizen of Ukraine should be concerned with promoting a positive image of Ukraine, and to do so it is necessary to have a thorough knowledge about public diplomacy.'

***Olena Tereshchenko**, (Institute of International Relations and National Security of the National University of Ostroh Academy)*

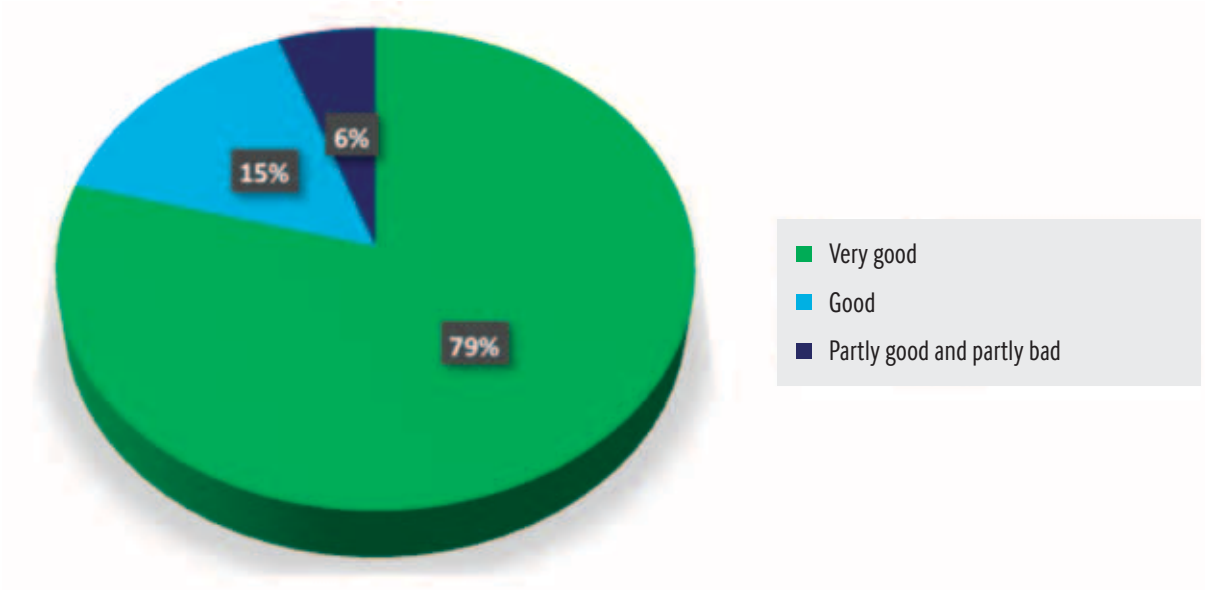


'Participating in the European Values and Cultural Diplomacy: Youth Meetings project helped me to expand my knowledge and make new acquaintances with other participants. Such events are important as they provide insider information about cultural diplomacy and its varieties from those who create it and can best reveal all the nuances of their work. In addition, the geographical diversity of the spaces the participants work in is an asset allowing gaining invaluable experience not only from Ukrainian prominent figures, but also from foreign practitioners. Although some of the events were conducted online due to pandemic, the quality of discussions left intact. I wish the organizers success in their future endeavours and hope that these extremely useful and informative events will continue to be held.'

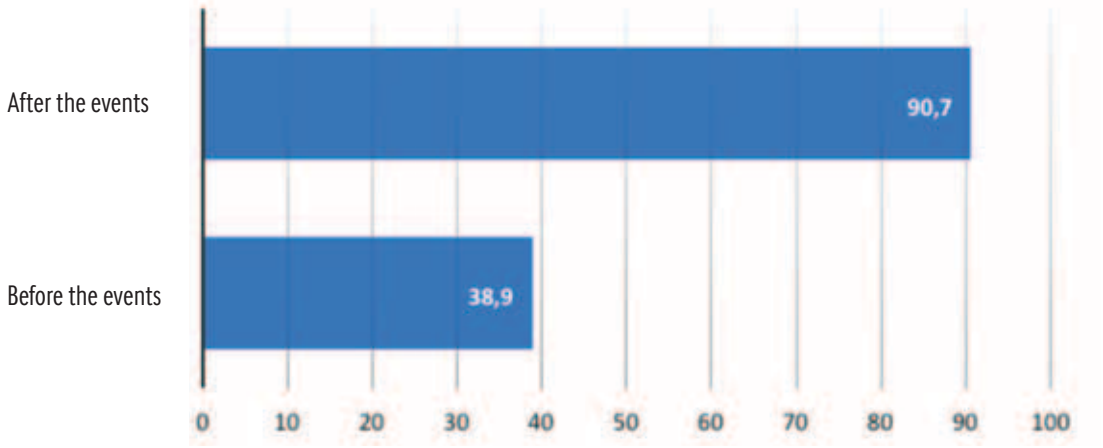
***Dmytro Stretovych**, Member of the Scientific Society of the History of Diplomacy and International Relations (Institute of International Relations and National Security of the National University of Ostroh Academy)*

In statistics [1]

How do you assess the activities in general?



How do you assess your level of knowledge before and after the events?



[1] Data is based on summarized results of online surveys conducted among project participants in September, October and November 2021.