

# Crisis, Conflict and Critical Diplomacy: EU Perceptions in Ukraine, Israel and Palestine (C<sup>3</sup>EU)



**C<sup>3</sup>EU Public Event**  
Brussels, September 10, 2018



## **CRISIS, CONFLICT AND CRITICAL DIPLOMACY: EU PERCEPTIONS AND NARRATIVES IN UKRAINE, ISRAEL AND PALESTINE**

**Location: Permanent Representation of Lithuania to the EU, Brussels, Rue Belliard 41  
September 10, 12-2pm. Participants are cordially invited for a light reception at 12pm. The Event starts at 12:30.**

**Crisis, Conflict and Critical Diplomacy: EU Perceptions in Ukraine and Israel/Palestine (C<sup>3</sup>EU)** is a Jean Monnet Network supported by the European Commission within the Erasmus+ action. It is focused on EU images in the key areas of economics, politics, foreign policy, energy, climate change, research, science & innovation, civil society and culture/education in the Ukraine and Israel/Palestine, two EU neighbours embraced in on-going violent conflicts.

The European Commission and EEAS aim to more effectively engage with 3rd country public 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. C<sup>3</sup>EU 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. C<sup>3</sup>EU provides empirical information to enhance public diplomacy based on an assessment of perceptions of the EU.

Led by the National Centre for Research on Europe (NCRE), University of Canterbury, New Zealand, C<sup>3</sup>EU 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. C<sup>3</sup>EU studies formation, projection and reception of EU narratives in Ukraine, Israel and Palestine. The project brings together 35 scholars from ten countries.

Policy- and solution-oriented, C<sup>3</sup>EU perceptions analysis informs about EU narratives disseminated in Ukraine and Israel/Palestine – for which audiences and with what reception. C<sup>3</sup>EU has traced external views on the EU: 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 its 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. C<sup>3</sup>EU 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 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, Israel and Palestine?
4. What new initiatives could improve perceptions of the EU in conflict situations?



Funded by the  
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of the European Union

The Roundtable is co-organised by the C3EU Network and the Vilnius Institute of Political Analysis

- 11:30**            **Registration desk opens**
- 12:00-12:30**   **C<sup>3</sup>EU cordially invites all participants to join us for a light reception**
- 12:30**            **Welcome Remarks**  
Permanent Representation of Lithuania to the EU
- 12:35-12:45**   **Setting the scene. Conflict and Perceptions. Introducing C<sup>3</sup>EU and its team**
- 12:45-1:00**    **Reflection 1: Communicating the EU in News Media in Ukraine, Israel and Palestine: Framing the EU in terms of Capability, Opportunity and Cultural Affinity at Times of Conflict**
- 1:00-1:10**     **Discussion**
- 1:10-1:25**    **Reflection 2: Perceptions of the EU's role in the Ukraine-Russian and the Israeli-Palestinian conflicts among national elites in Ukraine, Israel and Palestine**
- 1:25-1:35**    **Discussion**
- 1:35-1:50**    **Reflection 3: The EU in the Eyes of Youth: Narratives of conflict among educated youth in Ukraine, Israel, Palestine, Lithuania and Germany**
- 1:50-2:00**    **Final Discussion**
- 2:00**            **Final words**  
Permanent Representation of Lithuania to the EU, VIPA and C<sup>3</sup>EU representatives



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**The C<sup>3</sup>EU Senior Partners:**

Professor Natalia Chaban, University of Canterbury, New Zealand, C3EU Leader  
Professor Martin Holland, University of Canterbury, New Zealand  
Professor Šarūnas Liekis, President, VIPA, Lithuania  
Professor Ben O'Loughlin, Royal Holloway, University of London, UK  
Professor Alister Miskimmon, Queen's University Belfast, UK  
Professor Sharon Pardo, Ben-Gurion University of the Negev, Israel  
Professor Stephan Keukeleire, KU Leuven, Belgium  
Professor Lien Verpoest, KU Leuven, Belgium  
Professor Michele Knodt, TU Darmstadt, Germany  
Dr Patrick Müller, University of the Basque Country, Spain  
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Professor Svitlana Zhabotynska, Cherkasy National University, Ukraine  
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