

External Cultural and Education Policy under Pressure

A series of events by the German Center for Integration and Migration Research (DeZIM) in cooperation with the Goethe-Institut and the Open Society Foundations (OSF).

The war in Ukraine and its consequences are putting pressure on Germany's external cultural and education policy. But isn't cultural work particularly important in times of crisis? How can we defend the achievements of cultural diplomacy and external education policy to date and overcome existing power imbalances? How important are diversity and feminism for foreign cultural relations and education policy? How can diversity, digitalization, democratic participation, and sustainability be conceived together? And how, in times of conflict and crisis, can freedom be secured - or even expanded?

On these questions, the German Center for Integration and Migration Research (DeZIM), together with the Goethe-Institut and the Open Society Foundations (OSF), is organizing the discussion series "External Cultural and Educational Policy under Pressure" in fall 2022. A project team at the DeZIM Institute is currently examining the funding structures of the Federal Foreign Office as part of the study "Diversity of Funding and Cooperation Structures of External Cultural and Educational Policy (AKBP)." The discussion series is intended to promote dialogue between research, cultural actors, and cultural policy.

Fighting for cultural space

**„Goethe-Institut im Exil“ at Kunsthaus ACUD, Veteranenstraße 21, 10119 Berlin
Saturday, 8. October, 7.30 – 9 p.m. | Language: English | Facilitator: Caroline Assad (DeZIM-Institut)**

Right-wing populism and authoritarianism are gaining strength around the world, and in many countries human rights are being restricted and civil society actors threatened. These restrictions pose challenges for intermediary organizations active in civil society. The term "shrinking spaces" has become established among experts to describe the diminishing room for maneuver civil society actors face as repressive states constrict freedom in the arts, media, science, and elsewhere.

The term has gained new relevance in the context of the war in Ukraine. Authors, journalists, and activists in Russia who publicly criticize the Russian war are being arrested or forced to leave their country. Meanwhile, Ukrainian cultural workers and intellectuals have been forced to flee and try to rebuild abroad or continue their work in the midst of war.

What is the role of cultural relations and education policy in this situation? How can external cultural and education policy defend freedoms and create new ones? What resources does it need for this, and what potential does it have? And what will the spending cuts resulting from the war mean for cultural relations and education policy?

- **Dr. Jens Adam** (University of Bremen, Excellence Chair Research Group „Soft Authoritarianisms“)
- **Jakob Racek** (Head of Department, Information, Goethe-Institut, Munich)
- **Dima Albitar-Kalaji** (Journalist and editor/co-creator the nonprofit organization „Weiter Schreiben/ WIR MACHEN DAS“)
- **Anthony Richter** (Director Special Initiatives, Open Society Foundations)

Foreign cultural and educational policy at eye level?

YouTube-Channel of DeZIM

Friday, 14. October, 5 – 6.30 p.m. | Language: German | Facilitator: Caroline Assad (DeZIM-Institut)

External cultural and education policy in an interconnected world should create linkages between German civil society and the outside world, a two-way transfer of knowledge and experience. In countries of the Global South, Germany's cultural and education institutions often occupy enormously privileged positions, raising doubts about the credibility of equal exchange. This is particularly noticeable in postcolonial contexts.

For the Federal Foreign Office, German colonial history and reconciliation with Namibia are of great importance, and examples such as the Humboldt Forum offer controversial cases of how the decolonization of ethnological collections can be attempted.

How seriously do external cultural policy actors take the idea of a dialogue at eye level? How open is external cultural and education policy to postcolonial discourses? How can existing power imbalances be counteracted?

- **Prof. Dr. Sigrid Weigel** (Former Director of the Leibniz Center for Literary and Cultural Research Berlin (ZfL))
- **Dr. Asma Diakit ** (Head of Cultural Programming with Regional Mission at the Goethe-Institut, South Africa)
- **Amel Ouaisa** (Scientific Officer for International Affairs and Diversity at the Humboldt Forum Foundation)

Defining diversity and feminism in external cultural and educational policy – and measuring success

Open Society Foundations, J gerstr. 54, 10117 Berlin

Friday, 21. October, 2 – 4 p.m. | Language: English | Facilitator: Caroline Assad (DeZIM-Institut)

Civil society organizations and public administration are increasingly collecting data to measure the output, outcome, and impact of activities, in line with business management practices promoted by New Public Management approaches. Data and monitoring are also becoming popular in diversity-sensitive organizational development of public administrations and institutions, and diversity managers, consultants, and research institutes are being used to shape processes toward greater diversity.

Germany is still inexperienced in dealing with diversity-sensitive organizational development in cultural institutions and cultural administration. Not only the path, but often the goals, are unclear. For example, the coalition agreement refers to a diversity strategy and a feminist foreign policy. But it is unclear what exactly this means. Which diversity characteristics are to be considered? What does feminism mean in this context? How do these goals influence funding and staffing structures? Which practices of cultural institutions have proven successful, and which practices need to be reconsidered?

- **Prof. Dr. Julius Heinicke** (Institute for Cultural Policy, University of Hildesheim) (joins via Teams)
- **Lien Heidenreich-Seleme** (Director of the Goethe-Institut, Los Angeles) (joins via Teams)
- **Dr. Ines Kappert** (Director of the Gunda Werner Institute of the Heinrich B ll Foundation)
- **Dr. Peter Kettner** (Head of Division Strategy and Planning - Foreign Cultural and Educational Policy, German Federal Foreign Office)

Communicative spaces and the challenge of disinformation campaigns

Open Society Foundations, Jägerstr. 54, 10117 Berlin

Friday, 4. November, 2 – 4 p.m. | Language: English | Facilitator: Caroline Assad (DeZIM-Institut)

Part of the raison d'être of cultural organizations is to open communicative spaces where encounter and dialogue can take place, and where democratic and pluralistic voices can have their say. But maintaining such spaces can bring conflict and complex challenges, and also lead to political backlash.

Digital spaces are playing an increasingly important role in communication. But they are at least as vulnerable or complex. Digital disinformation campaigns are powerful and contribute to strong polarization - in individual societies, but also globally. The role of the (contested) digital information space is, for instance, evident in the war in Ukraine. Can digital communicative spaces be an effective means against disinformation campaigns, or are there better alternatives? What role does strategic communication play in foreign cultural and educational policy? How does strategic communication differ from cultural discourse spaces? Who are the interlocutors in the different cases, and how are they approached?

- **Goran Buldioski** (Director of Program – Open Society Foundations Europe Central Asia)
- **Nico Sandfuchs** (Head of the Internet Department at the Goethe-Institut e.V.)
- **Dr. Martyna Bildziukiewicz** (Head of the East Stratcom Task Force at the European External Action Service (EEAS) in Brussels)
- **Dr. Peter Kettner** (Head of Division Strategy and Planning - Foreign Cultural and Educational Policy, German Federal Foreign Office)

What Germany is portrayed by language courses and schools abroad?

YouTube-Channel of DeZIM

Friday, 11. November, 5 – 6.30 p.m. | Language: German

Facilitator: Marc- André Schmachtel (Goethe-Institut e.V.)

"The image of Germany" and "dialogue" are core concepts of external cultural and education policy. The framework in which the German language is learned and taught is an important aspect of this. Through language courses and German schools abroad, encounters are created, and images of Germany are conveyed. For an external cultural and education policy that wants to reflect the diversity of German society, these images of Germany must be critically assessed, again and again.

At the same time, language courses and German schools abroad are subject to market logic. Competition with other language providers or the pressure to generate revenue can sideline expensive and slow evaluation processes. What goals do the actors of foreign cultural and education policy set for themselves abroad? And what images of Germany do they convey? What do people aspiring to learn German abroad hope for?

- **Aicha Diallo** (cultural scientist and educator)
- **Jan Sprenger** (Head of Division, German as a foreign language, Goethe-Institut)
- **Friederike Claußen** (Central Agency for Schools Abroad (ZfA))

Shaping cultural change: How can diversity, digitalization, democratic participation and sustainability be thought together?

Federal Foreign Office

Friday, 18. November, 10 – 12.30 a.m. | Language: German

Facilitators: Marc- André Schmachtel (Goethe-Institut e.V.) and Caroline Assad (DeZIM-Institut)

Our society faces numerous challenges: from the struggle for social cohesion against social polarization and disinformation, to ecological transformation and the fight against climate change. These individual challenges cannot be considered separately but must be tackled together. To meet these challenges, a multidimensional cultural shift is needed. In times of crisis, it is especially important that pluralistic democracies demonstrate that societies can offer equal participation and opportunity – and also work well.

But how can diversity, digitization and sustainability be brought together? What skills and competencies are needed in cultural institutions and cultural policy, and what research methods are needed in academia? How can we develop sustainable visions for a livable future for our increasingly diverse society and promote innovation and creativity?

- **Prof. Dr. Sabrina Zajak** (Head of Department, Consensus and Conflict, DeZIM-Institute)
- **Dr. Elisabeth Kaneza** (Community Outreach, Management Staff, DeZIM-Institute)
- **Dr. Johann-Jakob Wulf** (Project Lead, Diversity Management of the Goethe-Institut)
- **Dr. Ibou Diop** (Competence Center Decolonization | Citywide Memory Concept "Colonialism", Stadtmuseum Berlin)

For content-related questions, please contact Caroline Assad (assad@dezim-institut.de) and for organizational questions, please contact veranstaltungen@dezim-institut.de.

IMPRESSUM

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