



Brugge

College of Europe
Collège d'Europe



Natolin

Master of Arts in Transatlantic Affairs

International Workshop
Soft Power in Transatlantic Relations

13 and 14 April 2018

Location: Rooms E and G, College of Europe, Dijver 11, 8000 Bruges

Concept

This workshop focuses on a topic of growing importance at times of strained transatlantic relations over issues such as security and trade, namely the role of soft power and “soft diplomacy” in transatlantic relations.

It is often taken for granted that the EU and the US share multiple values, have close cultural ties and cooperate on issues such as science and research. In many respects, this assumption requires more thorough exploration: to what extent do the EU (and its member states) and the US interact and cooperate in these areas? What impacts does this interaction yield? What explains the existing forms of interaction and their impact? And what are possible future areas of and ways for effective cooperation? By exploring three policy domains that are central to transatlantic soft diplomacy, namely culture, science and higher education, this workshop attempts to answer those questions in order to determine the extent to which soft power is at play in contemporary transatlantic relations.

The workshop brings together key experts from the EU and the US. On the EU side, it will feature several participants of one of the most important attempts at understanding EU action in areas such as science and cultural diplomacy, namely the EU-funded Horizon 2020 project EL-CSID (European Leadership in Cultural, Science and Innovation Diplomacy).

The ultimate ambition pursued with this event will be to publish the papers presented at the workshop in a special issue or an edited volume with a renowned publisher.

Programme

Friday, 13 April 2018

OPENING REMARKS

16:30 The value of public diplomacy in transatlantic relations

Christina TOMLINSON, Minister Counselor for Public Affairs, U.S. Mission to the European Union, Brussels

KEYNOTE LECTURE

16:45 The role of soft power in transatlantic relations

Giles SCOTT-SMITH, Professor of Diplomatic History of Transatlantic Relations since WW II, Leiden University; Visiting Professor, College of Europe, Natolin

18:15 Reception

19:15 Welcome dinner for invited guests

Saturday, 14 April 2018

9:00 Registration

WELCOME AND INTRODUCTION

9:30 Welcome and introduction

Simon SCHUNZ, Professor, Department of EU International Relations and Diplomacy Studies, College of Europe; UN University Institute on Comparative Regional Integration Studies, Bruges

SESSION I Cultural diplomacy in transatlantic relations

9:45 Chair: *Brian HOCKING*, Senior Visiting Fellow, Clingendael Institute, The Hague; Visiting Professor, College of Europe, Bruges

The US perspective on transatlantic cultural relations

Giles SCOTT-SMITH, Professor of Diplomatic History of Transatlantic Relations since WW II, Leiden University; Visiting Professor, College of Europe, Natolin

The EU perspective on transatlantic cultural relations

Simon SCHUNZ, Professor, and *Riccardo TROBBIANI*, Academic Assistant and Project Researcher, College of Europe and UN University Institute on Comparative Regional Integration Studies, Bruges

10:30 Discussion opened by

Brian HOCKING, Senior Visiting Fellow, Clingendael Institute, The Hague; Visiting Professor, College of Europe, Bruges

Michael TEODORI, Master of Arts in Transatlantic Affairs, College of Europe, Bruges

11:15 Coffee break

SESSION II Science diplomacy in transatlantic relations

11:30 Chair: *Emiliano ALESSANDRI*, Visiting Professor, Master of Arts in Transatlantic Affairs, College of Europe

The US perspective on transatlantic science relations

Paul A. BERKMAN, Professor, The Fletcher School, Tufts University, Medford, MA

The EU perspective on transatlantic science relations

Heiko PRANGE-GSTÖHL, Senior Associate Researcher, Institute for European Studies, Vrije Universiteit Brussel

12:15 Discussion opened by

Luk VAN LANGENHOVE, Academic Director, Institute for European Studies, EL-CSID Coordinator, Vrije Universiteit Brussel; UN University Institute on Comparative Regional Integration Studies, Bruges

Colin WALL, Master of Arts in Transatlantic Affairs, The Fletcher School, Tufts University, Medford, MA

13:00 Buffet lunch (Foyer)

SESSION III Higher education diplomacy in transatlantic relations

14:30 Chair: *Paul A. BERKMAN*, Professor, The Fletcher School, Tufts University, Medford, MA

The US perspective on transatlantic higher education relations

Laura RUMBLEY, Assistant Professor of the Practice; Associate Director, Center for International Higher Education, Boston College; *Robin HELMS*, Director, and *Lucia BAJKOVIC*, Center for Internationalization and Global Engagement, American Council on Education, Washington, DC

The EU perspective on transatlantic higher education relations

Richard HIGGOTT, Professor, Vrije Universiteit Brussel

15:15 Discussion opened by

Sophie WULK, Lecturer in Political Science (International Relations & European Studies), University of Cologne

Laura SCHIEMICHEN, Master of Arts in Transatlantic Affairs, The Fletcher School, Tufts University

CONCLUSION

16:00 Concluding remarks

Luk VAN LANGENHOVE, Academic Director, Institute for European Studies, EL-CSID Coordinator, Vrije Universiteit Brussel; UN University Institute on Comparative Regional Integration Studies, Bruges

16:15 End of the workshop

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