



Crisis, Conflict and Critical Diplomacy: EU Perceptions in Ukraine, Israel and Palestine (C3EU)



C³EU Public Dissemination Event
Bilbao, 4 June 2018



Public Diplomacy and EU Conflicted Neighbours

4. June 2018, 16:00 Bizkaia Aretoa (Room Elhuyar)

Avenida Abandoibarra 3, 48009 Bilbao

The public event brings together representatives from academia, politics, the media and civil society to present and discuss the findings of an international research project on EU public diplomacy towards countries in conflict.

Crisis, Conflict and Critical Diplomacy: EU Perceptions in Ukraine and Israel/Palestine (C3EU) is a Jean Monnet Network supported by European Commission within the Erasmus+ action. It is focused on EU images in key issue areas of economy, politics, foreign policy, energy, climate change, RS&I, civil society and culture/education in Ukraine and Israel/Palestine, two EU neighbours embraced in on-going violent conflicts.

The European Commission and the EEAS aim to more effectively engage with 3rd country publics and stakeholders. Ukraine and Israel/Palestine are currently embroiled in conflicts set in differing contexts which threaten the EU's eastern and southern edges. It is critical that Europe diagnoses and understands perceptions of the EU in these volatile strategic neighbours and that it tracks expectations. C3EU traces perceptions towards the EU as well as broader visions of Europe as producers of diplomatic outcomes in conflicted societies. Under new leadership, the EEAS has prioritized public diplomacy as a foreign policy instrument. In a multipolar world where public diplomacy is actively used by established and emerging powers, coherent EU action is needed. The intensity of the two conflicts makes EU public diplomacy much more critical than in non-conflict situations. C3EU provides empirical information to revise public diplomacy based on an assessment of perceptions of the EU. C3EU allows the EU to reconceptualise policy towards Ukraine and Israel/Palestine and re-launch its image.

Led by the National Centre for Research on Europe, University of Canterbury, New Zealand, C3EU involves experts from leading EU perceptions studies and employs an internationally tested methodology to assess which EU messages resonate within divided societies and which target audiences are the most influenced by the EU. Framed by Strategic Narrative Theory, C3EU studies formation, projection and reception of EU narratives in Ukraine and Israel/Palestine. The projects brings together 32 scholars from nine countries.

Policy- and solution-oriented, C3EU perceptions analysis informs about internal and external EU narratives disseminated in Ukraine and Israel/Palestine – for which audiences and with what reception. C3EU has traced external views on the EU's: exit from its crisis; new leadership; response to the Ukrainian and Israeli/Palestine conflicts; attraction as a destination for migration, investment, business and education; appeal as an effective Normative Power; structural support and civil society outreach; current and future critical diplomacy when dealing with Ukraine and Israel/Palestine; and role as a legitimate and credible partner.

Project focus

A systematic account of EU perceptions in Ukraine and Israel/Palestine will equip Europe with operational and programming level tools. C3EU provides answers to these questions:

1. What are the EU's perceived strengths and what range of EU messages can build on these perceptions?
2. Which local target audiences are the most receptive to EU messages, now and in the future?
3. What is the most useful way to assess the effectiveness of EU diplomacy towards Ukraine and Israel/Palestine?
4. What new initiatives could improve perceptions of the EU in conflict situations?

Time	Event
16:00-16:10	Dr. Welcome by Professor Joxerramon Bengoetxea (UPV/EHU, EhuGune)
16:10-16:30	Introduction: Public Diplomacy: Addressing the Gap between Reality and Perceptions Dr. Noé Cornago, University of the Basque Country (UPV/EHU)
16:30-16:45	Setting the Scene: Introducing the C3-EU Project Dr. Natalia Chaban (University of Canterbury, New Zealand)
16:45-17:10 (with discussion)	Communicating the EU Externally: Media Narratives, EU Public Diplomacy and the Ukraine Conflict Dr. Natalia Chaban (University of Canterbury, New Zealand)
17:10-17:30	Elite Perceptions of the EU in Conflict Societies: The Case of Israel and Palestine Dr. Patrick Mueller (UPV/EHU, Ikerbasque)
17:30-18:00	Final Discussions



The Public Event is co-organised by the C3EU Network team, the University of the Basque Country (UPV/EHU), Bitartez Research Group, and EhuGune