

Public Diplomacy EU and Russia 2017-2018

A platform for dialogue

The „Public Diplomacy. EU and Russia“ project aims at facilitating dialogue between selected Russian and EU audiences. Its goal is to pave the way to a better understanding between societies in Russia and the EU on a number of bilateral and global issues, and to improve EU-Russia relations. Since 2017, the project has been offering different platforms for societal dialogue between the EU and Russia.

50+ events in 2017-2018

This retrospective gives an overview of the activities organized by the project in the first two years of activity:

- EU-Russia Expert Network on Foreign Policy (EUREN)
- Roundtables on topical issues in Russia
- Speakers from the EU at Russian public events
- Study visits for Russian professionals to the EU



The project is funded
by the European Union

#EUinRussia www.euinrussia.ru

EU-Russia Expert Network on Foreign Policy (EUREN)

The EUREN network was initiated by the EU Delegation to Russia, in cooperation with the Russian International Affairs Council, at the beginning of 2016 as a new form of interaction between EU and Russian foreign policy experts, analysts and think tanks.

EUREN brings together approximately 40 foreign policy experts and think tanks from Russia and EU member states to discuss relevant foreign policy issues with the aim of exchanging views and formulating policy recommendations.

The Network meets on a quarterly basis in Russia and different EU capitals.



Since 2017, EUREN members have discussed issues in different areas, including foreign policy, trade and economy, societies. This has raised their awareness of the plurality of perceptions and views in both the EU and Russia.

Encouraging participation in EU-Russia relations

“We have initiated this network to create an additional channel of communication between Russian and EU experts on questions such as how can we overcome the current impasse in our relationship, but also what are the common challenges to both Russia and the EU, and which are the areas of future cooperation we can identify.”

Markus Ederer,
European Union Ambassador
to the Russian Federation.



EUREN Moscow 2-3 February 2017
8-9 February 2018
5-6 July 2018

EUREN Warsaw April 2017

EUREN Berlin 23-24 November 2017

EUREN Vienna 23 November 2018
EUREN Vienna 7 November 2018

EUREN Alpbach Forum 25-28 August 2018

EUREN Rome 19-20 April 2018

EUREN Paris 6-7 July 2017



EU-Russia Expert Network on Foreign Policy (EUREN)

In a more connected and complex world the EU and Russia need to do their utmost to find common ground and search for solutions for a broad range of pressing global issues. The purpose of EUREN is to contribute to that process by providing leading experts from both sides with a platform for open and constructive debate.

EUREN Interim Report – October 2018

If they want to change the negative dynamics currently underpinning their relationship, both Russia and the EU need to leave their comfort zones. In its Interim Report, the EU-Russia Expert Network puts forward recommendations as to how they could do this.

EUREN Chronicles and the EUREN Interim Reports are available on: https://eeas.europa.eu/delegations/russia/49665/eu-russia-expert-network-euren-interim-report-published-october-2018_en%D1%8E

#EUinRussia

EUREN Interim Report – October 2018

Selective Engagement between the EU and Russia



Authors: Sabine Fischer and Ivan Timofeev

EUREN Chronicles

The insider view to the main foreign policy issues of our time

- No. 1** The relationship between the EU, Russia, and the US
- No. 2** The EU's and Russia's common neighbourhood: shared or contested?
- No. 3** The EU and Russia in the Wider Middle East
- No. 4** Perceptions of China's changing role
- No. 5** Looking beyond sanctions? Prospects for economic interaction between the EU and Russia.

The relationship between the EU, Russia, and the US

Rapporteur: Sabine Fischer

EU Delegation to Russia www.EUinRussia.ru

EUREN at the Alpbach Forum

At the European Forum in Alpbach on 26-27 August 2018 EUREN members presented the EUREN Interim Report and discussed EU-Russia relations, including with Ambassador of the European Union to Russia, Markus Ederer, European External Action Service (EEAS) managing director Thomas Mayr-Harting, and other high ranking officials and decision makers.

Roundtables on topical issues in Russia

The project hosted numerous events in Russia on topics such as climate change, preventing gender-based violence, global value chains or ethics in journalism, which represent core values of the European Union. A broad range of different event formats was used, including roundtables, international conferences, festivals and a “culture train” from Moscow to Vladivostok. Nine roundtables, which covered topics in the areas “trade-energy-economy”, “environment and climate change” and “society” attracted more than **4,000 participants**.



Gender roles in Russia and the EU

Gender roles are a fiercely disputed issue in Russia and in many countries in the world. The EU considers the rights of women and girls a key value. Project events on gender roles were met with great interest. They included an international symposium on “Women, Men and the Brave New World - Gender Roles in Russia and in the EU” and a conference on “Preventing and Combatting Gender Violence”, which both took place in Moscow. EU Experts involved in those events came from **Bulgaria, Germany, Great Britain, Finland, France, Italy, Hungary, Slovenia and Sweden**. Moreover, a study visit took a group of Russian social workers to Sweden to acquaint themselves with Swedish policies and practices regarding domestic violence.

Opennes and Integration of EU and Russian Economies: Global Value Chains

St. Petersburg, 27 October 2017

Kaliningrad 19 February 2018



Series of 12 lectures in the framework of the International Mobile Symposium NEMOSKVA

As series of 12 lectures on contemporary art took place in the framework of the International Mobile Symposium, organized in cooperation with the NEMOSKVA project, from 14 August to 9 September 2018. Leading specialists in the fields of humanities and art held lectures on the development of modern culture in 12 cities on the route of the Trans-Siberian Railway Network. They came from **Belgium, Bulgaria, Greece, Germany, Bulgary, Great Britain, Latvia, Romania, Poland and Portugal**.

ECOCUP Green Documentary Film Festival

Special edition: Ecocup Europe Green Talks, Moscow 21-25 May 2018

9th edition, Moscow 27 November-4 December 2018

Preventing and Combating Gender Violence Moscow, 20-21 September 2018

Women, Men and the Brave New World - Gender Roles in Russia and the EU Moscow, 23-24 March 2018

Lessons of 1968 Moscow, 31 May - 1 June 2018

Forest ecosystems in the conditions of climate change: international dimension and regional actions Yoshkar-Ola 17-19 May 2017

Professional Standards and Ethics of Journalism in the Digital Age Yekaterinburg 16-17 May 2018



Selected Russian audiences have been directly exposed to more complete information about the European Union and EU policies, and have had a chance to review their own perception and understanding of the EU and of its external relations agenda and goals, as well as of a number of bilateral and global issues.

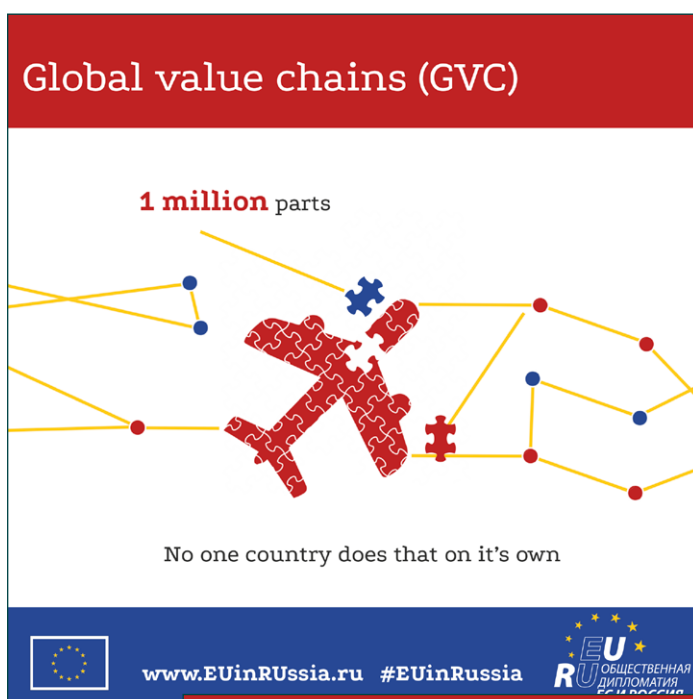


Roundtables on topical issues in Russia

ECOCUP: a green festival for Moscow

Preventing dangerous climate change is a key priority for the European Union. The protection of the environment is a key value shared by 94% of European citizens.

ECOCUP Europe Green Talks in May 2018 and the 9th edition of the festival in November-December 2018 were held in Moscow with the support of the European Union. The International Documentary Film Festival ECOCUP - includes the screening of international films, showcasing eco-friendly projects, master classes in documentary film-making, as well as meetings with film directors, writers and experts. www.ecocup.ru



Открытость и интеграция экономик ЕС и России
Калининград, 19 февраля 2018

Глобальные цепочки стоимости
Производство вне границ
в глобализованном мире

60-80% мирового товарооборота

Supporting high quality events

Openness and Integration of the EU and Russian Economies. Global Value Chains

Today, airplanes are assembled from one million different parts, and not one country manages that singlehandedly, Software constitutes over a third of the value of a car. Global Value Chains (GVCs) and the importance of linking domestic industries to open and competitive global economic processes were the main topic of the international conferences organized in cooperation with the St. Petersburg State University on 17 October 2017 and the Immanuel Kant Baltic Federal University in Kaliningrad on 19 February 2018.

Extreme weather events are becoming more frequent as a result of **climate change**

Moscow 2018
27 November
2 December

www.EUinRussia.ru #EU

Keeping temperature increase **well below 2°** is vital to prevent severe climate change

Moscow 2018
27 November
2 December

www.EUinRussia.ru #EU

There is a **95 % certainty** that human activities are the **main cause** of climate change

Moscow 2018
27 November
2 December

www.EUinRussia.ru #EU

Climate change is happening so fast that many **plants and animals** are struggling to cope

Moscow 2018
27 November
2 December

www.EUinRussia.ru #EU

Many actions to address **climate change** are good for our **health** and for the **economy**

Moscow 2018
27 November
2 December

www.EUinRussia.ru #EU

The Arctic could be **ice-free** in summer by 2040

Moscow 2018
27 November
2 December

www.EUinRussia.ru #EU

Bees pollinate **71 out of 100** crops that provide **90% of food** worldwide

Moscow 2018
27 November
2 December

www.EUinRussia.ru #EU

Between 1901 and 2010 **sea level** across the world rose by **19 cm**

Moscow 2018
27 November
2 December

www.EUinRussia.ru #EU

Lessons of 1968

Experts from the **Czech Republic, Slovakia, Poland, Germany, France** and **Russia** discussed in Moscow how the events of 1968 are remembered in different countries and revisited some of the myths that appeared over time.



Speakers from the EU to Russian public events

Public Diplomacy. EU and Russia facilitates the participation of high-level experts in events in Russia. Particularly in the area of education and research a large number of senior EU experts were invited to attend and speak at events which were co-organized with Russian civil society organizations. From this, a number of very dynamic and successful academic partnerships evolved. Some of them are listed below.

“Since the Metro is so crowded, and streets are jammed, cycling should be a good alternative all year round. Start to get people on bikes in summertime. Make events to promote it and build infrastructure. Take space from the cars (if you dare)”

Moscow Winter Cycling Congress

“The EU possesses very good tools for successful cooperation with its external partners including Russia, it has a credible welfare system, sound transformation potential and the ability to position itself on the global scene”

Artur Nowak-Far , a Polish lawyer



International School “Prospects of European integration: comparison with the regional integration processes in the Northern Europe” Petrozavodsk 13-19 March 2017

Summer School, Eurasian Economic Union and EU Leningrad Region 10-16 July 2017

Winter school: Facing a new reality in the Baltic Sea Region: confrontation vs cooperation as “a new normal”? Veliky Novgorod 5-9 February 2017

Perception of Rome in European Culture and Politics 14-September 2018

30 years of European Institute 16-17 November 2017

Debate on domestic violence 18 April 2017

Public lecture at MGIMO University 22-25 May 2017

Freedom of Media and Safety of Journalists 25 May 2017

European practice on waste management: possible combination of approaches to environmental protection 28 June 2017

Energy transition: the new paradigm EU-Russia Energy and Climate Conference 29 June 2017

Moscow Winter Cycling Congress 8-11 February 2018

Lectures by Balint Magyar in the framework of the series of lectures “Over the Barriers: Europe without Boundaries” together with International Memorial

St. Petersburg 10 May 2018

Moscow 12 May 2018

Kostroma 14 May 2018

Lectures by Adam Michnik in the framework of the series of lectures “Over the Barriers: Europe without Boundaries” together with International Memorial

30 May 1 - June 2018 Moscow

29 May 2018 Yekaterinburg

Lectures by Vasile Ernu in the framework of the series of lectures “Over the Barriers: Europe without Boundaries” together with International Memorial

Moscow, 4-9 November 2018

Novosibirsk, 4-9 November 2018

Krasnoyarsk, 4-9 November 2018

The 60 anniversary of the Rome Treaty: European Integration and European Memory Rostov-on-Don 15-16 March 2017

Lectures by Vesna Terselic and Nikola Mokrovic in the framework of the series of lectures “Over the Barriers: Europe without Boundaries” together with International Memorial

6 June 2018, Perm

8 June 2018, Centre of Urban Culture in Moscow

Mediasummit Vladivostok 8-9 June 2017

Study visits for Russian professionals to the EU

Inviting Russian professionals to substantiate their own view on the EU and contribute to disseminating more accurate information on the EU and its positions to the rest of the Russian society is the best way to provide first hand information. Some of these visits are listed below.

100 Russian professionals coming from many different regions benefitted from this opportunity.

The motto was: EU fact-finding: come and see the facts!

"I was greatly impressed by the Karlhorst Museum, because it shows the history of WWII from two sides. On one stand you can see photos that show the plight of our cities and their inhabitants, and nearby - the everyday military life of the Germans. I liked very much that Germany recognizes the fact that the war was really cruel to the inhabitants of the Soviet Union..."

Visit of history teachers to Germany and Poland

Visit of social workers to Sweden (Stockholm) 25-30 September 2017

NGO-Activists protecting draftees visit to Finland (Helsinki), 15-20 October 2017

• **Summerschool for young journalists from Russia and EU to Ireland (Dublin) 9-15 July 2017**

Baltic consensus (1987 – 1991) on the restoration of independence of Latvia, Lithuania and Estonia visit to Lithuania (Kaunas) 9-10 March 2017

Visit of history teachers to Germany and Poland (Berlin/Warsaw) 21 June - 29 June 2018

Conference “Energiewende” in Germany (Berlin) 19-24 March 2017

Visit of young Russian design students to Italy (Bologna) 23-30 June 2018

Trip of young Journalists on Migration to Italy (Rome/Milan) 11-17 June 2018

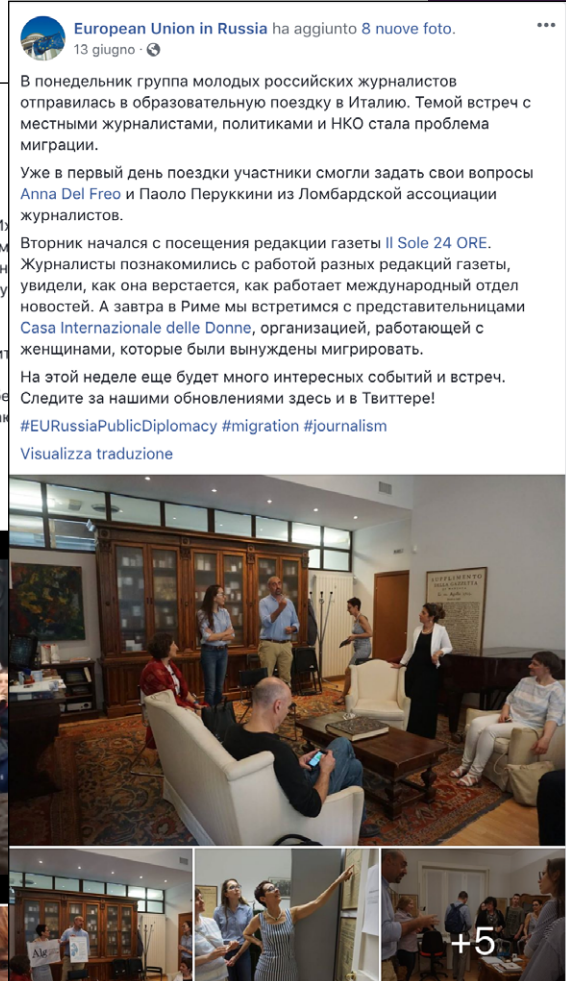
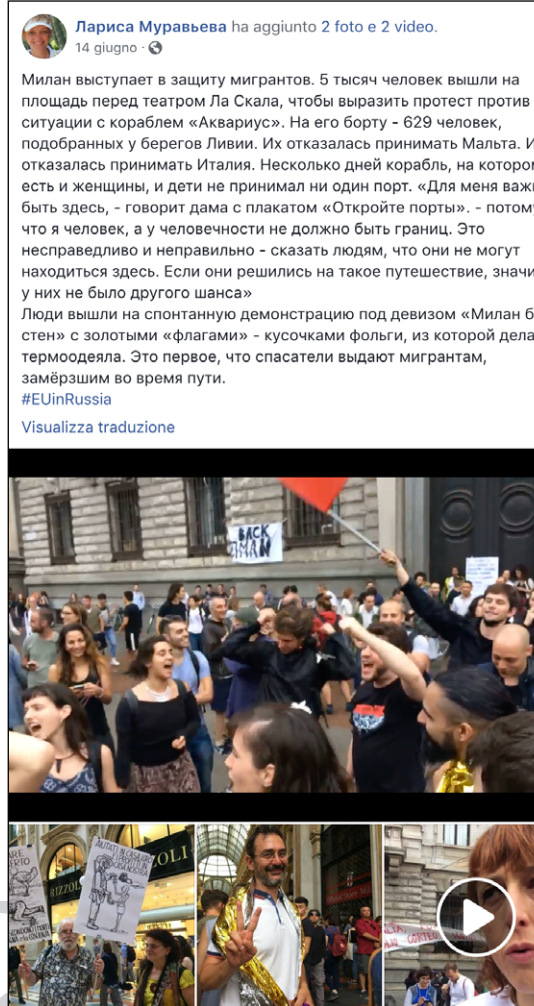
Journalists Summer School in Greece (Thessaloniki) 16-21 July 2018

Study Visit of Young Researches to Belgium to Belgium (Bruges/ Brussels) 13-19 May 2018

Summerschool for editors of newsrooms in Belgium (Brussels) 28-30 August 2017

Visit to EU Institutions of European Dialogue to Belgium (Brussels) 7-10 October 2018

Study visit of young journalists to France (Paris) 3-10 May 2017



Spreading the voice

Project activities have been advertised on social media accounts and websites, as well as on multiple traditional media outlets. The wider public had access to audio-visual recordings of selected events through the Colta.ru portal and the EU Delegation's Facebook account that published **50 posts** on the project's activities reaching **31,291 views**.

The total reach of all Facebook posts was **88,571 views** and more than **450 articles** on traditional and social media articles were published about the project.

Journalists' alumni network

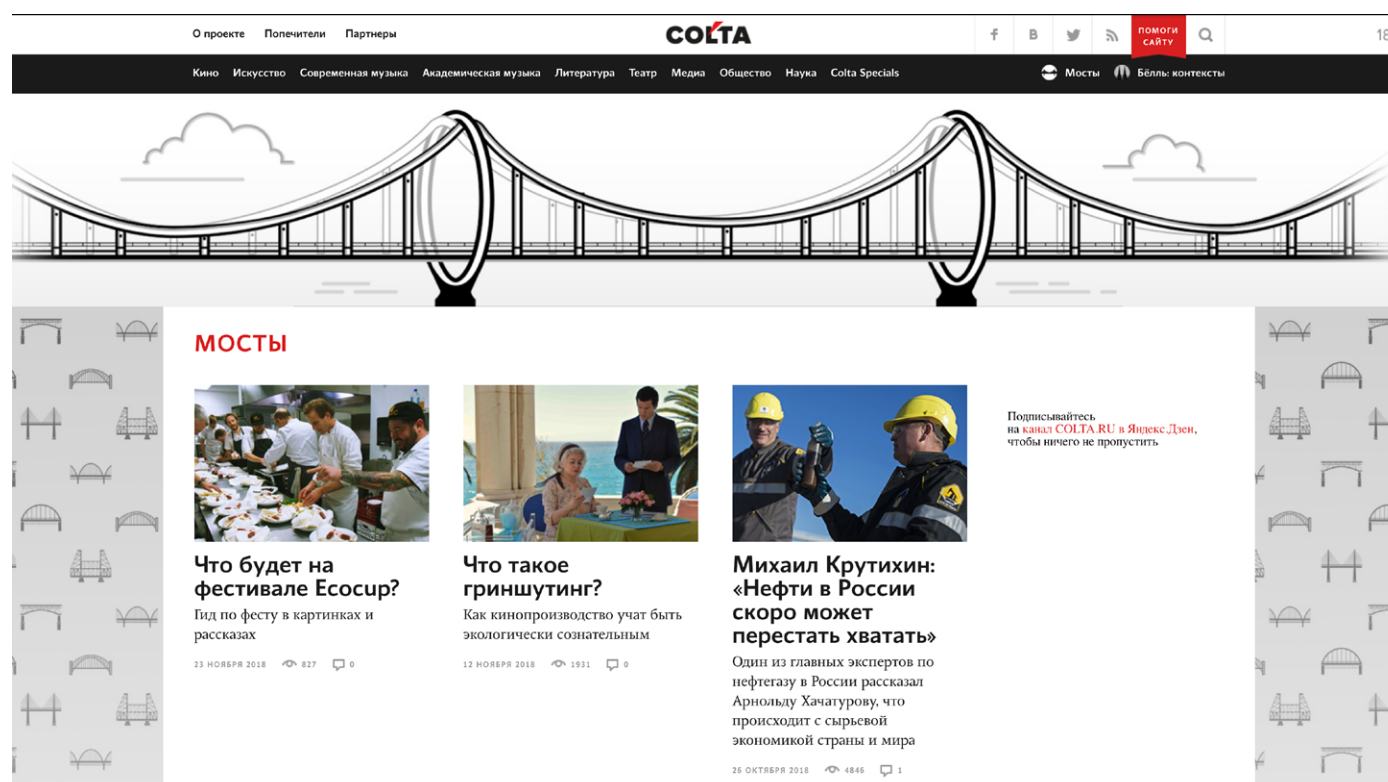
The project has built a network of former participants to the EU-Russia Public Diplomacy journalists programme. Participants include journalists from Moscow and from several Russian regions who participated to events such as:

- Summer School for young journalists from Russia and EU Dublin, Belfast 9-15 July 2017
- Study visit of young journalists to France Paris 3-10 May 2017
- Freedom of Media and Safety of Journalists Moscow 25 May 2017
- Mediasummit Vladivostok 8-9 June 2017
- Summerschool for editors of newsrooms Brussels 28-30 August 2017
- Trip of young Journalists on Migration Italy 11-17 June 2018
- Professional Standards and Ethics of Journalism in the Digital Age. Views from Russia and the EU. Yekaterinburg 16-17 May 2018
- Journalists Summer School, Thessaloniki 16 - 21 July 2018



Cooperation with Colta

Cooperation with Colta digital platform was conducted on a regular editorial basis. The Project provided all relevant press material and Colta journalists produced around **30 articles** on topics proposed with **231,603 views** of all articles on Colta. www.colta.ru/mosty



Ethics in Journalism

The conference "Professional Standards and Ethics of Journalism in the Digital Age. Views from Russia and the EU." took place at the Yeltsin Centre on 16-17 May 2018. The conference aspired to understand the challenges journalism faces today. Journalism still depends for its legitimacy on the observance of ethical principles and practices. To preserve credibility, journalism needs to maintain a commitment to telling the truth, deal with conflicts of interest, protect sources, and know when to respect privacy.

Building relationships and mutual understanding

Looking forward to two more years of activities

In the past two years the public diplomacy efforts of the EU Delegation to Russia have made a big step forward. They were met with a real demand in the Russian public to interact, meet, discuss and dispute. There were and there are many different fields of common interest and mutual needs, which can be addressed only together. Among them: how to live peacefully in Europe and beyond; how to fight climate change and keep our planet safe; how to shape gender relations in all their aspects; how to come to terms with our common European history; how to support professional and honest journalism that can contribute to a better future for our societies, and most important of all, how can we better understand each other.

To achieve all this, people need to meet and to talk. To meet, people need to travel and meetings need to be organized. To talk meaningfully, meetings and events need to involve as many different opinions as possible.

“Public Diplomacy. EU and Russia” will continue to work in this direction for two more years.



The Implementing partners

The Goethe-Institut (GI) is the international cultural institute of the Federal Republic of Germany, and operates worldwide.

The French Institute in Russia promotes French culture and language and supports student and academic mobility.

Particip GmbH is a consultancy group specialising in the fields of multi-sector programme/project management, institutional capacity building, monitoring and evaluation, media and communication.



The project is funded by the European Union

The Team

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Experts in different fields of activities supported the team.

The content of this publication does not reflect the official opinion of the European Union.

#EUinRussia

Public Diplomacy EU and Russia

“EU-Russia: There are issues of disagreement, we are open and frank about that, but not one single inch of cooperation can be wasted”
Federica Mogherini, EU High Representative, visit to Moscow May 2017

Why EU-Russia public diplomacy?
“We have a good level of interaction and cooperation, that is mutually beneficial to our people, both Russian citizens and citizens in the European Union. And we have decided to work on these common issues”, concluded Federica Mogherini after her first visit to Moscow.
EU public diplomacy offers a platform for dialogue between Russian and EU selected audiences on a number of bilateral and global issues. Personal ties built over the years are an indispensable element of our relations with Russia, particularly with an eye to the future of the next generations. This is the type of cooperation that provides glue between our societies.

Roundtables in Russia on topical issues

EU-Russia Experts Network meetings on Foreign Relations

Study visits for Russian professionals to the EU

Speakers from the EU to Russian public events

EU Delegation to Russia www.EUinRussia.ru

in EU-Russia relations

In the future, about the environment, they are interested to participate in to travel. They are keen to discover cities of Russians and EU-citizens. offers a platform for dialogue on a number opportunities to study visits to the EU.

Building relationships and mutual understanding

In a more connected and complex world the EU and Russia have the responsibility to do the utmost to find common grounds and common solutions on an array of global issues.
Public diplomacy, EU and Russia organizes EU-Russia Experts Network meetings on foreign relations together with the Russian International Affairs Council (RIAC) bringing together leading EU and Russian think-tankers, opinion makers and experts on international policies.

Supporting to the organisation of high quality events

The EU is a major partner in tackling global challenges such as climate change, energy security and global security threats.
Public diplomacy, EU and Russia supports the organisations of roundtables and debates on trade, energy, environment protection and society and in the identification of high calibre EU speakers at the events. Exchanges in the educational, the research field and with civil society actors are to the benefit of both Russian and EU citizens and very dynamic and successful academic collaboration have been developed for many years.

EU fact-finding: come and see the facts!

Inviting Russian professionals to substantiate their own view on the EU and contribute to disseminating more accurate information on the EU and its positions to the rest of the Russian society is the best way to provide first hand information.
Public diplomacy, EU and Russia organizes study visits for Russian professionals to EU Member States.

Learn more about what we do

The section **Mostly** on the portal www.colta.ru is a platform for dialogue between Russia and Europe on the most topical issues.

Info

EU Delegation to Russia www.EUinRussia.ru
www.facebook.com/EUinRussia
www.twitter.com/EUinRussia
www.flickr.com/EUinRussia
Mostly section on Colta.ru www.colta.ru/mostly
European External Action Service (EEAS) in Russian eeas.europa.eu/ru/index_ru.htm

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