

# Case study

## The Polish Ambassador to Israel: **Marek Magierowski**

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**Marek Magierowski**, Polish Ambassador to Israel was born in 1971, and raised in Bystrzyca Kłodzka in the Lower Silesia Province. In 1994 he graduated in Iberian studies at the University of Adam Mickiewicz in Poznań.

Magierowski wrote his master's thesis on the work of the writer Camilo José Cela. As he said in his 2013 statement for „Do Rzeczy” newspaper, Cela fascinated him with the fact that he was able to combine the tragedy of the Spanish Civil War with sarcasm with amazing ease. Enchanted by his novels, he decided that anything in life can get confused with anything, and this should not be surprising. Magierowski later adopted a similar principle in his journalistic career - one should not be surprised by anything.

He started his journalistic career in "Najwyższy Czas" and "Gazeta Poznańska". In the years 1995–2001 he was a journalist for Gazeta Wyborcza. From 2001 he was the editor-in-chief of the foreign section, then the business section of the weekly "Newsweek Polska", then he was the deputy editor-in-chief of the weekly "Forum". In the years 2006–2011 he was the deputy editor-in-chief of „Rzeczpospolita” journal. He has also published in the monthly "On the way", "Catholic Guide" and "Fronde". From September 2014, for a year he co-hosted the "Economics Report" program on Republika Television. He ran a blog entitled "Hic sunt leones", his analyzes of international affairs can be found on the [nowapolitologia.pl](http://nowapolitologia.pl) portal.

In those years, Marek Magierowski was guided by the motto:

*"When I write a text about the European Union, transatlantic relations, about the world crisis, I always try to make my readers learn more from it than the readers of the „New York Times”, „Economist”, „Der Spiegel”, „Guardian” or „Le Figaro”. I tell myself: write in such a way that you will surprised yourself. Difficult, but has anyone said journalism is an easy piece of bread?"*

In September 2015, he quit his job at the Do Rzeczy weekly and joined the Chancellery of the President of the Republic of Poland Andrzej Duda, where he was employed as a public diplomacy expert, and on December 1, 2015 he became the director of the press office.

On **June 25, 2018**, Marek Magierowski took the position of Polish ambassador to Israel. Polish-Israeli relations are not and have never been easy. Despite hundreds of years of shared history, these countries often differ in their rulers' views on their memory policies. In recent years, these contacts have been cold and full of various crises, which only seem to be temporarily muted.

In **May 2019**, the ambassador was verbally and physically attacked by a Tel Aviv resident, which sparked international outrage. According to the indictment, 65-year-old Arik Lederman stopped Ambassador Magierowski's car in front of the Polish Embassy in Tel Aviv in May and hit the car's roof. Magierowski opened the window to take a photo of the man. The latter opened the car door and spat on the Polish ambassador twice. The perpetrator was caught and arrested. According to his testimony, Lederman's motive was that his family had experienced the Holocaust and that he had turned to the Polish embassy for property restitution and got rejected. He also accused the bodyguard of the Polish diplomatic mission of using the "contemptuous term Jew" towards him.

**"Poland strongly condemns this xenophobic act of aggression. Violence against diplomats or other citizens should never be tolerated. (May 15, 2019)"**, emphasized Prime Minister Morawiecki in his Twitter post in English language.

On **June 24, 2021**, the Polish Parliament adopted an amendment to the Code of Administrative Procedure. According to its provisions, 30 years after the decision was issued, it will be impossible to initiate proceedings to challenge it, e.g. in the case of Jewish property seized years ago. The Israeli side reacted to this amendment by calling Ambassador Magierowski to the Israeli Ministry of Foreign Affairs for an immediate explanation. The same appeal from the Polish Ministry of Foreign Affairs was also received by Tal Ben-Ari Yaalon, chargé d'affaires who heads the Israeli embassy in Warsaw.

"This immoral law will seriously affect relations between our countries. We are serious about preventing the return of the rightful owners of property stolen in Europe from the Nazis and their collaborators to the rightful owners of property plundered in Europe by the Nazis and their collaborators. Poland knows what is the right step in this matter" - emphasized the Israeli embassy in its official statement.

The center for promoting Polish culture in Israel is the Polish Institute associated with the Ministry of Foreign Affairs of the Republic of Poland. The project organizes international exchanges, Polish language courses, film screenings and exhibitions, as well as a calendar of scientific events.

The embassy fanpage on Facebook of the Polish Embassy Tel-Aviv also draws attention, where, apart from promoting cultural events in Israel and wishes on the occasion of Polish and Israeli holidays, we have the opportunity to see the biographies of people coming from Poland and living for years in Israel, constituting a bridge between cultures, profiles of the Righteous Among the Nations, or commemorating important events in the history of both countries.

**Marek Magierowski** is also the author of, among others books, „Tired. A thing about the crisis of Western Europe” (2013). He was the laureate of the „Krzysztof Dzierżawski prize” (2007) and was nominated for the „Dariusz Fikus prize”.

**Marek Magierowski** is a fluent speaker in languages such as: English, French, German, Spanish, Italian, Portuguese, Catalan and of course Hebrew. Privately married to Anna Ornatowska, and is a father of two kids.

# Sources:

## OUR MEDIA:



<https://www.gov.pl/web/izrael/ambasador>

[https://pl.wikipedia.org/wiki/Marek\\_Magierowski](https://pl.wikipedia.org/wiki/Marek_Magierowski)

<https://oko.press/ludzie/marek-magierowski/>

<https://www.facebook.com/polishembassy.telaviv/>

<https://instytutpolski.pl/telaviv/en/meet-our-team/>

<https://web.archive.org/web/20131218150219/http://dorzeczy.pl/marek-magierowski/>



# Case study

A project 'We Are Telling the World about Poland'  
as a success of Polish cultural diplomacy

This case study is a part of a Visegrad Academy of Cultural Diplomacy.  
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## Description

Knowledge about the history of Poland is still not widespread around the world. It is limited only to the basic facts of the First and the Second World Wars. One does not pay attention to the important events that had a huge impact on the history of Europe. The project 'We Are Telling the World about Poland' aims to present information related to Poland in the most opinion-forming magazines in the world to familiarize the inhabitants of other countries with the knowledge about the role our country played in shaping history of the Old Continent.


As part of the project, materials prepared by scientists, historians, and politicians on the history of Poland are published in dozens of dailies, weeklies together with internet portals around the world. The initiator of the project is the New Media Institute (Instytut Nowych Mediów), and the partner is the Institute of National Remembrance (Instytut Pamięci Narodowej). The founder of NMI, Eryk Mistewicz, points out that Western recipients want to find out what values are important for Poland and our region, and why we react definitely when we need to remind the historical truth on the international stage. 



Under the project 'We Are Telling the World about Poland', articles about the history of Poland and Poles were published in the foreign media of thousands of copies. The first one, which was published in 2019 due to the 80th anniversary of the outbreak of World War II, describes the life of Witold Pilecki. 

According to the author, Dr. Jarosław Szarek, his person cannot be ignored whilst providing answers related to Polish identity, history, and national heroes. Colonel Pilecki was named by the British historian, Prof. Michael Foot, «one of the six most courageous members of the resistance movement during World War II. 

## Description

Not only Poles tell about Poland, but also eminent world historians, such as: Sir Anthony Beevor, Roger Moorhouse, Allan Paul, Jack Fairweather, Dermot Turing, Marco Patricelli, Jochen Böhrer, Michel Wieviorka, François Hartog, and also Bernard Guetta, Renato Cristin, Imre Molnar.

British diplomat, Lord Edgar Vincent d'Abernon, an eyewitness of the Battle of Warsaw, in his book entitled *The Eighteenth Decisive Battle of the World: Warsaw, 1920*, claimed that Poles saved Western civilization from the fanatical tyranny of the Soviet. 

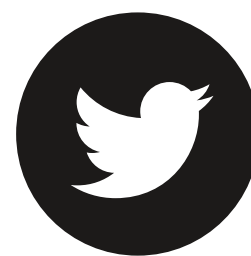
The articles often mention the reaction of the authorities of other countries, either to 'the resumption of Poland's independence and sovereignty'.  or to help during the battles with the Bolsheviks in the Battle of Warsaw. For instance, to commemorate the 1970 Polish protests, the President of the Institute of National Remembrance, Dr. Jarosław Szarek, in the text *We are deeply aware of our shared history*, wrote about the mutual support that anti-communist oppositionists from Poland, Russia, Ukraine, Czechoslovakia, and Hungary gave each other. It showed the threads linking the history of Central European countries. 



## Description

- The translations of the articles were made available, inter alia, in the Washington Post, Sunday Express, Die Welt, Le Figaro, L'Opinion, Le Soir, or El Mundo. To draw attention, the covers from September 1939 have been included. In total, texts of the series 'We Are Telling the World about Poland' were published in over 30 countries around the world.
- According to PAP Media Intelligence, over a billion recipients have learned about the Polish 'Solidarity' and the ideas of the movement.
- Information published in the most prestigious media around the world allows the reader to broaden their knowledge of the history of Poland and the heroic struggle of Poles in the 20th century. Thanks to international authorities, who decided to write texts related to the Republic of Poland, a sheer number of people got to know the recent history of our nation, which was the purpose of the initiators of the project 'We Are Telling the World about Poland'.

# OUR MEDIA:





# Case study

## Diplomacy and assistance abroad: Case Study Slovak assistance in natural disasters

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## Introduction

Scientists say there is little doubt that climate change from the burning of coal, oil and natural gas is driving extreme events. Researchers can directly link a single event to climate change only through intensive data analysis, but they say such calamities are expected to happen more frequently. It is extremely important to help and support countries during these critical times. Firefighters from Slovakia helped with fires in Greece and tornado in Czech Republic.



## Greece, Athens:

1

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Greece had just experienced its worst heat wave since 1987, which left its forests tinder-dry. Nearly 900 firefighters, 50 ground teams and more than 200 vehicles were fighting the blaze that broke out. They included crews from Ukraine, Romania, Serbia, Cyprus and Slovakia.

It was a unique experience for firefighters from Slovakia. "This is the first time the Slovak firefighters have to deal with such big fires," said one of them. "The fires are really, really large," he said, adding that this is a great opportunity for the Slovak team not only to help their spent Greek colleagues but also to see how Greece's firefighters work and deal with fires of such magnitude.

2











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Greeks have been expressing their gratitude for the support the country has been receiving in the last few days. "During these critical times that Greece goes through we are not alone. Many countries stand effectively by our side offering human and other resources, help and support. We warmly thank them for their solidarity!" said president GR.

1. Los Angeles Times: We fought a great battle': Greece defends wildfire response [online]. [cit. 2021-8-25].

2. Greek Reporter: Greece Fires: Foreign Assistance Surpasses All Expectations [online]. [cit. 2021-8-25].

The help of Slovak firefighters in fighting fires in Greece did not go unnoticed beyond our borders:

NAME OF THE MEDIA		TEXT SOURCE	
	CNN - USA	"We found Slovakian firefighters standing shoulder to shoulder with their Greek counterparts"	
	Los Angeles Times - USA	„They included crews from Ukraine, Romania, Serbia, Slovakia“	
	IN-CYPRUS – CYPRUS	„A 75 strong team from Slovakia with 30 vehicles arrived in Evia on Tuesday“	
	FRANCE 24 – FRANCE	„They were reinforced on Tuesday with units from Cyprus, Slovakia and Poland, the civil protection authority said“	
	9 NEWS – Australia	„A firefighter from Slovakia cools himself down during a wildfire in Avgaria village on Evia island“	



## The President of the Slovak Republic, Zuzana Čaputová

Slovak firefighters have become a symbol of professionalism and nobility. Their mission in Greece was a great professional challenge for each of them. They faced a fire of unprecedented proportions. In addition to professionalism, they also showed courage, empathy, solidarity and, above all, the ability to cooperate. We felt proud at home. For a while, our firefighters managed to unite Slovakia in a positive emotion. They helped Greece and represented the Slovak Republic in an amazing way.



## Czech Republic, South Moravia:

South Moravia was hit by strong storms and tornado in June 2021. In this context, firefighters from Bratislava and Trnava (cities in Slovak Republic) provided cross – border assistance to Czech colleagues. Slovak Republic was also ready to send doctors and ambulances. (3)

The President of the Slovak Republic appreciated the immediate assistance.

The extent of the damage, both material and human, is unimaginable, and I wish our neighbors a lot of the strength they will need to deal with the consequences of the disaster. At the same time, I appreciate the immediate assistance of Slovak health professionals to the affected communities.



Source: The President of the Slovak Republic, Zuzana Čaputová, Instagram



## Help and volunteering

The government, but also companies and individuals decided to help and gave a number of donations. On the social network, Slovaks reported, for example, collections of hygiene items, clothing, blankets and other goods as part of their assistance to the Czech Republic. One of the beauty salons on the border donated Friday's sales to help the affected area in the Czech Republic. (4)

## Conclusion

Solidarity between nations has been at the heart of the EU project right from the outset. But the same goes for a community of peoples as for a community made up of people: solidarity is born and grows stronger only with responsibility. Collective solidarity mechanisms therefore play an essential role in the cohesion of a community. Slovak firefighters and volunteers helped with fires in Greece and tornado in Czech Republic and represented our country in such an amazing way.



# Thank you for reading.

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# Case study

## Diplomacy & Beyond talk series

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Who has run the activity?

Kulturális Kapcsolatokért Alapítvány (ICRP Budapest),  
András Lőrincz (President of the Board of Trustees)

02

## Description of the activity

- Since 2015 the ICRP every year organising Diplomacy & Beyond talks which embrace topics, focused on Ambassador's career in diplomacy, the importance of cultural diplomacy in order to establish efficient intercultural dialogue.
- In 2015, Dr. Gordan Grlić Radman, ambassador of the Republic of Croatia to Hungary was invited. When asked about the Croatian and Hungarian relations, with the last one closing the borders, the Ambassador defended this is not a Croatian or a Hungarian problem, but a European one. And Europe has not been able to solve it, since still does not have a common policy towards the problem. This was a position that Dr. Radman highlight during the entire interview. Then , Dr. Radman emphasized the need to improve the project of a strong and integrated Europe.
- In 2016, the ICRP hosted H.E. Julio César Cancio Ferrer, ambassador of the Republic of Cuba to Hungary and Bosnia and Herzegovina. According to his words, a good job in diplomacy is the blend between a strong preparation during studies, understanding the working process of diplomacy, learning from superiors and never stop learning. The discussion continued with the topic of relations between the USA and Cuba. In this regard, the ambassador stated that due to the USA dominated the continent for 300 years and the past events in history, reaching independence was difficult. Cuba was forced at a certain point to accept any help offered after a long war and a revolution in order to sustain itself as a country. Receiving a question about how to fight with corruption, the ambassador said that several aspects are involved in this matter such as the reason for stealing and that is for possessing things and the reason for wanting to poses things is because of living in a society where people are valued for what they have and not for what they are. The obsession of possessing leads to corruption, but young people can change the harm made by previous generations.



## Description of the activity

- On 3 May 2016, the Institute for Cultural Relations Policy in cooperation with Kodolányi János University held a roundtable discussion with the topic of the current Middle East crisis and its challenges towards Europe. The discussion, moderated by Tamás Dudlák, was between Máté Szalai, Dr. Péter Szilágyi and Dr. Zoltán Prantner and took about 1,5 hours with additional time at the end for the audience to ask questions, which were answered by the experts.
- The same year was also organised round-table discussion about the US presidential election with Zoltán Kiszelly, political analyst and Csaba Káncz, foreign policy analyst. The topics of the talk were concentrated on the election process, candidates, demographics profile of voters, donors, debates, political programmes, foreign relations and possible outcomes.
- In 2017, Diplomacy & Beyond talk series hosted H.E. Luljeta Vuniqi, ambassador of the Republic of Kosovo to Hungary. The topics of the talk were concentrated on career in diplomacy, Kosovo's achievement's, its current challenges on the way towards the EU and Kosovo-Hungarian relations. When asked about Kosovo's government's and people's opinion towards the EU's and UN's monitoring of country's legal institutions, she underlined their position to be respected but those time was gradually minimised. When asked about the migration crisis influence on Kosovo, she commented that the peak of the crisis for the country was at the end of 2014, which was successfully managed by the government.

## Description of the activity

This year was also implemented roundtable discussion with János Hóvári (Docent at the National University of Public Service, ex ambassador) and Zoltán Gálik (Docent at Corvinus University Budapest, security policy expert) which focused on the diplomatic tools and achievements in migration-related issues with a special focus on the migration influx that hit Central Europe in the recent years. Topics included: migration policies, demographic trends, diplomatic solutions.

In 2018, event of Diplomacy & Beyond talk series hosted H.E. Arian Spasse, Ambassador of the Republic of Albania to Hungary. The topics of the talk will be concentrated on Albanian-Hungarian relations, Albania in international relations, diplomacy in general and current international issues. Then, the ICRP invited David Morris, diplomat and political adviser, based in Beijing, Sidney and Budapest. The topics of the talk was concentrated on China's global diplomatic, political and economic strategy, Chinese-Central European relations, China as superpower, and China in international relations. These successful events were enhancing the spirit of cultural diplomacy via sharing experiences by Diplomats, their opinions, reactions on the current issues and perspective steps in diplomatic relationship shall be taken.

## Key lessons for cultural diplomacy

- Understanding intercultural dialogue and its important elements;
- Diplomats actions in elaborating of the conflict solution;
- Creating intercultural meetings for relevant discussions;
- Understanding necessity to initiate dialogue and respecting the cultural values when dealing with an conflict issue.



# More info

WWW:

<http://culturalrelations.org/events/diplomacy-beyond/>

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# Case study

## Polish Forum of Local Initiatives in Brest and Brest Oblast

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## Description

- The task of the organization is the legalization of activities of Polish organizations in the Brest region through the state registration as well as promotion of local cultural events on Polish-Belarusian border and active promotion of Polishness in Brest. The organisation also tries to document traces of Polish presence in Brest Region and takes care of Polish cemeteries or sites of Polish national memory.
- A great emphasis is placed by the Forum on supporting journalists, artists, children learning the Polish language and young people going to study in Poland.
- Another task of the Forum is to help in establishing cooperation between organisations of the borderland from Poland and Belarus through support of joint cultural and educational events, assistance in the organisation of cross-border fairs and markets, festivals, concerts of Polish artists in Belarus and artists from Belarus in Poland.



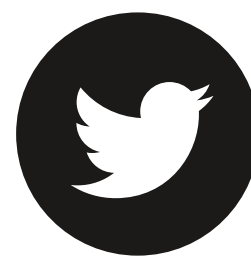
## Main initiatives and activities:

- Romuald Traugutt Public School in Brest is subordinated to the Forum. The main goal of the school is the Christian upbringing of the youth in the school and it does so by the social engagement of pupils and parents in, for example, taking care of Polish places of national memory. This school promotes Polish culture in Brest and in the Brest Region.
- The achievements of the school's students and teachers include three films about the Union of Defenders of Brest Region, which won Emigration Film Festival in Gdynia "Emigra" and the IPN (Institute of National Memory in Poland) award. Other project concerned paving the Romuald Traugutt Square. This project included the paving of the Romuald Traugutt Square in Szosówka and maintenance of this place.
- Other projects that aim at promoting polish culture are Community Days for Polish community in Brest that are devoted to outstanding Polish personalities. Such events take place in the school and in the city of Brest.
- Events held at the school to promote Polish culture include, for example, national readings of Polish poetry, organisation of history Olympiads, and celebrations of important Polish anniversaries such as Independence Day.

## Main initiatives and activities:

- The Forum's cultural activities also include conducting Polish Choir "Zgoda". The choir's repertoire includes patriotic, religious and popular songs. The choir's achievements consist of concerts in Catholic churches, at events for the Polish community in Brest, and at festivals and reviews for the Polish Diaspora.
- The Forum also has its own channel on YouTube, where it publishes recordings from various ceremonies, mainly performances of Polish patriotic songs.

# OUR MEDIA:





# Case study

## CD Projekt Red

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## Description

CD Projekt Red has undoubtedly gained fame and success both at home and abroad by producing clear and eye-catching computer games. The brand itself has become a promoter of Polish business and innovation on global markets. Through the storyline of its most popular and award-winning game series, The Witcher, the mythology of the Slavs, depicted in the Netflix series of the same title, is also promoted.

CD Project Red was created in 2002 as a dependent unit of CD Project, which was founded in 1994. From the very beginning, the creators of this project worked intensively on creative ideas. However, the real beginning of the brand's expansion was when Andrzej Sapkowski, the author of The Witcher saga, granted the creators a license to develop the game.

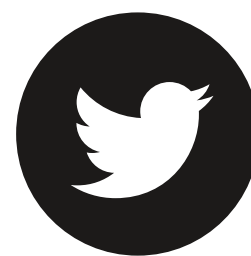
The narrative focuses on the character of Geralt of Rivia, the titular Witcher, engaged in killing mythical monsters in the known part of the Continent. Among these creatures, which Geralt has to face in the course of the story, there is for example a Basilisk. These creatures appear in the imaginations of communities centuries ago living in parts of Central and Central-Eastern Europe. Mythological ghouls, on the other hand, are portrayed as winged monsters devouring the population of towns and villages. The most famous ghoul in The Witcher world is the king's daughter who hunts down her father's subjects. It is similar to the characters of drowned dead, which the main hero encounters on his way. Although there are differences in the characteristics of these creatures, depending on whether we look at the content of mythology or their equivalent in the game, in both cases, they are creatures that live in the water reservoirs.

## Description

- The first edition of the game series was warmly received by both players and critics. It received many awards at international conferences, including those held in countries such as Russia and the United States. The next edition, "The Witcher 2: Assassin of Kings", was also a success.
- "The Witcher 3: Wild Hunt", the third part of CD Project Red's trilogy, only the first day after its release, returned a production cost of 120 million Polish zlotych. In total, the edition of the last part of the trilogy of adventures of Geralt of Rivia is over 30 million copies sold, which gives a total of 50 million copies sold of the entire series.
- In 2015, The Game Awards honored the creators of the „Witcher” in key categories, including the best game of the year, while in 2019 „The Witcher 3” was named the best RPG of all time by popular gaming magazine GameStar.
- In conclusion, CD Project Red has undoubtedly contributed to the popularization of not only the Polish gaming business, but also the culture-related mythology of our region, previously unknown to such a wide audience.



# OUR MEDIA:





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## Video lectures on Cultural Relations

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Who has run the activity?

Kulturális Kapcsolatokért Alapítvány (ICRP Budapest),  
Anna Sarkisyan (project portfolio manager)

02



## Description of the activity

- The ICRP organises a wide range of educational events including conferences and online webinars. The presentations, lectures and speeches held are practical and useful resources for not only the participants attending those events but also for a broader audience online.
- One of the aims of the institute is to support research and open discourse about cultural relations and beyond. To follow that aim, the Institute for Cultural Relations Policy provides various types of resources for educational purposes and makes it accessible to any audience. Video lectures, webinars, conference presentations and keynote speeches are available on the culturalrelations.org website and many more on the ICRP's **YouTube** channel: <https://www.youtube.com/icrpbudapest>
- The ICRP defines that cultural relations is a tool of diplomacy in international relations. The aim of the launched video lectures series established to explore cultural relations as a soft power instrument in foreign policy and to initiate discussions on the role of culture in international relations. The lectures focus on various theoretical and practical aspects of cultural relations, including various actors, institutions, approaches, recent trends and future prospects.

## Description of the activity

Cultural relations are more determining in international relations than ever. Culture has an emerging role in international relations and the importance of this role is recognised by governments, institutions and other key figures of the global political arena. This video lecture series helps to understand the background, the complex mechanisms and also the opportunities what culture as a tool can bring into international relations in a changing world.

The ICRP presented the following lectures:



- *Public art as a tool of cultural relations by José Antonio Villena Sierra*
- *Cultural relations in South Asian media by Vivek Madan Rathod*
- *Cultural imperialism in the Caucasus - theory and practice by Irakli Kakabadze*

## Key lessons for cultural diplomacy

- Overview of national interests embodied in cultural diplomacy;
- Fostering reciprocity of cultural exchanges;
- Consideration of the impact of culture on international relationship;
- Awareness of interdependence between home politics and foreign politics;
- Awareness of discrepancies between political structures and cultural areas.



# More info

WWW:

<http://culturalrelations.org/portfolio/cultural-relations-as-a-tool-of-diplomacy-in-international-relations/#1589626969579-ea0edb31-a704>



# Case study

## The Adam Mickiewicz Institute Promoting polish culture abroad

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## Wstęp

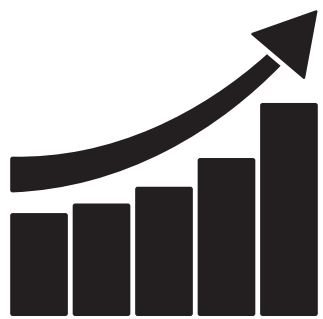
The Adam Mickiewicz Institute is one of the national cultural institutions funded by the government. Established on 1st of March in 2000, its main goal is to popularize polish culture worldwide and develop cultural cooperation with foreign countries. Relations are built mainly with other foreign and national institutions, including diplomatic postings and consulates. Over the past twenty years, the Institute organized over **6000** events with a sum of **55 million participants**. On the whole, operations of the Institute reached **70 countries** from **5 continents**.



## Program Concept of the Institute for 2020-2023 and strategic objectives

Program of the Institute for the next few years corresponds with values in polish culture shaped by many variables - Christian tradition, being rooted in European culture, history of the past two centuries and the latest transformation of the country. Quoting the Institute, its five pillars are: “Relations, Empathy, Values, Knowledge & Development, and Passion & Mission.”

The Institute also reports its activities according to three strategic objectives, which are divided into:



1



2



3

The Institute gives reports on their actions accordingly to three strategic goals as follow: Strengthening the power of polish culture as a brand among international creators and recipients of culture as well as strengthening on an international scale the message of power and originality developed through over thousands of years of polish culture, along with its heritage.

Maintenance and strengthening the position of Poland as a renowned and sought-after partner of international cultural institutions.

Strengthening the presence of polish culture in neighboring countries and building around Poland an environment with influential creators, critics, scientists, and journalists, inspired by polish art, heritage and culture.

## Megaprojects

Among many projects and ventures organized by the Adam Mickiewicz Institute, there can be distinguished a few flagship projects, named by the Institute itself as megaprojects.

**Awant-Garde** - presenting the heritage of the interwar period and body of work of the Polish School of Animation and the Polish School of Composition.

**Table Culture** - talks about polish cuisine, including historical one

**Polish Traditions Anew** - connects contemporary artists and modern technologies with traditional, ethnically diverse polish culture

**Polish Romanticism** - focuses on bicentenary of the publication of Adam Mickiewicz's Ballads and Romances in 2022 and encourages to further discussion on the romanticism period in which literature mixes with political context

**The Golden and Silver Age of the Republic of Poland** - spotlights the final years of Jagiellonian dynasty and Vasa's dynasty rule. Its aim is to show the heritage of Sarmatian Poland.

**Spirituality** - makes space for discussion about widely understood spirituality, referring to work of Polish 20th century thinkers.

## Megaprojekty

- Among many projects and ventures organized by the Adam Mickiewicz Institute, there can be distinguished a few flagship projects, named by the Institute itself as megaprojects.
- Niepodległa** - the Niepodległa Multi-Annual Programme was created with a view to commemorating Poland's independence centenary. Three core values of the Programme are: “pride, joy of community and building of social capital”.
- Polish Jazz** - promotes polish young jazz and builds dialogue with other jazz masters.
- Big Anniversaries** - reminds the world about work of polish most renowned artists such as Stanisław Lem, Krzysztof Kieślowski, Bruno Schultz, Krzysztof Penderecki or Stanisław Moniuszko.
- Lem and Thinking About the Future** - on the centenary of Stanisław Lem birth in 2021, the project aims at reminding about important questions regarding our world asked by the author.



## Donations Program

Beside organizing events, The Adam Mickiewicz Institute finances ventures whose strategic goal revolves around building and strengthening a positive image of Poland on an international scale. **Donations Program “Kulturalne Pomosty”** according to Priority No 3, Scheme 3B, the Niepodległa Multi-Annual Programme for years 2017-2022 allows funding 85% of the budget of a project. In 2020 alone, 45 projects in 17 countries were executed.

## Portal Internetowy Culture.pl

The Institute is the publisher of **culture.pl** - daily news website. Page serves as a dataset about the most attractive events connected with polish culture taking place around the globe. Information is published in three languages: Polish, English, and Russian. Selected pieces are also published in Ukrainian, Chinese, Korean or Japanese. Aside from visual forms, recipients can also listen to the podcast named **"Stories From the Eastern West"**. The website is supported with social media accounts presence. Annually, culture.pl reaches about **8 million viewers worldwide**.

## Impact of covid-19 pandemic on the Institute

**Because** of the outbreak of covid-19 pandemic in early 2020, the Institute was forced to cancel or postpone a few of planned events. Yet, the situation allowed to execute projects in new ways, online or in hybrid versions. To sum up, in 2020, the Institute implemented **205** projects, including **38** as a part of the **Niepodległa Multi-Annual Programme** and funded execution of **45** projects from Donations Program “Kulturalne Pomosty”.

Culture.pl played a special role in operations of the Institute as special online events could be prepared and presented via the website. Projects such as “**On-line Culture**” granted access to culture from home, through complimentary movies and plays on VoD or online concerts. Within a cycle of articles “**Pandemic of Culture**” new, online music events were presented and via a section “**#Kulturazdalnie**” selected projects of other polish cultural institutions were presented.



## OUR MEDIA:



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# Case study

## Culture diplomacy at the Olympic Games: Case study of the Slovakia House

This case study is a part of a Visegrad Academy of Cultural Diplomacy.  
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# Introduction

1

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The phenomenon of modern Olympic Games started in Athens in 1896. The following Olympics in Paris (1900), St. Louis (1904) and in London (1908) were organised as a part of an international exhibition. The Sports program was just a side event of an exhibition, where nations presented their achievements and focused on trade. The goal of placing the Olympic Games in the world exhibition was to gain recognition. Nowadays countries seem to start using the Olympic Games not just as a sport event, but also as an exhibition platform to promote the country.

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This is provided by so called National Houses in the Olympics. National Houses could be labelled as an "Embassies of Sport". Countries use to rent a building in the host country for the Olympic Games which fulfil several objectives. National Houses have an athlete lounge, which aims to provide athletes a place to relax and enjoy the games. The VIP saloon is used to provide a space for meeting of diplomats, politicians, sport officials and businessmen. The necessary part of National Houses is a space for the public, where the country is presented through the culture, sport, art, traditions, food and there are also business opportunities presented.

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One of the first National Houses which fulfilled these objectives was the German National House (Deutsches Haus), which they referred to as a "Embassy of German Sport", in the 1988 Olympic Games in Calgary. In Barcelona (1992) Netherlands launched its first National House in cooperation with a beer brand, which was called Holland Heineken House and over the years it has achieved legendary status.

1. PREUSS, H., STRÖBEL, T., (2010). Innovative Place Branding during Olympic Games - Case Studies from Turin 2006, Beijing 2008 and Vancouver 2010.

2. TAKUYA, T., YOSHIO, T., (2018). Olympic Games National Houses - A Case Study of Rio 2016 Summer and PyeongChang 2018 Winter Olympic Games.

3. BAKA, R., (2015). Olympic Houses: A Comparative Investigation Between Canada, Germany and Australia.



# National House at the Olympic

4

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The main goals of Slovak houses, which started in 1996 in Atlanta, are the promotion of Slovak culture, music, traditions and other domestic specialties. The Slovak House is financially supported by the state with the intention of promoting Slovakia at the Olympic Games. The current motto of promotion is "Good Idea Slovakia". Slovak houses are accessible to foreign athletes, journalists and the public. There is also space for official and informal meetings of diplomats and high-level national representatives.



YEAR	CITY	PLACE	DESCRIPTION
1996	Atlanta	Inman Drive Street	Tradition of Slovak National Houses was launched in a rented villa.
1998	Nagano	Hotel First	House located in the city centre was opened by the Nagano mayor and Slovak ambassador to Japan.
2000	Sydney	Royal Exchange Club	The house was in a building belonging to the Royal Exchange of Sydney, which was located on the ground floor of a high-rise building in the very centre of Sydney.
2002	Salt Lake City	East Broadway	The house was in the popular Judge Cafe and was opened by Salt Lake City Mayor.



YEAR	CITY	PLACE	DESCRIPTION
2004	Athens	Piraeus	House was situated in a neoclassical historic building in Piraeus.
2008	Turin	Madonna del Pilone	The house was located on the banks of the river Po.
2010	Beijing	Main street next to Grand Hotel Beijing	House, with the motto "Slovakia - country with a big heart", was opened by the Slovak president. It was located near the Tiananmen Square.
2012	London	Pall Mall Street	The house was in a building that belongs to the royal family and it was the most prestigious one in the history of Slovak Olympic Houses.
2014	Sochi	Adler railway station	Slovak House called Slovak Point was in the Adler railway station because of high expenses in Sochi. For diplomatic purposes there was a small space in Khosta district.
2016	Rio de Janeiro	Avenida das Américas	House, with the motto "Slovak House - Where Your Heart is", was opened by the Slovak president. House was decorated with Čičmany motifs.
2018	PyeongChang	Sorol Street 45	House was located in the seaside town of Kangnung and was opened by Slovak as well as Latvian president.
2020	Tokyo	-	Because of the Covid-19 pandemic, the National House was not allowed.

Figure 1 Slovak National House at the Olympics

## The beginnings of the Slovak House

After the disintegration of Czechoslovakia, Slovakia participated for the first time as an independent state in the Olympic Games in Lillehammer (1994). However, the first time, when Slovakia had a National Olympics House was in Atlanta (1996), when Slovakia rented a villa for this purpose.

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In Nagano (1998) Slovakia had its first Olympic House in winter Olympics, which was located in the Hotel First in the city centre of Nagano. House was opened by the Nagano mayor Tasuku Cukada and Ambassador of the Slovak Republic to Japan Miroslav Lajčák. The opening ceremony also featured Japanese in kimono and Slovak in national costume. Music from the Slovak national musical instrument fujara played there and guests were welcomed with bread and salt. At the gala dinner, "bryndzové halušky", which is the Slovak national dish, as well as venison goulash were served. The Japanese delegation got cheese from the Liptov region called "parenica" and ceramics from the town of Modra. The Slovak delegation got a Japanese ikebana.

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It was a huge challenge to organize a Slovak House in Sydney (2000) after great success in Nagano (1998). There were hard conditions to organize a House in Australia, because of long distances and import barriers. Slovak House was in the lucrative place of the Royal Exchange of Sydney which was absolutely in the middle of the event. House presented Slovak hospitality, culture, history which had a great response. Invitation was accepted even by the president of the International Olympic Committee.



## Slovak dishes, folklore groups, theatres as well as travel opportunities

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Slovakia also had a representation in the form of National House at the Winter Olympic Games in Salt Lake City (2002), which was located in the building of popular coffee shop Judge Cafe at the 8. East Broadway. Salt Lake City Mayor Ross Anderson cut the symbolic ribbon in the opening ceremony. He said that he liked Slovak hospitality and food. Except for “bryndzové halušky” he tasted even a Slovak bier. He was pleasantly surprised when the Slovak dulcimer band played a world-famous song from the repertoire of Frank Sinatra New York, New York. The Deputy Prime Minister of Slovakia Ľubomír Fogaš and another 200 people were also at the opening ceremony.

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Slovak House at the Athens Olympics (2004) was situated in a neoclassical historic building in Piraeus. There was a significant change in the format of Slovak House, where in addition to the presentation of the country, there was also a presentation of economic and investment opportunities in Slovakia. SARIO (Slovak Investment and Trade Development Agency) held a presentation about investment opportunities and SACR (Slovak Tourist Board) about travel opportunities having regard to the Tatras and Liptov region.

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At the opening ceremony in Turin (2006), there were 200 people including IOC member Thomas Bach and Ambassador of the Slovak Republic to Italy Stanislav Vallo. There was an emotional national anthem of Slovakia and Italy sung by Slovak folklore group "Jánošík" from the town of Svit. The ceremony was also attended by representatives of the city of Turin, who could enjoy Slovak traditional cuisine.

7. SOV, (2002). V Salt Lake City otvorili Slovenský dom.

8. Úrad vlády Slovenskej republiky, (2004). *Hry XXVIII. olympiády*.

9. Hnonline, (2006). V Turíne otvorili Slovenský dom.

## Slovak House in Beijing, Photo: Black Tea

Slovak House in Beijing (2008) was located in a renovated restaurant near the Tiananmen square. Place was decorated with Slovak signs, colours, faces of Slovak athletes and photos of Slovak nature<sup>(10)</sup>. The motto was "Slovakia - country with a big heart". Slovak President Ivan Gašparovič and Slovak Minister of Education Ján Mikolaj were also present at the opening ceremony.<sup>(11)</sup>

In Vancouver (2010), the Slovak House was located in the International Film Centre in Vancouver and had a rich cultural program. There were concert and theatre performances from artists such as Slovak music group "Cigánski diabli", Milan Sládek with his famous pantomime, "Radošinské naivné divadlo" theater, cellist Jozef Lupták and Teatro Tatro. The cultural presentation of Slovakia also included the presentation of important Slovak films or documentaries and selected book titles<sup>(12)</sup>. In addition to Prince Albert of Monaco, Canadian politician Naomi Yamamoto and Chairman of the Serbian National Olympic Committee were present at the opening ceremony. <sup>(13)</sup>



Slovak House in Beijing, Photo: Black Tea

10.ASB, (2008). Slovenský dom so športovým duchom. [URL <CLICK ME>](#)

11. Pravda, (2008). V Pekingu otvorili Slovenský dom. [URL <CLICK ME>](#)

12. SOV, (2010). Slovenský reprezentačný dom bude mať svoje miesto aj vo Vancouvri. [URL <CLICK ME>](#)

13. Pravda, (2010). Otvorili Slovenský olympijský dom. Navštívil ho i monacký princ Albert. [URL <CLICK ME>](#)

## Slovak house in the building of the British royal family and at the Russian railway station

The most prestigious National House that Slovakia has ever had at the Olympics was in London (2012). The house was located in the Institute of Directors building, which is owned by the British royal family. In addition to presentations of Slovak gastronomy, winery and country through the pictures there were also performances from folk group "Lúčnica" or a concert of Miro Žbirka with British singer Ian Anderson. The aim of the Slovak travel agency was also to propagate tourism in Slovakia focusing on Košice, which was the European capital of culture in 2013. In order to arouse interest about Slovakia, the agency prepared a visual advertising campaign through promotional materials in the London Underground and on buses. (14)

The organization of the Slovak House in Sochi (2014) was associated with problems with high rental prices. Thanks to the owner of "Tatravagónka Poprad", who had good business relations with Russian railways, a so-called "Slovak point" was created at the Adler railway station. Thanks to its strategic location, practically every visitor passed through this place. In addition to the cultural, sports and social framework, business has also played an important role, as Russia is an important trading partner. Therefore, there was Slovak gastronomy, regions, tourism and nature presented. (15)



*Slovak president at the opening ceremony in London, Photo: SITA/Jozef Jakubčo*

14. Slovenské zahraničie, (2012). Slovenský dom v Londýne v lesku prestížneho inštitútu riaditeľov. [URL <CLICK ME>](#)

15. SOV, (2014). Slovenský dom v Soči začína byť realitou, Slovak Point bude na novom železničnom termináli v Adleri. [URL <CLICK ME>](#)



## The well-established Slovak House continues to build relations through the culture

Slovak culture was presented also at the summer Olympics in Rio (2016), where Slovakia had a two-storey house with the motto "Slovak House - Where Your Heart is"<sup>(16)</sup>. Slovak House, which was decorated with Čičmany motifs, was opened by Slovak president Andrej Kiska and Czech president Miloš Zeman. A Slovak folklore group played an anthem of Slovakia and Brazil and after that there was a performance of a Brazilian ensemble with a traditional rhythm section by musicians and three exotic dancers.<sup>(17)</sup>



*Opening ceremony in Rio, Photo: TASR/Michal Svítok*

16. SOV, (2016). Slovenský dom v Riu. [URL <CLICK ME>](#)

17. Sportnet, (2016). Vyskúšal si aj sambu. Kiska so Zemanom otvorili Slovenský dom v Riu. [URL <CLICK ME>](#)



## The well-established Slovak House continues to build relations through the culture

The Slovak House in PyeongChang (2018) was located in the seaside town of Kangnung. House was opened by Slovak president Andrej Kiska and together with him there was also a Latvian president Raimonds Vejonis such as the Slovak Minister of Foreign Affairs Miroslav Lajčák. Ceremony was also visited by industry and trade representatives of the Republic of Korea. House was also opened with a demonstration of taekwondo as well as Slovak traditional costumes. (18)



*Opening ceremony in Rio, Photo: TASR/Michal Svítok*

## Conclusion

Since the 1996 Summer Olympics in Atlanta, Slovakia has had its own National House at every Olympic Games. Except for creating a pleasant environment for Slovak athletes and fans, Slovak House welcomed plenty of foreign visitors who could taste Slovak cuisine and learn more about Slovak culture. Over the years, the Slovak House has also been visited by several high-ranking state officials, such as presidents, foreign ministers, chairmen of Olympic committees, businessmen, mayors as well as other diplomats and valuable guests. In addition to the presentation of Slovak culture, the National House also became a place where investment and travel opportunities were presented. The Olympic Games, the biggest sporting event in the world, provide a great opportunity to present Slovakia and to strengthen international relations with other countries.



# Thank you for reading.

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# Case study

## The Centre of Polish Culture "Więź"



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Mladí konzervativci



## The most important activities:

- 1) Maintaining peace and harmony between ethnic groups in Kazakhstan,
- 2) Promoting the protection and development of the culture and language of Polish society in Kazakhstan,
- 3) Development of Polish-Kazakh cultural and humanitarian cooperation,
- 4) Concentrating efforts to preserve and develop the Polish language, culture and national traditions of Poles (the Center uses festivals and exhibitions of folk art, Polish national and national holidays, reading competitions in the mother language, conferences and "round tables"),
- 5) Promoting knowledge about the history and culture of Poland and the participation of ethnic Poles in the economic and social development of Kazakhstan,
- 6) Organizing Polish language courses for children, adolescents and adults, supporting them in getting into studies in Poland,
- 7) Assistance in establishing direct contacts of Poles from Kazakhstan with the Polish population, organizing trips of Kazakh and Polish citizens on mutual invitations.

02



## Description

The "Więź" Center is very active. It organizes meetings in Almaty on the occasion of Polish national and Catholic holidays, in the Gymnasium No. 23 in Almaty there is a Polish class where members of the "Więź" teach Polish, every year there is a "Singing Poetry Competition", and they even publish the Polish press - "Ałmatyński Kurier Polonijny" and the quarterly "Ałmator".

# OUR MEDIA:

