



# Public diplomacy & cultural diplomacy. Basque Public Diplomacy



**Uzt. 21 - Uzt. 23 2021**

**Kod. F03-21**

**Mod.:**

Online zuzenean Aurrez aurrekoa

**Edizioa**

2021

**Jarduera mota**

Uda Ikastaroa

**Data**

Uzt. 21 - Uzt. 23 2021

**Kokalekua**

Miramar Jauregia

**Hizkuntzak**

Ingelesa

**Balio akademikoa**

30 ordu

**Antolakuntza Batzordea**

Fundación  
BBVA



# Azalpena

**Uda Ikastaroa aurrez aurre ospatuko da eta online zuzenean parte hartzeko aukera ere egongo da ZOOM bidez. Matrikula prozesuan nola parte hartuko duzun aukeratu: aurrez-aurre edota online zuzenean.**

**Ikuspegi konparatibo batetik Friesland-the Netherlands-, Ireland, Lithuania, Quebec, Catalonia, Denmark and United States kasuen analisia. Hiri eta diasporen papera. Aukerak eta erronkak eszenatoki berriaren aurrean.**

Uda Ikastaroaren helburua euskal kultur diplomazia publikoaren lau hamarkada aztertzea da. 1979an EAEn autonomia ezarri zenetik, fase bat osatu da, eta fase hori aztertzea eta ebaluatzea merezi du. Fase horrek, era berean, etapa berri baten hasieran kokatzen gaitu. Lortu nahi dena da kultura-diplomazia publikoaren eredu bat lantzea, bereizgarri egiten duten ezaugarriengatik bereizten dena, eta neurri batean bakarra dena. Testuinguru horretan, Ikastaroak beste diplomazia publikoko eredu batzuen ikuspegi konparatiboa ere emango du, batez ere euskal kasuan zentratzen den azterketa osatzeko balioko baitute. Komeni da adieraztea, halaber, diplomazia kulturalaren espezifikotasunari heltzeko, diplomazia publikoa bere osotasunean ulertu behar dela. Azkenik, kultura-diplomazia osatzen duten tipologiaren aniztasuna eta aniztasuna kontuan hartuta, biltzarra garrantzitsuenetako batzuetara hurbilduko da. Testuinguru horretan, hirietako diplomazia izango da kongresuaren aztergaietako bat, bai eta diasporak euskal kultura-diplomaziaren artikulazioan duen funtsezko eginkizuna ere.

## Helburuak

Zer da diplomazia publikoa? Mundu akademikoan oraindik berria den kontzeptu baterako hurbilketa orokorra.

Kultura-diplomaziaren kontzeptuaren definizioa: kultura-diplomaziaren eginkizuna diplomazia publikoan.

Eredu konparatiboak: Frisia, Irlanda, Armenia, Lituania, Québec, Katalunia, Dinamarka eta Estatu Batuak.

Hirietako diplomazia. Hiriek diplomazia publikoan eta, bereziki, kultura-diplomazian duten zeregin garrantzitsua aztertzea. Hiriburu kulturalen ekarpena.

Diasporak diplomazia publikoaren artikulazioan eta, zehazkiago, diplomazia kulturean duen rola aztertzea.

Euskal kultura-diplomazia publikoa eratzeke eta artikulatzeko prozesua aztertzea (1980-2020 aldia). Euskal diplomazia publikoaren eta kultura-diplomaziaren erronkak eta aukerak aztertzea eta eztabaidatzea, orain arte ikusi ez den beste agertoki batean.

## Ikastaroaren laguntzaile espezifikoak

Gipuzkoako  
Foru Aldundia  
Diputación Foral  
de Gipuzkoa



ETORKIZUNA  
ORAIN  
Es futuro



donostiakultura



Trànsit Projectes





# Programa

## 2021-07-21

09:00 - 09:10 Registration

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09:10 - 09:30 Jardueraren zuzendaritzaren aurkezpena

**Imanol Galdos Irazabal** Donostia Kultura, City of San Sebastian - Direction

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09:30 - 10:15 "Public diplomacy"

**Nicholas John Cull** University of South California

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### 1.- SESSION, Moderated by John Bieter

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10:15 - 11:00 "Cultural diplomacy as an instrument of public diplomacy"

**Carla Sofia Casaca Figueira** Goldmiths, University of London - VIA ZOOM

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11:00 - 11:45 "Cultural relations, cultural diplomacy, international relations"

**Jordi Balta** Transit, Barcelona

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11:45 - 12:15 Atsedena

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### 2.-SESSION

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12:15 - 13:30 Mahai ingurua: "City diplomacy"

**John Bieter Garmendia** University of Boise, USA (Moderatzailea)

**Lone Leth Larsen** International Cultural advisor. Denmark

**Agustí Fernández de Losada Passols** Global Cities Program, CIDOB. Barcelona, Spain. - Director

**Eugene Deschappelles Zapata Garesche** Global Director of Strategic Partnerships and representative for Latin America and the Caribbean of the Global Network of Resilient Cities, sponsored by the Rockefeller Foundation. - VIA ZOOM

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## 2021-07-22

### 1.-SESSION

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Mahai ingurua: "A comparative view of cultural diplomacy : Analysis of the cases Fryslân- The Netherlands-, Ireland, Québec and Catalonia"

**Larraitz Ariznabarreta Garabieta** Center for Basque Studies. University of Nevada, Reno. Assistant Professor (Moderatzailea)

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09:00 - 09:30 "Establishing a cultural service for Québec in London 1992-2010"

**Colin Hicks** Former director of cultural services for the Québec delegation in London

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09:30 - 10:00 "Ireland"

**Trevor Ó Clochartaigh** Operations and HR at TG4, Ireland - Director

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10:00 - 10:30	<p>“Frislân- The Netherlands“</p> <p><b>Mirjam Vellinga</b> AFÛK, organization under the Frisian government for the promotion of Frisian language and culture - VIA ZOOM</p>
10:30 - 11:00	<p>“Catalonia“</p> <p><b>Mar Pérez Unanue</b> Catalan Institute for Cultural Companies (ICEC) - VIA ZOOM</p>
11:00 - 11:30	<p>Atsedena</p>
<b>2.-SESSION</b>	
11:30 - 13:30	<p>“Diaspora diplomacy: Basque Country, Ireland , Armenia , Lithuania and Laos“</p> <p><b>Monika Madinabeitia Medrano</b> Moderator. Mondragon University - Associate professor at the Faculty of Humanities and Education Sciences</p> <p><b>Gorka Alvarez</b> Director for the Basque Community Abroad. Basque Government</p> <p><b>Vardan Marashlyan</b> Executive Director, Repat Armenia Foundation. Armenia. - VIA ZOOM</p> <p><b>Lyra Puisyte-Bostroem</b> Diplomat who has represented Lithuania in the United States, Brussels and Nordic countries. Currently Ambassador of Lithuania to Spain</p> <p><b>Palina Louangketh</b> Entrepreneur and former refugee from Laos into Idaho,U.S.A. Founder and Executive of the Idaho Museum of International Diaspora</p> <p><b>Martin Russell</b> Networking Institute, Ireland - VIA ZOOM</p>

## 2021-07-23

	<p>“ Challenges of Basque Public Diplomacy/Cultural Diplomacy in the 21st century (Moderator) “</p> <p><b>Noé Cornago Prieto</b> University of the Basque Country in Bilbao - Associate Professor of International Relations</p>
09:00 - 09:40	<p>“A look back forty years“</p> <p><b>Joseba Zulaika Irureta</b> Professor Emeritus, Center for Basque Studies, University of Nevada</p>
09:40 - 10:20	<p>“The role of the Basque Diaspora in the 21st century“</p> <p><b>John Bieter Garmendia</b> University of Boise, USA</p>
10:20 - 11:00	<p>“A new narrative for a new time“</p> <p><b>Irene Larraza Aizpurua</b> Etxepare Institute - Director</p>
	<p>“The role of Basque creators in cultural diplomacy“</p> <p><b>Igor Arrieta Varela</b> Plastic artist and cultural agent</p>
11:00 - 11:15	<p>Atsedena</p>
11:15 - 13:00	<p>Mahai ingurua: “Basque companies: hubs of public diplomacy. Presentation of cases: Orbea, Tecnalia and CIE“</p> <p><b>Iñigo Arbiol Oñate</b> Director Of the Master in International Relations and Business Diplomacy. University of Deustu. Basque Country (Moderatzailea)</p> <p><b>Ander Olariaga</b> Orbea - Marketing Director</p>

**Maika Gorostidi** Director International Relations. Tecnalia - VIA ZOOM

**Amaia Ferro** Cámara de Gipuzkoa - Director of Business Development and Internationalization

**Ander Caballero** Former Delegate of the Basque Country to the United States. Harvard University Visiting Scholar - VIA ZOOM

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13:00 - 13:30

“Digital diplomacy: a look at public diplomacy in the 21st century. Challenges and opportunities “

**Ilan Manor** University of Tel Aviv and Oxford. PostDoctoral fellow - VIA ZOOM

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13:30 - 14:00

Amaiera instituzionala

**Marian Elorza Zubiria** Basque Government - General Secretariat for Foreign Action

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# Zuzendaritza



## **Imanol Galdos Irazabal**

Ayuntamiento de Donostia - San Sebastián, Departamento de Cultura

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30 urte baino gehiagoko esperientzia du administrazio publikoan, eta hainbat zuzendaritza-ardura bete ditu. Horrez gain, ibilbide luzea egin du hezkuntzaren, unibertsitatearen, komunikabideen, kulturaren eta politikaren arloetan. Gaur egun, Donostia Kulturako Zuzendaritzan lan egiten du, eta, funtsean, nazioko gaien ardura du. Ikertzailea, nazioarteko hizlaria eta idazlea diplomazia publikoarekin, kultura-diplomaziarekin, hirietako diplomaziarekin, euskal diasporarekin, tokiko gobernantzarekin, kultura-politikarekin, kanpo-politikarekin, nazioarteko harremanekin eta komunikazio publikoarekin zerikusia duten gaiei buruz. Irakasle laguntzailea izan da Renoko Unibertsitatean (Nevada, AEB). Ikertzaile eta bisitaria Boiseko Unibertsitatean (Idaho, AEB). Other Words/Beste Hitzak programaren koordinatzailea. Prestakuntza akademiko zabala du Zuzenbidean, Hizkuntzalaritzan, Itzulpengintza eta Interpretazioan, Nazioarteko Harremanetan eta Gobernantzan eta Politika Publikoetan.

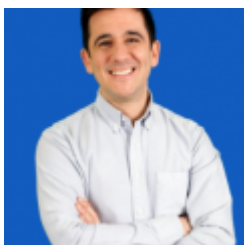
## **Irakasleak**



### **Gorka Alvarez**

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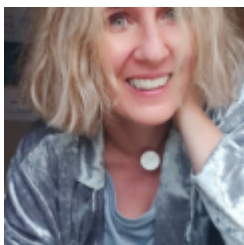
Actualmente ocupa el cargo de Director para la Comunidad Vasca en el Exterior. Con formación en Ciencias Empresariales, desde su responsabilidad actual ha puesto en marcha proyectos como el Día Internacional de la Diáspora Vasca (2018); el Curso sobre Migración y Movilidad en la comunidad vasca en el exterior (2018) en el marco de los Cursos de Verano de la Universidad del País Vasco (EHU-UPV); la configuración del Archivo y Biblioteca de la Diáspora Vasca (2019); el Congreso Mundial de Colectividades Vascas en el exterior (2019) y el programa Dantza Munduan (2020). Dirige la Colección Urantzadi desde el año 2017.



### **Iñigo Arbiol Oñate**

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Prior to his academic activity, he worked at UNHCR Bosnia Herzegovina , Gernika Gogoratz Peace Research Center and the UNESCO Regional Office for Latin America and the Caribbean in Havana. Since joining the University of Deusto in 2009, he has developed his teaching and research focusing mainly on US Foreign Policy, Business Diplomacy and multidimensional security. He has led and participated in several research projects and has been Visiting Scholar at Boston College, Saint Joseph University in Beirut and at the Saltzman Institute (SIPA) at the Columbia University in New York. He currently serves as the Director of the “Master in International Relations and Business Diplomacy” an international knowledge hub that promotes business diplomacy as a value lever that allows the business world to acquire knowledge and skills to internationalize with greater success and sustainability.



### **Larraitz Ariznabarreta Garabieta**

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Larraitz Ariznabarreta (Bilbao 1968) graduated and obtained her Doctorate at the University of Deusto, Bilbao. She has taught at Boise State University and the University of Deusto (Basque Country, Europe). Her fields of research deal with the analysis of various expressions of Basque culture and its relations with power. She is the author of the books Martin Ugalde: Cartografías de un discurso (Ekin. Buenos Aires, 2015) and Notes on Basque Culture: The aftermath of epics (CLAEH, Montevideo, 2019). She is also the editor of several volumes. Her last articles include “Siete casas en Francia: balance revisado” [



El mundo está en todas partes. El universo literario de Bernardo Atxaga (Anthropos, 2018)]; "Without exile who am I? Metaphors of Basque Exile and Discursive Traces of Subalternity" [National Identities at the Crossroads: Literature, Stage and Visual Media in the Iberian Peninsula (Francis Boutle, 2018)]; "Women Bertsolari's Presence in a Sort of History's Comeback" [ Female Impr



## **Igor Arrieta Varela**

MA STUDIO, ZUZENDARIA

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Hondarribia, 1971 Komikiaren fanatikoa eta otakua, Judas Arrietak manga ikonografiatik eta pintura garaikidetik edaten du zuzenean. Horietan oinarrituta, potentzia bisual handiak, sanpleatuaren praktikak eta intertestualitate oparoak ezaugarritzen duen imaginario pertsonal konplexua garatzen du, etengabeko haurtzarora bueltatze bat proposatuz. Marrazkiarekiko eta komikiarekiko Judas Arrietaren umetako afizioa EHUko Arte Ederren Fakultatean (1990-1995) eta Pariseko ENSBA (1995) gauzatu ikasketetan zabaldua eta berretsia izan zen. 2002an egin zuen bere lehen bidaia Japoniara eta bertan zuzenean ezagutu zuen Asiako kultura popularra; 2005tik aurrera Pekinen kokatu zen, non artistentzako MA Studio erresidentzia sortu zuen, Goazen Txinara! programarekin artista piloak bildu zituen. Asia, Europa eta Ameriketako Estatu Batuetako instituzio eta espazio publiko eta pribatuaren proiektu eta interbentzio ugari gauzatu ditu.



## **Jordi Balta**

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Jordi Baltà Portolés trabaja como consultor e investigador en la empresa de gestión cultural Trànsit Projectes (L'Hospitalet de Llobregat, Barcelona). Colabora como experto de la Comisión de Cultura de Ciudades y Gobiernos Locales Unidos (CGLU) y forma parte del Grupo de Expertos para la Implementación de la Convención de UNESCO sobre la Diversidad de las Expresiones Culturales. Ha trabajado como consultor en políticas culturales, diversidad cultural y relaciones internacionales para numerosas organizaciones locales, nacionales e internacionales en Europa, África, América Latina y Asia. Entre 2001 y 2014 trabajó como investigador y coordinador de proyectos en la Fundación Interarts. Es profesor asociado en el Grado en Relaciones Internacionales de Blanquerna - Universitat Ramon Llull y profesor colaborador del Máster en Gestión Cultural (Universitat Oberta de Catalunya - Universitat de Girona).



## **John Bieter Garmendia**

Boise State University, Professor

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John Bieter is a co-founder and professor in the Basque Studies program as well as a professor in the History Department at Boise State University. He received a B.A. in Economics/Social Science from the University of St. Thomas in St. Paul, Minnesota, his M.A. in History from Boise State University and earned his doctoral degree in History from Boston College. He is the co-author of *An Enduring Legacy: A History of the Basques in Idaho* (translated into Spanish as *Un Legado Que Perdura: La Historia de los Vascos en Idaho*) and published *Showdown in the Big Quiet: Land, Myth and Government in the American West* in 2015. John teaches courses on immigration, Basque Studies and methods of History instruction.



## **Ander Caballero**

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Boston. Nazioarteko aholkularia, egoitza NEBEN Consultingen duena eta 15 urte baino gehiagoko esperientzia duena eragiketa korporatiboetan, gai publikoetan eta diplomazian, negozioetan eta gobernuan lanean. Lehen Ekialde Ertainean eta Ipar Amerikan exekutibo bioteknologikoa izan zen, eta Euskadiren ordezkari gisa jardun du Estatu Batuetan, Eusko Jaurlaritzaren ordezkari gisa. Bere esperientziaren arabera, Mondragon Corporationeko Fagorrentzako nazioarteko negozioen garapenean lan egin eta Diversity4Equality eta Idaho Basque Challenge sortu ditu, kulturarteko ekintzailatza jasangarria eta diasporak ardatz dituzten gizarte-eragineko bi startup programa azeleragailuak, Mondragon Unibertsitateko Mondragon Team Academytik hedatzen direnak. Ander New England Basque Clubeko presidentea da gaur egun, eta Agirre Lehendakaria Zentroko aholkularien batzordeko eta Deustuko Unibertsitateko nazioarteko harremanen eta enpresa-diplomaziaren masterreko kidea da.



## **Carla Sofia Casaca Figueira**

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Carla akademikoa eta aholkularia da nazioarteko kultura-harremanetan, kultura- eta sormen-politikan, industrietan eta hizkuntza-politiketan. Kultura Politika, Harreman eta Diplomaziako Maisutzako eta Turismo eta Kultura Politikako Maisutzako zuzendaria da, Sorkuntza eta Kultura Ekintzailatzarako Institutuan (Goldsmiths, Londresko Unibertsitatea, Erresuma Batua). Nazioarteko Harremanetan

lizentziaduna da Lisboako (Portugal) Unibertsitate Teknikoko Zientzia Soziologikoen eta Politiken Goi Institutuan, eta Londresera joan zen kudeaketa artistikoan karrera bat egin ondoren. Erresuma Batuan Arteen Kudeaketan maisutza (City University, UK, Chevening Scholar) eta Kultur Politika eta Kudeaketan doktoretza (City University, UK, Praxis XXI Scholar) lortu zituen. Carla ENCATC Europako kultur kudeaketa eta hezkuntza sareko kidea da, Royal Society of Arts (RSA) eta Higher Education Academy (HEA) elkarteetako kidea.



### **Noé Cornago Prieto**

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Associate Professor of International Relations at the University of the Basque Country in Bilbao (Spain), and former Scientific Director of the Oñati International Institute for the Sociology of Law (2018-2020). His research interests are focused on the contemporary transformations of diplomacy, global regulation, critical sociology of knowledge, post-development, and aesthetics and politics. He has held diverse short visiting positions at Ohio State University and University of Idaho, Université Laval, Sciences Po Bordeaux France, and was the Basque Visiting Fellow at St. Antony's College, University of Oxford (2011-2012). More recently he has been Invited Professor at Sciences Po Paris (Spring 2017). He is the author of *Plural Diplomacies: Normative Predicaments and Functional Imperatives* (Brill, 2013), and co-authored with Fional McConnell and Costas M. Constantinou *Transprofessional Diplomacy* (Brill 2017).



### **Nicholas John Cull**

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Nicholas J. Cull is professor of public diplomacy at the Annenberg School for Communication at the University of Southern California. Originally from Britain, he is well-known as a historian and analyst of the role of media in international relations. His books include *Public Diplomacy: Foundations for Global Engagement in the Digital Age* (Polity, 2019), histories of US and British public diplomacy campaigns and the second edition of the *Routledge Handbook of Public Diplomacy* (co-edited with Nancy Snow). Nick Cull has often presented to and assisted foreign ministries, diplomatic academies, and cultural agencies around the world including those of the US, UK, Canada, Mexico, South Korea and Switzerland. His current projects include a volume of essays developing his concept of Reputational Security; a history of the role of public diplomacy in the struggle against Apartheid in South Africa, and a podcast called *People, Places, Power* which he is recording with Simon Anholt.



## **Marian Elorza Zubiria**

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2012tik Kanpo Harremanetarako Idazkaritza Nagusia da, Eusko Jaurlaritzako Lehendakaritzaren egituraren barruan. Esperientzia profesional handia du administrazio publikoan. Eusko Jaurlaritzako Industria, Merkataritza eta Turismo Saileko Nazioartekotze zuzendaria izan zen, bai eta Eusko Jaurlaritzako Etxebizitza, Herri Lan eta Garraio Saileko ekonomiaren eta aurrekontuen kudeaketaren eta prozesu operatiboen arduraduna ere. Hainbat ardura izan zituen Bruselako euskal ordezkartzan. Ekonomia eta Enpresa Zientzietan lizentziaduna da (Euskal Herriko Unibertsitatea, EHU/UPV), eta Lovainako Unibertsitate Katolikoan (Belgika) eta Nancyko Europako Unibertsitate Zentroan (Frantzia) osatu zuen bere formakuntza.



## **Agustí Fernández de Losada Passols**

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Es investigador senior y director del Programa Ciudades Globales de CIDOB, consultor senior especializado en gobernanza urbana y territorial, políticas públicas, agendas globales y cooperación internacional y profesor asociado de Relaciones Internacionales de Blanquerna, Universidad Ramón Llull; y del Instituto Barcelona de Estudios Internacionales. Es también urban adviser de Cities Alliance, experto del Programa Eurosocial+ y vicepresidente de la Fundación Interarts. Ha trabajado para diferentes organismos internacionales y gobiernos. Fue director de relaciones internacionales de la Diputación de Barcelona, impulsor y coordinador general del Observatorio de la Cooperación Descentralizada UE-AL y coordinador general del Programa URBAL III de la UE. Es licenciado en Derecho y Máster en Estudios Europeos por la Universitat Autònoma de Barcelona. También es diplomado en Gestión Pública por ESADE y ha desarrollado estudios en la Freie Universität Berlin y en la Université Toulouse 1.



## **Amaia Ferro**

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Zuzenbidean lizentziaduna da Euskal Herriko Unibertsitatean (1992), eta Deustuko Unibertsitatean Masterra du (2002). Pompeu Fabra Unibertsitateko Nazioarteko Ikasketen Zentroaren Nazioarteko Harremanak graduondokoa (1993). 2010etik Gipuzkoako Ganberako Enpresa Garapen eta Nazioartekotze zuzendaria da. Era berean, PEGSAko (Promoción Empresarial Guipuzcoana, S.A.) zuzendari kudeatzailea da. 25 urte baino gehiagoko esperientzia du enpresan. 1996ra arte, Confederació d'Empresaris erakundearen nazioarteko kudeaketaren arloko erantzukizuneko hainbat lanpostutan. 1996az geroztik, Gipuzkoako Merkataritza, Industria eta Nabigazio Ganberan lan egin du enpresak sustatzeko eta laguntzeko jardueretan, hainbat jarduera antolatuz. Azken urteotan, nazioarteko arlo estrategikoan, aholkularitza pertsonalizatua eman da enpresan. Enpresei nazioartekotzearen etapa guztietan laguntzea, hasieratik kanpoko inbertsioraino.



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## **Maika Gorostidi**

Director of International Relations at TECNALIA Research & Innovation, a leading technological research and development center in Europe in areas such as advanced manufacturing, energy transition, sustainable mobility, urban ecosystem, health and digital transformation. Her professional experience has been closely linked to the international expansion of the center and currently she participates in the deployment of TECNALIA's international strategy, promoting corporate diplomacy activities aimed at establishing alliances and undertaking new projects with international allies. She is responsible for the management and growth of TECNALIA's offices in Latin America (Colombia, Mexico, Ecuador), relying on local teams, and promoting knowledge and technology transfer projects to generate local capacities, strengthening ties between the Headquarters and these offices. She studied the Degree in International Secretarial Science as well as studies in Information Sciences at Univer of Deusto.



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## **Colin Hicks**

Bere ibilbide osoa ausentziari entzuteko aukerak eskaintzera eskaini du eta hezkuntzaren poderioz zoritxarretik bere emantzipazioaz ohartzen da. Gobernuaren eta artistaren arteko zatiaren bi aldeetako esperientzia profesional goiztiarrarekin, Colinek interprete, entrenatzaile eta diplomatiko gisa egindako ekarpenek entzule trebea bihurtu dute. Hogeita hamar urte baino gehiago daramatza bere esku-hartzerik gabeko estiloa tokian zein nazioartean, gobernuek, haien agentziek, unibertsitateek eta kultur erakundeek ikuspegi berriak bultzatu eta ahalbidetzeko. Bereziki baloratu du gobernuko entitateek nolako merkatuan eskaintza kulturala hobekien kokatu dezaketen "erabakia hartzeagatik" eta, finantza zerbitzuetan eta txikizkako sektoreetan egindako lanari esker, irabazi asmorik gabeko gobernantzan eta kale handiko negozioetan espezializatzegatik. modelizazioa; trebetasunak guztiak kultura, enpresa eta turismo entitateentzako Kontseilu eta Aholkularitza Bazkari desberdinetan lortutakoak.



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## **Irene Larraza Aizpurua**

Etxepare Euskal Institutua

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Licenciada en Ciencias de la Comunicación y formada en gestión, Irene Larraza Aizpurua (Tolosa, 1970) ha ocupado puestos de responsabilidad tanto en comunicación como en gestión cultural. Comenzó su

carrera como redactora y locutora en Herri Irratia. De 1996 a 1999 fue responsable de Promoción y Difusión de Koldo Mitxelena Kulturunea, y durante ocho años responsable de Comunicación y Editorial de la empresa Syntorama. Entre 2008 y 2012 fue Coordinadora y Directora de Cultura en el Ayuntamiento de Tolosa. Desde 2012 forma parte del equipo del Instituto Vasco Etxepare, donde fue primero Responsable de Comunicación y dirigió después el área de Promoción y Difusión de la Cultura Vasca. Desde enero de 2018 es la directora general del Instituto Vasco Etxepare. En los últimos años ha liderado los proyectos estratégicos de la institución en materia de diplomacia cultural y ha representado a la cultura vasca en numerosos foros internacionales, como el European Culture Forum (Milan, 2017)



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### **Lone Leth Larsen**

Lone Leth Larsen estudió Historia del Arte en Ámsterdam, Londres y Copenhague, fue directora del Instituto Cultural Danés en Bruselas, jefa del departamento de cultura en la ciudad de Kolding y recaudadora de fondos de la UE para el ECOC Aarhus 2017. Después de haber trabajado toda su vida con la cultura y la diplomacia cultural, está interesada en promover el papel de la cultura en el desarrollo de la sociedad, de las ciudades, de las zonas rurales, creyendo que otras áreas sociales pueden beneficiarse de los métodos derivados de la cultura. Por lo tanto, fue la experta del documento político de Toma Jones para el CESE, el papel de la cultura en las zonas rurales. Fue una de las miembros fundadoras de EUNIC, los Institutos Nacionales de Cultura de la Unión Europea, una importante herramienta europea para el diplomcay cultural en todo el mundo.



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### **Palina Louangketh**

Dr. Palina Louangketh is a former refugee from Laos. Her family's journey into Idaho from Laos during the Vietnam era conflict inspired her vision to honor the human journey on a global scale. As the Founder and Executive Director of the Idaho Museum of International Diaspora (IMID), she is passionate about connecting communities to the cultures of the world through creative platforms. Dr. Louangketh is comfortable in complex and changing environments. She holds a Doctor of Strategic Leadership (DSL) degree from the Regent University, School of Business and Leadership (Virginia Beach, VA) with a concentration in Strategic Foresight. She holds a Bachelor of Science and Master of Health Science from Boise State University and teaches in the College of Health Sciences and University Foundations Program. Additionally, she designed courses aligned to the IMID's Global Diaspora Curriculum in the Honors College at Boise State and teaches as a Professor of Multicultural Studies.



### **Monika Madinabeitia Medrano**

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Monika Madinabeitia irakasle titularra da Mondragon Unibertsitateko Humanitate eta Hezkuntza Fakultatean, Espainian. Bere ikerketa arlo nagusiak e/immigrazioa dira, Amerikako mendebaldeko euskal diaspora nabarmenduz.



### **Ilan Manor**

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Dr. Ilan Manor is a postDoctoral fellow at the Universality of Tel Aviv and a member of the Oxford Digital Diplomacy Research Group. Manor's 2020 co-edited book examined the practice of public diplomacy amid the politics of uncertainty. Manor's 2019 book, *The Digitalization of Public Diplomacy*, examined the historic and current trajectory of diplomacy's digitalization. His current research interest includes the use of humor in digital diplomacy and the practice of Selfie Diplomacy. Manor has contributed to several academic journals including *Cambridge Review of International Affairs*, *Global Policy*, *Place Branding and Public Diplomacy*, *Policy and Internet* and *The Hague Journal of Diplomacy*. Manor also contributes to newspapers in the UK, Europe and the US.



### **Vardan Marashlyan**

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Vartan has more than 25 years of experience working both in public and private sectors. In 2012, he became the Co-Founder and the Executive Director of RepatArmenia Foundation -non-governmental and non-commercial organization aimed at promoting high impact repatriation to Armenia as well as engaging Diasporan Armenians with the Homeland. Before the establishment of RepatArmenia, he was the Deputy Minister of Diaspora with a particular focus on repatriation and youth programs, Summer School for the Young Diasporan Leaders and Journalists. He was also a speaker at several local and international forums with a specific focus on international experience of State-Diaspora relations, Armenian identity issues, repatriation and integration policies. He is also a lecturer of the Comparative Analysis of the Diasporas course at the Russian-Armenian University in Yerevan. Vartan also worked as Economic Advisor to the British Department for International Development in Russia.



## **Trevor Ó Clochartaigh**

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Born in England, to Irish parents, Trevor has always been fascinated by questions of identity. With a background in media and the arts, he set up Irish language theatre company, Na Fánaithe and worked as Artistic Director of An Taibhdhearc before training as a TV Producer. Central to the setting up of TG4's drama series 'Ros na Rún', he also worked on other TV productions for TG4 and RTÉ. He delivered a programme of drama workshops and international Summer schools in Gaelic for young adults from Ireland and Scotland and established the award winning national Irish language newspaper, 'Gaelscéal'. He worked in community development, managing a social inclusion, education and economic development company, serving all of South Connemara before his election as a Senator to the Irish Parliament. There he focused on rural affairs, language, culture, human rights, and diaspora issues before returning to media, where he is now Director of Operations and HR for TG4.



## **Ander Olariaga**

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Ander Olariagak, branding-arekin eta txirrindularitzarekin gogotsu, bere bi grinak bere ogibide bihurtu zituen. Orbeako Markaren eta Komunikazioaren Arloko egungo arduraduna, Anderrek Marketinari buruz zituen kezka Deustuko Unibertsitatean (Donostia) hasi ziren ikasten. Profesional gisa egin zuen ibilbidea, ordea, Bartzelonan egin zuen lan, eta aholkularitzan eta farmazia-industrian lan egin zuen, bere arloari buruzko gaitasunak eta ezagutzak eskuratzeko. Bere ibilbide katalanaren ondoren, bere jaioterrira itzuli zen, gaur egun bere bizitzako proiektua den Orbea proiektuan sendotzeko. 2008az geroztik, Anderrek Marka eta Komunikazio arlotik Orbea bizikletaren industriaren munduko erreferenteetako bat izateko ekarpena egiten du.



## **Mar Pérez Unanue**

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subdirectorEn octubre de 2011 me mudé de Barcelona a Londres y empecé a trabajar como jefe de Catalan Arts / ICEC London Office. Uno de mis principales trabajos es ayudar a las empresas y artistas con sede en Cataluña a acceder a los mercados internacionales, y estar presente en ferias profesionales, eventos de mercado y festivales, centrándose en la escena del Reino Unido, así como en Irlanda, Asia, Australia, Quebec-Canadá y Estados Unidos. Nuestra voluntad es establecer vínculos con otros profesionales y organizaciones en ambos sentidos, principalmente para construir puentes culturales y



profesionales entre Cataluña y el resto del mundo, explorando oportunidades y encontrando socios. Catalan Arts es la marca del Instituto Catalán de Empresas Culturales (ICEC) para la internacionalización de las empresas culturales y creativas catalanas. A través de la red de oficinas de ICEC en Europa (Barcelona, Berlín, Bruselas, Londres y París) trabajamos en una variedad de líneas de acción



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### **Lyra Puisyte-Bostroem**

La representante de Lituania acumula una amplia experiencia diplomática en Estados Unidos, Suecia y Bélgica, también en varios departamentos del Ministerio de Asuntos Exteriores y en Presidencia de su país. Actualmente es embajadora de Lituania en España. En su puesto de Jefatura Adjunta de la Embajada de Lituania en Washington DC ha sido responsable, entre otras cosas, de relacionarse con la amplia y bien organizada diáspora lituana en EEUU. Su recorrido académico abarca tanto a su propio país como Canadá, Reino Unido, Bélgica y España, y su formación se centra principalmente en el campo de las relaciones internacionales y la diplomacia, también tiene un título universitario en veterinaria.



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### **Martin Russell**

Martin completed his PhD on Diaspora Strategies at the Clinton Institute (University College Dublin) where his research focused on role of the Irish diaspora in the Northern Ireland Peace Process specifically looking at diaspora philanthropy, diaspora financial networks and diaspora politics. He was also a visiting fellow at the United Nations University in Maastricht (UNU-MERIT) and is currently an advisor with The Networking Institute which provides teaching, training, and consultancy on networking, philanthropy & fundraising, and diaspora engagement. He also sits on the Advisory Board of Ireland Reaching Out, a leading non-profit that engages the Irish diaspora through genealogy which is kindly supported by the Department of Foreign Affairs and Trade, Ireland. Martin has worked on diaspora engagement across Africa, Balkans, Caribbean, Europe, MENA, Pacific, United Kingdom, and the United States for a range of public and private sector clients. He has a wide publication..



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### **Mirjam Vellinga**

(1972), Studied Frisian language and literature at the University of Groningen (RuG). She is working at the Afûk since 1998 and is head of marketing and manager of the language promotion division at Afûk. In 2007 she initiated and developed the Praat mar Frysk-campaign: an overall language promotion campaign for the Frisian language that got international recognition especially for the strong social media campaigns. She is project leader for projects concerning Frisian in health care, Frisian in business/economics and the team that advises public services in Fryslân on language policy. She was project manager for Lân fan Taal, the language programme for EcoC Leeuwarden-Fryslân 2018. She has a large international network in the field of culture, media and education focused on co-official, endangered, indigenous, regional and minority languages. She is a member of the steering committee of ELEN (European Language Equality Network) and a member of the NPLD (Network to promote Linguis



### **Eugene Deschappelles Zapata Garesche**

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Since February 2020 he is the head of the Territorial Development expert team in the G2 unit (Local Authorities, CSOs and Foundations) of the Directorate General for International Partnerships (formerly DEVCO) of the European Commission. For more than 20 years he has dedicated his professional life to the international relations of cities and local governments. From 2009 to 2016 he was international advisor to the Head of Government of Mexico City. In parallel to that role he served as Regional Secretary for North America of the World Organization of Major Metropolises, and as Regional Director for Latin America of the Global Fund for Cities Development. From 2012 to 2016 he was coordinator of the Euro-Latin American Alliance for Cooperation between Cities, AL-LAs project, funded by the European Union. He is the author of a large number of articles and books specialized in international cooperation among which stands out the "Manual for the Internationalization of the City"



### **Joseba Zulaika Irureta**

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Joseba Zulaika es antropólogo y profesor emérito del Centro de Estudios Vascos de la Universidad de Nevada. Ha publicado etnografías de pescadores, cazadores, agricultores, artistas, soldados, así como de ETA. Ha escrito sobre el discurso del terrorismo y contraterrorismo, incluyendo su último libro sobre la guerra de drones (2020). Ha trabajado también en la renovación urbana de Bilbao; entre sus publicaciones se halla Vieja luna de Bilbao.

# Matrikula prezioak

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