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ODSJEK ZA POLITOLOGIJU-MEĐUNARODNI ODNOSI I DIPLOMATIJA

ULOGA KULTURNE DIPLOMATIJE U POVEĆANJU IMIDŽA
HOLANDIJE NA MEĐUNARODNOJ SCENI

-magistarski rad-

THE ROLE OF CULTURAL DIPLOMACY IN ENHANCING THE
IMAGE OF THE NETHERLANDS ON THE GLOBAL STAGE

-master thesis-

Kandidat.

Hajrudin-Kenan Jakubović

Broj indeksa: 1133-II/PIR

Mentorica

Prof. dr. Sarina Bakić

Sarajevo, Juli, 2024

Sarajevo, Juli, 2024

Uloga kulturne diplomatije u povećanju imidža Holandije na međunarodnoj sceni

Jakubovic Hajrudin-Kenan



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POPIS SKRAĆENICA // ABBREVIATIONS

BES	Bonaire, St Eustatius, Saba
Brexit	British exit out of the European Union
BuZa/BZ/MFA/DMFA	Dutch Ministry of Foreign Affairs
COVID 19	Global pandemic
DJ	Disc Jockey
EU	European Union
FDI	Foreign Direct Investments
G2G	Government-to-government
H	Hypothesis
ICD	Institute for Cultural Diplomacy
K-culture	Korean culture
K-pop	Korean pop music
K2K	Knowledge-to-knowledge
KKNK	Klein Karoo National Art Festival
LGBTQI+	Lesbian, Gay, Bisexual, Transgender, Queer, Questioning +
many other self-identifications	under the umbrella of sexuality and/or gender
MH17	Malaysia Airlines Flight 17
NATO	North Atlantic Treaty Organization
NCIO	Netherlands Cultural Institute Online
NGO	Non Governmental Organization
NMTP	Netherlands Management Training Program
NMVW	Dutch National Museum of World Cultures
OECD	Organization for Economic Co-operation and Development
PACE	Pan African Creative Exchange
PIB	Partners for International Business
PRC	People's Republic of China
SAR	Special Administrative Region
SCH	Shared Cultural Heritage
SDG	Sustainable Development Goal
SH	Sub hypothesis
U.S.A.	United States of America
UK	United Kingdom
UNESCO	United Nations Educational, Scientific and Cultural
Organization	
VOC	Vereenigde Oostindische Compagnie - Dutch East India
Company	
WIC	West Indische Compagnie – Dutch West India Company
WTO	World Trade Organization
YoY	Year over Year

POPIS SLIKA I TABELA // TABLE OF FIGURES

GRAPH 1: NUMBER OF INTERNATIONAL TOURIST ARRIVALS IN THE NETHERLANDS FROM 2012 TO 2023 (STATISTA RESEARCH DEPARTMENT 2024)	56
GRAPH 2: TOTAL CONTRIBUTION OF TRAVEL AND TOURISM TO EMPLOYMENT IN THE NETHERLANDS IN 2019 AND 2023, WITH A FORECAST FOR 2024 AND 2034 (STATISTA RESEARCH DEPARTMENT 2024).....	56
GRAPH 3: TOTAL CONTRIBUTION OF TRAVEL AND TOURISM TO GDP IN THE NETHERLANDS IN 2019 AND 2023, WITH A FORECAST FOR 2024 AND 2034 (STATISTA RESEARCH DEPARTMENT 2024)	57
GRAPH 4: INTERNATIONAL TOURISM, NUMBER OF ARRIVALS - NETHERLANDS, JAPAN, BELGIUM, AUSTRALIA, FRANCE, GERMANY, HONG KONG SAR, CHINA, MACAO SAR, CHINA, HUNGARY, ITALY, POLAND, SPAIN, UNITED KINGDOM, UNITED STATES, RUSSIAN FEDERATION, TURKIYE, EGYPT, ARAB REP., MOROCCO, BRAZIL, INDIA, INDONESIA, SOUTH AFRICA, KOREA, REP., SRI LANKA, SURINAME (INTERNATIONAL TOURISM, NUMBER OF ARRIVALS - NETHERLANDS, JAPAN, BELGIUM, AUSTRALIA, FRANCE, GERMANY, HONG KONG SAR, CHINA, MACAO SAR, CHINA, HUNGARY, ITALY, POLAND, SPAIN, UNITED KINGDOM, UNITED STATES, RUSSIAN FEDERATION, TURKIYE, EGYPT, ARAB REP., MOROC N.D.)	58
TABLE 1: CULTURAL GOODS ACCORDING TO CULTURAL DOMAINS (EUROSTAT N.D.)	59
TABLE 2: INTERNATIONAL TRADE IN CULTURAL GOODS, 2017 AND 2022 (EUROSTAT N.D.)	60
TABLE 3: EXPORTS OF CULTURAL GOODS AS A SHARE OF TOTAL EXPORTS, 2017 AND 2022 (EUROSTAT N.D.)	61

SADRŽAJ // CONTENTS

Summary	8
Introduction	10
1. Methodology use-case	11
2.1. Culture.....	12
2.2. Diplomacy.....	13
2.3. Cultural diplomacy.....	14
2.4. Soft power.....	15
2.5. Interpolation.....	16
3. General introduction to Dutch cultural diplomacy	16
4. Historic overview of Dutch foreign policy	18
4.1. General history of the Netherlands.....	18
4.2. Historic relation between Dutch culture and influence.....	23
4.3. VOC and WIC.....	25
4.3.1. History of the chartered trade company.....	25
4.3.2. The importance and legacy of the VOC.....	26
4.3.3. The importance and legacy of the WIC.....	27
4.4. Colonial legacy and current relations.....	28
5. Dutch cultural diplomacy and the world	29
5.1. Dutch cultural diplomacy within Europe.....	29
5.2. Dutch cultural diplomacy on the borders of Europe.....	37
5.3. Dutch cultural diplomacy with the world.....	40
6. Case study	52
6.1 Research problem.....	52
6.2 Research subject.....	52
6.3 Theoretical basis of research.....	53
6.4. Methodology, goals and the scientific method.....	53
6.4.1. cULTURAL AND Scientific research goals.....	53
6.4.2. Methodology usage.....	54
6.4.3. Hypothesis system.....	54
6.5. Impact of Dutch cultural diplomacy on the Netherlands.....	54
6.5.1. Tourism.....	55

6.5.2. Cultural influence.	59
6.5.3. International partnerships.	61
6.6. Cultural diplomacy, business partnerships and investments.	62
6.6.1. Cultural diplomacy and business partnerships.	62
6.6.2. Cultural diplomacy and investments.	63
6.7. Colonial legacy and present-day impact of Dutch cultural diplomacy.	64
7. Conclusion.	65
8. Literature.	67
9. Short biography.	74
10. IZJAVA O AUTENTIČNOSTI RADOVA.	75

SUMMARY

This study seeks to examine the influence of cultural diplomacy on the international reputation of the Netherlands, with a specific focus on the efficacy of Dutch cultural diplomatic tactics and their effects on soft power, tourism, cultural influence, and international relationships. It examines the consequences of Dutch cultural diplomacy on former colonies. The study utilises a mixed-methods strategy, integrating qualitative and quantitative research methodologies, which involves examining periodicals, scientific works, and specialised literature. Contextual analysis is employed to examine historical factors, while case studies of Dutch cultural institutions and comparative analyses with other nations are carried out.

Dutch cultural diplomacy is efficiently structured and seamlessly incorporated into the wider framework of foreign policy. The Dutch Ministry of Foreign Affairs and the Creative Industries Fund NL are essential agencies responsible for implementing cultural policies. The implementation of these measures has greatly bolstered the cultural influence and soft power of the Netherlands, as seen by the notable rise in tourism, export of cultural goods and the establishment of international relationships. Dutch cultural diplomacy strives to foster mutual understanding and cooperation on global matters, such as sustainability and social inclusion.

Key words: culture, cultural diplomacy, the Netherlands, soft power.

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Thank you,

INTRODUCTION.

Culture is soft power. Culture is a showcase of a society 's customary beliefs, values, goals and practices. Culture encompasses a wide range of subjects including but not limited to; art, music, design and architecture to name a few. Culture by its very nature transcends borders and works to diffuse ideas, concepts and philosophies to as wide an audience as possible, ignorant of borders, authorities and limits. It is easily incorporated into diplomatic frameworks. (Wolff 2021)

This work will focus on the role that cultural diplomacy plays in enhancing the image of the Netherlands on the global stage. Dutch cultural policy is a cornerstone of the Netherlands' diplomatic efforts and serves to underpin economic, social and political policy. (Netherlands 2020) How effective is the Netherlands in their cultural diplomatic strategies and does that translate into an effective increase in Dutch soft power? The effect such policies would have on parameters such as tourism, cultural influence and international partnerships will be explored to offer findings and draw conclusions. Another key question that will be explored is the strategic integration of Dutch cultural identity in diplomatic initiatives and whether they positively influence business partnerships and (potential) investments. In some scenarios this would pose a challenge to quantify and translate into concrete numbers, however, Dutch cultural initiatives are well organized, capitalized and substantiated. (Netherlands 2020) As such it is possible to draw parallels between initiatives in Dutch cultural diplomacy and corresponding changes in the economic sector and international standings. Lastly, the impact of cultural diplomacy on former Dutch colonies and their past, present and future potential relations. Other minor topics will include the impact of cultural diplomacy on everyday people, cultural shifts and the difficulties and benefits that accompany these changes.

This thesis aims to add to the growing discussion of the role of cultural diplomacy in influencing attitudes and promoting constructive international relations by analysing the Dutch cultural experience.

The Netherlands has a robust system in place for its cultural diplomatic undertakings and cultural diplomacy. While not as omnipresent or powerful as some contemporary cultural powerhouses like the U.S.A, Japan or France, it still has a strong cultural sphere, international standing and cultural dissemination. (Soft Power 30 - Netherlands n.d.) (The Good Country Index n.d.) This is in part thanks to the effective and organized way in which the Dutch Ministry of Foreign Affairs (MFA/BuZa/BZ), the Creative Industries Fund NL, the Prince Claus Fund, Dutch-Flemish cultural institute deBuren, Mondriaan Fund, the Netherlands Film Fund, the

Cultural Participation Fund, the Performing Arts Fund, the Dutch Foundation for Literature and many more cultural institutions, grants, foundations and organisations plan, fund and execute cultural policies through a tiered system of importance. (Netherlands 2020) Emphasis is placed first on countries where collective efforts yield the greatest added value.

1.METHODOLOGY USE-CASE.

This thesis encompasses different use-cases of various methodological approaches. As the main focus lies on cultural diplomacy and how it relates to the Netherlands with regard to its international standing, this work will make use of the myriad of publications, scientific works and specialized literature as it relates to culture, diplomacy and the Netherlands.

In general terms, diplomacy and culture are multifaceted concepts that are by their very nature interdisciplinary, as such the thesis will also provide additional context by defining these key concepts. Starting from introductory theory and basic specifications onto how these relate to cultural diplomacy as practiced by the Netherlands. Similarities and common ground will be explored and explained as needed. Cultural institutes, grants and foundations that play a role in Dutch cultural diplomacy are a key component that will be analysed within their socio-political context and how they relate to Dutch cultural diplomacy.

The main goal of this thesis is to effectively quantify and qualify to what extent cultural diplomacy strengthens (or doesn't) the Netherlands on the international stage. This is not limited to just general sentiment that foreign countries and people have towards the Netherlands, Dutch people and Dutch culture but continues into economy and soft power influence.

Through the method of Analysis, Analogy, Observation, Deduction, Comparative and Quantitative this thesis will find answers to the hypothesis presented, including the main hypothesis "Effective cultural diplomacy strategies will be associated with an increase in the Netherlands' soft power, as evidenced by greater cultural influence, tourism, and international partnerships."2. Culture, diplomacy, cultural diplomacy and soft power.

2.1. CULTURE.

The classic definition of culture is attributed to the anthropologist Edward Burnett Tylor. "Culture is that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society." (Tylor 1920) As culture belongs in the domain of sociology there is no exact definition that is universally used. Another definition is given by Leslie A. White where "Culture is a behaviour that is unique to humans, together with material objects used as an integral part of this behaviour. Thus culture includes language, ideas, beliefs, customs, codes, institutions, tools, techniques, works of art, rituals and ceremonies among other elements." (White, The Concept of Culture 1959)

(White, "culture" 2022) Culture as we now understand it today is the unique mental ability of humans. It can be explained as assigning specific meaning to things and events that cannot be grasped with the senses alone. (White, "culture" 2022) The word "dog" derives its meaning from us. The sounds and letters that form the word "dog" are not inherent to it. The term *symboling* encapsulates this phenomenon and is used to define the assignment of meaning by people. Symboling should not be confused with symbolizing. (White, "culture" 2022)

While the generalized anthropological definition of culture is a bit broad, it nevertheless encompasses the elements that relate culture to diplomacy and by extension, to cultural diplomacy. Culture in modern society is thoroughly quantified, researched, categorized, commercialized and capitalized. Through this process we can see which components of culture are relevant to diplomacy and how we quantify them. Through grants given by governments, NGOs, cultural institutions, private sector commercial and profit-seeking cultural products we can measure how much is spent, how much is made, how many are employed in the culture sector and/or culture-adjacent sectors and various performance metrics both globally and locally. Cultural products can be defined as products that are associated with any particular culture, whether those products are physical or immaterial is not relevant. Physical products such as literature, food and arts but also abstract products such as music or theatre fall under the concept of cultural products. Cultural products effectively equate to anything that expresses a culture's values, beliefs, and traditions. (Lawrence 1999) While the generalized anthropological definition of culture is a bit broad, it nevertheless encompasses the elements that relate culture to diplomacy and by extension, to cultural diplomacy. Culture in modern society is thoroughly quantified, researched, categorized, commercialized and capitalized. Through this process we can see which components of culture are relevant to diplomacy and how we quantify them. Through grants given by governments, NGOs, cultural institutions,

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2.2. DIPLOMACY.

The term diplomacy is derived from the 18th-century French term diplomate ("diplomat" or "diplomatist"), based on the ancient Greek *diplōma*, which roughly means "an object folded in two". Similar to the term 'culture', diplomacy also does not have a universal, set meaning or definition that is exclusively used. Diplomacy is an important tool in international relations as it serves as the main avenue in which countries engage on the global stage. Diplomacy is one of the oldest forms of statecraft, employed as a means of communication since ancient times. Whenever organized human settlements formed, past forms of diplomacy would then be used as a means of communication between these groups. Diplomacy can thusly be categorized as the communication, representation, negotiation and implementation of foreign policy. Diplomacy has evolved throughout the ages. Early forms of diplomacy would take shape in the form of envoys being sent with specific instructions on their interactions and goals with their foreign counterparts. (Langhorne 1998) This evolved further into embassies with established formal channels of communication that would engage in bilateral and multilateral communications. (Langhorne 1998) With the arrival of new technologies, innovations in statecraft and the sciences, diplomacy further changed with it. New forms of diplomacy were devised and implemented to serve as more effective avenues of communication and dialogue. Public diplomacy puts the emphasis on directly engaging the wider foreign public as a means of shaping perception and garner influence for a country's values and policies. (Wolff 2021) Digital diplomacy uses new technology as tools to conduct diplomacy, often with new platforms like social media to find their targeted audience. (Wolff 2021) Cultural diplomacy, while not exactly new, also takes many cues from new innovations and applies it to great effectiveness. (Wolff 2021) The goal is to leverage a nation's cultural assets, build bridges and

foster long-term relations, strengthen its soft power and international standing.

The role of diplomacy extends beyond nations and includes international organizations, non-governmental organizations (NGO), and multinational corporations. These entities participate in diplomatic processes and contribute to a more inclusive and multifaceted diplomatic field. Diplomacy is interdisciplinary by its very nature, integrating elements of politics, economics, culture, and technology. Diplomacy remains an indispensable tool in the conduct of international relations, facilitating dialogue, cooperation, and the peaceful resolution of disputes. Its evolving nature reflects the continuous adaptation to global challenges and opportunities, emphasising continued importance in an increasingly interconnected world.

2.3. CULTURAL DIPLOMACY.

The definition of cultural diplomacy is not exact, as there are many different interpretations. However, the definition of cultural diplomacy as provided by the Institute for Cultural Diplomacy (ICD) seems to be the most thorough. "Cultural Diplomacy may best be described as a course of actions, which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity, whether to strengthen relationships, enhance socio-cultural cooperation, promote national interests and beyond; Cultural diplomacy can be practiced by either the public sector, private sector or civil society." (Institute for Cultural Diplomacy What is Cultural Diplomacy? What is Soft Power? n.d.) Cultural diplomacy is a dynamic and multifaceted component of international relations. It is essential for forming long-lasting ties between countries, promoting mutual understanding and influencing attitudes. (Clarke 2020) Cultural diplomacy uses a country's artistic, literary, traditional, and cultural legacy as strategic tools to exert influence and soft power internationally. (Clarke 2020) Cultural diplomacy is a broad term that includes a variety of initiatives, including international festivals, educational initiatives, partnerships between cultural organisations, and cultural exchanges. The potential of cultural initiatives to improve a nation's image and influence overseas is highlighted by the strategic use of cultural diplomacy. Targeted foreign engagements and a network of cultural institutions are part of the Netherlands' systematic approach to cultural diplomacy. (Netherlands 2020) This demonstrates how cultural diplomacy can effectively complement economic, social, and political objectives. The Netherlands regularly participates in cultural diplomacy to strengthen its standing and influence abroad through its network of cultural organisations, which includes the Prince Claus Fund, the Creative Industries Fund NL, and the Dutch-Flemish cultural institute deBuren. (Netherlands

2020) In addition to addressing the nuanced historical legacies, such as colonialism, cultural diplomacy seeks to foster more inclusive and fair international relations. The interdisciplinary nature of cultural diplomacy requires a thorough understanding of both cultural and diplomatic theories and practices. It involves not only the promotion of national culture but also the ability to engage with and respect the other cultures.

Cultural diplomacy is an essential instrument that enhances traditional diplomacy by integrating cultural elements that connect with a wide range of audiences. (Clarke 2020) Cultural diplomacy will certainly play an increasingly important role in influencing international relations and promoting mutual understanding as long as countries continue to recognise its worth.

2.4. SOFT POWER.

Political scientist Joseph Nye popularised the term "soft power," which describes a nation's capacity to influence other people's preferences without using force or payment. (Nye, Soft power : the means to success in world politics 2004) This form of power stands in contrast to hard power, which relies on military force and economic sanctions. (Nye, Propaganda Isn't the Way: Soft Power 2003) Soft power is an essential component of contemporary international relations since it stems from a nation's foreign policy, political ideals, and culture. Numerous scholarly publications and official papers emphasise the importance of soft power. Nye goes into detail in his seminal work "Soft Power: The Means to Success in World Politics" how nations might use their intangible resources to influence international affairs. Soft power is the capacity to attract and co-opt instead of coercing, enabling nations to accomplish their goals through public diplomacy, cultural diplomacy, and other non-military means. Soft power is also closely linked to cultural diplomacy. (Nye, Soft power : the means to success in world politics 2004)As countries attempt to influence others without using force, soft power is becoming more and more important in today's global environment. It complements hard power by offering a more sustainable and appealing approach to achieving foreign policy goals. As Nye indicates, a key component of a nation's overall influence is its capacity to entice and convince. (Nye, Soft power : the means to success in world politics 2004) As countries attempt to influence others without using force, soft power is becoming more and more important in today's global environment. It complements hard power by offering a more sustainable and appealing approach to achieving foreign policy goals. As Nye indicates, a key component of a nation's overall influence is its capacity to entice and convince.

2.5. INTERPOLATION

Within this framework, soft power is the intended outcome, culture is the substance, diplomacy supplies the means, and cultural diplomacy serves as the instrument. To improve its reputation and influence abroad, the Netherlands promotes its art, design, and legacy as part of its cultural diplomacy initiatives. (Netherlands 2020) Culture offers the fundamental components that countries use to establish connections with one another. These cross-border exchanges are made possible by the institutions and procedures that diplomacy offers. Stronger diplomatic ties, more foreign investment, and higher tourism are all concrete outcomes of good cultural diplomacy, which use cultural expressions to further diplomatic objectives. Cultural diplomacy also produces soft power. These ideas work together to give countries a coherent plan for engaging with the outside world, advancing their interests, and establishing enduring diplomatic ties.

3. GENERAL INTRODUCTION TO DUTCH CULTURAL DIPLOMACY.

The Netherlands uses cultural diplomacy as a strategic component of its foreign relations, utilising its abundant cultural legacy and creative industries to amplify its global influence and promote international collaboration. The Netherlands' dedication to fostering cultural exchange, mutual understanding, and international stability through soft power is emphasized by this strategy. (Netherlands 2020)The Netherlands has a rich cultural heritage that spans many centuries, including a notable era of impact during the Golden Age when Dutch art, literature, and science were at the forefront of European culture. The country's cultural diplomacy efforts are now influenced by this historical legacy. Its diplomacy is distinguished by a methodical and well-planned strategy, encompassing a diverse range of institutions, policies, and programmes aimed at promoting the cultural values of the Netherlands and improving its global reputation. The International Cultural Policy 2021-2024 is a significant framework that governs Dutch cultural diplomacy. (Netherlands 2020) This document will be referenced often. It is jointly overseen by the Minister of Foreign Affairs, the Minister for Foreign Trade and Development Cooperation, and the Minister of Education, Culture, and Science. (Feil n.d.) This strategy underscores the crucial significance of culture in international relations, emphasising the necessity for a synchronised endeavour to advocate Dutch culture overseas. The policy's main objectives encompass enhancing bilateral cultural collaboration, providing assistance to Dutch cultural institutions and artists, and utilising cultural diplomacy to tackle global issues such as climate change and social inequality. (Netherlands 2020)The Netherlands has a rich cultural heritage that spans many centuries, including a notable era of

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The core of Dutch cultural diplomacy lies in the vast network of cultural organisations and financing organisations that enable cultural exchange and promote Dutch culture on a global scale. The main participants in this initiative are the Creative Industries Fund NL, the Prince Claus Fund, the Dutch-Flemish cultural institute deBuren, the Mondriaan Fund, the Netherlands Film Fund, the Cultural Participation Fund, and the Performing Arts Fund. These organisations provide assistance and funding for various activities, including art exhibitions, film festivals, educational exchanges, and joint projects with international artists and cultural institutions. (Netherlands 2020)

An exemplary instance of Dutch cultural diplomacy is the Creative Europe programme, wherein the Netherlands engages in collaborative efforts with other European nations to advance cultural variety and facilitate cross-border cultural cooperation. The programme provides financing to projects that contribute to the advancement of a European cultural sphere, amplifying the prominence of Dutch culture within the wider European framework. (Netherlands 2020) Dutch cultural diplomacy additionally lays great importance on promoting the Dutch language and literature overseas. Institutions such as the Dutch Foundation for Literature play an essential role in translating and distributing Dutch literary works globally. (Netherlands 2020) Cultural diplomacy is crucial in the Netherlands' endeavours to interact with its former colonies and confront historical legacies. This facet of Dutch cultural diplomacy seeks to promote reconciliation and establish fairer relationships founded on mutual respect

and understanding. An example of this is the Netherlands' participation in diverse cultural endeavours in Indonesia, Suriname, and the Caribbean. These projects prioritise the promotion of shared cultural heritage and cooperative initiatives, emphasising the historical and cultural connections between these regions and the Netherlands.

Dutch cultural diplomacy includes the promotion of modern Dutch culture and innovation. The Netherlands is widely recognised for its significant contributions to design, architecture, and the creative industries, which play a crucial role in its cultural diplomacy strategy. (Netherlands 2020) The Netherlands actively promotes its creative and sustainable approaches in design and architecture through international exhibitions, trade missions, and cultural events, showcasing the talent of Dutch designers and architects. The Dutch Design Week, for instance, exhibits the finest examples of Dutch design and functions as a forum for global cultural exchange and cooperation. (Netherlands 2020)

Aside from these institutional endeavours, Dutch cultural diplomacy also encompasses public diplomacy programmes that actively involve foreign audiences and aim to foster a favourable perception of the Netherlands. This includes social media campaigns, cultural programming on media platforms, and engagement in global cultural events such as the Venice Biennale and the Cannes Film Festival. These programmes have the objective of targeting a wide range of people and showcasing the Netherlands' cultural liveliness and inclusiveness. (Netherlands 2020) (Feil n.d.)

The Netherlands utilises its cultural resources to not only strengthen national influence but also promote worldwide cultural variety and intercultural communication. The deliberate use of cultural diplomacy highlights the significance of culture in fostering international connections and tackling global issues in a progressively interconnected society.

4. HISTORIC OVERVIEW OF DUTCH FOREIGN POLICY.

4.1. GENERAL HISTORY OF THE NETHERLANDS.

The Netherlands experienced profound transformations during the period of 1400 to 1810 which has shaped its political, economic, social, and cultural environment. This period encompasses the rise and fall of the Dutch Republic, significant colonial expansion, remarkable cultural achievements, and critical diplomatic engagements. These centuries marked the Netherlands' emergence as a global power and its subsequent adaption into a modern state. (Israel 1995)

In 1477, the death of Charles the Bold, the Duke of Burgundy, resulted in the marriage of his daughter, Mary of Burgundy, with Maximilian of Austria. The union resulted in the Burgundian Netherlands falling under the control of the Habsburgs, which laid the foundation for the complex political situation in the region. The Habsburgs faced opposition from regional aristocracy and municipalities in their attempts to consolidate power, as these entities cherished their independence. (Israel 1995)

Charles V's reign from 1515 to 1555 was notable for his efforts to consolidate the provinces more closely into the Habsburg domain. In 1531, he founded the Collateral Councils in Brussels with the aim of strengthening central governance. The attempts to consolidate power frequently clashed with the provinces' aspiration for autonomy, foreshadowing the basis for future disputes. (Israel 1995)

The 16th century was characterized by religious turmoil. The Protestant Reformation, instigated by Martin Luther in 1517, swiftly garnered followers in the Netherlands, resulting in widespread opposition to the Catholic Habsburg rulers. Following the succession of Charles V, which involved the use of the Spanish Inquisition, Philip II's severe reaction exacerbated tensions and fuelled resistance. (Israel 1995)

The Eighty Years' War (1568-1648) commenced as an uprising against Spanish dominion and religious oppression. The northern provinces joined together in their quest for autonomy under the guidance of William of Orange. The Union of Utrecht, established in 1579, formalised this union and laid the groundwork for the Dutch Republic. The struggle was characterized by historic military engagements and shifting allegiances. This state persisted for several decades until the Treaty of Westphalia in 1648. The treaty acknowledged the autonomy of the Dutch Republic and solidified its influential role in European affairs. (Israel 1995)

The political structure of the Dutch Republic prioritised decentralised governance, with power vested in the provincial estates and the States General. This system promoted a political culture characterised by the practice of reaching agreements and finding common ground which was essential for preserving stability in an area with varied interests and substantial commercial activity. The 17th century is referred to as the Dutch Golden Age and was characterised by remarkable economic affluence and cultural blossoming. (Israel 1995)

Amsterdam became the financial hub of Europe because of significant advancements like the creation of the Amsterdam Stock Exchange in 1602 and the introduction of sophisticated financial tools. The Dutch merchants and financiers had a crucial impact on the worldwide

economy, thanks to their advanced banking system and highly proficient workforce. The economic prosperity of the Republic was further bolstered by developments in agriculture, shipbuilding, and industry. (Israel 1995)

The Dutch Golden Age witnessed significant advancements in art, science, and intellectual pursuits, contributing to its rich cultural heritage. This period produced renowned artists such as Rembrandt, Vermeer, and Frans Hals, whose works remain central to Western art. The Republic fostered an intellectual milieu that exhibited a notable level of religious tolerance and freedom of expression which served as a magnet for intellectuals and scholars from many parts of Europe. The University of Leiden was established in 1575 and emerged as a prominent hub of knowledge, playing a critical role in the progress of disciplines such as philosophy, science, and law. (Israel 1995) (Emmer and Gommans 2020)

Dutch colonial expansion had far-reaching consequences. The VOC developed a prominent foothold in Asia, with major commercial outposts in Batavia (Jakarta, Indonesia), Ceylon (Sri Lanka), and the Spice Islands (Maluku Islands, Moluccas, Indonesia). The establishment of these colonies played an essential role in facilitating the lucrative spice trade as it proved to be highly profitable for the Dutch. The WIC created colonies in the Caribbean and South America, including Suriname and sections of Brazil, and had a significant role in the transatlantic slave trade by sending enslaved Africans to labour on plantations. The Dutch colonial empire encompassed both economic exploitation and cultural exchange. The Netherlands greatly profited from the income generated by its colonies, which funded its golden period of prosperity. Colonial governance also entailed substantial brutality and subjugation, especially concerning the transatlantic slave trade and the exploitation of native communities. The colonial operations exerted enduring social and economic effects on the colonies, with many of them grappling with the lasting consequences of Dutch governance far into the contemporary period. (Emmer and Gommans 2020)

The Dutch Republic showed great skill in diplomatically manoeuvring through the complex political environment of Europe. It became an essential partner and a powerful opponent due to its abundant resources and advantageous location at sea. The Republic engaged in multiple confrontations with major nations such as England and France, frequently employing strategic alliances to preserve its autonomy and safeguard its economic interests. The 17th century Anglo-Dutch Wars were a sequence of naval confrontations between England and the Republic of the Netherlands which were mostly driven by their competition for commercial supremacy.

These conflicts were a manifestation of the Republic's determination to safeguard its maritime and economic concerns. (Israel 1995)

The Dutch Republic encountered substantial obstacles during the late 17th and early 18th centuries. The Republic's resources and military skills were severely strained and challenged by the series of conflicts with France, especially during the reign of Louis XIV. The War of the Spanish Succession (1701-1714) caused further depletion of resources and energy for the Republic, resulting in a decrease in its political and economic supremacy. The Republic faced internal issues of political factionalism and economic hardships. The waning of the VOC and the changing dynamics of worldwide commerce had a significant impact on the economic base of the Republic. The political framework of the Republic strongly depended on the collaboration of provincial estates also became progressively cumbersome due to both external and internal pressures. (Israel 1995)

There was an emergence of revolutionary forces in the late 18th century that were influenced by the Enlightenment as well as the American and French revolutions. These movements advocated for political reform and increased democratic representation. The Patriot Revolt of the 1780s, led by middle-class individuals aiming to diminish the authority of the ruling elite and enhance civic engagement. It brought attention to the escalating dissatisfaction within the Republic. The Netherlands saw significant transformations as a result of the French Revolutionary Wars and the following ascension of Napoleon Bonaparte. The Batavian Republic was created in 1795, succeeding the Dutch Republic, as a result of French actions. The Batavian Republic enacted substantial political and social reforms, drawing inspiration from the principles of the French Revolution. It also continued to rely significantly on France, which mirrored the larger geopolitical changes of the time. (Israel 1995)

The Netherlands became part of the French Empire under Napoleon in the early 19th century. The brief duration of French governance had a lasting influence on the administrative and legal frameworks of the Netherlands. The Congress of Vienna created the United Kingdom of the Netherlands after Napoleon's downfall in 1815, including both the northern and southern provinces. The purpose of this union was to establish a buffer state to protect against any French assault. It ended up encountering strong internal disagreements and ultimately resulted in the Belgian Revolution of 1830. (Israel 1995)

The Netherlands prioritized the process of reconstruction and modernization during the early 19th century. The Industrial Revolution had an extensive effect on the economy as it

revolutionised transportation and communication with the use of railways, steamships, and telegraphs. These technological breakthroughs facilitated industrial expansion and urban development which led to a transition in the economic structure from primarily agricultural to primarily industrial. (Israel 1995)

The Netherlands had a gradual shift towards a more liberal and democratic political structure. The 1848 Constitution was shaped by the Revolutions of 1848 throughout Europe and implemented substantial changes such as the formation of a parliamentary democracy. These changes diminished the authority of the monarchy and amplified the sway of elected representatives, establishing the groundwork for contemporary Dutch democracy. (Israel 1995)

The Netherlands accepted modernism as a cultural movement in the 1800s, while also keeping many of their creative and intellectual traditions. Prominent individuals such as Vincent van Gogh and Jacobus Henricus van 't Hoff appeared during this period, showcasing the Netherlands' ongoing impact on the fields of art and science. The emergence of a bourgeois society had a significant impact on the cultural environment as it fostered a stronger focus on education, literature, and the arts. (Israel 1995)

The Dutch colonial empire maintained its significance throughout the 19th century. The Dutch East Indies, which is now known as Indonesia, was the most lucrative colony, yielding substantial economic advantages through the export of coffee, sugar, and other commodities. The implementation of the Cultivation System during the early 19th century compelled Indonesian peasants to cultivate cash crops for the sake of export. This resulted in substantial economic exploitation, while also enabling a stronger integration of the colony into the world economy. (Emmer and Gommans 2020)

The Dutch colonial policy in the East Indies was marked by a paternalistic strategy, prioritising control and exploitation rather than development and education. The indigenous population endured severe conditions due to the implementation of this system during colonial rule. It created substantial social and economic inequalities. A nascent reformist attitude emerged in the late 19th century which was characterized by certain endeavours to improve education and infrastructure in the colonies. (Israel 1995)

The abolition of slavery in 1863 was a momentous occurrence in the Caribbean. The Dutch were one of the last European powers to eliminate slavery and the process was filled with difficulties. Formerly enslaved individuals encountered substantial challenges in achieving economic autonomy and the enduring impact of slavery persisted in shaping the social and

economic frameworks of Dutch Caribbean territories such as Suriname and the Antilles. (Israel 1995)

The Netherlands consistently pursued a policy of neutrality in European conflicts during the 19th century. This stance enabled the nation to prioritize domestic progress and evade the destructive consequences of war that impacted numerous neighbouring countries. Dutch diplomacy during this century was marked by a pragmatic strategy, aiming to maintain a delicate equilibrium in its ties with major powers while safeguarding its economic interests. (Israel 1995)

4.2. HISTORIC RELATION BETWEEN DUTCH CULTURE AND INFLUENCE.

The Netherlands has had a significant and wide-ranging influence on global culture through its contributions to art, science, trade, architecture, and more. This cultural impact has endured for many centuries, beginning with the Dutch Golden Age in the 17th century and continuing to the present day.

The Netherlands witnessed an unparalleled proliferation of artistic expression during the Dutch Golden Age. Notable artists emerged whose creations have had a profound influence on the progression of Western art. Rembrandt's adept use of illumination and darkness, along with his profound understanding of the human psyche as depicted in his portraiture and historical compositions, has established an elevated benchmark in the field of art. (Israel 1995) The complexity and emotional depth of his work, notably "The Night Watch," is well acclaimed. Vermeer's artworks, like "Girl with a Pearl Earring," are renowned for their meticulous intricacy and skilful manipulation of light which enhances the genre of domestic interior scenes that depict ordinary life with a tranquil and aesthetically pleasing quality. (Israel 1995) Hals revolutionized portraiture with his lively and spontaneous brushwork, leaving a lasting impact on numerous subsequent artists. (Israel 1995)

The Netherlands played a crucial role in science and philosophy, especially during the 17th century. The University of Leiden was established in 1575 and emerged as a centre of intellectual pursuit. (Israel 1995) René Descartes, the renowned French philosopher, mathematician, and scientist, spent a significant amount of time in the Netherlands, where he composed several of his most significant literary pieces such as "Meditations on First Philosophy." Descartes' rationalist philosophy established the foundation for contemporary Western thought. (Israel 1995) Baruch Spinoza was a Dutch philosopher and made a notable contribution with his work "Ethics." It offered a methodical perspective of the cosmos based

on rationality and secularism. Spinoza's concepts regarding the liberty of mind and the essence of existence have had a long-lasting impact on Enlightenment philosophy and subsequent intellectual developments. (Israel 1995)

The Dutch have made significant contributions to the fields of architecture and urban planning. Water management and urban design have had a strong impact on the growth of cities, both in Europe and elsewhere. (Israel 1995) The canal system of Amsterdam was created in the 17th century and continues to serve as a prime example of efficient urban planning and hydraulic engineering. Dutch engineers and architects were instrumental in land reclamation endeavours, as demonstrated by their building of polders. This transformed waterlogged regions into cultivable soil. The export of these techniques had a significant impact on the development of cities such as St. Petersburg in Russia and New Orleans in the United States. (Israel 1995)

The Netherlands has played a critical role in the early book trade and printing business, with influential individuals such as Christoffel Plantijn and Elzevir contributing significantly to the dissemination of knowledge throughout Europe. The involvement of Dutch scholars and printers was essential in the widespread distribution of Renaissance humanism and Enlightenment concepts. The tolerant climate in the Dutch Republic facilitated the distribution of contentious and innovative literature that could have been subject to censorship in other countries. (Israel 1995)

The impact of Dutch humanism, exemplified by individuals like Erasmus of Rotterdam, reached well beyond the borders of the Netherlands. Erasmus' literary contributions such as "In Praise of Folly" and his meticulous revisions of the New Testament established the basis for contemporary critical scholarship. His concepts of tolerance, education, and moral reform had a deep impact across Europe. (Israel 1995)

The Dutch Republic's influence on world economic history goes beyond its maritime commerce and includes its innovative financial advancements. The VOC was founded in 1602 and was the first international corporation in the world and had a significant impact on worldwide trade, especially in Asia. Its most enduring impact resides in its groundbreaking financial advancements. The VOC pioneered the practice of issuing stocks and bonds to the general public, thereby establishing the Amsterdam Stock Exchange. This event signified the emergence of contemporary financial markets and enabled investors to purchase and trade stocks, while also promoting investing accessibility and inclusivity. (Emmer and Gommans 2020) This innovation enhanced financial management and transparency which were crucial

for the effective functioning of major trading companies such as the VOC. These advancements enabled the gathering of wealth on an unparalleled scale and established the foundation for contemporary capitalism. Amsterdam rose to prominence as the primary financial hub of Europe, with its stock exchange serving as the model for subsequent financial centres. (Emmer and Gommans 2020) The Dutch financial system's flexibility, shown by the creation of futures contracts and other derivatives, allowed merchants to mitigate risks and sustain a competitive advantage in international trade. (Emmer and Gommans 2020) The VOC and the Dutch West India Company (WIC) extended worldwide trading networks, fostering prosperity and facilitating cultural interchange. The financial developments made by the Dutch Republic were important to its economic success and had a lasting impact on worldwide business practices. (Emmer and Gommans 2020)

4.3. VOC AND WIC.

Out of all Dutch creations, the invention of the chartered trade company and the subsequent formation of the VOC and WIC are arguably the most impactful.

4.3.1. HISTORY OF THE CHARTERED TRADE COMPANY.

The invention and development of the chartered trade company represents an important development in the economic and political areas of the early modern period. These entities gained significant prominence throughout the late 16th and early 17th centuries, playing a crucial role in influencing global trade, expanding colonies, and establishing early capitalist economies. Chartered corporations were bestowed with rights and advantages by sovereign states, enabling them to function with a substantial level of independence in particular regions or industries. These charters frequently encompassed exclusive control over trade in specific items or locations, as well as military, political and judicial authority within their zones of operation. (Emmer and Gommans 2020)

The emergence of the chartered trade company can be attributed to the growing needs of European nations to have direct access to rare commodities and resources from faraway territories. The Portuguese and Spanish empires initially dominated this field through state-sponsored expeditions and conquests. Other European powers like England, the Netherlands, and France sought to challenge this perceived Iberian dominance and the model of the chartered company emerged as a viable solution. The English East India Company, established in 1600, and the Dutch East India Company, established in 1602, are strong examples of this type of organisation. These corporations were not only trade organisations; they possessed quasi-

sovereign capabilities, such as the authority to mint currency, negotiate treaties, and maintain armed forces. (Emmer and Gommans 2020)

The development of chartered companies was driven by several factors. One of the most important factors was the requirement for significant financial investment to carry out long-distance voyages, create trading outposts, and build infrastructure in far-off regions. The incorporation of these corporations as joint-stock entities facilitated the pooling of capital from multiple investors, thus spreading their financial risk. The exclusive rights afforded by state charters offered a level of assurance and profitability that enticed investors. This system was advantageous for the state because it promoted economic growth, extended national power, and boosted tax revenues without requiring direct government spending. Chartered companies also played a crucial role in the colonial enterprise, often serving as the vanguard of imperial expansion. They created commercial networks, engaged in diplomacy with local leaders, and set the foundation for future territorial acquisitions. (Emmer and Gommans 2020) (Israel 1995)

The authority and independence of chartered businesses frequently resulted in clashes with both indigenous communities and their respective national administrations. Their monopolistic policies and relentless pursuit of wealth often led to exploitation and violence. As the misconduct of these firms became increasingly evident and nation-states gained more power, many chartered companies were disbanded or placed under direct state supervision. (Emmer and Gommans 2020)

4.3.2. THE IMPORTANCE AND LEGACY OF THE VOC.

The Dutch East India Company (Vereenigde Oostindische Compagnie, or VOC), established in 1602, was a dominant force in global trade and cultural exchange during the early modern period. The VOC's vast trading networks enabled significant cross-cultural exchanges between Europe and Asia, especially in places such as Indonesia, Japan, India, and China. These exchanges were defined by the trade of commodities, goods, ideas, technologies, and practices. (Emmer and Gommans 2020)

The VOC acted as a cultural conduit for the introduction of European commodities, such as textiles, silver, and firearms, into Asian markets, while simultaneously bringing Asian spices, silk, porcelain, and tea to Europe. This exchange not only fostered economic growth but also resulted in the fusion of artistic genres, culinary traditions, and scientific expertise. An example is the introduction of Chinese porcelain which had a significant impact on Dutch pottery,

resulting in the development of Delftware. Similarly, the incorporation of Asian spices brought about a transformation in European cuisines. (Emmer and Gommans 2020)

The company's monopolistic practices and abusive labour policies also caused significant disruption to local economies and cultures. The VOC exerted stringent control over the spice trade in Indonesia, resulting in the subjugation and impoverishment of the native populace. The relentless quest for financial gains often led to confrontations marked by violence and the suppression of indigenous cultures. The VOC had a major role in facilitating cultural exchange, yet its policies frequently resulted in adverse social and economic consequences for the places it controlled, highlighting the complex heritage of early colonial ventures. (Emmer and Gommans 2020)

4.3.3. THE IMPORTANCE AND LEGACY OF THE WIC.

The Dutch West India Company (West-Indische Compagnie, or WIC), established in 1621, was a formidable force in transatlantic commerce and colonial expansion, with its main focus on the Americas and West Africa. The activities of the WIC promoted significant cultural exchanges, primarily through the trading of enslaved Africans, sugar, tobacco, and other goods. This interaction resulted in the incorporation of African cultural aspects into the Americas and European influences into West African communities, which contributed to the complex cultural syncretism observed in these countries. Culturally, the WIC played a critical role in the transfer of agricultural techniques, religious practices, and artistic expressions. The forced migration of enslaved Africans brought diverse traditions, languages, and knowledge systems to the Caribbean and the Americas, strongly shaping the cultural environments of these regions. On the other hand, European technologies and governance frameworks were brought into African countries, causing changes in local dynamics and social structures. The measures implemented by the WIC had significant and frequently catastrophic outcomes. The company's participation in the transatlantic slave trade led to the harsh exploitation and displacement of millions of Africans, resulting in enduring social and economic repercussions. The construction of plantations in the Caribbean and South America led to extensive exploitation of both land and labour, which in turn contributed to systemic inequalities that endured long after the dissolution of the WIC. (Emmer and Gommans 2020)

Comparing the VOC and the WIC, certain parallels and contrasts become apparent. Both corporations were bestowed with substantial powers by the Dutch government, encompassing military and administrative jurisdiction. Both companies also endeavoured to establish a trade monopoly in their respective regions. Although the VOC primarily concentrated on Asia and

promoted substantial cultural exchanges through the trade of luxury items, the WIC's main emphasis on the Atlantic sphere was more direct and frequently forceful cultural encounters, especially through the slave trade. (Emmer and Gommans 2020)

4.4. COLONIAL LEGACY AND CURRENT RELATIONS.

The diplomatic relations and cultural exchanges between the Netherlands and its former colonies have evolved significantly, reflecting both historical ties and contemporary dynamics. The Netherlands currently maintains strong diplomatic and economic ties with nations such as Indonesia, Suriname, the Caribbean islands (Aruba, Curaçao, and Sint Maarten), and several African countries. The relationships are complex, involving political cooperation, trade, development assistance, and cultural exchange.

In the case of Indonesia, the bilateral relationship has matured into a partnership characterized by mutual respect and extensive collaboration. Both countries engage in regular diplomatic dialogues, focusing on issues such as trade, investment, and climate change. The cultural interaction between Indonesia and the Netherlands continues to thrive, with several projects actively promoting Indonesian arts, cuisine, and tradition. (Backus and van Schaik, Indonesia n.d.) (Backus and van Schaik, Cultural cooperation Indonesia-Netherlands 2021-2024 n.d.) The Tropenmuseum in Amsterdam plays an important part in showcasing Indonesian culture, while academic exchanges and collaborative research projects further strengthen ties. (Wereldmuseum Amsterdam n.d.) (amsterdam.info n.d.)

Suriname was a notable former colony and maintains close ties with the Netherlands. Diplomatic relations are bolstered by shared history and familial ties, as a significant Surinamese diaspora resides in the Netherlands. The cultural connections between Suriname and the Netherlands is strong, with Surinamese literature, music, and food being highly regarded and embraced in Dutch culture. (Backus and van Schaik, Suriname n.d.) (Backus and van Schaik, Cultural cooperation Suriname-Netherlands 2021-2024 n.d.) Annual celebrations like Ketikoti commemorate the abolition of slavery and emphasise the lasting cultural connections and the dedication to addressing historical injustices. (Historiek 2024)

The Netherlands retains a more direct political relationship in the Caribbean, with Aruba, Curaçao, and Sint Maarten being constituent countries within the Kingdom of the Netherlands. The islands receive aid in various sectors including education, infrastructure, and disaster management. Cultural exchanges are frequent, with festivals, educational programs, and media collaborations enhancing mutual understanding and appreciation.

The Netherlands actively participates in economic aid, trade alliances, and cultural diplomacy with its former African colonies. The Netherlands' dedication to fostering positive relationships is demonstrated by programmes that promote education, healthcare, and sustainable development.

5. DUTCH CULTURAL DIPLOMACY AND THE WORLD.

As mentioned before, Dutch cultural diplomacy is part of a methodical and well-planned strategy, encompassing a diverse range of institutions, policies, and programmes aimed at promoting the cultural values of the Netherlands and improving its global reputation. Cultural foreign policy and cultural diplomacy is therefore aimed at specific regions to maximize impact and benefit. Within Europe itself this policy involves Belgium/Flanders, France, Germany, Hungary, Italy, Poland, Spain and the United Kingdom. On Europe's borders it concerns Russia, Turkey, Egypt and Morocco. Outside of Europe it is Australia, Brazil, China, India, Indonesia, Japan, South Africa, South Korea, Sri Lanka, Suriname and the United States. (Netherlands 2020) (overbruggen.info n.d.)

5.1. DUTCH CULTURAL DIPLOMACY WITHIN EUROPE.

In the last ten years, the Netherlands has upheld and reinforced its diplomatic ties with important European nations, such as Belgium, France, Germany, Hungary, Italy, Poland, Spain, and the United Kingdom. These ties are based on common interests, regional collaboration within the EU, and collective security through NATO.

Belgium and the Netherlands enjoy an exceptionally close relationship often referred to as the “Benelux” partnership, including Luxembourg. The relationship extends beyond mere diplomatic niceties to tangible, practical cooperation. From an economic standpoint, the two countries have merged their transport and logistics systems, making it easier for trade and travel to develop across their borders. This integration is clearly demonstrated by collaborative infrastructure initiatives, such as the North-South railway connection and the enlargement of the Port of Antwerp which significantly improves trade efficiency. Belgium and the Netherlands also regularly cooperate on efforts related to regional security and environmental sustainability. They cooperate on transnational water management initiatives, specifically targeting flood control and water quality concerns, demonstrating their dedication to environmental conservation and regional adaptability. The cultural exchanges between these neighbouring countries are strong, with a wide range of joint initiatives in the fields of arts, education, and heritage conservation. Shared cultural heritage and modern artistic expression are showcased through festivals, exhibitions, and collaborative projects. The close linguistic

ties, particularly with the Flemish-speaking community in Belgium, further facilitate this cultural affinity. The DutchCulture database registers international activities of Dutch-based cultural organisations and it shows that 1161 events took place in 2022. This makes Belgium one of the countries in which Dutch artists are most active in. Together with the Flemish Arts Centre De Brakke Grond, DutchCulture has developed the informative portal OverBruggen. Dutch and Belgian cultural organisations can find information here on working across the border, including networking opportunities, subsidy programmes and help with administrative obstacles. (overbruggen.info n.d.) (Mörk, Belgium n.d.) (Mörk, Cultural cooperation Belgium-Netherlands 2021-2024 n.d.) (over ons n.d.)

France and the Netherlands have greatly enhanced their partnership, namely in addressing common issues such as climate change, terrorism, and digital transformation. French President Emmanuel Macron's push for deeper EU integration has found appeal in the Netherlands, fostering collaboration on various economic and defence policies. The convergence between the two countries is clearly demonstrated through their joint endeavours to address climate change, as they both endorse aggressive targets set by the EU and promote the shift towards renewable energy sources. From a cultural standpoint, the connection between the two parties remains dynamic, with a multitude of bilateral initiatives that actively support the fields of arts, education, and innovation. The Dutch Days in France and the French Cultural Festival in the Netherlands showcase the extensive cultural interactions between the two countries, underscoring their joint dedication to cultural diplomacy and reciprocal enhancement. French culture serves as a substantial source of inspiration for Dutch artists and professions. The close proximity, with a short 3.5-hour train ride from Paris, enables frequent cultural partnerships. France's substantial investment in culture is the largest among EU governments and attracts cultural professionals from across the world. In 2014, the Netherlands founded the Atelier Néerlandais through its Embassy in Paris. (over ons n.d.) The purpose of this initiative is to promote Dutch artists and facilitate collaboration. The main fields of interest are photography, writing, design, performance art, and visual art, with a particular emphasis on socially conscious initiatives that tackle sustainability, colonial reparation, and inclusivity. The Dutch embassy collaborates with cultural departments of other countries, thereby expanding its reach and influence. While Paris remains a cultural hub, the Netherlands also invests in other French cities like Bordeaux, Lille, Strasbourg, and Marseille, recognizing their rich cultural climates and potential for international cooperation. (Mörk, France n.d.) (Backus and van Schaik, Cultural cooperation France-Netherlands 2021-2024 n.d.)

Germany is the Netherlands' largest trading partner, and their relationship is marked by extensive economic cooperation and political alignment. The two nations have worked together extensively on EU policy for the past ten years with a particular focus on matters related to economic stability, energy transition, and migration. This partnership is highlighted by shared efforts such as the German-Dutch Innovation and Sustainability Pact which aims to foster technological advancement and sustainable practices in both nations. (Joint declaration – Government Consultations Netherlands - Germany 27 March 2023 2023) Partnerships in (transmediale n.d.) scientific research and technological development have strengthened ties further, with German and Dutch universities and research institutions frequently collaborating on groundbreaking projects. The German government, as stated in its 2021 coalition agreement, places culture at the forefront due to its significant influence on society and potential for innovation. It specifically highlights the importance of accessibility, diversity, gender equality, and sustainability. Germany seeks to increase the social standing of artists, promote digitalization, mark historical events, and address ecological changes. The emphasis is also placed on international collaborations, namely those that highlight the historical period of colonialism. Both countries prioritise the incorporation of socially significant subjects within the cultural domain, such as environmentally friendly and equitable culture, inclusivity, and the restitution of colonial artefacts. This common emphasis presents a multitude of possibilities for cooperation. Germany's cultural policy and funding are administered by its federal states in contrast to the Netherlands. This contributes to cultural and regional diversity. Germany's abundant and well-financed cultural infrastructure offers a multitude of opportunities for Dutch artists, with more than five thousand annual activities involving Dutch creatives. German audiences appreciate Dutch creators for their innovation and international perspective. This cultural involvement frequently acts as a catalyst for wider international careers, encompassing both German-speaking and English-speaking areas. The Dutch diplomatic network in Germany comprises an embassy in Berlin and consulates in Munich and Düsseldorf. Its primary areas of interest are visual arts, literature, and the creative industries. It also provides support for other disciplines as needed. Programmes such as Diverse Gespräche promote discussions on current social issues, thereby improving cultural cooperation. The participation of Dutch visual artists in prominent German events such as Transmediale, Berlin Biennale, Ruhrtriennale, and Documenta highlights the significant presence of the Dutch in the German art scene. (transmediale n.d.) (berlinbiennale n.d.) (ruhrtriennale n.d.) (documenta gGmbH n.d.) Dutch literature is also well-represented in Germany, with approximately 80-100 Dutch books translated annually. The Netherlands will be the guest of honour at the upcoming 2024 Leipzig

Book Fair, which is expected to showcase a new generation of Dutch writers. (LEIPZIG BOOK FAIR n.d.) The creative industry, which includes architecture, design, fashion, and digital culture, is a sector characterised by strong teamwork. Projects that focus on sustainability and circular economy principles are given special attention with initiatives such as the ALL GOOD(s) programme showcasing creative contributions from the Netherlands. From a geographical perspective, there is a deliberate and coordinated attempt to look into potential prospects outside of Berlin, particularly in the eastern states and border regions. The Leipzig region and Chemnitz are designated as the European Capital of Culture for the year 2025 and serve as key hubs for Dutch cultural endeavours. (chemnitz2025 n.d.) Efforts to foster cooperation across borders, particularly with North Rhine-Westphalia, are actively encouraged, with a multitude of initiatives promoting dialogue among Dutch and German cultural experts. Both nations are currently involved in continuing discussions over the role of musea in solving pressing societal concerns such as climate change, socioeconomic injustice, and decolonization. The transition towards museums serving as "third spaces" for reciprocal education and societal involvement is a collective aspiration, fostering deep and collaborative cultural encounters. The cultural connection between Germany and the Netherlands is lively and ever-changing. This collaboration is constantly developing, promoting stronger relationships and enriching the cultural environments of both nations. (Mörk, Germany n.d.) (Mörk, Cultural cooperation Germany-Netherlands 2021-2024 n.d.)

Relations with Hungary have been complex, shaped by differing views on democratic governance and EU principles. Despite the stability of economic relations, the Netherlands has openly expressed its disapproval of Hungary's governance in terms of the rule of law and human rights. The conflict between the Netherlands and Hungary in the EU has arisen due to the Netherlands' support for measures aimed at ensuring compliance with democratic standards. There is ongoing economic cooperation between the Netherlands and Hungary, since Dutch companies continue to operate in Hungary and contribute to the trade and investment between the two countries. The Dutch embassy in Budapest has had a notable impact on Hungarian cultural life, particularly during the period when Hungary was a key country in the Netherlands' international cultural policy prior to 2017. As a consequence, there was a high level of cooperation between the cultural sectors of the Netherlands and Hungary, resulting in numerous enduring collaborations. Between 2021 and 2024, Hungary will once again be a central country, providing ongoing professional support, funding, and knowledge exchange. The current cultural policy focuses on European cooperation, human rights, and sustainability.

The inclusion of Hungary, Poland, and Spain is intended to enhance European cohesion and promote cultural exchange. The Dutch government seeks to bolster the presence of the Dutch cultural sector in Hungary, foster bilateral links, and establish sustainable communities. This entails collaborating with both governmental institutions and non-governmental organisations, including the National Museum, Liszt Ferenc Academy of Music, Ludwig Museum, and various independent festivals. Notable events in 2023 include the involvement of the Netherlands in the Veszprém European Capital of Culture, the Zsolnay Light Festival in Pécs, and the International Book Festival in Budapest. (Welcome to Hungary's new cultural, creative region – Veszprém-Balaton 2023, European Capital of Culture n.d.) (zsolnayfenyfesztival n.d.) (News n.d.) The embassy will also commemorate significant historical connections, including the 100th anniversary of diplomatic relations and other cultural achievements. The Netherlands is committed to the Sustainable Development Goals, focusing on smart cities, circular economies, and cycling culture. Emphasis is also placed on cross-border collaboration with other Visegrád countries, namely Poland, Slovakia, and the Czech Republic. Dutch artists frequently participate in Hungarian cultural events, major festivals and exhibitions. Budapest continues to thrive as a dynamic hub for the arts, even in the face of political shifts. It boasts a lively alternative cultural environment that provides ample chances for collaboration. Historical connections, such as Hungarian students arriving in the 17th century and post-1956 refugees, continue to enrich Dutch-Hungarian cultural relations. (Stepanovic, Hungary n.d.) (Stepanovic, Cultural cooperation Hungary-Netherlands 2021-2024 n.d.)

Italy and the Netherlands have deepened their cooperation on economic and security issues, including the management of migration flows across the Mediterranean. Both nations endorse greater European Union integration and have cooperated on multiple projects that boost economic growth and stability inside the bloc. This is seen in their joint endeavours to tackle the economic obstacles presented by the COVID-19 epidemic, whereby they have cooperated to foster recovery and fortitude through the EU's Recovery and Resilience Facility. Cultural exchanges and tourism also play a significant role in their bilateral relations, with Italian art exhibitions and Dutch design showcases improving mutual appreciation and understanding. The substantial exchange of students and academics between the two countries further strengthens their educational and cultural ties. The Dutch embassy in Rome and the consulate in Milan actively promote cooperation between the cultural sectors of the Netherlands and Italy. They facilitate cultural events, foster the creation of new works, and provide various services, including assistance in securing loans or locating event venues. Key areas include

architecture, design, and literature, where strong relationships and extensive knowledge have been developed. Although the Milan Design Week and Venice Architecture Biennale were postponed in 2020, there were still successful projects that took place. These included the creation of murals by Dutch artists, and the launch of Mathijs Deen's book in Italian. Notable Italian partners include Maxxi, Triennale, and the Turin International Book Fair, while Dutch partners encompass Het Nieuwe Instituut and the Dutch Foundation for Literature. (maxxi n.d.) (triennale n.d.) (HOME n.d.) From 2021, the partnership broadened its scope to encompass topics like ageing, multilingualism, youth culture, human rights, and digitization. The objective of this expansion is to promote a wide range of academic fields and societal topics, thereby creating more prospects for the Dutch cultural sector in Italy. The majority of initiatives are centred around northern Italy although there are ongoing efforts to promote projects in the southern regions. The COVID-19 pandemic significantly impacted Italy's cultural sector yet remains a prominent cultural force, especially in the fields of design and architecture, consistently generating a lasting interest in Dutch culture. (Backus and van Schaik, Italy n.d.) (Backus and van Schaik, Cultural cooperation Italy-Netherlands 2021-2024 n.d.)

The relationship with Poland is marked by strong commercial connections as well as cooperation within NATO. Divergences in political views about the autonomy of the judiciary and the freedom of the media in Poland have occasionally put a strain on relations. The Netherlands has expressed concerns about these issues, urging for adherence to EU democratic standards. The two nations continue taking action on important matters such as regional security, energy policy, and commerce despite these issues. The economic relationship between the Netherlands and Poland continues to be strong, as Dutch investments in Poland's agriculture, manufacturing, and service sectors have played a significant role in driving bilateral trade growth. There are strong cultural contacts, exemplified by events such as Polish Heritage Days in the Netherlands which commemorate the mutual history and cultural ties between the two countries. The recent designation of Poland as a key country in Dutch international cultural policy has created new opportunities for Polish-Dutch collaboration. The main objective is to strengthen the Dutch cultural sector's influence in Poland, foster bilateral connections, and promote the development of sustainable cities and communities. To enhance the Dutch cultural sector's presence, it is essential to build and maintain relationships with diverse Polish organizations. Key sectors are performing arts, film, and literature, with special effort to expand the market for Dutch theatre, especially through festivals such as Dialogue and Malta. (dialog n.d.) (About n.d.) Music collaborations focus on both alternative Polish club

culture and classical music festivals, while dance partnerships include the Lublin Dance Festival and the Body/Mind Festival. (About n.d.) (The "Body_Mind" International Contemporary Dance Festival n.d.) Polish universities provide Dutch studies and Polish publishers who are interested in Dutch literature are also of great importance. (Dutch Studies n.d.) Dutch artists are given opportunities to showcase their work through partnerships with cultural institutions and events in cities such as Warsaw, Wrocław, Kraków, Poznań, and Gdańsk. Major global film festivals like WATCH DOCS, Docs Against Gravity, and New Horizons help increase the prominence of the Dutch film industry. (watchdocs n.d.) (mdag n.d.) (nowehoryzonty n.d.) The Dutch embassy in Warsaw is committed to contributing to Sustainable Development Goal 11, focusing on creating inclusive, resilient, and sustainable cities. The projects will be conducted in partnership with the economic department and the EUNIC network with the aim of promoting the Dutch creative sector and fostering talent development. (KRAKÓW OD-NOWA HUTA n.d.) The primary partners are 'Murator Architectura' and educational institutions like the Polish-Japanese Academy of Information Technology. (architektura muratorplus n.d.) (About the University n.d.) Poland's rich cultural scene has been revitalized since 1989 and boasts outstanding museums, film, dance, and music festivals in cities like Warsaw, Wrocław, Łódź, Gdańsk, Kraków, and Lublin. Centuries of cultural connections and historical ties continue to strengthen Polish-Dutch relations, making Poland an essential partner for the Netherlands in various cultural sectors. (Stepanovic, Poland n.d.) (Stepanovic, Cultural cooperation Poland-Netherlands 2021-2024 n.d.)

The Netherlands and Spain have a strong relationship, strengthened by tourism, trade, and cultural exchanges. Throughout the last ten years, they have collaborated on a range of European Union policies, with a special focus on economic governance and social cohesion. The cooperation between countries in the renewable energy and technology industries has enhanced their bilateral relations. Spain's dedication to transitioning towards a sustainable economy is in line with Dutch objectives, resulting in collaborative initiatives focused on sustainable energy and environmental preservation. The cultural interactions between Spain and the Netherlands is dynamic with Spanish art, music, and cuisine being widely appreciated in the Netherlands, while Dutch culture is highly valued and admired in Spain. The Dutch-Spanish Cultural Dialogue fosters mutual appreciation by promoting understanding and collaboration in the fields of arts and humanities. The cultural partnership between Spain and the Netherlands seeks to enhance visibility and strengthen bilateral ties through a range of

cultural partnerships. The Netherlands works with Spain in diverse fields such as film, literature, design, architecture, photography, performing arts, and music. Notable collaborations include Theo Jansen's participation in a documentary for the Museo Nacional de Ciencias Naturales' 250th anniversary, Dutch authors at the HAY Festival Segovia, and numerous design workshops and exhibitions. The primary objectives for the period of 2021-2024 are to expand networks and build enduring partnerships in order to tackle contemporary issues, such as sustainability, rural revitalization, renewable energy, mobility, and social design. Key partners in Spain include esteemed cultural establishments in Madrid and Barcelona alongside prominent events such as the San Sebastian Film Festival and Barcelona Design Week. In the Netherlands, the partners consist of Instituto Cervantes, Het Nieuwe Instituut, and other Dutch cultural funds. Spain's rich cultural legacy, characterised by renowned individuals like as Cervantes and Picasso, as well as esteemed institutions like the Prado Museum, provide an ideal setting for cultural exchange between the Netherlands and Spain. (Backus and van Schaik, Spain n.d.) (Backus and van Schaik, Cultural cooperation Spain-Netherlands 2021-2024 n.d.)

The relationship with the United Kingdom has experienced substantial transformations as a result of Brexit. Despite the complexities introduced by the UK's departure from the EU, the Netherlands has sought to maintain strong economic and security ties. Both countries continue working together on issues like defence, intelligence sharing, and climate change. The economic relationship has undergone adjustments to accommodate new customs and regulatory frameworks following Brexit. Ongoing negotiations are being conducted to maintain seamless trade and investment flows. The Netherlands considers the UK to be an important ally and commerce in goods and services between the two countries continues to be substantial despite the emergence of new obstacles. Cultural exchanges continue to thrive with multiple efforts fostering mutual understanding and cooperation in fields such as education, research, and the arts. The United Kingdom remains a priority for the Netherlands by attracting artists and creative entrepreneurs. London as a cultural hub along with other UK cities offer numerous opportunities despite stiff competition. Dutch artists collaborate with British organisations, continuing a long history of cultural exchange dating back to the seventeenth century. The Dutch Embassy in London supports these efforts through workshops, seminars, and networking events. (Mörk, United Kingdom n.d.)

The Netherlands has managed these ties by prioritising the promotion of stability, economic expansion, and mutual understanding throughout Europe for the past ten years. It has

successfully reconciled economic interests with its dedication to democratic principles and human rights by doing this. The Netherlands' diplomatic strategy towards its European neighbours exemplifies a wider dedication to multilateralism and regional collaboration.

5.2. DUTCH CULTURAL DIPLOMACY ON THE BORDERS OF EUROPE.

Key nations highlighted by Dutch cultural policy that border Europe are Russia, Egypt, Morocco and Turkey.

The relationship between the Netherlands and Russia has been greatly damaged in the last ten years, especially after Russia took control of Crimea in 2014 and Malaysia Airlines Flight MH17 was shot down causing the loss of 193 Dutch nationals. Diplomatic ties have suffered, marked by sanctions, mutual expulsions of diplomats, and a general cooling of relations. Despite these tensions, economic interactions continue in specific sectors such as energy and agriculture. The impact of the situation has resulted in a decrease in collaborative ventures, affecting both cultural and academic relationships. Both nations have sporadically participated in discussions, but there is a lack of mutual confidence and cooperation is limited to essential diplomatic interactions. Russia's unprovoked and illegal full-scale invasion of Ukraine has significantly changed the cultural cooperation between the Netherlands and Russia. All official collaborations with state-related cultural organizations have ceased. According to a letter from the Dutch Ministry of Education, Culture, and Science dated 9 March 2022, the Dutch cultural and creative sector is advised to support independent, critical organizations, and individual artists in Russia and Belarus. However, all formal and institutional cooperation with the governments of Russia and Belarus, as well as their associated cultural institutions, must be halted. This stance underscores the Netherlands' response to the Russian military invasion of Ukraine. (Stepanovic, Russia n.d.) (Uslu 2022)

The bilateral ties between the Netherlands and Egypt have mostly centred around economic and cultural cooperation, characterised by increasing investments in key sectors such as agriculture, water management, and infrastructure. The Netherlands has actively endorsed Egypt's development objectives, with a particular emphasis on human rights, sustainable development, and education. Occasional political disagreements concerning human rights matters, have arisen but they have not significantly affected the overall state of relations. The Netherlands has enhanced its relationship with Egypt through high-level visits and bilateral agreements thereby contributing to Egypt's socio-economic development. The cultural exchanges, encompassing academic cooperation and artistic endeavours, continue to thrive, developing a deeper understanding and connection between the two nations. Egypt is renowned

for its rich cultural legacy and significant heritage and has experienced strong recent growth in its independent cultural and creative sector. Egypt is a critical partner for both contemporary and heritage cultural projects, as it is a major player in the Middle East and North Africa. Despite the absence of a cohesive national cultural policy and constrained government funding, Egypt's cultural sector is thriving as a result of small and medium-sized independent enterprises. These organisations persist in generating creative and innovative solutions to address local concerns. Cairo continues to serve as the central location for cultural activities, while there are ongoing efforts to provide support for ventures outside of the capital. The Dutch government has actively engaged in Egypt's arts and culture sector, providing funding to both Dutch and Egyptian cultural participants. Reaching underprivileged populations, concentrating on individual artists, and recognising the socioeconomic importance of culture for job creation are among the objectives. The current cultural policy underscores the importance of utilising arts and culture to foster social cohesion and community resilience, acknowledging their role in facilitating social change and development. The Dutch embassy has facilitated the establishment of new alliances, promoting mutual trust and building long-term artistic ties. The digital art residence "Rebooting" illustrates successful collaboration between Dutch and Egyptian artists. Priority disciplines for future cooperation include performing arts, music, film, heritage conservation, design, and urban development, with a special focus on innovation and interdisciplinary activities addressing issues like sustainability and climate change. (Backus and van Schaik, Egypt n.d.) (Backus and van Schaik, Cultural cooperation Egypt – Netherlands 2021-2024 n.d.)

The bilateral ties between the Netherlands and Morocco have been enhanced through increased trade, cultural exchange, and cooperation on matters such as migration, counterterrorism, and renewable energy. The Moroccan diaspora in the Netherlands is one of the largest immigrant communities and has significant effect on developing bilateral ties. Both countries collaborate on social integration projects aiming to enhance mutual understanding and support community development. High-level diplomatic visits and bilateral agreements have facilitated deeper economic ties, particularly in agriculture, fisheries, and tourism. There has also been a significant growth in cultural activities and educational exchanges. Morocco serves as a significant cultural connection between Africa and Europe and it maintains strong historical, cultural, and economic connections with the Netherlands. The cultural environment of Morocco is lively, characterised by a fusion of traditional and modern elements and encompasses several languages such as Classical Arabic, Amazigh, French, Spanish, and

increasingly, English. Although Morocco has a diverse cultural background, its cultural industry encounters obstacles such as inadequate institutional backing and elitism in major cultural events. Initiatives like Marocopedia, supported by the Dutch embassy in Rabat, exemplify innovative efforts to digitize and promote Morocco's diverse heritage. Starting in 2017, Morocco has become a priority in Dutch international cultural policy, resulting in the implementation of several joint initiatives. The main areas of cooperation encompass the fields of performing arts, visual arts, cultural preservation, and literature. Significant partnerships include literary translations as well as connections with Moroccan literary institutes. The Netherlands prioritises partnering with civil society as well as the government. The main objectives are to involve the Moroccan diaspora, encourage young participation, and provide assistance for capacity-building initiatives. The Dutch cultural sector aims to inspire and support Moroccan cultural actors and authorities through their expertise. Promoting more engagement in Dutch visitor programmes and EU activities is also encouraged to strengthen bilateral connections and foster sustainable dialogue. (Sahraoui, Morocco n.d.) (Sahraoui, Cultural cooperation Morocco-Netherlands 2021-2024 n.d.)

Dutch-Turkish relations have experienced fluctuations over the past decade, with diplomatic tensions arising from political disagreements, particularly following the 2016 coup attempt in Turkey and differing views on human rights and freedom of expression. Despite these challenges, economic ties remain strong, with significant trade and investment between the two countries. The Netherlands is one of the largest investors in Turkey, and both countries enjoy a significant amount of bilateral trade. Recent endeavours have been concentrated on establishing stability in ties through dialogue and cooperation in areas such as migration, counterterrorism, and regional security. Cultural and educational exchanges continue in maintaining personal ties. Turkey boasts a robust cultural and artistic ecosystem that attracts Dutch cultural and creative sectors. With historical ties dating back over 400 years, including the Ottoman Empire's early recognition of the Dutch Republic in 1612, the Netherlands and Turkey share deep-rooted connections. Today, over 400,000 Dutch citizens have Turkish roots, fostering shared stories and collaborative opportunities. The cultural sector in Turkey is dynamic, ambitious, continually changing, welcoming collaboration, experimentation, and innovation. Although Istanbul continues to be a centre of culture, both local and regional governments actively support cultural initiatives throughout the entire country. The dynamic nature of this environment provides an excellent opportunity for Dutch artists and organisations to interact with their Turkish counterparts resulting in fruitful exchanges and collaborations

across several sectors such as performing arts, visual arts, literature, and the creative industry. Dutch strategy between 2017 and 2020 had the objective of enhancing bilateral relations with Turkey, with a specific focus on public diplomacy, Liveable Cities, and co-design methods. The awareness of Dutch arts, design, and music increased as a result of the organisation of Turkish festivals and biennials on a large scale, which facilitated the establishment of several partnerships. Projects such as the Genç Kültür programme, which sought to familiarise Turkish children with Dutch culture, serve as effective examples of bilateral initiatives. The COVID-19 pandemic in 2020 led to the emergence of new digital opportunities, one of which was the redesigned Istanbul Design Biennale. This adaptation resulted in improved accessibility and expanded international influence. The conference "Making Connections through Arts and Culture" encompassed nineteen cities in Turkey, thereby undermining Istanbul's cultural hegemony and promoting fresh partnerships. The Dutch government plans to improve the presence of the Dutch cultural industry in the upcoming years of 2021-2024 in Turkey by focusing on enhanced visibility, exchange, and sustainable cooperation. The focus will be on enhancing capacity, implementing training programmes, and aligning projects with the Sustainable Development Goals (SDGs). Key focal points encompass urbanisation, climate change, water-related difficulties, and advocating for gender and LGBTQI+ rights. All participating organisations will be part of the ArtsMap platform, promoting sustainable discussions and harnessing the unifying influence of arts and culture. (Gulsahin, Turkey n.d.) (Gulsahin, <https://dutchculture.nl/en/cultural-cooperation-turkey-netherlands-2021-2024> n.d.)

5.3. DUTCH CULTURAL DIPLOMACY WITH THE WORLD.

Key nations highlighted by Dutch cultural policy that are globally important to the Netherlands are Australia, Brazil, China, India, Indonesia, Japan, South Africa, South Korea, Sri Lanka, Suriname and the United States.

Australia and the Netherlands have developed stronger relations over the last ten years, characterised by strong economic connections and shared values. Partnerships in commerce, academia, and innovation have thrived. Both countries engage in extensive collaboration on global matters such as climate change and regional security. The MH17 disaster in 2014 served as a catalyst for their unity, promoting cooperation in the investigation and their quest for justice. Australia and the Netherlands share a rich history dating back to 1606 when the Dutch VOC ship Duyfken landed at Cape York Peninsula. A total of 160,000 Dutch emigrants relocated to Australia from 1947 to 1971, exerting a substantial influence on its society and culture. There are approximately 340,000 Australians with Dutch ancestry according to the

2016 census. Australia holds a prominent position in the foreign Heritage Cooperation initiative as part of the Netherlands' foreign cultural policy for 2021-2024. This allows Dutch-Australian heritage projects to obtain assistance from national funds, such as the DutchCulture Matching Fund. The Dutch embassy in Canberra provides funding for projects that are in line with four main heritage themes: maritime, migration, military, and mercantile. The Netherlands is also participating in the return of colonial artefacts and collaborating with Australian partners on contested historical matters. The two nations have strong cultural connections, encompassing partnerships in visual arts, design, fashion, and architecture. An outstanding example of a project is the Western Australian Museum Boola Bardip, which was designed by the renowned Dutch firm OMA in conjunction with HASSELL and has received numerous awards. The cultural setting of Australia is enriched by the consistent involvement of prominent Dutch performing arts companies and artists. The primary emphasis is on the mutual cultural heritage, with the goal of ensuring its accessibility to the general public in both nations and promoting discussions on postcolonial matters. (Backus and van Schaik, Australia n.d.) (Backus and van Schaik, Cultural cooperation Australia-Netherlands 2021-2024 n.d.)

The focus of Dutch-Brazilian ties lies in trade, sustainable development, and agricultural technologies. Over the past decade, partnerships in renewable energy and water management have strengthened. Despite occasional political differences, economic collaboration remains strong, bolstered by visits from high-ranking officials and bilateral agreements. Brazil is a dynamic and innovative country with a distinctive cultural identity that blends traditional and urban artistic expressions. The Netherlands and Brazil share a longstanding historical relationship that dates back to the 17th century. Despite the recent adversities, like the COVID-19 pandemic and political and socio-economic turmoil, Brazil's cultural sector continues to demonstrate resilience and ingenuity. The cultural collaboration between the Dutch government and Brazil, spanning from 2021 to 2024, centres around the subject "The Liveable City," with a particular emphasis on promoting social inclusion and sustainability. This encompasses the exchange of knowledge, the cultivation of talent, and the collaborative invention of ideas. Dutch artists and designers often take part in important Brazilian events such as the São Paulo Biennale and Rio2C. There are significant partnerships in various fields including architecture, new media, design, music, and cultural heritage. The majority of cultural interactions take place in São Paulo, Rio de Janeiro, Brasília, and Recife, capitalising on both historical and modern links. Ignoring practical obstacles, Dutch artists and organisations persist in actively participating with Brazilian partners, cultivating enduring

partnerships and pioneering projects. The primary emphasis is also placed on providing assistance to young innovative experts and tackling current societal issues through collaborative endeavours. Given the current economic and political uncertainty, it is essential to enhance connections and ensure that cultural exchanges adjust to changing circumstances by including additional online activities and sustainable practices. The Netherlands seeks to establish itself as a dependable ally, leveraging their common cultural history and promoting a strong cultural exchange with Brazil. (Backus, Brazil n.d.) (Backus, Cultural cooperation Brazil-Netherlands 2021-2024 n.d.)

The Netherlands and China have significantly expanded their economic partnership over the past decade. Trade has expanded significantly, namely in the fields of technology, agriculture, and energy. Diplomatic relations sometimes face challenges due to human rights concerns but dialogues on climate change and global health continue to strengthen bilateral ties. China has become the world's second-largest economy and a significant geopolitical force after experiencing rapid development over several decades. The extensive market and young demographic generate a substantial need for a wide range of cultural and artistic content, which in turn attracts Dutch cultural creators and organisations. The creative prowess of the Dutch is highly acknowledged in China thereby strengthening the cultural relations between the two countries. The Netherlands has become as an increasingly popular destination for Chinese tourists and students thereby reinforcing these ties. China plays a significant role in the Netherlands' international cultural strategy. The two countries have formed a mutual alliance in cultural collaboration, engaging in various joint initiatives such as yearly training programmes for museum administration, participation in Beijing Design Week, and organising 'Dutch Days' events around China. Cultural disparities and the influence of government financing in China can present obstacles to the establishment of networks and cooperation. The Dutch government released "The Netherlands and China: a new balance" in 2019, which serves as a roadmap for the cultural policy framework from 2021 to 2024. The objective of this policy is to provide assistance to Dutch cultural sectors in China by facilitating the display of their art, fostering exchange, and promoting sustainable cooperation. Significant potential for collaborations arises from major events like the Urbanism and Architecture Bi-city Biennale in Shenzhen and the Shanghai International Children's Book Fair. The Dutch cultural sector has been actively engaging in China, capitalising on the country's expanding middle class and their growing interest in Dutch culture. Notable accomplishments consist of the Sino-Dutch museum management training programme and ongoing cooperation with Chinese cultural

organisations. The primary objective of the present policy is to advance the Dutch cultural and creative industries in China, while also recognising and managing cultural differences. The Dutch diplomatic network in China, comprises the embassy in Beijing and consulates in Shanghai, Guangzhou, Chongqing, and Hong Kong and seeks to enhance cultural fields with significant prospects in both nations. This encompasses orchestral tours, architectural initiatives, design exhibitions, and internet cultural presentations. Artist-in-residency programmes and cooperation with museums show potential, although facing practical obstacles. Another objective of the international cultural strategy is to foster bilateral contacts in several domains, including research, education, and sustainability, thereby making a positive contribution towards the achievement of the United Nations Sustainable Development Goals. The Dutch embassy in China offers current information, visiting programmes, and general guidance on financing to assist cultural projects. Notable events include the Netherlands Cultural Institute Online (NCIO), and the Netherlands being a featured country at Hong Kong's Business of Design Week in 2023. The objective of these initiatives is to amplify the prominence and influence of Dutch culture in China, promoting enduring and mutually beneficial cultural interactions.

India and the Netherlands have had significant growth in their bilateral relations, particularly in the areas of trade, water management, and technology. There have been multiple high-level visits and agreements in the last decade which has strengthened cooperation on topics such as smart cities and renewable energy. Cultural exchanges and educational partnerships further cement the bilateral relationship. (Yang, China n.d.) (Yang, Cultural cooperation China-Netherlands 2021-2024 n.d.)

India and the Netherlands have enjoyed extensive relations for over 400 years, rooted in deep academic, economic, and cultural ties. Home to the largest Indian diaspora in the EU, the Netherlands maintains strong connections with India, which is rapidly emerging as a global power. However, the potential for cultural interactions has been restricted because of a lack of mutual familiarity. India is a primary country in the Dutch international cultural policy (2021-2024), aiming to promote contemporary cultural partnerships and exchanges. Opportunities are possible in the fields of design, performing arts, heritage collaboration, cinematography, and writing. The Dutch embassy in New Delhi provides assistance in these endeavours, with a specific emphasis on establishing connections and finding suitable local partners. The dynamic festival culture in India provides exceptional prospects for Dutch artists to interact with Indian audiences. Design areas such as fashion, textiles, and urban planning provide significant

possibilities for cooperation, particularly in India, which is at the forefront of green transitions and the preservation of traditional crafts. The urban planning and landscape design expertise from the Netherlands is greatly appreciated in India's fast-growing urban areas. The performing arts industry, encompassing European music and dance, is well-received in India, with Dutch DJs gaining popularity in metropolitan areas. Heritage cooperation focuses on museum collaborations and preserving Dutch-Indian historical sites, particularly in Kerala. The Dutch approach emphasizes community-based preservation, integrating local development. Cinematography and literature are other fields suitable for cooperation, with India's large market for foreign films and strong interest in world literature. Netherlands' films and documentaries have garnered attention and popularity through global festivals and digital channels. Dutch authors exploring topics pertinent to India may likewise discover a responsive readership. In India, key partners include museums and festivals, while in the Netherlands, organisations such as the Netherlands Film Fund, Creative Industries Fund NL, Performing Arts Fund, EYE, Het Nieuwe Instituut, Cultural Heritage Agency, National Archives, Dutch Centre for Intangible Cultural Heritage, and DutchCulture play a role in facilitating these cultural exchanges. The primary objective is to cultivate a robust and enduring cultural alliance, facilitating mutual understanding and improving the cultural environments of both countries. (Backus and van Schaik, India n.d.) (Backus and van Schaik, Cultural cooperation India-Netherlands 2021-2024 n.d.)

The Dutch-Indonesian relationship is founded on historical ties with the past decade focused on cultural exchange, education, and trade. Collaboration in the areas of water management, agriculture, and sustainable development is particularly strong. Both countries have made efforts to acknowledge and deal with past events while also cultivating a relationship focused on the future. Indonesia is one of the world's largest and most populous countries. It shares a complex history with the Netherlands, with significant familial and linguistic connections. 30% of the Dutch population has connections to Indonesia, illustrating the intertwined histories. The Erasmus Huis, established in 1970, functions as a cultural centre in Jakarta, dedicated to the promotion of Dutch and Indonesian arts and culture. Amid the COVID-19 pandemic, Erasmus Huis launched 'e-rasmus huis,' a virtual platform that will continue post-pandemic. The Dutch embassy in Jakarta, along with Dutch cultural institutions, has actively engaged with Indonesian partners from 2017 to 2020, enhancing awareness of their shared history through performances, exhibitions, and conferences. These endeavours have been enhanced by initiatives such as the collaborative development of sustainable communities and shared art

showcases. The upcoming 2021-2024 policy period will build on these efforts, focusing on developing Dutch talent, promoting Dutch values of innovation and inclusivity, and supporting Indonesian cultural infrastructure. The cultural industry in Indonesia is actively pursuing growth and is interested in acquiring knowledge and skills in urban planning, museology, historical research, and marketing. This offers prospects for Dutch professionals in the fields of arts, heritage, creative industries, and film. The arts sector in Indonesia combines traditional techniques with contemporary works, providing chances for partnerships with Dutch artists. In Indonesia, heritage management prioritises sustainable conservation as a means to tackle socioeconomic concerns, with assistance from Dutch institutions. The creative sector in Indonesia, specifically in fashion, textiles, film, photography, and gaming, is seeing significant growth, as evidenced by the designation of 2021 as the 'Year of the Creative sector'. This provides opportunities for Dutch artists and designers through platforms such as the Creative Industries Fund NL and Dutch Design Foundation. The thriving Indonesian film industry offers prospects for working together, facilitated by initiatives from EYE and Film Fund within SEE NL. The Erasmus Huis is crucial in the yearly Europe On Screen Film Festival, where it exhibits Dutch films in Indonesia. The Netherlands is committed to further enhancing cultural connections with Indonesia, with a specific focus on arts, heritage, creative industries, and film. (Backus and van Schaik, Indonesia n.d.) (DutchCulture n.d.)

Japan and the Netherlands have a close relationship that is defined by strong economic and cultural connections. There has been a significant increase in cooperation in the fields of technology, trade, and innovation in the last ten years. The relationship is based on shared ideals and mutual respect, which are strengthened by frequent high-level visits that promote cooperation on global concerns like climate change and security. Japan has a rich cultural tradition deeply tied to its national and regional identities, making it a prime location for international cultural cooperation. Its cultural expressions serve as inspiration for global creators while Japanese artists seek international input to stay aligned with global trends. The Netherlands benefits from this dynamic interaction, as it has longstanding historic connections with Japan that bolster their cultural and economic relations. The cultural interactions between the Dutch and Japanese flourish through reciprocal inspiration. A significant number of Dutch artists frequently visit Japan, while Japanese artists hold a deep admiration for Dutch approaches in addressing societal matters such as ageing, regional revival, and social inclusion. Japan's domestic companies are enthusiastic about global cooperation and have seen the successful implementation of programmes such as the Holland-Kyushu cultural programme

and artist residencies in Kyoto. The Netherlands expanded its cultural reach in Japan, focusing on creative industries, visual and performing arts, and heritage collaboration for the period 2017-2020. The Arita collaboration in Kyushu and partnerships in Kyoto have bolstered Dutch cultural influence. The Dutch embassy in Tokyo, in conjunction with DutchCulture and other relevant parties, provides assistance to existing projects and encourages the formation of new partnerships, particularly in the Kanto, Tohoku, Chubu, and Hokkaido regions. The present policy (2021-2024) prioritises social inclusion and promotes sustainable cultural interaction. The Dutch embassy supports this by showcasing Dutch expertise in digital culture, gaming, and urban culture. The embassy also prioritises tackling structural concerns within the Japanese cultural sector, including the promotion of artist-in-residency programmes and the resolution of cultural censorship and fair practices. Japan's focus on the Sustainable Development Goals (SDGs) is in line with the international cultural policy of the Netherlands. This promotes partnerships in areas such as sustainable cities, climate action, and marine conservation. The Netherlands' dedication to combining culture with societal concerns is demonstrated by initiatives such as What Design Can Do and Game Changer, which empower disabled sports. The primary areas of focus for cultural collaboration between the Netherlands and Japan involve the creative industries, visual arts, performing arts, and international heritage cooperation. These objectives entail the promotion of possibilities for Dutch creators, the establishment of enduring collaborations, active participation in significant cultural events, and the stimulation of information exchange and research on shared history. Notable events consist of the Tokyo 2020 Olympics, Setouchi Triennale, Yokohama Triennale, and the preparations for the World Expo in Osaka 2025. (Yang, Japan n.d.) (Yang, Cultural cooperation Japan-Netherlands 2021-2024 n.d.)

The Netherlands and South Africa have a diverse relationship, characterised by strong trade connections and cooperation in development. Partnerships in the fields of renewable energy, health, and education have expanded within the last ten years. The bilateral agenda is driven by shared historical linkages and similar objectives in regional security and prosperity. The fundamental focus of the Netherlands' cultural cooperation with South Africa for the 2021-2024 policy term is the theme of Transformation and Identity, with a specific emphasis on youth as the future leaders. This theme fosters dialogues about collective history and seeks to cultivate common understanding for a shared future. Following South Africa's shift to democracy in 1994, the anticipated social and economic changes have not met expectations, since there are still widespread socio-economic inequities. The Netherlands regards South

Africa as a valuable cultural partner, perceiving cooperation as a method to enhance mutual understanding and confidence through partnership and respect. Potential for cultural collaboration can be found in various fields, including audiovisual, performing arts, visual arts, creative industries, and cultural heritage. This includes maritime heritage and the conservation of Dutch history in South Africa. Dutch involvement in recent events like KKNK and the Free State Arts Festival has increased Dutch presence and promoted cooperation in performance theatre, spoken word, and youth projects. Initiatives such as Project SEE, which includes Het Nieuwe Instituut and DutchCulture, have created opportunities for active participation and the advancement of innovative approaches to promote fair representation in public life. The resurgence of interest in the Audio Visual Treaty between South Africa and the Netherlands has encouraged the flow of expertise within the film industry. The South African government has shown its appreciation for the workshops on museum collection conservation, which have served to enhance heritage collaboration. The Pan African Creative Exchange (PACE) and Afrovibes Festival have improved accessibility and cooperation between artists from Africa and the Netherlands. The theme of Transformation and Identity will be further explored through various initiatives and activities. These will include subthemes such as Climate Change and Sustainability in 2021, Economy 4.0 & Innovation in 2022, Smart solutions for resilient cities in 2023, and Shared norms and values in 2024. Cultural activities have the objective of influencing academia, business, NGOs, and civil society by focusing on young people and the wider population. Arts and culture provide a platform for contemplating societal matters and fostering transformation without isolating viewers, employing various genres such as theatre, dance, and music. Collaborative projects that are sustainable between the Netherlands and South Africa will have a positive impact on the public discussion regarding transformation and identity in both countries. Notable cultural events in Cape Town include the Design Indaba, Open Book Festival, Klein Karoo National Arts Festival, Encounters International Documentary Festival, National Arts Festival, and Cape Town International Film Festival. (Backus and van Schaik, South Africa n.d.) (Backus and van Schaik, Cultural cooperation South Africa-Netherlands 2021-2024 n.d.)

The relationship between the Netherlands and South Korea has become stronger in the last ten years, especially in the areas of trade, technology, and innovation. Both countries engage in cooperation on matters such as climate change and cybersecurity. High-level diplomatic visits and cultural exchanges have strengthened mutual comprehension and collaboration. South Korea is currently ranked as the eleventh-largest economy globally, and holds the position of

the second-most important export destination in Asia for the Netherlands. The international reputation of South Korea has been greatly enhanced by the widespread popularity of cultural exports such as the film "Parasite" and the K-pop band BTS. South Korea aims to enhance its cultural sector globally by promoting cultural exchange. It is actively seeking Dutch partnership in modern art and urban design to create more opportunities in these fields. The Netherlands and South Korea have a long-standing and friendly partnership in cultural collaboration. South Korea has held a prominent position in Dutch international cultural policy since 2017. A notable Dutch cultural endeavour in South Korea was the transdisciplinary NEDxPO programme held during the 2018 PyeongChang Winter Olympics. This initiative served to enhance the Dutch cultural influence in the region. South Koreans hold Dutch art schools and post-academic institutions in high regard, as many Koreans choose to study in the Netherlands and thereafter serve as cultural ambassadors. There is a growing mutual interest, as young people from the Netherlands are becoming more interested in Korean culture, influenced by the rising popularity of K-culture. The strategy framework for the period of 2021-2024 aims to enhance the influence and prominence of the Dutch cultural sector in South Korea and fortify the cultural connections between the two countries. Past achievements encompass the Dutch Design Showcase at the Seoul Design Festival and the collaboration between the Rijksakademie and Arts Council Korea. The policy period from 2017 to 2020 laid a solid foundation for Dutch cultural activities in South Korea, enhancing the recognition and understanding of Dutch culture through significant art events and exhibitions. Looking ahead, the 2021-2024 policy will focus on expanding Dutch cultural activities beyond Seoul to cities like Busan and Gwangju, fostering long-term and thematic cooperation. The primary objective of the Dutch embassy in Seoul is to establish strategic alliances, such as the international arts joint fund programme, which promotes innovation and inclusivity, in collaboration with DutchCulture and Arts Council Korea. In 2021, the commemoration of the 60th anniversary of diplomatic ties showcased cultural presentations and events, including the exhibition of the Best Dutch Book Design, the retrospective of Joris Ivens, and the solo exhibition of Erwin Olaf. The Dutch-Korean International Arts Joint Fund programme seeks to enhance bilateral relations by fostering collaborations with neighbouring countries such as Japan and China, with the goal of achieving a more significant impact. (Yang, South Korea n.d.) (Yang, Cultural cooperation South Korea-Netherlands 2021-2024 n.d.)

The bilateral relations between the Netherlands and Sri Lanka primarily revolve around trade, development assistance, and historical connections. There has been a notable rise in collaboration in the areas of water management, agriculture, and infrastructure. The Dutch government provides backing for efforts aimed at fostering reconciliation and promoting sustainable development in Sri Lanka. Sri Lanka and the Netherlands have a shared colonial past that began in 1658 when the Dutch assumed power from the Portuguese and ended in 1796 with the British acquisition. The Dutch made a significant and enduring lasting impact on Sri Lanka during this time, particularly in the areas of Roman-Dutch law, language, architecture, and canals. Traditional Sri Lankan music, dance, and theatre, influenced by colonial history, have evolved into contemporary forms. Contemporary art, encompassing literature and drama, often carries strong political messages. The field of fashion design is likewise becoming increasingly prominent. Despite limited government support, private initiatives like the Academy of Design and the Contemporary and Modern Art Museum in Colombo are encouraging. The Dutch embassy in Colombo facilitates the promotion of local art and culture by establishing contacts with Dutch partners. The Dutch-Sri Lankan cooperation for the 2021-2024 policy term centres around heritage preservation, archival management, promotion of modern art, and fostering discussion. The Netherlands is committed to assisting in the restoration and management of heritage infrastructure by sharing information and developing expertise. Efforts are undertaken to guarantee that heritage sites remain easily accessible and financially sustainable, by responsibly incorporating them into urban development. Improving museum exhibits and presentations is another area of focus. The Dutch embassy facilitates communication between Dutch and Sri Lankan experts to improve the dissemination of historical narratives through objects, fostering active learning. Preserving VOC documents in the National Archive of Colombo is crucial. The Dutch and Sri Lankan National Archives will maintain ongoing collaboration, promoting scholarly study and fostering open discussions on the colonial history. Efforts such as Leiden University's "Colonialism Inside Out" project serve as a prime example of this endeavour. The policy also promotes the presence of Dutch art in Sri Lanka by endorsing modern visual and performing arts as well as design. The main objectives are to support the Sustainable Development Goals, particularly in the areas of education, gender equality, and economic growth. Additionally, the aim is to connect history with modern art and promote partnerships and exchanges to enhance the visibility of Dutch culture. The objective of this method is to establish significant cultural ties between the Netherlands and Sri Lanka. (Backus and van Schaik, Sri Lanka n.d.) (Backus and van Schaik, Cultural cooperation Sri Lanka-Netherlands 2021-2024 n.d.)

The relationship between Suriname and the Netherlands is based on a common history and cultural connections. In the last ten years, cooperation has been centred around trade, education, and development assistance. The bilateral relationship has been focused on addressing historical legacies, promoting economic progress, and ensuring good governance. Suriname and the Netherlands have a lengthy colonial past that commenced in 1667 when the Dutch took control from the British and concluded in 1975 with Suriname gaining independence. This historical context has had a profound impact on both nations, particularly in the areas of law, language, architecture, and canal systems. Recently, there has been an increased emphasis on heritage and post-colonial history, leading to the emergence of numerous research projects and public discussions. The Dutch embassy in Paramaribo and DutchCulture have provided assistance to programmes that showcase and safeguard this mutual cultural legacy. Some noteworthy examples are the podcast series "Plantage van onze voorouders" and the interactive documentary "Casa Blanca." The focus of Dutch-Surinamese collaboration during the 2021-2024 policy term involves the protection of history, maintenance of archives, and the promotion of modern art and dialogue. The Netherlands seeks to contribute to the restoration and management of heritage infrastructure by exchanging knowledge and enhancing capabilities. There will be endeavours to incorporate rural communities in Suriname into cultural exchanges and allocate resources to online cultural initiatives. The utilisation of digital programming has the ability to surpass geographical limitations and enhance the accessibility of cultural events, hence promoting international cultural exchange between Suriname and the Netherlands. The primary objective of the Dutch foreign cultural policy is to enhance the global presence of the Dutch cultural sector and foster bilateral connections. Suriname is included as one of the 23 focal countries in the Netherlands' foreign cultural policy for the period of 2021-2024. The present Surinamese administration, under the leadership of President Santokhi, is receptive to establishing renewed cultural ties with the Netherlands. This collaboration is perceived as a means to tackle the complex historical connection between the two nations and investigate potential prospects. (Backus and van Schaik, Suriname n.d.) (Backus and van Schaik, Cultural cooperation Suriname-Netherlands 2021-2024 n.d.)

The Netherlands and the United States have a strong and enduring friendship. They are engaged in a strong partnership focused on security, trade, and innovation. Their relationship is based on shared principles and strong economic connections, with a particular emphasis on collaborating to address global concerns such as cybersecurity, climate change, and counterterrorism. The Netherlands' international cultural strategy places a strong emphasis on

the United States of America, considering its substantial size, cultural impact, and worldwide recognition. This is because the United States is an appealing market for Dutch cultural exports. The United States hosts more than 2,000 Dutch cultural activities each year, making it the primary non-European market for Dutch arts and culture. The COVID-19 pandemic has had a significant negative effect on the cultural sector in the United States but there are still significant prospects for expansion for Dutch cultural enterprises inside the country's extensive cultural infrastructure. The United States continues to be the Netherlands' most important bilateral partner, with arts and culture playing a central role in this relationship. Historically, Dutch cultural initiatives in the United States have mostly focused on the New York City metropolitan region, with secondary attention given to other prominent cities such as Los Angeles, San Francisco, Chicago, and Miami. Dutch cultural policy seeks to extend its reach beyond major cities and target secondary and growing cities that have developing art centres and important venues. These cities include Atlanta, Austin, Boston, Dallas, Detroit, Houston, Nashville, Philadelphia, Pittsburgh, and Washington D.C. It also aims to strengthen bilateral relations through cultural events. Key disciplines that are prioritized include design, film, literature, performing arts, photography, international heritage cooperation, and visual arts. Less emphasis is placed on architecture, dance, digital culture, gaming, electronic dance music, Old Masters, and tangible heritage. The Netherlands and the U.S. have a 400-year history together, and the Dutch government is committed to preserving, managing, and making accessible this shared legacy and archives in a sustainable manner. This includes welcoming a wide range of opinions. Some notable Dutch representations in various events and exhibitions include EXPO Chicago, Photoville, Art of Andriessen by the NY Philharmonic, White Light Festival with The Psalms Experience, NDT I and II, ITA, Northside Festival, solo exhibitions by Rem Koolhaas at the Guggenheim, Studio Drift, and Dutch design presentations during NYCxDESIGN, among others. The Netherlands received considerable favourable media coverage, namely for its Dutch design, which emphasised innovation and problem-solving. One significant event was the "Never Grow Up!" campaign in 2019, which was a comprehensive programme that promoted youth art and culture. It specifically emphasised youth theatre, film, and literature, and successfully raised awareness and interest in Dutch cultural activities among young people. The revamped DutchCultureUSA.com website was unveiled in 2019 and has substantially enhanced the dissemination and advertising of Dutch cultural endeavours. The Netherlands intends to strengthen its cultural influence in the United States during the 2021-2024 period by increasing its visibility, promoting interchange, and fostering sustainable collaboration. These efforts aim to enhance bilateral relations through

cultural activities. The Dutch consulate in New York will provide ongoing strategic support, taking a proactive approach towards visual arts, creative industries, film, photography, international heritage cooperation, literature, multidisciplinary and performing arts. (Backus and van Schaik, United States n.d.) (Backus and van Schaik, Cultural cooperation United States – Netherlands 2021-2024 n.d.)

6. CASE STUDY.

6.1 RESEARCH PROBLEM.

The formulation of the hypothesis and the research problem are crucial in determining the style and organisation of the research study. The hypothesis and sub hypothesis concern themselves with quantifiable examples such as economic impact and soft-power influence metrics. This contextualizes the aim of the thesis to use existing scientific research in the fields of cultural diplomacy, public diplomacy, publicly accessible statistics and historic backgrounds. Leveraging these sources of information, the answers to questions of Dutch cultural influence and reciprocal/proportionate benefit. The main avenue of identifying relevant information is to go directly to cultural institutions that are dedicated to the diffusion and exchange of visual arts, music, dance, film, theatre, literature, cultural infrastructure, heritage conservation, archives, musea and other forms of cultural expression.

6.2 RESEARCH SUBJECT.

The subject of the research has to be framed in its socio-economic reality. That being a market-based capitalist economy that operates within its constraints. Culture does not often get equated and compared with regard to its monetary value and contribution. However, this is the most important way in which cultural influence is measured. Cultural diplomacy involves using cultural interactions and exchanges to foster mutual understanding and cooperation between nations. The primary components of cultural diplomacy consist of:

- Promotion of cultural exchange: Facilitating the exchange of artists, cultural professionals, and artistic works across borders to share cultural heritage and contemporary creativity.
- Recognition and encouragement of excellence: The act of identifying and promoting exceptional cultural and artistic accomplishments to enhance a nation's international cultural reputation.
- Advancement of cultural infrastructure: Allocating resources towards cultural facilities and institutions to facilitate the creation and distribution of cultural works.

- Cultural entrepreneurship programs: These aim to provide support for projects that promote the business side of culture, including financial assistance, training, and resources for cultural companies.
- Participation in cultural life: Increasing public engagement in cultural activities to strengthen cultural ties and understanding both domestically and internationally.
- Boosting global influence: Proactively advocating a country's cultural heritage on an international scale to cultivate a favourable global perception and nurture diplomatic ties.

6.3 THEORETICAL BASIS OF RESEARCH.

Every scientific investigation begins with the application of a scientific methodology that incorporates a specific philosophical and conceptual framework. This framework is referred to as a scientific paradigm. A paradigm is a broad view of the world, encompassing ontological, epistemological, and methodological assumptions that guide researchers in their investigations. Ontological assumptions pertain to the presence or absence of a singular, objective reality. Epistemological assumptions pertain to one's understanding of the nature of knowledge and the feasibility of acquiring information. Methodological assumptions, on the other hand, are derived from these epistemological assumptions and relate to the preferred approaches for researching what is investigable. Furthermore, there exists an axiological domain that addresses the inquiry into the significance of values in research, as well as a rhetorical domain that examines the matter of terminology and language style employed by researchers. The selection of a paradigm will dictate every part of the research process, ranging from the identification of research problems to the selection of research methodologies.

6.4. METHODOLOGY, GOALS AND THE SCIENTIFIC METHOD.

6.4.1. CULTURAL AND SCIENTIFIC RESEARCH GOALS.

By conducting thorough and methodical literature research, a deeper understanding can be gained, highlighting the significance of global trends in developing this invaluable and unique tool. These cultural aims align precisely with the objectives of this research. To achieve this goal, a quantitative approach utilizing case studies based on secondary sources as well as primary sources will be employed. This method will characterize the activities, missions, goals, and values of key actors involved in the sphere of cultural diplomacy in the Netherlands and its related impact. Working with established scientific and statistical literature new information and answers may be created. Measuring the impact certain cultural policies have on

international relations, GDP and broader cultural discourse can be aggregated throughout periods of time where conclusions can be drawn and decisions reviewed.

6.4.2. METHODOLOGY USAGE.

Usage of the correct methodology tools is critical in achieving set goals and in testing hypotheses. The following scientific research methodology will be used:

- Analysis method
- Analogy method
- Observation method
- Deduction method
- Comparative method
- Quantitative method
- Case study method

6.4.3. HYPOTHESIS SYSTEM.

The general hypothesis is the fundamental assumption that forms the basis of the research. It is influenced by the established subject of study and the specific goals of the research. The main hypothesis (H1) is as follows:

"Effective cultural diplomacy strategies will be associated with an increase in the Netherlands' soft power, as evidenced by greater cultural influence, tourism, and international partnerships."

Support/Secondary/Sub-hypotheses (SH1/2) are as follows:

(SH)1: "The strategic integration of Dutch cultural identity in diplomatic initiatives will positively influence business partnerships and investments."

(SH)2: "The impact of cultural diplomacy on former Dutch colonies."

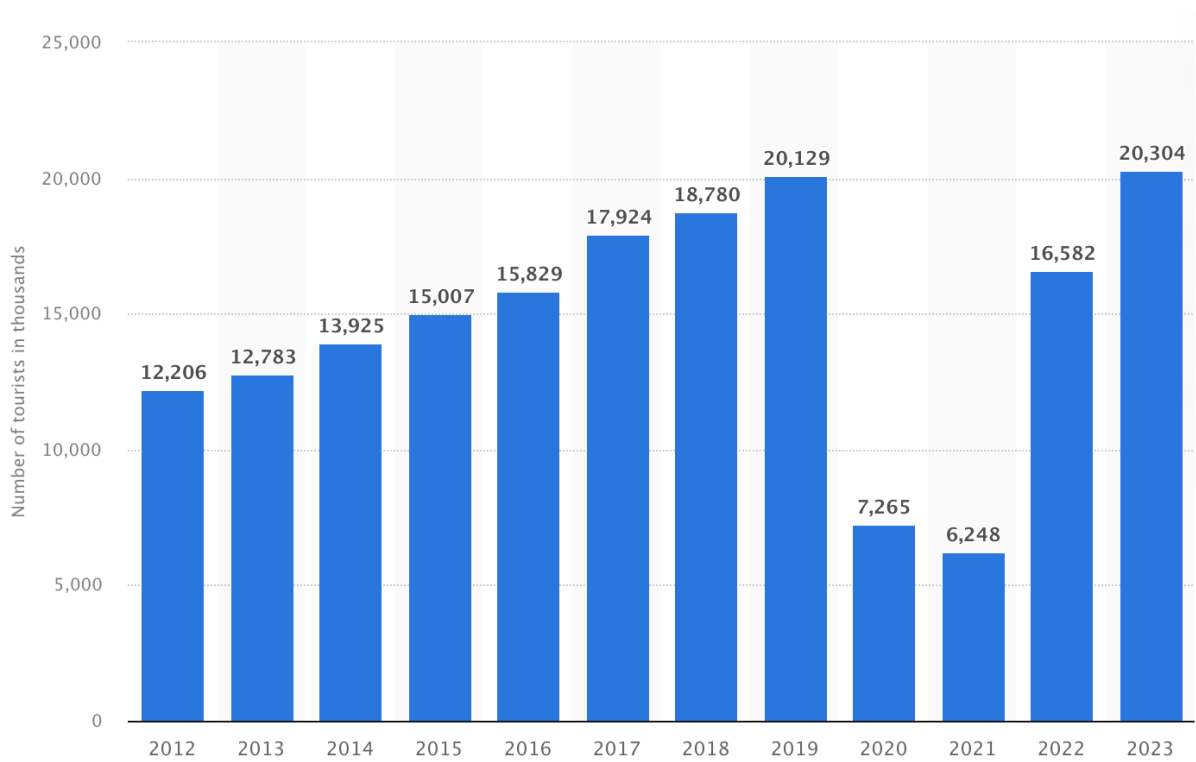
6.5. IMPACT OF DUTCH CULTURAL DIPLOMACY ON THE NETHERLANDS.

Much has been written about Dutch cultural diplomacy in relation to its' partners, now is the time for introspection. The assumption that effective cultural diplomacy translates into concrete benefits for the Netherlands will be tested. Tourism as an exercise in statistics does not pose a substantial challenge. Cultural influence and international partnerships, especially cultural influence are a bit more difficult to quantify and measure. (Buitengaats | Offshore n.d.) (The

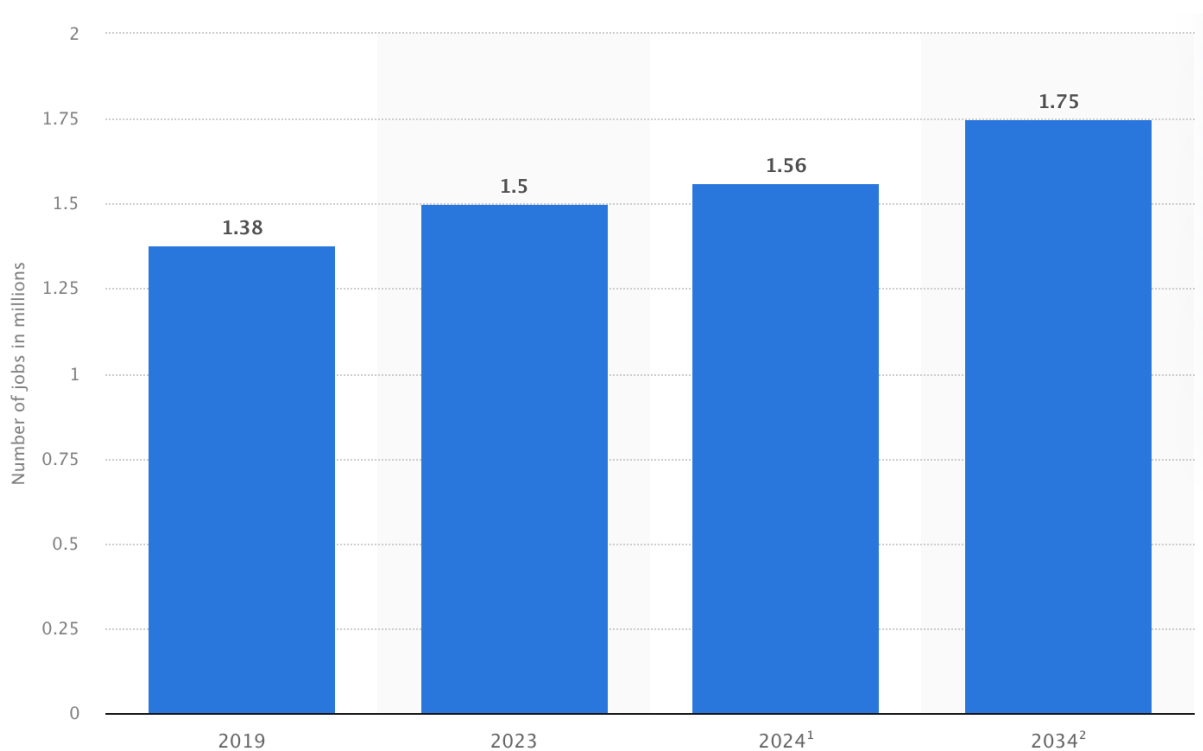
Netherlands - cultural export 2016 n.d.) (Climbing the Ladder: DutchCulture Database Mapping 2021 2022) (Entering Orbit: DutchCulture Database Mapping 2022 2023) (Roaming New Roads: DutchCulture Database Mapping 2023 2024)

6.5.1. TOURISM.

Looking back on the definition of culture, it ultimately represents the total sum of a society's parts. If someone visits that society for any of their cultural products that would make them a tourist. It matters not whether that visit is meant for the Dutch beaches, the plethora of musea or other cultural events and initiatives. What matters is that it is Dutch culture that draws people to it. Effective cultural diplomacy as outlined in the 2016 and 2020 cultural policy strategies facilitates a greater awareness of Dutch culture abroad. The assumption being that the implementation of those policies has had a positive impact on tourist numbers throughout the years. Keeping extenuating circumstances such as the 2008 financial crisis, Eurozone crisis and the COVID-19 pandemic in mind, this has indeed been the case. Using statistical data provided by worlddata.info/ World Tourism Organization, Statista, the World Bank and OECD we can compare the relevant numbers throughout the years. The Netherlands has seen a steady rise in tourism numbers in the 1995-2020 period. The period between 1995 and 2000 saw a growth from 6.57 million tourists to 10.00 million tourists. This represents an average YoY (Year over Year) growth of 9.08%. 2001 and 2003 saw a small decline and relatively static growth from 2009 onward to 2019. The 2020 and 2021 years saw a massive decline in tourism on account of the global pandemic.

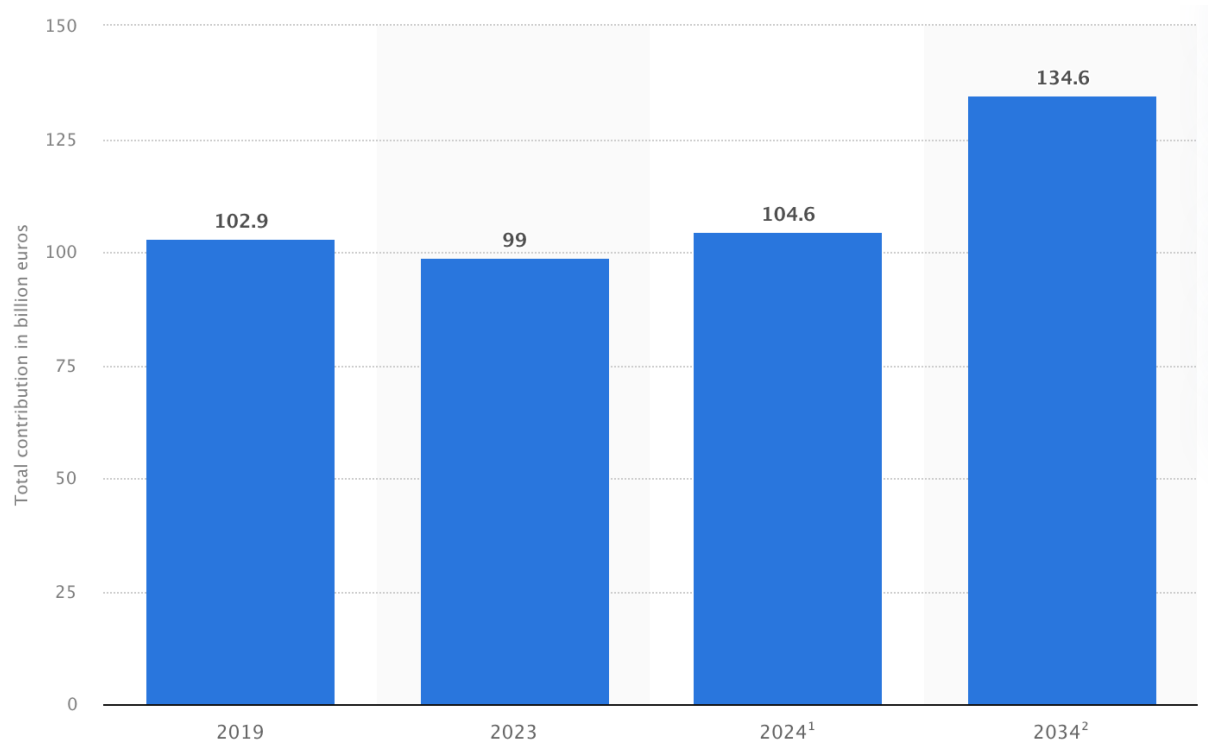


Graph 1: Number of international tourist arrivals in the Netherlands from 2012 to 2023 (Statista Research Department 2024)



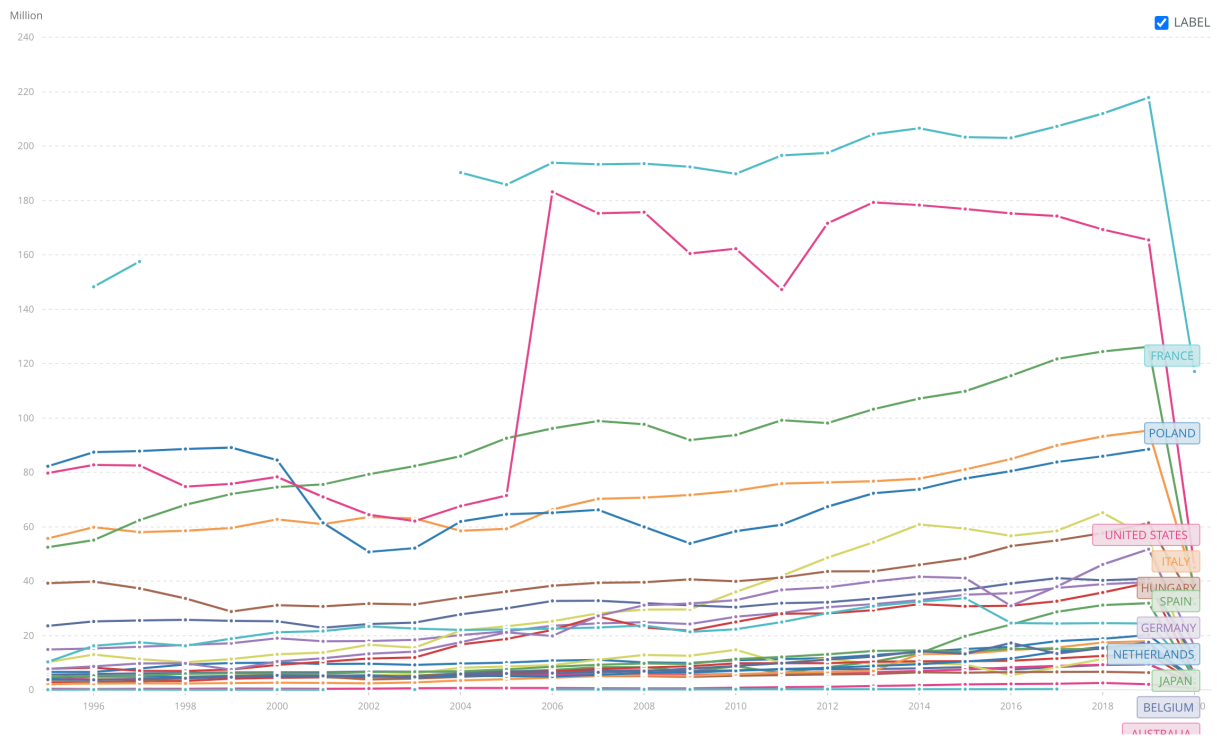
Graph 2: Total contribution of travel and tourism to employment in the Netherlands in 2019 and 2023, with a forecast for 2024 and 2034 (Statista Research Department 2024)

As referenced by graph 1, 2 and 3. Absolute numbers of tourists has consistently grown except for the pandemic years with 2023 marking a return above pre-pandemic levels. As far as tourism represented as % of GDP, this also correlates to a positive upward trend with regard to future projections. 2024 also marks the return of absolute GDP contribution of the tourist sectors to pre-pandemic levels.



Graph 3: Total contribution of travel and tourism to GDP in the Netherlands in 2019 and 2023, with a forecast for 2024 and 2034 (Statista Research Department 2024)

Tourism specifically from countries that have been highlighted in Dutch cultural foreign policy as deserving of special attention and effort is also displayed. South Korea is referred here as Republic of Korea. Macau and Hong Kong are listed separately from the People's Republic of China. Results regarding this have been mixed. While some declines and low numbers can be attributed to fierce competition for cultural influence and just plain economics, others show marked improvements in tourism numbers.



Graph 4: International tourism, number of arrivals - Netherlands, Japan, Belgium, Australia, France, Germany, Hong Kong SAR, China, Macao SAR, China, Hungary, Italy, Poland, Spain, United Kingdom, United States, Russian Federation, Turkiye, Egypt, Arab Rep., Morocco, Brazil, India, Indonesia, South Africa, Korea, Rep., Sri Lanka, Suriname (International tourism, number of arrivals - Netherlands, Japan, Belgium, Australia, France, Germany, Hong Kong SAR, China, Macao SAR, China, Hungary, Italy, Poland, Spain, United Kingdom, United States, Russian Federation, Turkiye, Egypt, Arab Rep., Moroc n.d.)

All tourism numbers are down in the year 2020 as a result of the COVID-19 pandemic. Alphabetically, Australian, Belgian, Brazilian, French, German, Hong Kong, Hungarian, Indian, Indonesian, Italian, Japanese, Korean, Macayan, Moroccan, South African, Spanish, Sri Lankan, Surinamese, and British tourists have steadily increased. Egyptian tourist numbers declined for a few years but picked up again. Polish tourists declined pretty heavily over the years, only reaching 1995 levels relatively recently. Russian tourism decline coincided with the conflict in Ukraine and the downing of MH17. Turkish and American tourist numbers already declined a fair bit pre-pandemic. While the decline in Turkish visitors is not easily explained, lower American tourist numbers can simply be attributed to waning interest in Dutch culture and strong competition from other countries for the American market.

6.5.2. CULTURAL INFLUENCE.

Cultural influence is the impact that a culture has on the beliefs, behaviours, customs, and values of individuals and societies. It involves the spread of cultural elements such as language, art, music, cuisine, traditions, and social norms, which can shape and transform other cultures through interactions and exchange. Cultural goods are specific tangible items that represent cultural expressions.

Cultural goods according to cultural domains

CULTURAL DOMAIN	CULTURAL GOODS
Heritage	• Antiques, collections and collectors' pieces, postage or revenue stamps
Books and press	• Books • Newspapers, journals and periodicals • Maps and hydrographical and similar charts
Visual arts	• Works of art (paintings, engravings, sculpture, designs and so on) • Photographic plates and films developed
Art crafts	• Knitted or crocheted fabrics, embroidery in the piece, tapestries • Ornamental articles (wood marquetry, ivory articles, articles of fine porcelain, and so on) • Jewellery (of precious metals and stones)
Performing arts	• Musical instruments
Audiovisual and multimedia	• Cinematograph films • Recorded media with music, films, video and video games (CDs, DVDs, Blu-rays, magnetic tapes, vinyl records, and so on) • Video game consoles
Architecture	• Architectural plans and drawings

Table 1: Cultural goods according to cultural domains (Eurostat n.d.)

Cultural goods are effectively the main component of cultural influence. Dutch cultural export data is available for the 2013-2022 period. Export data is not broken down into destination countries but as a lump sum.

International trade in cultural goods, 2017 and 2022

	2017				2022				Relative change in value, 2022 to 2017	
	Exports	Imports	Trade balance	Cover ratio (exports/imports)	Exports	Imports	Trade balance	Cover ratio (exports/imports)	Exports	Imports
	(€ million)				(€ million)				(%)	
EU (*)	20 768.0	17 025.6	3 742.4	1.2	25 404.0	21 285.2	4 118.7	1.2	22.3	25.0
Belgium	1 147.8	1 352.4	-204.5	0.8	1 357.1	1 887.6	-530.5	0.7	18.2	39.6
Bulgaria	52.5	114.2	-61.7	0.5	130.9	224.1	-93.2	0.6	149.3	96.2
Czechia	1 793.7	1 337.0	456.6	1.3	1 622.9	1 283.3	339.7	1.3	-9.5	-4.0
Denmark	525.2	663.0	-137.7	0.8	570.6	730.3	-159.7	0.8	8.6	10.2
Germany	8 882.8	7 521.1	1 361.7	1.2	8 690.9	8 778.0	-87.2	1.0	-2.2	16.7
Estonia	89.2	55.6	33.6	1.6	104.5	71.7	32.8	1.5	17.1	29.0
Ireland	408.6	558.8	-150.2	0.7	1 601.3	1 471.9	129.4	1.1	291.9	163.4
Greece	183.5	310.7	-127.1	0.6	281.4	376.9	-95.4	0.7	53.3	21.3
Spain	1 932.4	2 307.4	-375.0	0.8	2 270.1	2 585.4	-315.4	0.9	17.5	12.1
France	7 786.3	7 878.8	-92.5	1.0	9 663.7	8 611.3	1 052.5	1.1	24.1	9.3
Croatia	80.0	130.4	-50.4	0.6	83.6	134.9	-51.4	0.6	4.5	3.5
Italy	7 988.9	3 423.5	4 565.4	2.3	11 505.6	3 560.0	7 945.6	3.2	44.0	4.0
Cyprus	40.0	43.5	-3.4	0.9	7.3	78.0	-70.7	0.1	-81.8	79.4
Latvia	156.5	74.4	82.1	2.1	233.1	103.9	129.2	2.2	48.9	39.6
Lithuania	100.4	65.9	34.5	1.5	143.7	109.3	34.5	1.3	43.1	65.9
Luxembourg	39.9	161.1	-121.2	0.2	39.7	178.3	-138.6	0.2	-0.4	10.7
Hungary	179.5	224.6	-45.1	0.8	251.7	248.1	3.7	1.0	40.2	10.4
Malta	12.7	32.6	-19.8	0.4	19.6	49.3	-29.7	0.4	53.7	51.5
Netherlands	4 540.9	3 991.7	549.3	1.1	5 119.7	6 139.4	-1 019.8	0.8	12.7	53.8
Austria	837.2	1 655.0	-817.8	0.5	1 259.4	1 685.1	-425.7	0.7	50.4	1.8
Poland	3 573.3	2 570.8	1 002.5	1.4	3 372.8	2 676.8	696.0	1.3	-5.6	4.1
Portugal	180.1	376.9	-196.8	0.5	255.5	498.4	-242.8	0.5	41.9	32.2
Romania	80.6	188.5	-107.9	0.4	156.0	279.4	-123.4	0.6	93.5	48.2
Slovenia	140.9	125.6	15.3	1.1	187.8	157.0	30.8	1.2	33.3	25.0
Slovakia	303.1	267.9	35.2	1.1	355.4	356.7	-1.4	1.0	17.2	33.1
Finland	120.5	249.4	-128.9	0.5	89.7	273.8	-184.1	0.3	-25.6	9.7
Sweden	663.5	766.9	-103.4	0.9	699.8	981.2	-281.4	0.7	5.5	27.9
Bosnia and Herzegovina	23.9	44.4	-20.4	0.5	37.1	67.3	-30.1	0.6	55.2	51.6
Montenegro	2.4	12.3	-9.9	0.2	5.2	18.4	-13.2	0.3	115.9	49.8
North Macedonia	6.3	24.0	-17.7	0.3	2.0	26.7	-24.7	0.1	-68.1	11.2
Albania	4.1	36.2	-32.1	0.1	8.4	83.9	-75.4	0.1	104.8	131.7
Serbia	67.6	74.8	-7.3	0.9	59.0	120.0	-61.0	0.5	-12.7	60.4
Türkiye	3 086.3	762.3	2 324.0	4.0	8 600.4	1 416.3	7 184.1	6.1	178.7	85.8
Kosovo (†)	0.1	5.7	-5.6	0.0	0.7	15.0	-14.2	0.0	609.6	164.3

(*) Excluding intra-EU trade.

(†) This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

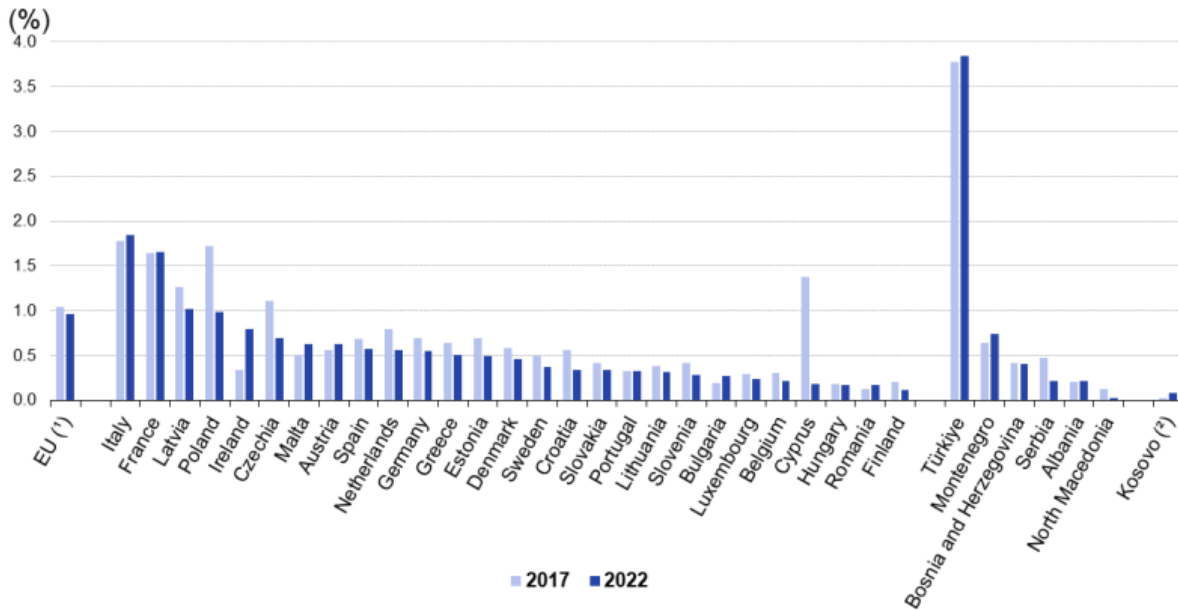
Source: Eurostat (online data code: cult_trd_prd)

eurostat 

Table 2: International trade in cultural goods, 2017 and 2022 (Eurostat n.d.)

Cultural exports have grown from €3.3 billion to €5.1 billion with growth for all but two years (decline in 2015 and 2020). This represents a consistent growth in value of Dutch cultural exports.

Exports of cultural goods as a share of total exports, 2017 and 2022



(*) Extra-EU exports.

(*) This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

Source: Eurostat (online data code: cult_trd_prd)



Table 3: Exports of cultural goods as a share of total exports, 2017 and 2022 (Eurostat n.d.)

6.5.3. INTERNATIONAL PARTNERSHIPS.

The strongest parallel to soft power available. Establishing a partnership with a country entails developing relations that extend beyond just transactions and the basic requirements for maintaining amicable diplomatic ties. Crucial elements in determining partners consist of economic, diplomatic, military, and values-based connections, reinforced by official visits. (Government of the Netherlands n.d.) Western nations, particularly European Union (EU) member states, are identified as the most critical allies, with Germany and Belgium taking the lead with the possibility of establishing more robust connections with Southeast Asian states, Central and Eastern Europe, and certain regions in Africa and the Middle East. This aligns with strategic geopolitical goals. The Netherlands additionally has particular development relationships with countries in the Sahel, the Horn of Africa, the Middle East, and North Africa. These partnerships are designed to meet the unique needs of each nation and are in line with broader policy objectives. Twelve nations, including Ethiopia and Mali, have established extensive development partnerships that prioritize different Sustainable Development Goals. The partnerships with twelve countries, including Lebanon and Jordan, are guided by specific objectives. These objectives aim to solve distinctive issues, such as the reception of refugees.

The Netherlands engages in trade and development activities in fourteen countries, such as India and Nigeria, with a focus on promoting sustainability and digitalization. The Netherlands is gradually discontinuing development partnerships with countries such as Mauritania and Algeria, and instead focusing its efforts on regions and nations where the strategic and developmental effects are more substantial. (Oosterveld and Kattenbroek n.d.) (Government of the Netherlands n.d.)

6.6. CULTURAL DIPLOMACY, BUSINESS PARTNERSHIPS AND INVESTMENTS.

6.6.1. CULTURAL DIPLOMACY AND BUSINESS PARTNERSHIPS.

Cultural diplomacy is not only constricted to fields that would be considered "cultural" such as art or literature. It extends to sectors such as agriculture, water management and similar fields. The Partners for International Business (PIB) program is part of the international business and export framework and facilitates Dutch businesses in forming public-private partnerships to achieve their international goals. PIB addresses challenges, such as trade barriers, lack of local knowledge, and restrictive laws by working together with industry partners and the Dutch government. The PIB program operates through 2- or 3-year action plans, developed with clusters of Dutch businesses and knowledge institutes, to promote Dutch industries abroad. The Netherlands Enterprise Agency leverages a global network of embassies, consulates, and Business Support Offices to implement the program. PIB is open to all countries except those under international sanctions and includes applications from the Caribbean parts (BES Islands) of the Kingdom of the Netherlands since 2018.

The program encompasses three modules:

- **Promotion and Matchmaking:** Activities include branding, missions, fairs, seminars, and workshops tailored to specific business needs.
- **Knowledge Exchange and Networks:** This module focuses on Government-to-Government (G2G), Knowledge-to-Knowledge (K2K), and the Netherlands Management Training Program (NMTP).
- **Economic Diplomacy:** Activities aimed at market organization, access, and resolving specific issues for business clusters, facilitated by Dutch representatives in relevant countries.

Successful examples of PIB initiatives are PIB Serbia Green Cities, PIB HortiRoad2theGulf, and PIB Sport, Innovation and Vitality USA. PIB has launched over 100 programs since its launch in 2012. (Netherlands Enterprise Agency 2019)

6.6.2. CULTURAL DIPLOMACY AND INVESTMENTS.

Investments or Foreign direct investment (FDI) are crucial for fostering economic integration as it enables the transfer of capital between various economies. The Netherlands is globally recognised as a top destination for foreign direct investment (FDI) and is also known for its significant outbound investments. The Netherlands experienced a significant amount of Foreign Direct Investment (FDI), with notable amounts coming from and going to the United States and the United Kingdom. There was a 3% growth in inward foreign direct investment (FDI) in 2022, while outbound FDI witnessed a decline of 1%. However, both types of FDI remained below the pre-epidemic levels. The Dutch economy accommodated roughly 25,100 multinational companies in 2021, employing around 2.3 million workers, which accounts for 35% of the entire workforce. Most international firms primarily operated in the wholesale and retail sectors, with significant ownership by foreign entities from the United States and Germany. The contribution of multinationals to trade is enormous, with 78% of goods imports and 83% of goods exports being attributed to them. Dutch multinational firms have a substantial global presence, especially in Germany and the United States, where they have multiple subsidiaries. Investments in manufacturing and agriculture mostly prioritise vertical integration, aiming to reduce production costs and gain specialised expertise. Horizontal investments are commonly seen in the commerce and services industries, primarily as a strategy to bypass trade barriers. Investments can be classified into two categories: horizontal and vertical. Horizontal investments refer to the situation where subsidiaries engage in the same business activities as the parent company. Conversely, vertical investments involve subsidiaries participating in distinct activities. Dutch multinational firms deliberately prioritise allocating more resources to vertical projects in high-income nations to take advantage of specific skills and a stable economic climate. However, they diversify their investments across many sectors, including services that promote market entry. Horizontal investments often function as an alternative to exports, as many businesses that do not participate in exporting choose to invest in this way. Vertical investments contribute to the growth of commerce, particularly because many enterprises have a strong track record of exporting their products. The choice between horizontal and vertical investment depends mainly on the parent firm's industry. Dutch multinational firms strategically allocate investments abroad, taking into

account both vertical and horizontal investments to maximise operational efficiency and market expansion. These investments play an essential role in the Dutch economy as they promote international trade and contribute to employment opportunities. The largest inwards FDI contributors for the year 2022 ranked according to size are the United States with €553 billion (No.1), the United Kingdom with €519 billion (No.2), Germany with €280 billion (No.3) and Luxembourg with €186 billion (No.4). (Berkenbos, et al. 2023) (Government of the Netherlands 2022) (Terugblik 2023: Resultaten en inspanningen van NFIA en het Invest in Holland netwerk 2024)

6.7. COLONIAL LEGACY AND PRESENT-DAY IMPACT OF DUTCH CULTURAL DIPLOMACY.

Dutch cultural policy has experienced substantial changes over the years, specifically in addressing its colonial history. The evolution of cultural diplomacy in the Netherlands is strongly influenced by a complex interaction of historical, political, and cultural variables, which nevertheless have an impact on the country's approach to cultural diplomacy today. The Netherlands gathered a sizable collection of cultural artefacts from its colonies, especially Indonesia, during its colonial era. These artefacts were frequently acquired through questionable means and were employed to bolster narratives of European superiority. Anthropologists and ethnologists were instrumental in this process, frequently providing justification for the gathering and safeguarding of artefacts as essential for scientific and educational objectives.

Post-independence, the relationship between the Netherlands and its former colonies, especially Indonesia, has been marked by efforts to address this colonial legacy. Dutch officials were initially resistant to returning artifacts, viewing them as integral to Dutch cultural heritage. However, over time, pressure from Indonesia and the international community, along with a growing recognition of the injustices of colonialism, led to the repatriation of some items. The Dutch National Museum of World Cultures (NMVW) has taken deliberate measures to confront and acknowledge its colonial history. It implemented criteria in 2019 to ensure the systematic and fair repatriation of cultural objects, shifting from ad hoc decisions to a more structured approach. This entails repatriating culturally significant artefacts to their original communities, irrespective of the means by which they were obtained. The public response in the Netherlands to these initiatives has been predominantly favourable, indicating a social readiness to acknowledge and address historical colonial injustices.

The current objective of Dutch cultural diplomacy is to achieve a harmonious resolution with its colonial past while simultaneously fostering global cultural interactions. The NMVW's dedication to transparency and collaboration in the process of returning cultural artefacts is a component of a wider endeavour to confront the complex historical connections associated with these collections. The effort is further supported by collaborations with other Dutch institutions, such as the Rijksmuseum and the Expertise Centre for the Restitution of Cultural Goods. The Dutch government has recently introduced a number of four-year initiatives, including the Shared Cultural Heritage (SCH) programme, aimed at fostering cultural interaction and cooperation with former colonies and other partner nations. These programmes are specifically designed to facilitate debate and introspection regarding the collective historical and cultural legacy of the Netherlands and its affiliated nations. The objective is to acknowledge both the favourable and unfavourable aspects of this collective history, encompassing the grim episodes of colonial aggression and exploitation. The Netherlands aims to construct a more encompassing and thorough account of its history. The Netherlands actively engages in UNESCO's cultural policy frameworks on an international level, with a focus on safeguarding and advancing cultural diversity. However, the Dutch approach to heritage diplomacy has faced criticism despite its efforts. Many experts and advocates contend that the Dutch government frequently neglects to properly recognise the ethical and moral consequences of its colonial history. Although the concept of shared history implies a dedication to tolerance and mutual respect, it often fails to adequately address the profound problems of colonialism and its enduring effects on former colonies. The emphasis on shared heritage can occasionally overshadow the necessity for a more analytical exploration of colonial history. Considerable progress has been achieved in acknowledging and tackling the injustices of the past, although there are still obstacles to overcome in completely facing and reconciling with this historical legacy. The Netherlands can advance its objectives of mutual understanding and collaboration with its former colonies and other partner countries by persisting in open and inclusive discussions regarding its colonial history. (Hickley 2020) (Pound 2021) (Kuitenbrouwer 2016) (Scott 2017)

7. CONCLUSION.

Circling back to the initial subject of the thesis, Dutch cultural diplomacy is quite complex. The Netherlands has effectively leveraged its abundant cultural legacy and progressive cultural policies to cultivate international relationships, facilitate mutual understanding, and bolster its soft power. This thesis shows that Dutch cultural diplomacy, through many projects and

collaborations, has successfully contributed to a rise in tourism, cultural impact, and global alliances. An examination of past and present methods in Dutch cultural diplomacy shows a complex relationship of cultural, political, and economic elements. The development of cultural diplomacy in the Netherlands has been significantly shaped by its colonial history, requiring a delicate equilibrium between recognising past injustices and fostering cultural exchange. The Dutch National Museum of World Cultures (NMVW) and the Shared Cultural Heritage (SCH) initiative demonstrate a dedication to openness and cooperation in dealing with the consequences of colonialism. The scope of Dutch cultural diplomacy extends beyond conventional cultural pursuits to encompass domains such as commerce, agriculture, and water resource management. Programmes such as Partners for International Business (PIB) demonstrate how cultural diplomacy can bolster economic goals through the cultivation of public-private collaborations and the advancement of Dutch companies on a global level. An effective cultural diplomacy strategy is highlighted by the steady increase in cultural exports and the careful distribution of foreign direct investment (FDI), emphasising its economic advantages. The Dutch involvement in cultural diplomacy has played a crucial role in enhancing bilateral relations with former colonies and other allied nations. The ongoing cultural exchanges and joint initiatives have fostered a broader and more thorough understanding of common pasts, so aiding the process of reconciliation and the development of a more all-encompassing historical account. Dutch cultural diplomacy plays an essential and ever-changing role in the overall strategy of the country's international relations. Emphasising cultural diplomacy is crucial for preserving the Netherlands' global impact and cultivating enduring foreign relationships based on mutual respect and understanding. The deliberate incorporation of Dutch cultural identity into diplomatic endeavours consistently enhances business partnerships and investments, thereby strengthening the importance of cultural diplomacy in modern international relations.

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9. SHORT BIOGRAPHY

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Predmet: Kultura i Diplomacija

10. IZJAVA O AUTENTIČNOSTI RADOVA

Ime i prezime: Hajrudin-Kenan Jakubović

Naslov rada: Uloga kulturne diplomatije u povećanju imidža holandije na međunarodnoj sceni.

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6. da sam dosljedno naveo/la korištene i citirane izvore ili bibliografiju po nekom od preporučenih stilova citiranja, sa navođenjem potpune reference koja obuhvata potpuni bibliografski opis korištenog i citiranog izvora;
7. da sam odgovarajuće naznačio/la svaku pomoć koju sam dobio/la pored pomoći mentora/ice i akademskih tutora/ica.

Mjesto, datum

Sarajevo,

Potpis

Hajrudin-Kenan
Jakubović