

*Reinforcing the science communication in a diverse European and global
landscape through cross-sectoral, international academic cooperation*

A4S4CD_2030
Memorandum of Understanding

**for the announcement of the
Arts4Sciences4CulturalDiplomacy_2030
Platform at the Panel *A4S4CD_2030* within the Final Network Meeting
Conference of the S4D4C Horizon Project Team
on March 16th 2021**

**Composed by Tatjana Christelbauer MA
ACD-Agency for Cultural Diplomacy President and creator of the
A4S4CD_2030-Platform**

on March 07th 2021

OPENING STATEMENT

ACD-Agency for Cultural Diplomacy¹ presents the *A4S4CD_2030-Memorandum of Understanding* (MoU) outlining the **rationale, aims, and specific objectives**, for the ACD-network and academic cooperation platform *Arts4Sciences4CulturalDiplomacy_2030*.

The purpose of this MoU is to enable contributors to the *A4S4CD_2030* Panel to enter into a non-legally binding, collaborative relationship for the purpose of furthering their common interests in building cross-sectoral alliances to reinforce science diplomacy communication at the European and global level.

The A4S4CD_2030 MoU status

The *A4S4CD_2030 MoU* is not intended to be legally binding, as the signatories are entering the MoU intending to honor their collaboration in the *A4S4CD_2030* Panel within the Final Network Meeting conference of the S4D4C Horizon project team on 16th March 2021.

The *A4S4CD_2030 MoU* will endorse the presentation of the A4S4CD_2030- Platform and its further development as a documented endeavor of its contributors to support the reinforcement of the science diplomacy communication through academic cooperation and capacity building among scientists and diplomats, with civilian society organizations and with professionals from Art and creative industries for the common prosperity and progress in sustainable development.

The A4S4CD_2030 MoU content

The A4S4CD_2030-MoU is based on the S4D4C-Horizon-project² insights and on input from ACD-Agency for Cultural Diplomacy president and initiator of the platform *Arts4Sciences4CulturalDiplomacy2030*, including remarks received from distinguished contributors to the **Panel A4S4CD_2030** at the Final Network Meeting Conference of the S4D4C-Horizon Project Team, that will take part on March 16th 2021.

The first S4D4C- networking meeting was held in Madrid in December 2018 and focused on a global perspective based on the reconceptualization of science diplomacy as key to advance in national, regional, and global challenges. This resulted in the publication of **The Madrid Declaration on Science Diplomacy**³ that aims to foster agreement and raise awareness about the need to strengthen science diplomacy strategies and practices world-wide for the support of universal scientific and democratic values. **Science diplomacy**, in the context of the Madrid Declaration, is understood as *a series of practices at the intersection of science, technology, and foreign policy*. The second S4D4C networking meeting, held in Berlin in October 2019, reviewed the European perspective on science diplomacy, displaying empirical findings from nine research case studies. As a result of both conferences, S4D4C published the policy report *“Calling for a systemic change: towards an EU science diplomacy for addressing global challenges.”*

The final networking meeting is taking place in the context of a pandemic which highlights the importance of the initial objectives of the Horizon 2020 project S4D4C: (1) to enhance the

¹ Weblink ACD-association: <https://www.acdvienna.org/>

²Weblink S4D4C-project: <https://www.s4d4c.eu/>

³ Weblink to S4D4C-webpage with further information on MADRID DECLARATION: <https://www.s4d4c.eu/s4d4c-1st-global-meeting/the-madrid-declaration-on-science-diplomacy/>

research understanding of the practice of science diplomacy for addressing global challenges, (2) to provide policy recommendations to better approach science diplomacy, and (3) build and train a community of science diplomacy practitioners that could provide expertise to tackle global challenges. The final networking meeting provides the perfect stage to address global challenges, such as climate change, food/water sustainability, cybersecurity, and global pandemics both at the national and international levels using a science diplomacy approach based on multilateralism and the collaboration of multiple state and non-state stakeholders. This final networking meeting will celebrate the end of the S4D4C project, but it will also provide the stage to discuss the legacy of S4D4C and additional outcomes stemming from this European and global discussion around science diplomacy.

The overall aim of S4D4C (“Using Science for/in Diplomacy for addressing global Challenges”) is to support current and future European science diplomacy for the benefit of European capacities, EU foreign policy goals, and especially the development of solutions for global challenges.

Scientists and diplomats, as well as art-professionals, would benefit from a joint discussion in cross-cutting issues, such as to gain a deeper understanding of the interaction between science, arts, and international relations by spotlighting the role of the civilian actors, and its repercussions onto the quality response to the current global challenges and endeavors, the economy and geopolitics, improve the sense for knowledge exchange, its transfer, and implementation.⁴

RATIONALE for A4S4CD_2030 Platform⁵

In the current global discourse on sustainability, political decision-makers are confronted with challenges that are streaming beyond diplomatic salons. Emerging issues, such as the current C-19-pandemic and its effects on the global economy, international relations, and above all, on all people and the planet, cannot be solved without the cooperation and cross-sectoral, international partnerships. The political stage is more than ever open for actors from the fields of sciences, but also for professionals from media, culture, and arts.

Considering the art strategies as impactful tools for communication among scientists and politics, but also within the general public for promotion of the scientific insights, for awareness-raising about potential benefits but also about potential dangers to avoid, ACD- Agency for Cultural Diplomacy invites students, alumni, and practitioners from the fields of science, arts, diplomacy, and politics to build alliances and to conduct synergy in their endeavors toward sustainable development.

Science4Diplomacy and Arts&Sciences- academic programs are consisting worldwide, but the link between Arts, Science and Diplomacy, especially by involving civil society organizations, networks, and initiatives are still not present as such. In this regard, the new platform for cross-sectoral international academic cooperation

Arts4Sciences4CulturalDiplomacy_2030 have been created, with the aim to open up opportunities for the establishment of long-term cooperation between multiple stakeholders that can ensure successful science diplomacy responses in times of global challenges, and also serve as a model for the further development of the S4D4C-2030 project with an impact from the civilian sector.

⁴ Source, more informations: <https://www.s4d4c.eu/announcement-of-the-s4d4cs-final-networking-meeting/>

⁵ Weblink A4S4CD_2030 Platform: <https://www.acdvienna.org/arts4science4culturaldiplomacy/>

In this regard, the *A4S4CD_2030* platform will serve as space for partnerships, that will support communication of researchers, diplomats and political representatives, with relevant target audiences with the effective tools and channels for communication deriving from art, design, and cultural diplomacy. Joint educational endeavors will be made to involve and mobilize a wide range of relevant stakeholders, with the aim to obtain results in research, media promotion, mediation, negotiation, which are transparent and relevant for society. Furthermore, is considered to contribute to the facilitation of the science-informed policy development and the implementation process at national and international level.

The framework for the platform *A4S4CD2030* has been created by ACD-president Tatjana Christelbauer after completing the comprehensive online course *S4D4C* on Science Diplomacy in July 2020, to contribute to the *S4D4C-Horizon* project by promoting Science Diplomacy for the realization of the Sustainable development Goals (UN SDG's) and to advocate for the art, human sciences, and intercultural education as important pillars for the development of barrier-free, inclusive education for all (SDG4,5); to promote and to provide experiential and creative learning methods and activities for teaching skills that are essential to reach effective, science-informed evident responses to today's global challenges; to support the regional, European and global social integration through a framework which connects people and values across all borders; to support the European Model for Skill Development (*Pact for Skills*) and to connect education with opportunities through cross- sectoral partnerships and encourage stronger cooperation of sciences, diplomacy, and politics with civilian sector.

The overall objective of the *A4S4CD_2030* Platform

is to present and to provide art & design-based tools for the science communication practices; to connect education & opportunities through cross-sectoral international cooperations; to initiate and to support cooperation among CSOs, diaspora communities, art, and cultural institutions, with scientists and diplomats in Austria, Europe, and internationally; to increase the focus on programs and partnerships for Sustainable Development and 17 Goals (UN SDGs) as a common framework; to create a joint-effort among students, practitioners, researchers and community leaders from the fields of Arts&Science and Diplomacy; to provide an academic program for cultural diplomats and science diplomats.

The *A4S4CD_2030* Platform will primarily operate in the context of a virtual project platform. Its operations can also be hosted by Universities, Business Corporations, Art- and Cultural Communities, Scientific institutions, Embassies, and other interested stakeholders, and partners with focus group-participants.

Specific objectives of the *A4S4CD_2030* Platform:

1) Develop high-quality training in science communication and create learning tools and methods based on Art&Design to enhance the value and impact of public engagement with science; 2) Explore ways of achieving high-quality, evidence-based, interdisciplinary science communication, targeting diverse audiences; 3) Build bridges and the “chains of trust” between researchers, policymakers, journalists, and citizens

A4S4CD_2030 Platform opens up opportunities for cross-sectoral cooperation within the conceptual framework for activities in an interplay of the Art, Science, and Cultural Diplomacy and for the establishment of the long-term cooperation between multiple governments and non-governmental stakeholders that can ensure successful science

diplomacy responses in times of global challenges, and also to serve as a model for the further development of the S4D4C project with an impact from the civilian sector.

About the ACD-Agency for Cultural Diplomacy

ACD-Agency for Cultural Diplomacy ACD-Agency for Cultural Diplomacy (Agentur für Kulturdiplomatie) was founded by Tatjana Christelbauer MA and Mag. iur Erhard Christelbauer MBA and registered by the Federal Police Office in Vienna Austria on May 12th in 2016 as a non-profit international cultural association whose founding members are academic professionals, interested in and active in the research on theories and in the praxis of Cultural Diplomacy, spotlighting the contribution of the civil society organizations (SCOs) and individuals. Reg. Nr.680217381

ACD-mission statement is to contribute to the current global sustainable development through the active engagement of its members and cultural ambassadors and partners (Cultural Diplomacy2030). Shared European cultural ties and Universal global values are the core pillars for the development of cross-sectoral regional and international partnerships and activities, mainly embedded in the fields of art, international relations, and intercultural education.

The A4S4CD_2030 Panel on March 16th 10.00-11.30 CET

Host organization: ACD-Agency for Cultural Diplomacy

Chair: Tatjana Christelbauer MA

ACD-Agency for Cultural Diplomacy Association founder and president, creator of the platform [Arts4Sciences4CulturalDiplomacy2030](#); lecturer for Arts&Cultural Diplomacy at the Institute for Cultural Diplomacy Berlin ICD 2012-2017; ArtSociologist: Arts_Humanities: dance arts, intercultural communication; ArtImpact2030- performance lectures, art installations; Consultant for Intercultural Education at the Lower Austrian Government 1992-2020; Lecturer for intercultural education&communication, Gender&Diversity, Art Education, Children Rights in education at Lower Austrian Academy & Vienna Magistrate; Cultural promoter and intercultural mediator at Museums in Austria and international; Master of Arts in Sociology (Gender studies) 2010
Arts&Sciences: connecting dance arts, linguistics, and human sciences.

Distinguished A4S4CD_2030 Panel Speakers

Dr. Susanne Keppler-Schlesinger

is a graduate of the University of Vienna and holds a Ph.D in Musicology, French language and Literature. She is also an alumna of the Diplomatische Akademie Wien – Vienna School of International Studies. For 25 years she served in the Austrian Federal Ministry for European, International and Foreign Affairs, holding positions in various departments, including the position of a Training Director in the Personnel Department. Susanne Keppler- Schlesinger was posted to the Permanent Mission of Austria to the United Nations in New York and to the Austrian Embassy in Paris. She has been Deputy Director of the **Diplomatische Akademie Wien – Vienna School of International Studies** since 2016. She is responsible for the development of diplomatic training programs for public officials and diplomats from all continents. She coordinates the DA's cooperation with international partners and networks, including the European Diplomatic Programme and the International Forum on Diplomatic Training. Dr. Susanne Keppler-Schlesinger organized the S4D4C Workshop 'Science Diplomacy Dynamics – Opening Science! Opening Diplomacy!' at the

Diplomatische Akademie Wien – Vienna School of International Studies in November 2019. She contributed to a session at S4D4C's 1st Networking Meeting 'EU Science Diplomacy beyond 2020' in Madrid, and co-presented the concluding highlights at S4D4C's 2nd Networking Meeting 'Towards a European Science Diplomacy Roadmap' in Berlin.

A4S4CD_2030 Panel presentation topic: ***Human Sciences in Science Diplomacy; scientific aspects in Cultural Diplomacy (examples from Austria); Cultural Diplomacy & Science Diplomacy training & guidance for students and diplomats.***

Ambassador Lamberto Zannier

Former OSCE Secretary-General. Amb. Zannier joined the Italian Foreign Ministry as a career diplomat in 1978. From June 2008 to June 2011 Amb. Zannier was UN Special Representative for Kosovo and Head of the United Nations Interim Administration Mission in Kosovo (UNMIK) and from 2006 to 2008 he was Coordinator for CFSP and ESDP (now CSDP) in the Italian Ministry of Foreign Affairs, dealing inter alia with EU foreign policy issues and with Italy's participation in EU operations, both civilian and military. From 2002 to 2006, Amb. Zannier was the Director of the Conflict Prevention Centre of the OSCE, focused on political-military issues, as well as crisis management, and responsible for managing the OSCE's field operations. Previous senior positions include Representative of Italy to the Executive Council of the Organization for the Prohibition of Chemical Weapons in The Hague (2000-2002), Chairperson of the negotiations on the adaptation of the Treaty on Conventional Armed Forces in Europe (1998-1999) and Head of Disarmament, Arms Control, and Cooperative Security at NATO (1991-1997). Amb. Zannier served in Rome, Abu Dhabi and Vienna, mainly specializing in multilateral, and security affairs. He has authored several publications on security, conflict prevention and crisis management issues. He has been a member of the Board of Trustees of the OSCE Academy in Bishkek, the Advisory Board of the Geneva Centre for the Democratic Control of Armed Forces (DCAF) and the EU ISS Board of Directors. He is currently President of the Centre for International Negotiation and Mediation of the University of Gorizia, Italy. Amb. Zannier holds a law degree and an honorary degree in International and Diplomatic Sciences from the University of Trieste, Italy.

A4S4CD_2030 Panel presentation topic: ***Cultural Relations 21st century: re-thinking cultural symbols, and monuments***

H.R.H. Boris Petrović-Njegoš

Strategist for the world of tomorrow

Adept with first digital technologies and industrial design, Boris Petrovitch Njegosh, a graduate of the National School of Decorative Arts in Paris (ENSAD), is certified in user experience and ecodesign of digital services. He joined the Renault Group in 2010 as Digital Creative Director in order to ensure the transition with user experience with mobile design. At the same time, he founded an internal digital innovation laboratory to ensure new technologies monitoring and to feed the digital vision of the Renault-Nissan Alliance brands. After collaborating on all of the major group's IT projects, he founded in 2015 Rocket Labs, independent innovation and collective intelligence agency dedicated to the digital transformation of blue-chip companies such as Airbus, RATP, Crédit Agricole or Cap Gemini. In 2019, he founded and chaired an endowment fund dedicated to ecological transitions combining low-tech and digital innovation. Certified by the Responsible Digital Institute, he was trained by the father of Green IT in France, Frédéric Bordage. Boris will create a sketch for the A4S4CD_2030 panel to demonstrate the Sprint methodology used by Rocket labs.

Presentation for the A4S4CD_2030 Panel: ***ROCKET LABS: from corporate strategy to eco-social collective intelligence with sprint methodology***

Anna Lindh Foundation

In memoriam and in appreciation of Dr. Alsharif's dedicated mission for peace and progress, our team will keep the presentation title and topic of Dr. Alsharif who passed away on March 6th 2021 as a part of our sources for further discussions. Former Executive Director of the Anna Lindh Foundation for Dialogue between Cultures, former Senator, Ambassador, Minister, and a strong advocate for intercultural dialogue H.E. Nabil Al-Sharif has confirmed his attendance at the *A4S4CD_2030* panel with the presentation to the topic:

"Enhancing Intercultural Communication: A Prerequisite for a Vigilant Diplomacy"

Anna Lindh Foundation⁶ was created on the political initiative of the President of the European Commission Romano Prodi, **"to take action to restart dialogue and defuse the risk of a clash of civilizations"** and was founded in 2004. In 2005, the Alexandria Headquarters of the Anna Lindh Foundation was inaugurated as the first common institution for dialogue co-created by the European Union and its Mediterranean Partner countries. Originally called the "Euro-Mediterranean Foundation for Dialogue between Cultures", the Foundation was given the name of the late Swedish Foreign Minister Anna Lindh, who was assassinated in 2003 in an act of hate crime; Anna Lindh's lifetime commitment to an equal partnership between the North and South, and to multilateral partnership action, became a guiding principle for its work.

The Foundation, in partnership with leading polling organizations (Gallup, Ipsos-MORI), conducts the only comparative analyses of its kind on the evolution of perceptions, values, and behaviors in the Mediterranean: the "Anna Lindh Trends Report". From its research and evaluation in the field, the Foundation takes local insight to international policymakers, providing unique understanding of conflict dynamics and policy responses to countering extremism or the social impact of a refugee crisis. It is represented on various inter-agency bodies such as the steering group for the Global Study on Youth, Peace and Security mandated by the UN Security Council. The work on intercultural trends research helps embed an evidence-based approach to programming and policymaking at the local, national and regional levels.

Tatjana Christelbauer
ACD-Agency for Cultural Diplomacy President

⁶ Weblink Anna Lindh Foundation: <https://www.annalindhfoundation.org/about>