



Berlin Conference 2010

Towards a Citizens' Europe

Programme

20 November 2010

Berlin, Haus der Kulturen der Welt



Towards a Citizens' Europe!

Europe has to become a concern of its citizens, not only of its institutions: A Europe *of* the citizens, not merely *for* the citizens. Citizens have to be mobilized and accept their responsibility in the process of creating Europe. The Berlin Conference 2010 will cast light on the opportunities and possibilities for active participation and encourage personal commitment beyond the one-day debate. How can we use or create structures for continuous dialogue and practical action? Culture and business must assume their roles as supporters and initiators in this task in close cooperation with politics.

The Berlin Conference is a biennial event in which the "A Soul for Europe" initiative and its partners from the spheres of politics, business and culture jointly identify actions and policy measures that mobilize the potential of culture to benefit European development. The "A Soul for Europe" initiative was born in 2004 with the first Berlin Conference. Today the mission of "A Soul for Europe" is carried on by a Strategy Group consisting of over 50 professionals from more than 20 countries in Europe: the **Berlin Conference, "A Soul for Europe", has thus become a truly trans-European movement both within and beyond the borders of the European Union.** We hope that you will become personally committed to a process that seeks to activate a new form of citizenship for Europe in the long term.

The format of this year's Berlin Conference has the character of a working conference with an emphasis on the core community of supporters of the "A Soul for Europe" process. Together with prominent intellectuals, policymakers, entrepreneurs and representatives of civil society, we will discuss three main topics: *The Role of the Citizen in Building Europe; The Image of Europe; New Forms of Cooperation between Culture, Business and Politics.*

The Role of the Citizen in Building Europe

In 2010, for the first time, citizens and civil society organizations have a legal opportunity to influence, control, discuss and support EU measures and policies as a result of the Lisbon Treaty entering into force. Furthermore, the citizens' position is now legally fostered by the "Charter of Fundamental Rights". Through these legal measures, the individual citizens of every member state have been given an additional legal identity in addition to the existing national one: e.g. German citizens are thus also European citizens. The EU has become a union of member states and citizens. The inclusion of citizens' aspirations in all fields of policy changes the paradigm from economic to cultural notions.



However, what has been missing so far is the consultation of individual citizens outside of membership organizations and lobby groups. Furthermore, citizens should not be confined to consultation at the invitation of the EU. Instead, there is the necessity for independent impulses by civil society. Citizens have to consider themselves called upon to influence the development of the European unification process of their own accord and with their own ideas and main focuses. We have to prevent EU institutions, including the parliament, from falling back into traditional consultation habits. With this conference we hope to contribute to encouraging active citizenship.

The Image of Europe

We feel that the communication crisis within the European Union can be overcome not merely by telling citizens about EU policy, but rather about Europe in all its richness. The EU representations should see themselves as "Embassies for Europe". They should allow the vitality, the attractiveness, the diversity, the essence and the meaning of Europe to be felt. What is better suited for this than European film? This medium can best convey European life in all its complexity. The potential of civil society should be exploited in a positive sense: rather than starting new initiatives and projects, the EU should rely on existing ones that have already been established from the bottom up. Likewise, the EU should focus on fostering the variety of available media channels rather than creating new ones.

New Forms of Cooperation between Culture, Business and Politics

Continuing the ideas formulated during the Berlin Conference 2008 and recently developed during our Istanbul Forum on 12/13 October 2010, we would like to propose the establishment of a European Culture and Economy Platform. Consisting of individuals from the cultural, business and political sectors, the platform will function as a think tank for developing common strategies, actions and policy proposals to ensure the sustainable development of Europe, its regions, cities and communities in a global context.

We hope that the Berlin Conference 2010 will be an inspiring event for all of us. Above all, we hope that it will lead to the development of creative solutions and strong alliances to build the path "Towards a Citizens' Europe".

The "A Soul for Europe" Strategy Group



"A Soul for Europe" – Its aims and mission

The work of "A Soul for Europe" is based on the conviction that it is necessary to create a Europe of the Europeans, rather than just a Europe of institutions and regulations. It is our opportunity and responsibility to participate in Europe's political mechanisms. We need new lines of communication and innovative co-operation models between civil society and the European institutions as well as national, regional and local governments and other authorities.

It is our aim to give Europe's social, economic and political development a cultural core. That does not mean that we are lobbying for culture. Rather, we are lobbying for Europe and fully believe in the catalyst role that culture – in all its diverse forms – can play in the development of society.

Young and decentralized

A lot has changed in the setup of "A Soul for Europe" since the first Berlin Conference 2004, which was the starting signal for our civil society initiative. From a relatively small group of people, located primarily in Berlin, "A Soul for Europe" has developed into a network that spreads across all of Europe, transcending the borders of the European Union with offices in Amsterdam, Belgrade, Berlin, Brussels, Porto and Tbilisi, cooperating with cities and regions, the cultural business sectors as well as European policymakers.

We have kept the promise that we made to ourselves to consistently rejuvenate the initiative. Today, a **Strategy Group** of over 50 professionals from more than 20 countries in Europe from the areas of culture, politics, business, research and media is responsible for the conceptual development and dissemination of the idea of "A Soul for Europe" through projects and initiatives. Several of them are moderators or panellists at the Berlin Conference 2010 – as they were at previous conferences.

The link between civil society and the European Parliament

The initiative is supported by a **high-ranking Advisory Board chaired by Jerzy Buzek**, President of the European Parliament. The Advisory Board, consisting of personalities from different fields in society such as the economy, civil society, culture and politics, supports the initiative in an advisory capacity. Members include **Dieter Berg** (Chairman of the Robert Bosch Foundation's Board of Management), **Elmar Brok** (MEP), **Erhard Busek** (Chairman of the Institute for the Danube Region and Central Europe), **Sandra Kalniete** (MEP), **Doris Pack** (MEP, Chairwoman of the EP Committee on Culture and Education), **Hans-Gert Pöttering** (MEP, former EP President, Deputy Chairman of the Board), **Hannes Swoboda** (MEP), **Helga Trüpel** (MEP), and **Emílio Rui Vilar** (Calouste Gulbenkian Foundation). The **Advisory Board Parliamentarian Working Group** is our link to political decision-makers.



Programme

9:30 – 10:00 a.m. Welcome

Nele **Hertling** and Rarița **Zbranca**

Doris **Pack**

10:00 a.m. – 12:00 p.m. The Role of the Citizen in Building Europe

- *Challenging citizens to become actively engaged in the process of European unification*
- *Opportunities and examples of transnational citizenship*
- *The role of artists, politicians and businesspeople in developing active and transnational citizenship*

10:00 a.m. Keynotes Ann **Demeester**

Yuriy **Vulkovsky**

10:20 a.m. Discussion Ann **Demeester** and Yuriy **Vulkovsky**

Moderator: Farid **Tabarki**

10:35 a.m. Panel discussion Anna-Maria **Darmanin**, Jan **De Pauw**, Martin **Hirsch**, Rui **Horta**, Paul **Scheffer**

With an open audience response

12:00 – 12:30 p.m. Coffee break

12:30 – 2:00 p.m. The Image of Europe

- *Cinema and the power of images in boosting the way Europeans identify with their home continent*
- *European images in shaping and strengthening the emotional quality of Europe*
- *Concrete models: pan-European programme for film education in schools, EU representations as Houses of European Film*

12:30 p.m. Keynotes Martichka **Bozhilova**

Gabriella **Gönczy**

12:50 p.m. Discussion Martichka **Bozhilova** and Gabriella **Gönczy**

Moderator: Joanneke **Lootsma**

1:05 p.m. Panel discussion Elmar **Brok**, Javor **Gardev**, Claus Haugaard **Sørensen**, Wim **Wenders**, Derviş **Zaim**

With an open audience response

2:00 – 3:15 p.m. Lunch break



3:15 – 5:00 p.m. New Forms of Cooperation between Culture, Business and Politics

- *Business and culture with shared responsibility for the future of Europe*
- *Dialogue between business and culture beyond business sponsorship and creative industries*
- *Specific steps to be taken for the establishment of a European Culture and Economy Platform*
- *Discussion on the conclusions drawn from the Istanbul Forum 2010 and the Berlin Conference 2008*

3:15 p.m.	Outcome of the Istanbul Forum	Mahir Namur
3:25 p.m.	Keynotes	Androulla Vassiliou Arend Oetker
3:45 p.m.	Discussion	Androulla Vassiliou and Arend Oetker Moderator: Dessy Gavrilova
4:00 p.m.	Panel discussion	Volker Hassemer , Beral Madra , Frédéric Martel , Yuriy Vulkovsky <i>With an open audience response</i>

5:00 – 6:00 p.m. Europe – that's us!

The "A Soul for Europe" Initiative's Working Agenda for 2011

5:00 p.m.	Panel discussion	Dieter Berg , Jo Leinen , Jan Olbrycht , Doris Pack , Hannes Swoboda , Rarița Zbranca Moderators: Nele Hertling and Kathrin Deventer
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Speakers' biographies

Dieter Berg Chairman of the Board of Management, Robert Bosch Stiftung GmbH. Studied law at the Universities of Saarbrücken and Heidelberg. Acted as personal assistant to the Rector of the University of Heidelberg before joining Robert Bosch GmbH, where he last served as General Counsel. Chair of the Network of European Foundations.

Martichka Bozhilova Producer of AGITPROP's internationally multi-award winning creative documentaries "Georgi and the Butterflies", "The Mosquito Problem" and "Corridor #8", and International Trailblazer Award winner from MIPDOC (Cannes). Director of the Balkan Documentary Centre (BDC).

Elmar Brok MEP since 1980. Speaker on Foreign Affairs of the European People's Party (EPP) group in the EP. Chair of the Committee on International, Security and European Policy of the CDU, Germany. Representative of the EP at the Treaties of Amsterdam, Nice and Lisbon and at the government convention on the EU constitution. Rapporteur on EU Enlargement (1999-2004).

Anna-Maria Darmanin Vice-president of the European Economic and Social Committee. Studied communication studies, psychology and human resource development. Section vice-president in 2006, vice-president of the Employees' Group at EESC in 2008. Also represents Haddiema Maghqudi and the Confederation of Malta Trade Unions.

Ann Demeester Director of de Appel arts centre, head of de Appel Curatorial Programme. Co-curated the 10th Baltic Triennial 2009, Vilnius. Hosts "4Art" (Dutch National Television). Former director of W139; assistant curator at S.M.A.K., Ghent; curator at Museum MARTa Herford and critic for the Belgian national newspapers De Financieel Economische Tijd and de Morgen.

Jan de Pauw 2nd Secretary at the Belgian Embassy in Germany. Studied philosophy, international relations and American studies. Active in social and cultural work for many years. Lecturer in cultural history at the Institute of Audiovisual Arts Rits/Erasmus Hogeschool, Brussels, prior to embarking on a diplomatic career.

Kathrin Deventer Co-founding member of the European House for Culture, an initiative set up by the European Festivals Association. Member of the Strategy Group ASfE where she actively engages for a "cultural Europe" shaped by input from civil society. Involved in the EU Culture Platform "Access to Culture".

Javor Gardev Theatre and film director. Holds MA degrees in philosophy and theatre directing. Staged 25 theatre performances in Bulgaria and abroad; was awarded 14 theatre awards. Directed radio dramas, authored performance art and video art works. His debut film "Zift" (2008) won numerous domestic and international awards.



Dessy Gavrilova Co-founder and director of The Red House Centre for Culture and Debate, Sofia. Director of the Centre for Arts and Culture, CEU (2005-2010). In charge of the performing arts programmes of OSI, Budapest (1997-2000) and SCA, Sofia (1994-1996). MA in theatre studies (NAFTA, Sofia), MA in public policy (CEU, Budapest), cultural policy studies (Oxford University). Member of the Strategy Group ASfE.

Gabriella Gönczy Director of the Gragger Institute at the Collegium Hungaricum Berlin (CHB), an interdisciplinary cultural centre for arts, sciences, technology and lifestyle in Berlin's cultural landscape, supported by the Republic of Hungary. Responsible for CHB projects about Europe, politics, history, sciences and literature. Member of the Strategy Group ASfE.

Volker Hassemer Co-founder and Chairman of the Management Board of ASfE. Doctor of Laws. Former Senator for Urban Development and Environmental Protection in Berlin, former Senator for Cultural Affairs. Chairman of the managing board of "Partner für Berlin" (1996-2002). Chairman of the Board of Stiftung Zukunft Berlin.

Nele Hertling Co-founder and Strategy Group member of ASfE. Degree in German philology and theatre. Artistic director of "Berlin - Cultural Capital of Europe, 1988". Director of the Hebbel Theatre, Berlin (1989-2003). Head of the DAAD's Artists-in-Berlin programme (2003-2007). Vice-president of the Academy of Arts.

Martin Hirsch Chief executive director of the French food safety agency (1999-2005). Chair of the NGO Emmaüs France (2002-2007). High Commissioner against poverty and for youth policy in 2007. President of the French civic service agency since March 2010. Author of numerous books on healthcare and administrative issues.

Rui Horta Choreographer and dancer. Studied, danced and taught contemporary dance for several years in New York. He has directed SOAP Dance Theatre. His work is in the repertoire of some of the most important companies around the world. Since 2000 he runs a cross-disciplinary research art centre in an old monastery, in the rural region of Alentejo/ Portugal.

Jo Leinen MEP since 1999. Chair of the Committee for Environment, Health and Food Safety. Studied law and economics. Vice-president of the European Environmental Bureau EEB (1977-1984). Minister of the Environment for Saarland, Germany (1985-1994). Member of the Committee of the Regions (1995-1999). Honorary President of the UEF.

Joanneke Lootsma Deputy Director for the International Programmes of the Felix Meritis Foundation; Director of the Amsterdam-Maastricht Summer University; project leader of Kuhnya, Centre for Culture & Debate in Novosibirsk and GRAD, Centre for Culture & Debate in Belgrade.

Frédéric Martel Writer and journalist. PhD in sociology. Producer of the radio talk show "Masse Critique" on entertainment and the media (Radio France, French NPR). Editor-in-chief of the culture magazine nonfiction.fr. Former diplomat and researcher for the Foreign Affairs' Analysis and Forecasting Centre. Editor-in-chief of the media web revue inaglobal.fr.



Mahir Namur Founding member and president of the European Cultural Association, an Istanbul-based NGO. Teaches "Development of Cultural Projects" at Mimar Sinan Fine Arts University and Yeditepe University. Founder of www.citizensofculture.net, a European online social network for cultural actors. Member of the Strategy Group ASfE.

Arend Oetker PhD in business administration. Owner and chairman of HERO, an international consumer foods group. Chairman of the Board of Directors of Stifterverband für die Deutsche Wissenschaft, Chairman of the German Council on Foreign Relations, Vice-president of the Federation of German Industries (BDI).

Jan Olbrycht MEP. PhD in sociology, lecturer, expert, politician and social activist. Member of the Civic Platform in the European Parliament. Vice-chairman of the Special Parliamentary Committee on policy challenges and budgetary resources after 2013. Expert on regional policy and urban development policy. Founding member and chairman of the EP intergroup URBAN.

Doris Pack MEP since 1989, Chair of the Committee on Culture and Education. 1981-1983 and 1985-1989 Member of the Parliamentary Assembly of the Council of Europe and of the WEU Assembly. Member of the Delegation for relations with South-East Europe. Chair Franco-German Foundation for Cultural Cooperation. Chair of the ASfE Parliamentarian Working Group.

Paul Scheffer Professor of Urban Sociology at the University of Amsterdam since 2003. Studied psychology and political science. Worked as a correspondent in Paris and Warsaw. Writes for several European newspapers, made television documentaries. His last book on immigration in Europe and America will be published next spring in English translation: *Immigrant Nations*.

Claus Sørensen Director General for Communication since 2006. Holds a Masters degree in economics and worked as a diplomat in Paris before joining the European Commission in 1990. He held senior posts in areas as diverse as internal markets, international finance, enlargement, social and labour market issues, development, the environment and agriculture.

Hannes Swoboda MEP since 1996, Vice-chairman of the PSE Group. Member of the Committee on Foreign Affairs and Substitute Member of the Subcommittee on Security and Defence and the Committee on Industry, Research and Energy. Member of the delegation for relations with the United States in the EP.

Farid Tabarki Researcher, writer and entrepreneur. As the director of Studio Zeitgeist he conducts research and develops projects on the local, national and European zeitgeist. He is also involved in Coolpolitics, a Dutch civic society organization encouraging younger generations to develop their role as citizens. Member of the Strategy Group ASfE.

Androulla Vassiliou Served for ten years as a Member of the Cyprus House of Representatives. Represented the Cypriot Parliament to the Convention for the Future of Europe (2001-2003), which paved the way to a new EU Treaty. Became European Commissioner for Education, Culture, Multilingualism and Youth in February 2010.



Yuriy Vulkovsky Cultural researcher, consultant and practitioner. Involved in research and action projects in the field of cultural policy and the social impact of the arts since 1994. Has taught cultural policy in Bulgaria since 2004. Executive director of the Foundation for Urban Projects and Research since March 2009. Member of the Strategy Group ASfE.

Wim Wenders Film director, photographer and writer. Made about 40 movies. Photography exhibitions in major museums all over the world. Teaches at the Academy of Arts in Hamburg. President of the European Film Academy. Member of the Akademie der Künste in Berlin since 1984, and of the Order Pour le Mérite since 2007.

Derviş Zaim Film director. Studied economics at Bosphorus University and cultural studies at Warwick University. Winner of numerous awards at festivals worldwide, including Toronto, San Sebastian, London, San Francisco, Turin, Thessaloniki, Amiens and Chicago. Writer of the award winning novel "Ares In Wonderland".

Rarița Zbranca Cultural producer with experience in research and policy development. Co-founder and director of the AltArt Foundation and president of the Fabrica de Pensule, a collective space for contemporary arts in Cluj. Worked in the fields of culture, media, democracy and minority rights. Member of the Strategy Group ASfE.



Imprint

Venue of the Conference

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The conference is being filmed and documented.

We would like to thank everyone who helped to make this conference possible.

"A Soul for Europe" has its legal seat as a European Economic Interest Group (ASfE EEIG) in Brussels. The Board of Managers of the EEIG includes Steve Austen, Hugo de Greef and Volker Hassemer (Chairman).

