

# The Magazine

Education and Training | Youth | Culture | Sport

N°28

## 2008: Europe's big culture conversation



***Europe Direct is a service to help you find answers  
to your questions about the European Union***

**Freephone number (\*):  
00 800 6 7 8 9 10 11**

\* Certain mobile telephone operators do not allow access to 00 800 numbers or these calls may be billed.

Cataloguing data can be found at the end of this publication.

Luxembourg: Office for Official Publications of the European Communities, 2007

ISSN 1023-3725

Education and Culture DG, fax (32-2) 296 42 59 — e-mail: [eac-info@ec.europa.eu](mailto:eac-info@ec.europa.eu) —

Internet: [http://ec.europa.eu/dgs/education\\_culture/index\\_en.html](http://ec.europa.eu/dgs/education_culture/index_en.html)

Edited by: Karel Bartak

Graphic design and illustration: Qwentex, Brussels

The views expressed in this publication are not necessarily those of the Commission.

© European Communities, 2007

Reproduction is authorised provided the source is acknowledged.

**PRINTED IN BELGIUM**

Printed on white chlorine-free paper

# Summary

European Year of Intercultural Dialogue 2008 - Together in diversity	3
--	---



Setting the stage for a dialogue of cultures	5
--	---

A promising investment in intercultural dialogue	8
--	---

European culture on the global stage	10
--------------------------------------	----

Promoting intercultural dialogue – some bright ideas	12
--	----

Talking to the world	14
----------------------	----

Ethical journalism to bridge intercultural divides	16
--	----

Weaving intercultural dialogue into the EU's policy fabric	19
--	----



A sporting chance at success	22
------------------------------	----



EIT: the new flagship for European innovation	23
---	----



A future for Europe's youth	26
-----------------------------	----



Erasmus – From strength to strength	28
-------------------------------------	----

Erasmus Mundus – Making a world of difference	30
---	----





Odile Quintin, Director-General  
for education and culture



# European Year of Intercultural Dialogue 2008 - Together in diversity

The 'European Year of Intercultural Dialogue' is all about celebrating the EU's cultural diversity and how this can pave the way to greater unity through mutual understanding and active European citizenship.

## The bigger picture

When Education and Culture Commissioner Ján Figel' launched the European Year of Intercultural Dialogue, he underlined the complex cultural mix of the 27-member European Union and its flourishing contact with the rest of the world. "Dialogue between cultures," he said, "would therefore appear to be an essential tool in forging closer links both between European peoples themselves and between their respective cultures."

Europe's diversity is a rich source of vitality and creativity, which the European Commission is helping to celebrate through its past and recent initiatives in this area. Against a background of many different identities and beliefs, Europeans need to be able to make the most of their increasingly open and complex cultural environment.

The European Year of Intercultural Dialogue (EYID) 2008 takes place within the overall framework of the first-ever European agenda for culture in a globalising world, which was launched by the Commission in May 2007.

A Europe proud of its many individual identities, but united in its diversity, will be a formidable force for dealing with the challenges of increasing globalisation. The EYID offers a unique opportunity for people to build bridges both within their own countries and across the whole of the EU and thus assemble a cultural jigsaw, learning from each others' cultures, and presenting a dynamic, multifaceted image to the rest of the world.

## Chiming in with EU strategies

During the EYID, all the Member States of the EU will be involved in projects that make connections with the cultures of others. The overall aims of the Year are first to promote intercultural dialogue as a means by which Europeans can improve their ability to deal with a more open, but also more complex, cultural environment. Second, it seeks to highlight intercultural dialogue as an opportunity to contribute to, and benefit from, a diverse and dynamic society both in Europe and the wider world; and, third, to raise the awareness of Europeans – in particular young people – of the importance of developing an active European identity, which is open to the world, respects cultural diversity and is based on common values in the EU.

Such objectives are, in turn, tools for the achievement of overall European strategies, as I recently noted, during a speech in Brussels. "The decision to launch the EYID 2008 underlines the importance of intercultural dialogue in achieving some of the key strategies of the Union."

## A time to sow seeds for the future

Intercultural dialogue is already a valued aspect of EU action that has long been encouraged through many programmes and initiatives. It has been given further prominence by the Education and Culture DG's Culture programme for 2007 to 2013 and, in that context, 2008 offers a concentrated time-frame for a deeper, more structured and wide-ranging dialogue. I wish to stress



that the activities of the EYID will be an anchor for the longer-term involvement of everybody living in the Union, with special attention being given to the young and to disadvantaged and excluded groups.

## Preparing the ground

In preparation for the EYID, the Commission canvassed opinions from all who might be involved in the 2008 initiative so as to identify expectations for the event, shape calls for proposals and determine what should be covered by the information campaign that aims to raise awareness of the occasion among the general public.

Member States have also been preparing national strategies for the EYID. As I have pointed out: "We are determined to continue our efforts to make intercultural dialogue a sustainable priority. However, we cannot do it without the collaboration and collective commitment of the respective countries." To help Member States devise appropriate strategies and projects, specific objectives that will help achieve the overall aims of the EYID have been identified:

- Raise awareness among all those living in the EU, in particular young people, of the importance of engaging in intercultural dialogue in their daily lives;
- Work to identify, share and give a visible European recognition to best practices in promoting intercultural dialogue throughout the EU, especially among young people and children;
- Foster the role of education as an important medium for teaching about diversity and increasing the understanding of other cultures;
- Highlight the central role of the media in promoting the principle of equality and mutual understanding;
- Raise the profile, increase the coherence of and promote all Commission programmes and actions contributing to intercultural dialogue and ensure their continuity;
- Contribute to exploring new approaches to intercultural dialogue involving co-operation between a wide range of stakeholders.

## Identifying best practice

In November 2006, a conference held in Brussels looked at the concept of intercultural dialogue from different perspectives and identified concrete examples of best practice supported by EU programmes. The conference selected 29 such models that can inspire future projects, especially in the context of the EYID.

## How it will work

The EYID has been allocated a budget of EUR 10 million to help fund:

- An information campaign promoting the objectives of the EYID;
- Flagship projects at the European level to raise awareness of the objectives of the EYID;
- National projects with a strong European dimension that will be co-financed by Member States.

Odile Quintin  
**Director-General**  
**for education and culture**

*"Culture and creativity are important drivers for personal development, social cohesion and economic growth. Today's strategy promoting intercultural understanding confirms culture's place at the heart of our policies." José Manuel Barroso, President of the European Commission (Brussels, May, 2007.)*





## Setting the stage for a dialogue of cultures

Preparations are in full swing for the European Year of Intercultural Dialogue (EYID). This page outlines what the Commission is doing to pave the way to 2008.



The EYID will focus on a number of actions:

- An EU-wide information and promotion campaign which will be tailored to national and regional needs
- An EYID website to bring together all those involved in intercultural dialogue and to share tools and resources
- A study of national approaches and practices on intercultural dialogue and a study for the evaluation and monitoring of the impact of the EYID
- An 80% grant for a limited number of flagship actions at the EU level to raise awareness of the objectives of the Year, particularly among young people
- The 50% co-financing of dialogue actions at the national level which have a strong European dimension

The Commission will also provide non-financial support in the form of authorisation to use the logo and other materials associated with the EYID by initiatives that can contribute significantly towards achieving the objectives of the Year. One such initiative will be a conference on cultural diversity as an entrepreneurial resource called "Gain from cultural diversity", organised in cooperation with the Bertelsmann Foundation.

### Keep abreast of developments

In order to maximise the success of the EYID, the Commission is tapping into the knowledge and expertise of civil society, citizens and other stakeholders across

Europe for bright ideas. A "call for ideas" last year met with a fantastic response and has inspired the planning for the Year.

One space to watch for people interested in taking part or following the Year is the EYID website: [www.dialogue2008.eu](http://www.dialogue2008.eu)

Launching in November 2007, the website will contain a wealth of information on intercultural dialogue targeted at the general public, partner organisations, educational establishments, young people and the media.

Those interested in getting involved in the EYID can already upload their profiles in the partners section of the website. When registered, they can describe their projects and register their planned events on a notice board which will then be accessible to the general public as a searchable calendar for the Year. Those searching for partners or wishing to become partners in EYID-related events can make use of the matchmaking service available on the site.

For those in search of financing, the site will contain valuable information on EYID funding opportunities available under the Commission's various programmes and other external sources.



## FAQ on the 2008 European Year of Intercultural Dialogue

**Q: What is the official website of the Year?**

**A:** [www.dialogue2008.eu](http://www.dialogue2008.eu)

**Q: Who decided to designate 2008 European Year of Intercultural Dialogue?**

**A:** Jan Figel', current European Commissioner for Education, Training, Culture and Youth, launched the idea of a European Year of Intercultural Dialogue during the hearing of the new Commissioners prior to the appointment of the Barroso Commission.

Following a proposal from the European Commission, the Council of the European Union and the European Parliament adopted Decision No. 1983/2006/EC, declaring 2008 the European Year of Intercultural Dialogue.

**Q: What is the budget for the Year?**

**A:** At the community level, the Year 2008 is supported by a budget of EUR 10 million. EUR 3 million will be dedicated to the co-financing (up to 80 %) of actions on a Community scale, taking the form of approximately 10 flagship European projects. Another EUR 3 million will be allocated to the co-financing (up to 50 %) of actions at the national and regional level with a strong European dimension.

The remaining EUR 4 million are to be used for a communication campaign in the 27 EU countries during 2008, as well as for surveys and studies on the topic of intercultural dialogue and the evaluation of the Year's implementation.

**Q: How are the European flagship projects selected?**

**A:** In April 2007, an open call for proposals was published on the DG EAC website, with the deadline of 31 July 2007. An independent panel of experts will assess the project submissions on the basis of a points system corresponding to four criteria:

- European dimension;
- Number of individuals (including young people) directly / indirectly involved;
- Education, sustainability, trans-sectoral approach and innovation;
- Project management.

**Q: When will the flagship projects that receive EU funding be announced?**

**A:** The announcement of the selected projects is expected in December 2007.

**Q: What are the key messages of the Year?**

**A:** The message that the Year 2008 wants to pass on to everyone living in the EU, especially young people, is that intercultural dialogue contributes to:

- mutual understanding and a better way of living together;
- exploring the benefits of cultural diversity;
- fostering an active European citizenship and a sense of European belonging.

**Q: What does the logo of the Year 2008 stand for?**

**A:** The logo of the Year 2008, entitled "People reaching out for each other", signals the need for Europeans to explore "the other", and to benefit from increasingly diverse societies. The logo portrays people joining hands in an open circle, which underlines the importance of fostering an active European citizenship open to the world.

**Q: What is the role of the European Ambassadors for Intercultural Dialogue?**

**A:** Ambassadors' activities can take many forms, but are essentially intended to generate visibility for the Year and its key messages, through highlighting the importance and the benefits of intercultural dialogue, based on the ambassadors' own experiences.





**Q: Who are the European Ambassadors of Intercultural Dialogue?**

**A:** Ambassadors already confirmed include:

**Cinema:**

Agnieszka Holland, Polish director and screenplay writer  
Radu Mihaileanu, Romanian-born, French filmmaker  
Jean-Pierre and Luc Dardenne, Belgian film directors

**Music:**

Jack Martin Händler, Slovakian conductor  
Abd Al Malik, French rap/slam singer  
Jordi Savall, Spanish viola player (tbc)  
Charles Aznavour, French popular singer  
Fazil Say, Turkish pianist and composer  
Marija Šerifović, Serbian singer, winner of the 2007 Eurovision song contest

**Literature:**

Adam Michnik, Polish author, Solidarity activist, and editor-in-chief of major daily Gazeta Wyborcza

Henning Mankel, Swedish author and screenplay writer

Marjane Satrapi, Graphic novelist, author,  
Paulo Coelho, Brazilian novelist

**Art:**

Marko Peljhan, Slovenian artist

**Q: How can I become involved in the Year 2008?**

**A:** On [www.dialogue2008.eu](http://www.dialogue2008.eu), a special section is devoted to partners who wish to be involved in the Year 2008. You are welcome to register, upload your profile, share your ideas, and share examples of best practice in the field of intercultural dialogue. You will have the possibility to register your events on a Notice Board which will then be accessible to the general public as a searchable calendar for the Year.



Isabelle Schwarz



## A promising investment in intercultural dialogue



**Isabelle Schwarz, head of cultural policy development at the European Cultural Foundation (ECF), and Sabine Frank, deputy secretary-general of the European Forum for the Arts and Heritage (EFAH), explain why their organisations are keen to be part of the EYID.**

Some civil society actors may view EYID as yet another European Year of 'something'. But could 2008 truly be an opportunity to show that we care about getting our multiethnic and multicultural societies into shape?

At the ECF and the EFAH, we have cast aside any scepticism and have decided to embrace this occasion wholeheartedly. True, the EYID is run by a small team at the Commission's Education and Culture Directorate-General, and co-operation with other Directorate-Generals and long-term continuity are real challenges. But some political forces have already been mobilised, and momentum in civil society is building up. The EYID could be a golden opportunity to engage millions of citizens and organisations from across Europe on an issue that concerns us all, and it is a chance not to be missed.

The EYID offers the European institutions, Member States and civil society the prospect of starting something new together: a concerted approach to developing and spreading creative models for people with different cultural backgrounds and aspirations to live together and interact peacefully within the same space and time, and to enter into a constructive mode of co-operation with other regions of the world.

Coming from two cultural organisations, we have a particular interest in demonstrating that art and culture have a special role in intercultural dialogue because they question prejudices and stereotypes, break taboos, trigger curiosity, play with images and words, inspire and connect. They have the potential

to give an inspirational and educational dimension to political endeavours, and can provide the spark for citizens to become interested in the challenges of intercultural dialogue.

### All of Europe's a cultural stage

Clearly, however, the Year can be successful only if it engages not just the cultural sector, but also other policy sectors, such as education, youth and social affairs, migration and anti-discrimination, as well as international relations. That is why the ECF and EFAH have launched the Civil Society Platform for Intercultural Dialogue to bring together organisations from across Europe active in all those fields to explore successful practices and policies for intercultural dialogue – or better still, “trans-cultural engagement” – which can inspire citizens as much as politicians.

The Civil Society Platform for Intercultural Dialogue collects insights and experience from the field and facilitates cross-sector learning. It covers a fascinating kaleidoscope of intercultural activities, including community arts programmes for immigrants and asylum seekers, neighbourhood artistic parades gathering people from different ethnic backgrounds, social service organisations exploring new ways of helping people with recent, distant or no migration background, as well as projects tackling prejudice in early childhood education.



Sabine Frank

## Stepping-stones to success

The next step is to translate successful experience into a concerted agenda for political support for actions for intercultural dialogue. A campaign will be launched in 2008 to mobilise as many European citizens as possible for intercultural engagement in its many forms. This campaign will be based on the results of a European-wide consultation process on intercultural dialogue: the consultation for a “Rainbow paper”, which closed on 14<sup>th</sup> September 2007 (see [www.efah.org](http://www.efah.org) or [www.civilsocietyplatform.eurocult.org](http://www.civilsocietyplatform.eurocult.org)).

The Commission’s ‘Communication on a European agenda for culture in a globalising world’ – which counts among its three core objectives, the promotion of cultural diversity and intercultural dialogue, and the promotion of culture as a vital element in the Union’s international relations – offers hope for the emergence of a longer-term policy framework.

The European institutions and the Member States will have to work together on the implementation of these objectives. This will also involve designing appropriate actions and making resources available. In the Communication, the European Commission reiterates its commitment to pursuing a ‘structured dialogue’ with civil society stakeholders for policy-making, follow-up and evaluation. The first encouraging evidence to this effect is already in place: the Commission set up a ‘contact group’ for the EYID (made up of the Platform’s steering group and representatives from the European Social Platform and the European Youth Forum), and encouraged the Portuguese Presidency to conduct its Cultural Forum (which took place in Lisbon on 26-27 September 2007) as a stakeholder consultation forum.

The official EYID must not simply be seen for its communication campaign or limited funding, but as a stepping-stone. It must put in motion a process whereby experience gained throughout 2008 is translated into a new and long-term policy framework, be it via the intercultural dialogue projects supported under the EYID programme, the mobilisation of civil society, or the policy reflections and debates at European, national,

regional and local levels. Vision, determination and clarity are the cornerstones of success.

Real impact also depends on the ability of political institutions to put policy achievements firmly before their need for public recognition. This means institutional collaboration instead of institutional positioning. There could be, for instance, added value in bringing the Council of Europe’s long-standing and important work on intercultural dialogue (notably its White Paper on Intercultural Dialogue) into the policy reflections of the European Union and the intergovernmental co-operation of its Member States, including, for example, through the recently suggested Open Method of Coordination for the culture sector.

The stepping-stone lies before us – let’s lift our feet and take the necessary step towards channelling the positive experience from the field into a ‘European strategy for intercultural dialogue’.

*The European Cultural Foundation is a leading independent organisation devoted to cultural development and passionately advocates cultural co-operation motivated by a belief in the enriching experience of diversity, and in the power of culture to promote mutual understanding and respect.*

*More information: [www.eurocult.org](http://www.eurocult.org)*

*The European Forum for the Arts and Heritage seeks to ensure that cultural associations, operators and artists have a voice in Europe. EFAH’s members represent over 5 000 organisations active in all cultural domains across the EU and beyond.*

*More information: [www.efah.org](http://www.efah.org)*

*Together, the two organisations have launched the Civil Society Platform for Intercultural Dialogue.*





© Johan Jacobs

Bernard Foccroulle



## European culture on the global stage



The Education and Culture DG's Director-General Odile Quintin interviewed Bernard Foccroulle – director of Brussels' La Monnaie opera house and director of the Aix-en-Provence Festival – to discover his views on intercultural dialogue and the EU's proposed cultural agenda in our globalising world.

**Odile Quintin:** The EU's agenda for culture has three main objectives: promoting cultural diversity and intercultural dialogue; encouraging creativity to stimulate culture's economic role; and making culture a key component in the EU's external relations. What does this communication mean to you?

*Bernard Foccroulle:* It strikes me as very important because it opens up new pathways. Three years ago, some 100 artists signed a petition calling for a Europe based on its culture, so this communication marks a very important moment both for Europe and its cultural interests.

**One might say that opera can be seen as a true expression of European culture. It stimulates socio-economic activity and tourism and is an art form that allows us to hear many different voices. Do you share this view?**

*Yes. If you compare it with theatre, opera has a special quality that allows us to hear many different voices: the individual, a collective view through the chorus – as in a grand chorus of Verdi – and, above all, opposing views at the same time. And, after 400 years, opera is relevant to today's discussion because it is so clearly European, having been born in Italy and giving us now the same repertoire from Lisbon to Moscow, and from Helsinki to Palermo. It is renowned all over the world, yet quintessentially European.*

**An important item on the agenda concerns the mobility of artists and works. Do you see any obstacles in this respect?**

*I see some obstacles, especially for the countries of Eastern Europe, whose artists and public were, for many years, prevented from circulating freely. Today they are free to travel but can face practical problems of finance or distance. I think mobility between east and west, and to a certain extent between the south and north of Europe, is very important. I am very happy that certain European programmes already permit a sort of sponsorship: for example, with the opera houses of the Baltic States and those of Western Europe organising exchanges of technicians, artists, training courses and so on. This mobility, for artists and the repertoire, but most essentially for new works, is crucial. Each time a new performance travels from town to town and is seen by a wider public, the performance is enriched and grows in maturity.*

**Do you think it is possible to stimulate culture's economic potential without destroying its specific character?**

*It's a delicate matter, but we have to remind all those responsible that, by investing in culture, we go beyond culture itself. Take our towns. All the towns that have invested in culture over recent years have seen real regeneration. The European Capitals of Culture have produced interesting results, some more than others, but where there is political will both to serve culture and to make it an integral part of the social and economic fabric, the outcome is remarkable. We could extend this*



*idea to regions and countries. Finland, for example, has invested enormously in culture, especially music, and it is no accident that, at the same time, the country has made great technological and economic progress.*

**2008 is the European Year of Intercultural Dialogue. Culture is strongly related to national identity. How do you see the role of culture in promoting dialogue to aid social cohesion and tolerance?**

*Yes, culture is often linked to national identity and art has always expressed this identity but, at the same time, the great works have a universal quality. Art allows us to access and experience a different identity from our own. I have learnt about the cultures of countries I have been unable to visit thanks to books, films, works of art and artistic encounters. In today's world, the need for intercultural dialogue is reinforced by migration and globalisation. We need mutual respect among cultures through dialogue. This is linked to the fight against social exclusion, as often we find that social and cultural exclusion are connected.*

**The Open Method of Coordination facilitates co-operation among EU Member States in a number of fields including culture. What would you make a priority for such coordination?**

*The relationship between culture and education is important because the European dimension can bring something extra. By exchanging examples of best practice and experience we learn from each other. The European Opera Education Network, RESEO, with the aid of the Commission, has reinforced opera education services across Europe. Cultural co-operation can also be a part of development aid, and it is our duty to find ways of supporting centres of creativity and transmitting works, in Africa, say, and in other parts of the developing world.*

**The EU has ratified UNESCO's Convention on Cultural Diversity. Do you think that globalisation and cultural diversity work against each other or in harmony?**

*The UNESCO convention is a victory in protecting cultural diversity not just for Europe but also for the planet, and we have to thank the EU for its role in that. Does globalisation lead to standardisation? I think there are two contradictory processes; one is towards greater standardisation that can lead to the suppression of some minority or of weaker cultures that cannot compete with major cultural players. At the same time, we now have more instruments to fight against that process and help us to respect cultures, whether traditional or new. So we find ourselves in two opposing currents, probably the stronger is that of standardisation, but the other allows us to resist and construct something sustainable and positive both for Europe and the planet.*

**Two final questions: the role of culture in Europe's external relations is important. Do you think that culture has an important role to play in sustainable development and harmonious relations? In addition, one of our ideas is to have a systematic and structured dialogue between the cultural world and European authorities along with the creation of a forum. Do you find this approach useful?**

*Intuitively I feel that culture should be totally integrated into our efforts to promote sustainable development. And structured dialogue is useful so that the cultural world learns to express itself, where possible, with a united voice, not just at the European level but also at the national and local level. Dialogue is at the heart of artistic action and it is important for cultural actors across all sectors to find a means of expressing what unites them, as well as what differentiates them, and so create strong zones of convergence that can be supported at the European, regional and national levels.*





## Promoting intercultural dialogue – some bright ideas



Breaking down barriers between different communities and cultures will take passion, commitment and a bag full of bright ideas. The Magazine examines how some Europeans who took part in the Commission's "Call for ideas" on intercultural dialogue would promote intercultural dialogue in this most diverse of continents.

### Breaking down barriers

Diego Moreno is a student from Vigevano, a city in Lombardy, northern Italy. For him, dialogue and co-operation must start by breaking down barriers and nurturing trust and understanding.

"People are afraid and so create a prejudice in relation to what they don't know," explains Diego. "Learning to know different cultures is a first step in learning how to accept and love others."

Diego is keen to see families and school pupils learn about other cultures, perhaps with the help of multimedia packs which would outline how people live and work. The packs would explain the experience, expectations, dreams and problems of other cultures.

Diego's local community is already engaged in promoting intercultural dialogue, especially among the young. "We have systematically organised some meetings for young foreign people, Italians, volunteers and cultural operators," says Diego, who adds that the work has engendered a good atmosphere for the sharing of experience.

According to Diego, music is a useful means for creating harmony – metaphorically and literally. He would like to see a multi-ethnic music band formed, made up of young people from different countries, each of whom would bring their own style and musical influences to the venture.

And what about spreading positive messages? Diego feels the EU could help here by backing the creation of a blog where voluntary associations and citizens can swap ideas, solve problems and provide assistance to one another.

### Targeting the urban community

As a spokesperson for Bund Berlin's Intercultural Working Group, Desiree Zwanck knows that urban centres are on the frontline when it comes to promoting dialogue between different peoples. Europe's cities are true melting pots and home to the majority of people that come here from other parts of the world.

Desiree believes people should join forces to address shared problems and challenges. "Men, women and children from different cultural backgrounds should be brought together to share their expertise, to protect and re-design the very environment they live in," she explains.

A first step would be to build consensus for community activities through dialogue, which would bring together citizens, politicians, entrepreneurs, environmentalists and others.

Desiree and her colleagues in Berlin suggest a range of environment-based activities that could generate lasting cultural understanding and co-operation. For example, community-based urban land cultivation



projects could provide a focus for people from different backgrounds to work on a shared activity.

Climate change is another problem that affects everyone regardless of ethnic or cultural background. According to Desiree, “the potential for co-operation between different communities, institutions and governments is high”.

Water conservation could also benefit from intercultural dialogue. Joint activities in this area of environmental protection would have to cross political and cultural borders to be effective. “Water is symbolic for interdependence and our rivers and oceans connect several European cities and states,” explains Desiree.

## Exploring citizenship

“In a democracy, we must all dare expose ourselves to the power of communication,” says Danish artist Morten Groll. He believes progress depends on mutual respect and a genuine desire to take part in intercultural dialogue.

Morten is concerned that the European project has become a top-down process of communication which alienates ordinary people. If the European dream of a shared identity is to make progress, it must involve everyone.

Morten suggests setting up a programme of public conferences where people can debate EU-citizenship issues. Panel members would be drawn from majority and minority groups, but no politicians would be allowed to attend!

“It is crucial that representatives of many different cultures are invited to take part and that organisers [ensure] a feeling of equality between the participants,” explains Morten.

Decent funding would have to be provided to run the conferences, which ideally should be held in local communities across Europe.

In 2004, Morten organised a conference on Danish citizenship, which aimed to develop a set of norms for citizenship in multiethnic Denmark that takes account of people’s backgrounds and values.

The artist wants to see more democratic engagement in debates about European citizenship. “The EU is an enormous institution which seems light years away from the regular citizen. However, it is possible to involve any individual in the “European dream”.... if he or she is allowed to share the dream and contribute to it.”

## Charting a course to unity

Cologne-based artist Frank Bölter believes in the power of community art to generate understanding and co-operation between people. He has devised a project called “Shipping Europe” which involves giant paper ships “setting sail” on Europe’s largest rivers.

The ships’ journeys would depend on local municipalities taking responsibility for each vessel as they enter different regions and countries en route. School children could help make the Origami-style paper ships and river captains would be enlisted to tow the finished models.

Frank suggests rivers such as the Volga, Danube, Rhine Elbe, Rhone, Seine and the Ebro could be used for the venture. Ideally, a number of ships would be launched at the same time to create a genuinely Europe-wide event.

According to Frank, moving the ships on through different regions and countries could be hugely symbolic because the project requires people coming together to achieve a shared goal.

“The folding ships...illustrate an open future and confident attitude for the European community,” he adds.

### More information:

<http://www.dialogue2008.eu/>



**The European Year of Intercultural Dialogue (EYID) is not just about sparking a cultural conversation within the EU, but also between Europe and other parts of the world. Such global dialogue can contribute to global understanding and hence promote peace and prosperity.**

## Talking to the world

One important aspect of the EYID will be to bolster intercultural dialogue between the EU and the rest of the world, particularly in neighbouring regions, such as the non-European Mediterranean.

“Worldwide, cultural diversity and intercultural dialogue have become major challenges for a global order based on peace, mutual understanding and respect for shared values, such as the protection and promotion of human rights and the protection of languages,” observes the Commission’s draft “European agenda for culture in a globalising world”, which was published in May 2007.

The Union’s own internal track record of constructing unity through diversity, as well as its economic and political might, put it in an advantageous position to promote global understanding. “The European Union is not just an economic process or a trading power, it is already widely – and accurately – perceived as an unprecedented and successful social and cultural project,” the draft agenda points out.

“The EU is, and must aspire to become even more, an example of a ‘soft power’ founded on norms and values such as human dignity, solidarity, tolerance, freedom of expression, respect for diversity and intercultural dialogue, values which, provided they are upheld and promoted, can be of inspiration for the world of tomorrow,” it continues.

### Mobilising for peace

The EU has already invested heavily in intercultural dialogue with its partners. For instance, the Barcelona Process with the Union’s Mediterranean partners

has had, since its launch in 1995, the aim of creating a “common area of peace and stability through the reinforcement of political and security dialogue”.

One recent manifestation of this was the creation of the Anna Lindh Euro-Mediterranean Foundation for Dialogue Between Cultures in Alexandria, Egypt. Named after Sweden’s popular foreign affairs minister who was tragically murdered in 2003, the foundation seeks to further her pro-European and internationalist legacy.

Jointly established and funded by all 35 members of the Euro-Med partnership, it strives to bring people and organisations from both shores of the Mediterranean closer together and to help bridge the gaps between them.

Europe also supports dialogue and culture-related activities in the context of the European Neighbourhood Policy (ENP). It focuses on building better relations with the EU’s post-enlargement neighbours.

Culture is one of the focuses of the EU’s new “Investing in people” thematic programme (2007-2013) which is targeted at the Union’s developing partner countries. The programme has the dual aim of bringing together peoples and cultures on an equal footing, and promoting greater international co-operation to take better advantage of the economic potential of the cultural sector.

In addition to these and other international efforts, the Commission has recommended that the EU set up a cultural fund for its African, Caribbean and Pacific (ACP) partner countries.





The EYID will raise awareness of these initiatives and complement them with dialogue activities with the wider world.

**More information:**

“European agenda for culture in a globalising world”  
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2007:0242:FIN:EN:HTML>

The Barcelona Process

[http://ec.europa.eu/external\\_relations/euromed/](http://ec.europa.eu/external_relations/euromed/)

European Neighbourhood Policy

[http://ec.europa.eu/world/enp/index\\_en.htm](http://ec.europa.eu/world/enp/index_en.htm)

The Anna Lindh Euro-Mediterranean Foundation for Dialogue Between Cultures

[www.euromedalex.org](http://www.euromedalex.org)



## Ethical journalism to bridge intercultural divides

**These are challenging times for journalists. In addition to coverage of increasingly complex wars, civil conflicts, terrorism, foreign relations and economic developments, reporters and editors are faced with the daunting task of writing and commenting on rapid social changes taking place worldwide. Brussels-based journalist Shada Islam reports.**

Keeping track of the rapid transformation of once mainly homogenous societies into vibrant and colourful multi-ethnic and multi-religious communities is difficult – but also fascinating. The good news is that this increasingly diverse mix of people, races and faiths has triggered a new political, cultural and economic dynamism across continents.

People travel easily across borders, transporting fresh, innovative ideas and attitudes to their new homes. However, the shifting social and cultural landscape often also results in friction and strain as communities with different cultures, faiths and traditions adjust to living together.

As societies change, misunderstanding and intolerance are on the rise. Racism and xenophobia have re-emerged as powerful perils in many parts of the world, confirmed by the increasing popularity of anti-foreigner political parties in Europe and elsewhere.

Europe has seen a range of controversies that spotlight the need for stronger action to promote inter-cultural understanding. Among them, the outrage following publication of cartoons depicting the Prophet Mohammed, racist attacks and violence in the streets of France and Britain, anger over controversial film-maker Theo Van Gogh's murder in the Netherlands, and growing anti-immigrant and anti-Muslim sentiment in many countries.

Not surprisingly, the focus is on how newspapers, broadcasters and other media outlets can take up the

challenge of portraying the global social revolution. Working behind the scenes, a core group of journalists and media groups have developed a new “ethical journalism initiative” spearheaded by the International Federation of Journalists\* (IFJ) to help foster the development of sound, quality journalism to provide reporters and editors with the tools needed to work in a multicultural world.

The ethnical journalism campaign aims to strengthen democratic values through dialogue and raise awareness of the role that informed journalism plays in creating understanding where there is division. It will highlight three ethical principles in the practice of good journalism: the respect for truth, editorial independence and the need to minimise harm.

The initiative focuses on promoting a global inter-media dialogue as an essential element in any strategy to avoid cultural misunderstandings and foster peace-building and development.

The need for such action is undeniable. Media in all parts of the world, including Europe, remain wedded to an old-fashioned and outdated concept of “immigrants and foreigners” as exotic outsiders who bring dangerous ideas and customs into host societies. Too few journalists in Europe, for instance, have tried to reflect on the continent's racial and ethnic transformation or shown an interest in highlighting the many fascinating facets of an emerging multicultural Europe. Many media, unfortunately, have taken the





easy but grimmer route of promoting, rather than countering, bias and prejudice.

Sensationalist reporting is to be expected from the popular tabloid press. What is depressing, however, is that many broadsheet newspapers have failed to provide space to counter arguments and those advocating a less hysterical “white against black” view of the world.

European media – including broadcasters and internet-based information outlets – have been especially unable or unwilling to provide a true image of Europe’s 20-million-strong Muslim minority.

Alarmist and almost hysterical coverage of minorities is not exclusive to Europe. Papers across the globe are guilty of providing a simplistic, one-sided view of ‘the other’. Such sensationalist reporting may help sell papers in an increasingly competitive media environment, but it has contributed to an increasingly fearful climate between communities.

## Meddling in media affairs

Journalists across the world are united in dismissing demands for curbs on press freedoms and remain adamant that there must be no new rules, codes or regulations. Politicians and governments must not meddle in media affairs. However, there is also growing recognition that, in a world racked by conflicts both inside societies and between countries, the need for informed and professional journalism has never been greater.

Writing about more complex, diverse societies requires sensitive, careful handling. This does not mean refusing to report on conflicts but ensuring that articles dealing with such issues are written with the same care, objectivity and impartiality given to other issues. Additionally, care must be taken to avoid incitement to hatred and a perpetuation of bias.

Good journalistic conduct requires, for instance, that government policies are challenged and politicians taken

to task when they propagate intolerant, xenophobic or racist views. Widespread negative assumptions about immigrants need to be questioned and tested. Both sides of the story have to be reflected. The actions of one extremist or a group of militants should not lead to the demonisation of entire communities.

Many of these norms were included in the declaration of principles on the conduct of journalists adopted by the World Congress of the IFJ in 1954. That declaration points out very clearly that a “journalist shall be aware of the danger of discrimination being furthered by the media and shall do the utmost to avoid facilitating such discrimination based on race, sex, sexual orientation, language, religion, political or other opinions and national or social origins.”

Those principles need to be given more substance and potency in these difficult and fearful times. Although many journalists strive to maintain high standards, media groups, in ferocious competition for readers and viewers and trying to cope with revolutionary changes in the media market, are cutting back on full-time employment and reducing investment in training and investigative journalism.

Today, journalists seeking to perform their tasks to the best of their abilities need to tackle an array of difficult but urgent issues. These include:

- Debating “self-regulation” to ensure it is viewed as another manifestation of sound editorial judgment rather than self-censorship;
- Ways of encouraging journalists to be better informed to avoid manipulation by extremists or unscrupulous politicians;
- Ensuring impartiality and application of core principles of ethical journalism when covering issues of crime, immigration, community relations, religious belief, and terrorism, especially when public anxiety is high;
- Practical actions to be taken to improve quality media and eliminate prejudice within the industry, including through the recruitment of minorities to the newsroom;



- Discussion of these complex issues with other civil society groups and policy-makers without compromising editorial independence.

The ethical journalism campaign focuses on implementing practical actions to improve the performance of media through improved training, recruitment and newsroom practice, and encouraging co-operation between reporters in different parts of the world.

Plans are also well advanced to establish a website including reliable sources for interviews or simply for

consultation in case of doubt on intercultural topics. The campaign also plans to monitor violations of ethical standards as established by the journalists' codes of conduct. Support for twinning/exchange programmes between media organisations is also part of the project.

Lastly, the initiative is a powerful reminder to journalists that their key task is to provide accurate information (objectively, rapidly and independently) to a public seeking to understand the complexities and challenges of today's world.

*\* The International Federation of Journalists is the world's largest organisation of journalists. First established in 1926, it was re-launched in 1946 and again, in its present form, in 1952. Today, the Federation represents around 500 000 members in more than 100 countries. The IFJ promotes international action to defend press freedom and social justice through strong, free and independent trade unions of journalists. The IFJ is the organisation that speaks for journalists within the United Nations system and within the international trade union movement.*



# Weaving intercultural dialogue into the EU's policy fabric



**Intercultural dialogue has long been a thread running through the European Commission's initiatives and programmes. Within the European Union, and in the wider world, the Commission has fostered cultural diversity through a wide range of activities including academic conferences, cultural and educational initiatives, and its funding programmes. This weaving of intercultural dialogue into the overall fabric of Union activity is known technically as "mainstreaming".**

Intercultural dialogue is a common theme running through the entire spectrum of activities managed by the Education and Culture Directorate-General and involves co-operation with other parts of the Commission – especially those dealing with non-discrimination, social cohesion and external relations – as well as other EU institutions and Member States.

This mainstreaming will help reinforce, deepen and make intercultural dialogue more visible. But this is not merely an end in itself. Intercultural dialogue is also a tool for achieving the overall strategies of the EU when facing the challenges of cultural diversity, migration, and globalisation.

## Spotlight on mainstreaming

In November 2006, the Commission organised a conference to raise awareness of the role that intercultural dialogue plays in EU-funded projects. The gathering aimed to select, promote and exchange examples of best practice that demonstrate how intercultural dialogue can best be fostered in EU-supported projects.

The conference was a platform for increasing the visibility of initiatives carried out with the support of Commission funding, showing through concrete examples how dialogue between citizens of different

cultures can improve the overall quality of their lives. Political actors in the field of culture and civil society had an opportunity to exchange views on the appropriate means to integrate intercultural dialogue in future actions, at regional, national and European levels. A crucial focus of the conference was on the 29 model projects chosen to illustrate how best to stimulate intercultural dialogue.

In addition, the conference was also a preparation for the European Year of Intercultural Dialogue (EYID) in 2008, targeting how its actions can have lasting impact and examining the means of drawing wider attention to the results, thereby maximizing their effect.

At the same time, the Commission has also launched a wide-ranging study of the different national approaches and experiences of intercultural dialogue in the EU. The study is helping the Commission to understand better cultural differences across the Union and learn how each Member State addresses diversity.

## The benefits of mainstreaming

An examination of projects carried out across the Commission's funding remit, such as that provided by the conference, shows that intercultural dialogue requires a grass-roots approach with citizens





playing a vital role. Civil society needs to exchange experiences of intercultural dialogue, and to ensure that the EYID reaches citizens. Regional, national and local involvement is also necessary. Among the many conclusions reached at the conference were some key points that can help shape future policies and programmes, including:

- We need to speak less and listen more.
- Intercultural dialogue should not be monopolised by the majority. However, some minorities do not have access to dialogue. Such groups need a platform to express their concerns.
- We must stress the importance of the concept of European citizenship and identity and of common belonging, no matter what our origins are.
- We need to move from intercultural dialogue to intercultural co-operation based on equality of people and citizenship.

To move forward in these areas, a great effort is required across the EU to ensure that intercultural issues are integrated into education at all stages, that patterns of migration and the challenges it poses are better understood, and that citizens are given all the tools they need – language proficiency, for example. By mainstreaming intercultural dialogue across EU actions, the Commission can advance these efforts and strengthen individual cultural identities while fostering mutual respect.

### Projects in action

Two of the 29 model projects are outlined here to give a flavour of the varied activities taking place across the EU to stimulate intercultural dialogue: The first is young volunteers work for social integration via the Commission's European Voluntary Service (EVS), coordinated by the International Cultural Youth Exchange.

The EVS encourages young people to contribute to human rights and reconciliation in one another's

countries, promoting the inclusion and integration of marginalised groups. In 2004, 15 volunteers made a big commitment that has enriched their own lives and those of the communities in which they worked. The volunteers, aged 18-25, gave six-12 months of their time to work abroad in centres for refugees and migrants and with human rights organisations. Eight young people from EU Member States in western and northern Europe went to centres for migrants and refugees and human rights organisations in countries of south-eastern Europe and seven volunteers from Balkan countries went to EU Member States.

For many, this was their first experience of living away from home, of working with people from different cultures and of speaking different languages. Such an upheaval involves a major culture shock. The volunteers were first given training to help them prepare for this. A three-day course in Berlin gave an overview of the host countries and covered practical aspects of the visit. On arrival in the host country, volunteers received an additional three days of training on the details of local life and the situation of migrants and refugees in the country. Language lessons were also provided as needed.

This opportunity for first-hand experience of a different culture for both the host communities and the volunteers is a prime example of meaningful intercultural dialogue. The hosts benefit from the time, energy, practical ideas, personal skills, and the different cultural perspectives of the volunteers. The volunteers gain unique insights into issues of social inclusion and human rights, while developing their intercultural understanding through working in a different ethnic, cultural and religious environment. A volunteer from Macedonia working in the children's department of the Caritas refugee shelter in Vienna commented: "The whole project was a very life-enriching experience for me, during which I learned a lot ... not only about the country where I stayed but also about myself."

Activities of this sort reverberate long beyond the closing date of the project. Marginalised groups



can see that their plight is not ignored and the volunteers expand their intercultural understanding and awareness of some of society's most intransigent problems, and make a lasting commitment to support human rights.

### Celluloid dreams

In 2004, the Consortium des Instituts Culturels Européens à Bruxelles (CIBEB) launched the LARGE film project. This was made up of eight short films of eight to 15 minutes duration. These films were the products of collaboration between three young and talented professionals – a producer, a director and a scriptwriter – each from a different country in the new Member States. They met and began their work during a pre-production seminar in Brussels. The Danish scriptwriter, Mogens Rukov, coached the young professionals and the project received support from three producers acting as mentors: Despina Mouzaki (from Greece), Olivier Guerpillon (from Sweden) and Ales Hudsky (from the Czech Republic).

The Commission financed the project under the Culture 2000 programme, and several non-financial partners

including the *Coordination Européenne des Festivals de Cinéma* (Pierre Duculot), *Cineteca di Bologna* (Guy Borlée), *Alternativa* in Barcelona (Tessa Renaudo) and *Premiers Plans* in Angers (Frédéric Lavigne played an advisory role throughout the project.

The films depict contemporary Europeans, reflecting the diversity of the EU's cultures. In digital format and with subtitles in 19 languages, it can be viewed as 8 short films or a long 90-minute programme. The films cover 24 countries including all of the new Member States. Each short film brings together directors, producers and scriptwriters from different countries, enhancing the intercultural dimension in the process of creating the different works alongside the intercultural content of the subjects treated.

Clearly this kind of project has a lasting and wide-ranging value in that the films can be seen throughout Europe in educational settings, or simply for their intrinsic interest, bringing intercultural awareness to those who can only be "armchair" travellers.





Sport

## A sporting chance at success

**The Commission has taken its first run at a comprehensive initiative on sport. The resulting White Paper and accompanying Action Plan provide much-needed strategic orientation on the role of sport in the EU.**

European policy-makers have recently delivered a groundbreaking White Paper on Sport<sup>(1)</sup>. Two years in the making, the Paper is the Commission's contribution to European debate on the importance of sport in daily life, whether it be in combating obesity in young people, encouraging greater social inclusion or firing Europe's economic engines.

This important document aims to enhance the visibility of sport in EU policy-making, raise awareness of specific needs in the sector, and identify appropriate responses at the European level.

The Paper is the result of extensive consultations with major sporting federations, international sporting bodies, including European Olympic Committees, and with Member States and key stakeholders.

Further input came from nearly 800 on-line submissions by interested organisations and individuals between February and April this year (2007). This open consultation shed light on some of the more challenging issues facing sport in Europe, including how to respect "home-grown player" quotas and the possible impact this may have on EU anti-discrimination laws and player mobility, as well as the issue of media rights.

### Olympic spirit

The White Paper proposes concrete action in a detailed document, the "Pierre de Coubertin Action Plan", named after the forward-thinking French Baron who rekindled the Olympic Movement<sup>(2)</sup> in the 1890s.

The Plan naturally deals with the physical, educational and health aspects of sport, but also with the socio-economic, financial and political components. In addition, it puts forward numerous proposals for further "structured dialogue" to be developed in the coming months to years.

Among these proposals are new guidelines and a network to boost physical activity, as well as a European labelling scheme to reward schools that actively promote sports. Measures to facilitate a coordinated EU approach to fighting doping in sports and for Member States to strengthen political co-operation on sport were also put forward.

Other ideas include setting up social dialogue committees in support of employer-employee relations in sport, a yearly "European Sport Forum" to further encourage effective dialogue, and studies to evaluate the impact of volunteering in sports and the funding of grassroots sports in the Union.

### Putting the plan to work

Adopted by the European Commission, on 11 July, the White Paper made its way through the European policy-making pipeline. The results of this were presented to EU sports ministers, and a Commission-hosted conference took place in October 2007 to discuss all of these issues with sports stakeholders from all over Europe.

"Implementation of the White Paper can help pave the way towards future EU supportive action in the sport sector, as the European Council has re-opened the possibility of a Treaty provision on sport," noted Ján Figel', European Commissioner for Education, Training, Culture and Youth, including sport, in a statement for the launch.

<sup>1</sup> The White Paper is available at [http://ec.europa.eu/sport/index\\_en.html](http://ec.europa.eu/sport/index_en.html)

<sup>2</sup> The Olympic Movement [http://www.olympic.org/uk/organisation/index\\_uk.asp](http://www.olympic.org/uk/organisation/index_uk.asp)



# EIT: the new flagship for European innovation

In response to the challenges of globalisation and the knowledge economy, a new and innovative Commission initiative will optimise Europe's innovation potential. By helping to bridge the innovation gap that separates Europe from its major competitors, the European Institute of Technology will contribute to stimulating sustainable employment and growth.



The EIT will stand at the interface between education, R&D and enterprise. It will spearhead excellence in innovation, research and higher education. Subject to the approval of the European Parliament and the Council later this year, the EIT should be up and running in 2008. Based on so-called "knowledge and innovation communities" (KICs) – which are partnerships among universities, research organisations and enterprises – the institute's work will be coordinated by a Governing Board that will ensure its strategic management.

## Redressing the "innovation gap"

Europe is falling short in filling the innovation gap and in developing an integrated "knowledge triangle" that effectively combines education, research and innovation. Europe encounters difficulties in converting knowledge outcomes into commercial opportunities, in promoting an innovation and entrepreneurial culture in research and education and in rewarding excellence in ways which attract the best students and researchers.

The EIT is a response to these shortcomings. It will contribute to the ability of the EU and its Member States to innovate by:

- Promoting excellence in innovation, research and higher education;
- Integrating the three sides of the knowledge triangle;
- Increasing the momentum in collaborative European research
- Improving synergies among existing initiatives;
- Defining and disseminating new models for innovation;

- Setting in motion a clear and visible European R&D identity.

## Innovative, flexible two-level structure

In operational terms, the EIT will be organised on the basis of a two-level structure:

1. **A Governing Board** made up of stakeholders at the forefront of the scientific, academic and entrepreneurial worlds and backed by a small support team. It will define the EIT's priorities, choose the KICs and evaluate and coordinate their work.

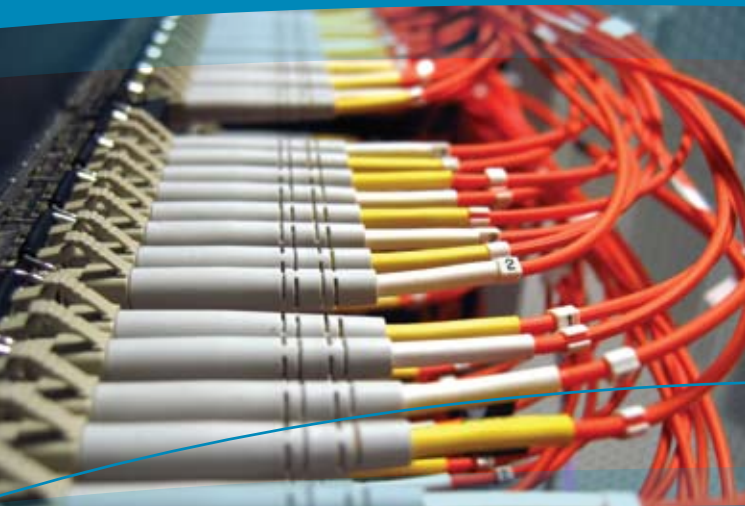
### 2. **Knowledge and innovation communities (KICs)**

Located throughout Europe, they will constitute the operational level of the EIT, developing and integrating innovation, research and education. Each KIC will work within an area of interest crucial to enterprises and citizens. The EU's priority policies, such as those regarding renewable energy and climate change, will be taken into consideration when the first KICs are identified.

Industry will be an independent stakeholder in the EIT, and its active participation will be a necessary condition for the success of the initiative. Enterprises will intervene both at the strategic level (Governing Board) and at the operational level (partners in the KICs).

## In the driver's seat

The Governing Board will consist of 15 well-known personalities who will represent, on an equal basis,



the scientific and educational communities, as well as industry. They will be joined by four individuals representing EIT and KIC personnel and students. The Board's task will be to define the EIT's areas of activity and select, establish and evaluate the KICs, as well as ensure their coordination.

Once the EIT is fully operational, the Governing Board will have a support team of approximately 60 people.

### A sense of community

The KICs will constitute the EIT's operational level. They will be autonomous partnerships focused on excellence and bringing together universities, research bodies, public and private enterprises and other players into the innovation process. Their mission will be to perform innovation activities, integrating the research and education dimensions, and to disseminate and apply the results achieved.

Following an open, competitive and transparent selection procedure, KICs will be established for a period of seven to fifteen years. They will be given substantial autonomy in terms of internal organisation, composition and operation and will be subject to regular assessment.

The relations between the KICs and the EIT will be laid down in a contract.

### Serving strategic priorities of the Union

The creation of synergies between European, national and regional policies, and the linking of those policies, will be ensured by a **Strategic Innovation Agenda**, subject to the approval of the European Parliament and of the Council of Ministers. This strategy will define the EIT's long-term priorities and forecast its future financial needs. It will also take the results of the periodic evaluations into consideration. The first Strategic Innovation Agenda will be presented to Parliament and the Council before the end of 2011.

Unlike other, existing EU programmes, this initiative puts education, research and innovation on an equal footing, within a long timeframe. By doing so, the EIT will offer new opportunities that will open up horizons beyond existing programmes and networks.

### Higher education and the EIT

Education at the post-graduate and doctoral levels will be one of the EIT's main priorities. It will focus on innovative education programmes (interdisciplinary approaches, entrepreneurship, risk and innovation management, etc.).

Degrees and diplomas, to be granted by the participating universities in accordance with Member States' rules and procedures, may also bear the EIT brand.

The EIT will also encourage participating universities to award joint degrees and diplomas.

### A major research and innovation player

Within 10 to 15 years, the EIT is expected to become a major player in innovation, research and higher education.

By then, it could consist of ten KICs, grouping up to 5 000 scientists, 6 000 post-graduate and 4 000 doctoral students, with an annual budget of EUR 1.5-2 billion.

Its main features will be:

- Wide-ranging themes related to the main economic and societal challenges facing Europe in the 21<sup>st</sup> century, such as climate change and renewable energy;
- Structured partnerships with world leaders in industry and services;
- An active network of technology transfer centres and innovative SMEs integrated in the regional and local communities;
- Co-operation agreements with leading universities from around the world, especially in the United States and Asia.





## The long view

The EIT will be built up gradually with a long-term development perspective. In the first phase, two or three KICs will be established. Others will follow after the adoption of the first Strategic Innovation Agenda. The EIT will be independently evaluated before 2011. This evaluation will examine the activities of the EIT and the KICs and will take into consideration the views of stakeholders at national and EU levels.

## The multiplier effect

The EIT will be financed from various sources, including a direct contribution from the EU budget amounting to EUR 308.7 million for the 2008-2013 period. These funds will cover the costs of the EIT support structure and of the project's European dimension, including the costs of knowledge transfer, coordination and mobility required to sustain the integrated work of the KICs.

### Principal milestones (indicative)

- Adoption of the regulation establishing the EIT – end 2007
- Appointment of the Governing Board – summer 2008
- Decision on the location of the EIT headquarters – end 2008
- Selection and identification of the first KICs – spring 2010
- Independent evaluation of the EIT and of the activities of the KICs – during 2010
- Presentation of the SIA to the Council and to Parliament – before the end of 2011

### For more information:

[http://ec.europa.eu/education/policies/educ/eit/index\\_en.html](http://ec.europa.eu/education/policies/educ/eit/index_en.html)





## Current and future themes for 'Youth Events'

2007: Social inclusion and diversity

2008: Intercultural dialogue

2009: Creativity and entrepreneurship, Stocktaking of the Open Method of Coordination in the youth field



# A future for Europe's youth

**Young people are taking their rightful place at the heart of EU policy. A new Commission Communication charts the situation, reviews the instruments at EU level, makes recommendations to Member States and shows the way to empower European youth to make the most of the future by helping to shape the present.**

The Commission Communication, adopted on 4 September 2007, describes the complex challenges Europe faces in promoting young people's full participation in education, employment and society – challenges that call for a transversal cross-cutting approach.

Without the right conditions, a spiral of poverty, poor education and resulting unemployment is difficult to break, the document suggests. Child poverty, it explains, is too often linked to poor education and health. Lacking an education condemns some Europeans to poorly paid jobs or unemployment as job markets become less favourable to unskilled workers. What is more, Europe's educational systems are, for the large part, not struggling enough to meet the changing needs of employers.

These problems are not new but are more diverse and complex. They must be tackled by different policies – embracing education, employment, social inclusion, health, enterprise, etc. Alternatives, such as the recognition of informal learning, must be found as we move on from the classical approaches. Indeed, a "transversal" youth strategy is needed – one that involves players at European, national, regional and local levels. While it is up to Member States to put it in place, the EU can be a valuable coordinator.

## No one left behind

The Commission acknowledges that Europe invests considerably in its youth. But it also says that not all young people benefit equally from this effort. It is necessary to develop policies which create conditions for those with fewer opportunities to learn, work and become

active citizens. This is essential for sound economic and social development in the EU, particularly in the context of globalisation, knowledge-based economies and ageing societies.

A policy directed at young people naturally relies on their participation. The Commission wishes to reinforce the partnership with young people and their organisations in a declaration which will contain a mutual commitment to permanent structured dialogue. Youth should take part more and also take more responsibility in policy shaping and evaluating in the fields covered by the Communication (education, employment, social inclusion, health, active citizenship). The Communication proposes several initiatives: some broad, others more concrete. For instance, an EU report on youth should be prepared, together with young people, every three years. A pilot project called "Your first job abroad" is a more concrete way of stimulating mobility among young workers. A quality charter on internships will be drafted. Further, the planned new health strategy will be tailored to young people. Several initiatives are aimed at encouraging youth voluntary activities and increasing access to culture.

## Structuring the dialogue

Structured dialogue means that governments and administrations, including EU institutions, can have positive and significant debate with young people over important themes, with the results influencing later policy-making.

The dialogue is organised in cycles and follows a bottom-up approach, from local and regional through



national up to the European level. It can take the form of debates, seminars or internet exchanges, depending on the young people themselves. At the EU level, youth events are organised by the countries presiding over the EU and by the Commission, in close co-operation with youth organisations. Conclusions, submitted to ministers and institutions, are regularly evaluated. (Learn more about structured dialogue at: [http://ec.europa.eu/youth/policies/structured\\_en.html](http://ec.europa.eu/youth/policies/structured_en.html))

## From Rome to Brussels, via Cologne

Three big youth events this year have already made a major contribution to the structured dialogue.

The first ever EU Youth Summit, held in Rome on 24-25 March 2007, went by the theme "Your Europe – your future". Over 200 young people from the 27 Member States gathered in Rome to mark the 50<sup>th</sup> anniversary of the signature of the Treaty of Rome. Their conclusions were conveyed to the European leaders who gathered in Berlin that same weekend. (View coverage at: [http://europa.eu/50/news/article/070316\\_a\\_en.htm](http://europa.eu/50/news/article/070316_a_en.htm)).

The next event was organised by the German presidency: 140 young people from 34 countries gathered in the city of Cologne from 13 to 16 April 2007. The overall theme was "Equal opportunity and social participation for all children and youth". The participants adopted conclusions and an action plan.

The conclusions of both these events were presented to delegates at the European Youth Week's 'Youth in action!' event in Brussels on 3-6 June 2007, and served as background material and reference points for the discussions. Participants in Brussels had the opportunity to discuss the conclusions with EU commissioners and representatives of other EU institutions in a roundtable debate.

The three events showed that structured dialogue with young people offers many benefits, but also presents limits and obstacles. The Commission is drawing from this experience to draw up plans to promote

less frequent, but more focused, events to provide a platform for widespread debate by stakeholders at all levels in the 27 Member States. This, it is expected, will lead to more tangible and ambitious outcomes.

## EFY gets behind new youth Communication

*Bettina Schwarzmayr, president of the European Youth Forum (EFY), applauds the cross-sectoral approach proposed in the European Commission's Communication to promote young people's participation in education, employment and society.*

*"Education, employment, citizenship, health and culture are, for the first time, being dealt with in one document. That is good news for young people," she says.*

*Schwarzmayr, whose organisation was consulted during the Communication's drafting, welcomed this open dialogue on youth matters.*

*"It's recognition that we can be complementary to administrations while following the same objectives. And I appreciate the spirit of partnership." Young people, she suggests, will appreciate above all the Communication's very concrete measures, like the charter for traineeships, support for volunteering, or the planned regular EU youth report.*

*The EFY, she confirms, is ready to do its bit, helping to collect data, answer relevant questions and disseminate information. She thinks that there is enough material for such a report: it is just necessary to find it and put it together.*

*It is a good beginning, Schwarzmayr suggests, but her organisation will wait for the promised declaration and what comes next before celebrating too much. "We want to see whether it does not remain just nice words without any follow-up!"*



Education  
and  
Training

# Erasmus

## From strength to strength

**The Erasmus programme, celebrating its 20<sup>th</sup> anniversary this year, has become the flagship European Union action in education. It is widely celebrated as one of the Union's best successes, with many seeing it as the epitome of European integration.**

The Dutch scholar and writer Desiderius Erasmus spent his life moving between the major European centres of learning of the 15<sup>th</sup> century. His travels allowed him to mix with the best thinkers from around the continent while retaining his independence; and he ended up writing some of the most influential treatises of his day. Half a millennium later, the EU programme named after him enables modern-day students to follow in his footsteps.

Under the programme, students spend between three and twelve months studying at a university in one of the participating countries. They receive a monthly grant to help cope with the costs of their stay and the courses they take count towards their studies at home. In addition, teachers can spend periods abroad to build up their professional experience and share new teaching and learning methods.

The 1.5 million students that have taken part in the programme so far have experienced "European-ness" in a very real way, as they met, lived and shared experience with peers from all corners of the EU and beyond.

Education and Culture Commissioner Jan Figel' summed up the importance of the programme in a recent speech. "We can now talk of an 'Erasmus generation' of open-minded Europeans who are shaping perceptions about Europe."

### Cultural phenomenon

From fairly modest beginnings – around 3 000 students took part in the first year (1987) – the programme has

blossomed into a true social and cultural phenomenon. Erasmus students have become an integral part of virtually all the campuses across Europe. In 2005-2006, there were over 178 000 participants, involving at least 2500 universities from 45 different countries.

For participants – 80% of whom have never lived in a foreign country before – the programme can be a life-changing experience. "When students and teachers go off to study or teach abroad under Erasmus, they are not just getting a high-quality academic experience. They are learning new ways of seeing things and new ways of being. [They] learn languages and cultures. They become more open-minded to 'other ways' of doing things," added Commissioner Figel'.

According to research, a major benefit of the programme has been in improving individuals' job prospects. In an increasingly interlinked world, employers are growing more aware of the benefits of a study period abroad. Language skills are becoming more valued, as well as the other "soft skills" that participants pick up, such as improved communication and cultural sensitivity.

### Reforming role

The programme is not limited to actions on individual mobility. It has also played a key role in reshaping the face of higher education in the EU and beyond. Erasmus funding is available for projects that boost inter-university co-operation in areas, such as curriculum development and thematic networks.





Erasmus has been a key driver of the “Bologna process” – a major EU initiative to simplify and improve the quality of higher education in 45 countries. And in the years to come it must continue to help universities modernise to meet changing times. “We need networks not just of universities but also between universities, research and business, to harness Europe’s potential for creativity and innovation. By kicking off the reforms that we take for granted today, Erasmus has helped to join the three sides of the knowledge triangle – education, research and innovation,” Figel’ said.

University reform is necessary in the context of global change. The best universities now compete on a worldwide basis both for students and academic staff, as well as for research funding. Erasmus has a role to play in helping European universities become more active and entrepreneurial in order to capture available opportunities.

The Erasmus programme will continue to expand in the years to come, reaching more students per year. With a budget of EUR 31 billion agreed for 2007-2013, the total number of students mobilised since 1987 is expected to increase to 3 million by 2012. That can only be a good thing for European integration as the next generation of students expand their horizons to new possibilities.

## An Erasmus student

**Cinzia Ermini, 27, from Italy did an Erasmus exchange at the Université Libre de Bruxelles (BE) in 2002.**

**Current employer:** The Italian Ministry for Foreign Affairs

**Home university:** Bologna

**What subject did you study?** European economics, central and eastern European history and international relations.

**How long was your Erasmus exchange?** Ten months.

**What experiences did you take away from Erasmus?** Europe is both big and small: we are many in Europe, but we are much more alike than we think.

**Did it help your studies?** A lot.

**What were the social or cultural benefits?** Learning a new language, and finding out about different cultures, habits and countries.

**How could Erasmus be improved?** Giving higher monthly grants to students as a lot of them could not participate because of the high costs of living abroad.

## The Erasmus road show

*One van, 50 events and 25 000 km. That was the three-month journey taken this summer by members of the Erasmus Student Network (ESN) to mark 20 years of student mobility under Erasmus.*

*The van and its changing multicultural crews visited 50 of the many Erasmus Days that were organised by local ESN groups. The journey went from Prague through Austria and the Balkans to Turkey, eastern Europe and up to Scandinavia, back down to Germany, Denmark, the Netherlands, Switzerland and Italy to Spain and Portugal, via France and the UK, ending up in Belgium.*

*In total, over 50 volunteers were involved. “These crews spent amazing days full of laughter, joy and work together. The volunteers distributed CDs, provided information and gathered [views] on the Erasmus programme”, said Matthias Fenner, vice-president of ESN’s International Board.*

*The opinions and views that they collected about the programme are being put into an upcoming report. The report will be available at <http://zoerasmus.eu/>.*

*ESN was founded shortly after the programme itself to support exchange students. The organisation has a presence in more than 240 higher education institutions, with more than 10 000 volunteer students lending a helping hand.*





# Erasmus Mundus Making a world of difference

**Higher education is becoming increasingly international, with universities and colleges from all over the world competing to secure the best students and staff. To ensure that European institutions are at the top of the pile, the European Commission has had a programme in place since 2004 to enhance the quality, visibility and attractiveness of European higher education internationally – the Erasmus Mundus programme.**

The main thrust of the programme has been the development of a series of integrated master's courses that give students from around the world the chance to study at several top quality universities around Europe. In addition, there are scholarships for incoming international students, as well as partnerships with institutions in third countries and actions to promote European higher education.

The programme has been greeted with enthusiasm by both students and universities. In July 2007, the European Commission suggested revising and expanding the programme when the current period ends in 2008, with a large increase in funding from 2009 onwards. The proposals – which still have to come under the scrutiny of the European Council and Parliament – would see the inclusion of all levels of higher education, improvement in funding opportunities for European students and more opportunities for co-operation with higher education institutions in third countries.

Commissioner for External Relations and European Neighbourhood Policy Benita Ferrero-Waldner explained the importance of modernising Europe's higher education system: "In today's global economy and increasingly knowledge-based society, promoting international co-operation and mobility between higher education institutions in the European Union and other countries is a win-win situation: it contributes to the mutual enrichment of nations and to a better understanding among peoples, as well as supporting economic and social development."

## Lagging behind

The number of students seeking an education abroad grows each year – from around 1.8 million in 2001 to 2.5 million in 2004. By 2025, the figure is projected to be 7.2 million, with 70% coming from Asia. Although European universities are major players, taking 44% of all international students (1.1 million students) in 2004, they are in danger of missing out on the brightest students in the future if they do not adapt to changing times.

European higher education lags behind the US and Japan in some crucial areas, such as the number of new PhDs awarded and how many researchers are employed. Recent research has found that international students perceive US universities as being foremost in terms of innovation, dynamism and competition. Asian students – the bulk of foreign students – believed that, overall, the United States had better facilities, provided a higher quality of education and gave them a better chance of getting a job after their studies.

Meanwhile, European universities were generally regarded as "traditional" and the European university system as fragmented and confusing because it is split into different national systems. In addition, the majority of international students coming to the EU are concentrated in three countries – the UK, Germany and France.



## The mechanics of Erasmus Mundus

The Erasmus Mundus programme aims to reverse the negative perceptions and introduce more dynamism into European higher education. In the initial phase (due to end in 2008), there are four actions. The main priority is the Erasmus Mundus Master's Courses – integrated courses offered by at least three universities in three different European countries. This is supported by an action offering scholarships for students and scholars from third countries. Then there are partnerships with higher education institutions in third countries and scholarships for students and scholars from EU countries to study outside Europe. Lastly, there are projects to boost the image and quality of European higher education.

By 2006, the programme had supported 80 master's courses involving 321 universities, 2325 scholarships for incoming students, 19 partnerships with third-country institutions (with expected mobility towards these third-country institutions of 985 European students and 229 European scholars) and 23 attractiveness projects.

In December 2006, an additional scholarship mechanism for EU partner countries was launched – the Erasmus Mundus External Co-operation Window. This initiative fosters co-operation between higher education institutions from EU and EU partner countries by facilitating the mobility of students, researchers and academic staff. In 2007-2008, over 160 institutions will work together to promote the mobility of some 1 800 students and staff. There are 24 countries involved from the Southern Mediterranean, Eastern Europe, Central Asia and the Middle East, as well as 33 European countries.

The Window activities, which will be incorporated in the new phase of the programme, are funded through other EU external funding mechanisms.

The proposed revisions for the 2009-2013 period would give a wider scope and geographical reach. The programme would be consolidated into three main

actions: doctoral level studies would join master's courses and be offered in integrated programmes, with scholarships available for both European and third-country students; broad partnerships between European universities and third-country institutions would help in the transfer of know-how and the exchange of students and academics; and projects to enhance the attractiveness of European education would remain as the third stream.

The final details of the second phase programme will be decided by the European institutions in the months to come and it should enable many more higher education institutions and students from the whole world to benefit.

**For more information on the Erasmus Mundus Programme, go to:**

[http://ec.europa.eu/education/programmes/mundus/index\\_en.html](http://ec.europa.eu/education/programmes/mundus/index_en.html)

### Case study: European Master's course in software engineering

*This two-year Master's programme in software construction is organised by a consortium of four leading universities in Spain, Germany, Italy and Sweden. Each institution concentrates on its strengths, meaning that students get to work with the best experts for each individual subject area.*

*Students also get a broad view of software development in different countries and gain expertise in different working strategies. It is hoped that the course will lead to the development of a recognised standard for software engineering across Europe, as well as help to shape software engineering as a discipline in its own right.*

*For more information, see: [www.fi.upm.se/emse](http://www.fi.upm.se/emse)*



## The evolution of Erasmus Mundus

	Current programme 2004-2008	Proposal for 2009-2013
Actions	<p>Action 1 – joint Master’s programmes offered by several European higher education institutions.</p> <p>Action 2 – scholarships for students and scholars from third countries.</p> <p>Action 3 – partnerships with third-country institutions, with scholarships for EU students and scholars.</p> <p>Action 4 – projects to enhance the attractiveness of European higher education.</p>	<p>Action 1 – joint Master’s and PhD programmes offered by several European higher education institutions.</p> <p>Action 2 – partnerships with third-country institutions, including scholarships.</p> <p>Action 3 – projects to enhance the attractiveness of European higher education.</p>
Budget	EUR 296.1 million (EUR 230 million for Erasmus Mundus + EUR 57.3 million (“Asian Windows”) and EUR 8.8 million (“ACP Window” and “Western Balkans Window”) through the “External Co-operation Window”)	EUR 493.7 million for Actions 1 and 3 + EUR 460 million for Action 2

European Commission

**The Magazine, Education and culture in Europe - issue 28**  
**2008: Europe's big culture conversation**

Luxembourg: Office for Official Publications of the European Communities

2007 — 32 pp. — 21 x 29.7 cm

ISSN 1023-3725

**How to obtain EU publications**

Our priced publications are available from EU Bookshop (<http://bookshop.europa.eu>), where you can place an order with the sales agent of your choice.

The Publications Office has a worldwide network of sales agents.

You can obtain their contact details by sending a fax to (352) 29 29-42758.





**Directorate-General for Education and Culture:**

[http://ec.europa.eu/dgs/education\\_culture/index\\_en.html](http://ec.europa.eu/dgs/education_culture/index_en.html)



**Culture:**

[http://ec.europa.eu/culture/eac/index\\_en.html](http://ec.europa.eu/culture/eac/index_en.html)



**Culture portal:**

[http://ec.europa.eu/culture/portal/index\\_en.htm](http://ec.europa.eu/culture/portal/index_en.htm)



**European Year of Intercultural Dialogue 2008:**

<http://www.interculturaldialogue2008.eu/>



**Sport:**

[http://ec.europa.eu/sport/index\\_en.html](http://ec.europa.eu/sport/index_en.html)



**EIT:**

[http://ec.europa.eu/education/policies/educ/eit/index\\_en.html](http://ec.europa.eu/education/policies/educ/eit/index_en.html)



**Youth:**

[http://ec.europa.eu/youth/index\\_en.html](http://ec.europa.eu/youth/index_en.html)



**Youth portal:**

<http://europa.eu/youth/>



**Erasmus:**

[http://ec.europa.eu/education/programmes/llp/erasmus/index\\_en.html](http://ec.europa.eu/education/programmes/llp/erasmus/index_en.html)



**Erasmus Mundus:**

[http://ec.europa.eu/education/programmes/mundus/index\\_en.html](http://ec.europa.eu/education/programmes/mundus/index_en.html)

**Subscribe to *The Magazine***

*The Magazine* provides a periodical survey of education and culture issues in Europe with in-depth articles and reports on EU policies in the fields of education, training, youth, culture, languages, sport and civil society. It is available in German, English, Spanish, French, Italian and Polish.

**To subscribe see:**

[http://ec.europa.eu/dgs/education\\_culture/publ/mag\\_en.html](http://ec.europa.eu/dgs/education_culture/publ/mag_en.html)

**Do you need further copies of *The Magazine*?**

Order them from [eac-info@ec.europa.eu](mailto:eac-info@ec.europa.eu)