
Chapter 22

The Cultural Dimension of the Czech Foreign Policy

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THE CULTURAL DIMENSION OF CZECH FOREIGN POLICY: BACKGROUND AND POLITICAL CONTEXT

The year 2015 was marked by the recovery of interest in the cultural dimension of the foreign policy and Czech public diplomacy as a whole. The initiative was coming especially from the Ministry of Foreign Affairs (Public Diplomacy Department) and was focused on the conceptual level in the effort to inspire and enliven discussion of the involved actors about the topic of the future direction of the Czech public diplomacy, both in terms of concept and procedures. The impacts of this preparatory conceptual work were not visible in the public space in 2015 yet. However, it became apparent already in 2015 that the key issue of the future development of the agenda will be the will of the involved actors to co-operate, overcoming the department differences and accepting the central role of the Ministry of Foreign Affairs in formulating the objectives and co-ordination of the area of the Czech public and cultural diplomacy.

Another significant moment of the year 2015 was ExPO (May–October), which took place in Milano, Italy, where the Czech Republic was presented in an independent pavilion. The Czech participation in ExPO 2015 was the climax of long-term efforts that had started already in 2012. It interconnected individual components of the presentation of the Czech Republic abroad and, therefore, it can be considered a strategic part of the external presentation of the state, which has strong overlaps to the public and media space.

Concept and plans

From the conceptual standpoint, the main framework of the cultural dimension of the Czech foreign policy and Czech public diplomacy is represented by the *Concept of the Foreign Policy of the Czech Republic* (approved on 13. 7. 2015).¹ Cultural and public diplomacy is mentioned there within section 4.5 (pp. 10–11) as a part of the promotion of the good name of the Czech Republic abroad. According to the Concept, the main objectives of the foreign policy include: “*contributing to the positive perception of our country within the international community*” (p. 10). It is explicitly

mentioned there that: “*the Czech foreign policy would pay increased attention to the issue of branding*” (p. 10). Promotion of the good name of the state is envisaged in a more complex way; the main parts include culture (which is mentioned here in the first place and its role is highlighted especially for building long-term relations with the foreign audience), economy, tourism, and sports. The Concept underlines the necessity of synergy of activities of individual sector agencies (Czech Centres, CzechTrade, CzechTourism and CzechInvest) within a particular agenda. Last but not least, *The Concept of the Foreign Policy of the Czech Republic* anticipates an update of further conceptual material, which is focused exclusively on the presentation of the Czech Republic abroad – *The Concept for a Unified Presentation of the Czech Republic*,² which was adopted in 2005 and still represents the only comprehensive conceptual document for that particular agenda.

In 2015, the intensification of debates about the Czech public diplomacy in the context of the promotion of the good name of the Czech Republic abroad was facilitated by the Ministry of Foreign Affairs of the Czech Republic and especially by the applicable Public Diplomacy Department (PDD). The debate about the topic did not take place in the public space; it concerned a series of meetings of the involved actors (representatives of ministries and agencies), when the main initiator in a majority of cases was the PDD of the MFA, which strived for the confirmation of the leading role of the Ministry of Foreign Affairs in that particular area. The main purpose of the meetings in 2015 was in particular to strengthen the internal cohesion of heterogeneous actors from individual areas of external presentation of the Czech Republic. From the conceptual standpoint, the PDD strived for a review of the mentioned *Concept for a Unified Presentation of the Czech Republic*, when two options were still considered in 2015: updating the current document or developing a new material.

The major meetings of the actors in 2015 included the Meeting about the issues of the branding of the Czech Republic and possibilities of a closer department communication (April 2015) and the internal meeting about the issues of branding within the MFA in the attendance of minister Lubomír Zaorálek (September 2015). A specific expression of the effort to co-ordinate the procedure was the conference “News in the Czech Economy and Public Diplomacy”. The Conference was primarily intended especially for the representatives of the diplomatic corps accredited in the Czech Republic. There the information was presented about the current development of the Czech economic diplomacy in 2015 along with the activities from the area of public diplomacy. For the co-ordination of activities, the presence of the representatives of other involved Czech institutions was also very important.³ At the same time, the Conference also confirmed the necessity of a complex approach to the reputation of the country both on the institutional level and in terms of the content.⁴

This conference was followed up in December 2015 by a meeting concerning the topic of branding and its further development especially in relation to the institutional co-operation and co-ordination of activity on the platform of the Commission for Unified Presentation. It was attended by the representatives of the involved departments (Ministry of Foreign Affairs, Ministry of Industry and Trade, Ministry of

Culture, Ministry of Education, Youth and Sports), representatives of other concerned institutions (e.g. Czech Olympic Committee) and the academic sphere. The meeting was focused on the aspect of co-operation of individual actors in creating the image of the country.

All meetings primarily demonstrated the will to identify the main topics concerning the further direction of the Czech cultural and public diplomacy. The main tendency became the desire not to let the agenda function only spontaneously by itself, but to identify both the boundaries of the agenda as such and individual areas of activity, forms of co-operation of the actors and the internal hierarchy.

Therewith a big part of the topics was open for discussion, it was clearly identified that further conceptual work would not focus on the unified visual style of the presentation, where there was no realistic possibility of reaching consensus at that time, but it would deal with considering the brand of the Czech Republic as a whole in the effort to support the internal institutional identity (internal branding) and incorporation of numerous components of the external presentation of the Czech Republic. The actual meeting demonstrated that cultural diplomacy still had a central position in the creation and promotion of the good name of the Czech Republic. The emphasis was also put on the neglected part of the presentation of the Czech Republic – educational dimension of public diplomacy and also on the Czech sports diplomacy (sport is considered one of the strongest presentation articles of the Czech Republic), the area of creative industry, science, research and innovations (one of the main current topics of activities of the Czech Centres). In that particular context, the brand of the Czech Republic is considered the covering of all topics and sectors of external presentation.

The one-word designation “Česko/Czechia” became the controversial topic in 2015. Already during the year, it was obvious that the opinions concerning the name Czechia started diverging, especially between the main protagonists of the proposal – the Ministry of Foreign Affairs and the Ministry of Regional Development, the agency of which, CzechTourism, stood against the new name, both on the internal and media levels. The main argument of CzechTourism was the established brand “Czech Republic”, which was used in the advertisement campaign *Czech Republic – Land of Stories*, which was heavily financed by the agency. The year 2015 did not bring the final decision, which was due to come in 2016, like the identification of the relations name/brand/destination brand.

Several times during 2015, the Public Diplomacy Department declared its willingness to assume the co-ordination role and supported the idea of creating a governmental envoy for the area of the external presentation. A bigger frequency of the meetings of the actors contributed to their socialization as a group, better mutual sharing of information about on-going and planned activities, utilization of tools in individual sectors (social networks, Internet pages and databases, work with target groups) and to gradual spontaneous understanding of the necessity of creating a functioning co-ordination platform at the MFA. In this respect, the year 2015 featured a considerable shift towards the coherent perception of the Czech cultural and public diplomacy.

CULTURAL DIMENSION OF CZECH FOREIGN POLICY: AGENDA AND EVENTS

As already mentioned above, the agenda of the cultural dimension of Czech foreign policy appeared in 2015, contrary to the previous years, also in the pivotal conceptual document of the Czech foreign policy – in its new Concept.⁵ One of the objectives (and, at the same time, tools) of the Czech foreign policy is also the good name abroad. The Concept says very clearly that “*the central place in supporting the good name belongs to culture and foreign policy must reflect this fact adequately*”.⁶ Without a doubt, the achievement of this objective is a matter of the upcoming years; nevertheless, already in 2015 there were some interesting examples in the area of the agenda of the cultural dimension of the CFP.

The multilateral level of the cultural dimension of the CFP also experienced intertwining of the cultural and political dimensions. The year 2015 was, for example, the European Year for Development. Nevertheless, this eminently political topic was also reflected in one of the regular events of the Central European cultural platform, which presented an exposition of photographs “How Central Europe helps the world” in Norway. The exposition was organized by the Slovak Presidency of the Platform. The event can be called an example of the interconnection of content priorities of foreign policy and tools of the cultural presentation.⁷ The second event of the Platform for 2015 was organized by the Polish Presidency in Kiev. The member states presented their artists, who were focused on the child audience. The event was dedicated to children affected by the conflict in Ukraine.⁸

An important demonstration of the multilateral aspect is also the Czech membership in UNESCO. In December 2015, the Czech Republic became a member of the Intergovernmental Committee for the Protection of Cultural Property in the Event of Armed Conflict. This election is considered an extraordinary professional and diplomatic success of the Czech Republic.⁹

Presentation of culture

An important dimension of the presentation of culture in the widest meaning of the word is also the utilization of specific anniversaries in a particular year, which are either recognized internationally (UNESCO) or are linked with international participation. From the anniversaries of the year 2015, we can mention for example 600 years since the burning of Master Jan Hus. The effort to take advantage of the important anniversaries for example for strengthening bilateral relations or, as the case may be, remembering a particular place of the state in history, is also a part of one of the implementation measures (Measure 10) of the conceptual material of the Ministry of Culture of the Czech Republic for the years 2013–2018 focused on the foreign dimension of cultural policy.¹⁰

Without a doubt, one important project of the year 2015 was the year-long project *Pilsen 2015 – European Capital of Culture*. Preparations for this event took place throughout 2014 and many expectations, as well as some concerns, were related to its realization.¹¹ According to the information presented in the evaluation conference

Open Up! in June 2016, it is evident that the project was a success in many regards. Firstly, there are quantifiable data about the number of visitors, an increase of overnight stays or creation of new jobs. Without question, an important dimension was also the revitalization of the territory and ambition to start up or strengthen the cultural scene in the city and long-term interest of inhabitants in events. The above-mentioned evaluation is optimistic pursuant to the first reports even in this respect. The evaluation also concerned start-up of more intensive co-operation of cultural institutions in Pilsen, which establishes the groundwork for the future too.¹² To maintain positive effects of the whole project, it is necessary, also according to the experience of other cities (Linz 2009), to develop the whole project further on, seek new topics and opportunities of supporting the cultural life of the city. Without follow-up activities, the benefits obtained by the organization of such an important event usually vaporize within several years.¹³

EXPO 2015

The external presentation of the state also includes the so-called strategic presentation, which is based on the promotion of the good name of the state in key events of global importance that traditionally include EXPO. In 2015, EXPO took place in Milan, Italy, from early May to late October. The main topic was “Feeding the Planet. Energy for Life”. Therefore, EXPO provides individual states with an opportunity to express their opinion about global topics and therewith to contribute to the global discussion.

The Czech Republic decided that it would participate in the EXPO 2015 in the form of a resolution of the government in December 2012,¹⁴ when it also agreed with the conceptual design of Jiří F. Potužník and appointed him the General Commissioner. By means of the resolution of the government from December 2014,¹⁵ the Government of the Czech Republic “*takes the Report about the preparation of the participation of the Czech Republic in the General World Exposition EXPO 2015 in Milan into account*” and “*agrees with increasing the involvement of the state budget*”. It also orders the concerned ministers to provide co-operation in “*ensuring the preparation and realization of the participation of the Czech Republic at the EXPO 2015*”.¹⁶ From the very beginning, the preparations of the Czech participation in the EXPO 2015 were accompanied with an unfavourable political context (especially the fall of the government in June 2013) and the resulting insufficient identification of the vision of the Czech participation and financial insecurity.¹⁷ Therefore, the success of the presentation of the Czech Republic depended especially on the personal commitment of the General Commissioner and the whole Czech team. At the time of organizing the EXPO 2015, the Czech political representation demonstrated its interest in the presentation of the Czech Republic in the form of visits to the General Exhibition: in March, even before the start of EXPO, the Czech pavilion was visited by the department minister, during the event by the Minister of Regional Development Karla Šlechtová and the Minister of Health Svatopluk Němeček.

The activity of the Czech Republic at the EXPO 2015 is evaluated by the Final report.¹⁸ Generally, the participation of the Czech Republic can be assessed positively in the context of the ratio of invested costs and the achieved result. The Czech pa-

vilion represented a technologically interesting concept,¹⁹ which captivated with the possibility of modular utilization and efficient processing of non-renewable resources (it also won a Bronze Award for Architecture at the EXPO 2015). Its advantage consisted of the good position close to the main entry and pleasant atmosphere, which was facilitated by the swimming pool in front of the pavilion. It belonged to the most visited pavilions, even if the visitors appreciated especially the general appearance rather than the internal exposition.

In addition to the main exhibition related to the main topic of EXPO 2015 (Laboratory of Silence, which evoked the atmosphere of the Czech forest, and Laboratory of Life), the Czech pavilion also enabled the utilization of the premises for the presentation of the Czech Republic as a tourist destination. The regions of the Czech Republic had an opportunity to realize short-term expositions but this opportunity was only utilized by six regions during the period of the EXPO. In co-operation with the agency CzechTourism, the exposition “Land of Stories and Phantasy” was prepared (embedded into the scheme of the campaign *Czech Republic – Land of Stories*), which took place at the beginning and at the end of the EXPO 2015. Pursuant to the Final report of CzechTourism about the participation in the EXPO 2015: “*The objective of the project Czechia – Land of Stories in the General World Exposition EXPO 2015, which took place in the period from 1 July 2014 to 31 December 2015, was to promote the Czech Republic and its regions in the General World Exposition EXPO 2015 and therewith to increase the visit rate of the Czech Republic and revenues from the incoming tourism.*”²⁰

The Czech participation in the ExPO 2015 raises questions concerning the meaning of support of the participation in similar events by the state (especially in connection with the prepared EXPO B in Astana in 2017 and EXPO 2020 in Dubai). In this context, it is necessary to underline the main benefits of the participation in relation to the external presentation, which were confirmed by the participation in the EXPO 2015. Benefits of the participation are of the local/regional nature as well as of the global nature. During the preparations and organization of the event, the Czech Republic had an opportunity to enter the local environment, address clearly defined target group and therewith support the bilateral relations in the political, cultural and economic areas. Such established contacts facilitate, in the long-term perspective, other established relations, which can be to the benefit of the Czech Republic (in the case of a more remote venue, a big success is already raising the awareness of the local partners). From the global standpoint, it is necessary to underline the opportunity to address the heterogeneous international audience in the form that will captivate more senses and support the placement of the Czech Republic in the mental map of the visitors. Last but not least, the EXPO is the platform where the states can contribute to global topics of the present days, which is one of the basic tools of public diplomacy. In any case, it applies here that, like in the case of the agenda of the external presentation of the Czech Republic as a whole, the key factor of the success of the strategic presentation of the state is an adequate political support and co-operation of the involved actors.

Compatriot relations and teaching the Czech language

The relations of the Czech Republic and the Czechs living abroad enjoyed stable attention even in 2015. On the conceptual level, the government adopted, in the form of its resolution, the continuation of the *Programme of Support of the Czech Cultural Heritage for the Years 2016–2020*.²¹ The content of the Programme is the support of a series of educational activities focused especially on studying the Czech language in the form of scholarships, support of lectureships of the Czech language and foreign workplaces of the Czech studies.

Numerous regular events were also realized; as a part of the Week of Czech Language in the World, two interesting conferences took place in August. The first one was the conference “Heritage Schools and Diaspora” focused on the support and preserving the mother tongue abroad. It was followed by the seventh conference of the representatives of the Czech Schools without Borders and co-operating schools. One of the meanings of this event is to remember the importance of the support of teaching the Czech language to the young generation of the Czech migrants. It is important to remember the fact that it concerns a considerable investment in the future, in good relations of such people to the Czech Republic. Such established relations with the Czech Republic may become a source of many benefits and multiplication effect in the future for example in relation to foreign elites. In September, the ninth annual International Compatriot Festival also took place, the course of which is also greatly supported by the Permanent Commission of the Senate.²²

The relation to the compatriot communities and individuals is an important part of the cultural dimension of foreign policy in numerous countries. The diaspora represents an important element in building a network of contacts with foreign countries on the non-governmental basis. This community can be labelled as possible forelands in the development of contacts of a particular country with foreign partners. In such a case, the diaspora functions as a connecting bridge or as a contact point. The project “We Live Abroad” represents an interesting example of an overlap outside of the cultural area, which offers the Czech exporters a possibility of contacts in target territories.²³ In the general context, it is important that the mentioned projects serve as a proof of a gradual change of the view of relations with compatriot communities, especially in relation to the modern migration.

Science, research, and education

The issue of science and research is mentioned in the text of the latest *Concept of the Foreign Policy of the Czech Republic* especially in the connection to care for the good name of the Czech state abroad with respect to the presentation of the Czech scientific successes. The support of science and research in relation to the reputation of the state and strengthening its *soft power* as well as achieving economic successes belongs to the global trends of the last years without any doubt. The support of science and research has enjoyed increasing attention also in the Czech practice. In cooperation of the departments of Foreign Affairs and Education, space is provided to the mobility of students as well as of pedagogues and scientific workers. An example

can be the participation in the European programme ERASMUS+. Nevertheless, the objective is also a higher level of co-operation of scientific institutions, creating joint teams and projects and generally a higher presence of the Czech science in the world and utilization of such presence for support of the good name of the state. The fact that it concerns a seriously minded initiative and a direction of activities, which shall be counted on, is also demonstrated by the establishment of the position of the first Czech so-called scientific diplomat in Israel. According to the opinions of the representatives of the Ministry, the content of activities should be especially establishing contacts between the institutions, individuals, and firms and supporting their co-operation. This dimension has a wider, governmental, overlap with respect to increasing the competitiveness of the Czech Republic. The statement of the Deputy Prime Minister Pavel Bělobrádek also mentioned other possible destinations, USA and Germany.²⁴

CULTURAL DIMENSION OF CZECH FOREIGN POLICY: IDENTIFYING AND CHARACTERIZING KEY ACTORS

One of the key actors is traditionally the *Ministry of Foreign Affairs* represented in this area especially by the *Public Diplomacy Department*. The Public Diplomacy Department serves primarily as the expert workplace for the actual activities of foreign services in the area of public and cultural diplomacy, both in the headquarters and abroad. It is with respect to the wide network of diplomatic missions and co-operation with foreign representations of the Czech Centres (see below) that it is appropriate to mention the strong co-ordination potential of this workplace, not to say of the whole Ministry of Foreign Affairs as an institution. The actual department was focused in 2015, in addition to the common agenda, to starting up the debate about the coordinated approach, at first especially of the state administration to the issues of care for the reputation of the country. The term, which is used in this context even in the Czech discussion, is *branding* or, as the case may be, *nation branding*. As there is no known consolidated Czech term, the care for the reputation of the state is offered as a certain alternative. The actual debate is based on the fundamental programme priorities of Czech foreign policy, expressed in the new *Concept of the Foreign Policy of the Czech Republic* from 2015. The care for the good name of the state abroad is mentioned there as one of the fundamental priorities.

In the structure of the MFA, the important actors in relation to the public and cultural diplomacy also include the *Special Envoy for Czechs Living Abroad Office*. The relations of the Czech state to the so-called foreign Czechs have become increasingly important nowadays. The classic tools include financial support of compatriot associations or patronages of the Minister of Foreign Affairs. The institute of the Special Envoy formally expresses the meaning of this aspect for the foreign policy of the Czech Republic. Other co-operating actors are especially the *Standing Senate Commission on Compatriots Living Abroad, Ministry of Education, Youth and Sports of the Czech*

Republic or the Ministry of Culture of the Czech Republic. In the sphere of non-governmental actors, there is a very distinctive and medially present activity of the *Czech Schools without Borders*, which is oriented on maintenance and development of the Czech language abroad and ties to the Czech Republic.

In the sphere of relations to other non-governmental concerned actors, the MFA has followed the path of so-called institutionalized co-operation in the form of expressing will for co-operation and establishing the basic framework of rules in the form of memoranda nowadays. An example can be the signature of the memorandum on co-operation with the Czech Olympic Committee. The initiative is focused especially on the support of the positive perception of the Czech Republic abroad in connection with the fact that an important part of the positive remarks about the Czech Republic is related to successes of its sportsmen.²⁵

Czech Centres

The Czech Centres, an allowance organization of the Ministry of Foreign Affairs, still remain the main actor of the cultural dimension of the Czech foreign policy. In 2015, the management of the organization was changed. The then general director Vilma Anýžová was replaced by Zdeněk Lyčka, who had already served in the position of the director of strategy and development and as a representative of the general director. Therefore, his promotion did not result in any major violation of continuity of the direction of the Czech Centres. From the perspective of future objectives, the new director declared his will to focus especially on the area of science, research and innovations, contribute more distinctively to the presentation of the Czech science abroad and also focus on the support of the still neglected educational dimension of the external presentation.

In 2015, the Czech Centres did not undergo any prominent changes in the structure and regional operation. Therefore, in 2015 the number of twenty-two Czech Centres was stabilized, with the emphasis on the continuing trend of extending the regional sphere of action of individual centres. Another deepening tendency is the emphasis on co-financing the projects and organization of activities outside of the buildings of the Centres.

From the conceptual standpoint, the management of the Czech Centres was focused in 2015 on the preparation of the new *Strategy of Activities for the Years 2016–2019*.²⁶ The directors were also included in the debates initiated by the Public Diplomacy Department of the MFA of the Czech Republic about the future direction of the Czech cultural and public diplomacy. Within such meetings (see above), the representatives of the Czech Centres represent one of the key actors of further development of co-operation within the agenda of external presentation, which results from direct connection to the Ministry of Foreign Affairs, co-operative actions and good will to finally grasp the agenda better and, last but not least, from the actual nature of cultural diplomacy, which is focused, within the external presentation, on longer time horizon of building the relations with foreign audience; therewith it supports long-term relations.

EUNIC

For the period of its existence, the Association of the European Union National Institutes for Culture has become a solid part of the cultural dimension of Czech foreign policy. Within this network, the Czech Republic is represented by the Czech Centres (see above) as one of the key actors of the Czech scene. The Czech Centres are also one of the founding members of this network. The interconnection of the Czech cultural diplomacy in the EUNIC activities has several important dimensions. In the past years, it concerned especially the possibility of the presentation of the Czech culture and the co-operation with partner institutes within this network, be that within the European Union or outside of it. In this context, it is appropriate to mention especially the multiplication effect of the Czech membership. The Czech culture can be presented within the co-operation in the EUNIC network in faraway destinations, where it would not be possible by the Czech efforts only. Nevertheless, the intention of the presentation of the culture has moved recently, along with the development of the covering structure of *EUNIC Global*, especially to the promotion of shared European values in third countries.

Another direction is the presence of the Czech representatives in the EUNIC structures. The election of Helena Kovaříková as the director of the Brussels headquarters of EUNIC Global was a huge success. The same applies to the election of some directors of the Czech Centres abroad to the leadership of local “clusters”. This presence usually has double importance to the Czech cultural diplomacy. Firstly, the actual election is a reflection of respect, which is enjoyed by that particular representative and the whole concerned Czech Centre. At the same time, such position also means an intensive media attention or, as the case may be, also easier contact with possible sponsors of projects of the Czech Centres. At the same time, such position provides the Czech Republic with an opportunity of a wider reach of its activities and greater resulting political gain thanks to the good reputation.

On the programme level, the Czech Republic has extraordinary benefits especially from the authorship of projects, which provide space for highlighting the Czech contributions both to the EUNIC network and to the European culture. The project *Night of Literature* has been mentioned many times. The annual event in 2015 presented the European literature for example in Prague – Dejvice and Bubeneč. The event still takes place in 36 other Czech cities and many other foreign places join every year too (e.g. London, Madrid, Edinburgh or Banská Bystrica).²⁷ Another project, although it is not of Czech origin exclusively, but the Prague cluster of EUNIC and the Czech Centres contribute to it considerably, is the mobile application *EUNIC App*. It concerns an application that greatly facilitates the orientation in the offers of cultural institutes. At the same time, it has a huge potential for expansion. Simultaneously, it is in agreement with the trend of digitalization of activities, which has been reflected in diplomacy as such too.²⁸

CONCLUSIONS

Despite the recovery of interest in the agenda of the external presentation of the state, the debate does not reach the Czech public and media space and the creation and promotion of the good name of the state did not become a topic of public discussion. The only big topic related to the Czech public diplomacy and cultural dimension of Czech foreign policy was the Czech participation in the ExPO 2015, which was covered by the Czech and Italian press. The EXPO inspired interest not only in the Czech pavilion but also in the Czech Republic as a whole, especially on the level of incoming tourism. Therefore, in 2015 we can consider the shifts related to the reflection of the further direction of the Czech cultural and public diplomacy an internal matter of the state administration.

The balance of the year 2015 is positive in the context of the reflexion of the area of the Czech cultural and public diplomacy, which was initiated by the main actor – the Ministry of Foreign Affairs and the applicable Public Diplomacy Department. The meeting of actors, which took place in 2015, demonstrated several positive as well as negative sides of that particular area. The positive elements include the actual will to address that particular agenda in a conceptual way and perceive it as a whole – therefore, as a part of the promotion of the good name of the state abroad. It is also possible to assess positively the willingness to understand the agenda as a wider topic including several sectors of diplomatic activities. It was revealed that the actors wanted to cooperate; nevertheless, certain scepticism to changes or unwillingness to greater co-ordination by the Ministry of Foreign Affairs is also apparent. This feeling is caused by the heterogeneous nature of the actors (agencies) that fall under various departments.

Unfortunately, political support of setting topics and priorities of the agenda has not been demonstrated. The main initiator of the meetings and discussions was the relevant department of the Ministry of Foreign Affairs (PDD). The support was missing on the ministerial and governmental level, which would support the activities of the administration and agencies and highlighted the necessity of setting priorities of inter-ministerial co-operation when setting the agenda of the external presentation and promotion of the good name of the Czech Republic abroad. Without a clearly declared political support, the success of conceptual efforts, which were developed in 2015, is not guaranteed. It concerns the agenda, which represents a long-term investment in the Czech foreign policy and building the good name of the state abroad; therefore, it is crucial for the political representation to specify a clear identification of this agenda. The appointment of the governmental special envoy and, at the same time, entrusting the coordination role to the MFA of the Czech Republic seem to be the ideal solution.

Endnotes

¹ The Ministry of Foreign Affairs of the Czech Republic: *Koncepce zahraniční politiky ČR*. On-line: www.mzv.cz/file/1565920/Koncepce_zahranicni_politiky_CR.pdf.

- ² *Koncepce jednotné prezentace ČR*. On-line: www.cot.cz/data/cesky/05_10/priloha_C1005.pdf.
- ³ The Ministry of Foreign Affairs of the Czech Republic: *Konference o novinkách v české ekonomické a veřejné diplomacii*. On-line: www.mzv.cz/ekonomika/cz/udalosti/konference_o_novinkach_v_ceske.html.
- ⁴ Refer to Peterková, Jana–Tomalová, Eliška (2015): *Kulturní rozměr české zahraniční politiky*. In: Kořan, Michal et al: *Česká zahraniční politika v roce 2014. Analýza ÚMV*. Praha. Ústav mezinárodních vztahů, pp. 405–416.
- ⁵ The Ministry of Foreign Affairs of the Czech Republic: *Koncepce zahraniční politiky ČR*, op. cit. Ibid.
- ⁷ The Ministry of Foreign Affairs of the Czech Republic: *Invitation to the exposition “How Central Europe Helps the World”*. On-line: www.mzv.cz/jnp/cz/zahranicni_vztahy/rozvoj_a_spoluprace/z_ambasad/oslo-publish-cz-krajanske_vztahyhozvanka_na_vystavu_jak_stredni_evropa.html.
- ⁸ The Ministry of Foreign Affairs of the Czech Republic: *“Umělci dětem” na Ukrajině*. On-line: www.mzv.cz/jnp/cz/zahranicni_vztahy/verejna_diplomacie/umelci_detem_na_ukrajine.html.
- ⁹ The Ministry of Culture of the Czech Republic. On-line: www.mkcr.cz/spoluprace-ministerstva-kultury-s-unesco-750.html.
- ¹⁰ The Ministry of Culture of the Czech Republic: *Koncepce účinnějšího působení Ministerstva kultury České republiky ve vztahu k zahraničí na léta 2013–2018*. On-line: www.mkcr.cz/koncepce-ucinnejsiho-pusobeni-ministerstva-kultury-ceske-republiky-ve-vztahu-k-zahranici-na-leta-2013-2018-775.html.
- ¹¹ Refer to Peterková, Jana–Tomalová, Eliška (2015): *Kulturní rozměr české zahraniční politiky*, op. cit., p. 407.
- ¹² *Návštěvníci Plzně 2015 utratili půl miliardy, vznikla i nová pracovní místa*. iDNES.cz. On-line: plzen.idnes.cz/plzen-2015-projekt-hodnoceni-ehmk-d3r-plzen-zpravy.aspx?c=A160610_130356_plzen-zpravy_pp.
- ¹³ *Plzeň zúčtovala s kulturou. Akce Evropského hlavního města kultury navštívilo 1,2 milionu lidí*. iHNED.cz. On-line: archiv.ihned.cz/c1-65328960-plzen-2015-ekonomicke-dopady.
- ¹⁴ The Government of the Czech Republic: *Resolution of the Government of the Czech Republic of 20 December 2012 No. 964 about the participation of the Czech Republic in the General World Exposition EXPO 2015 in Milan*. On-line: www.czexpo.com/files/usneseni-vlady-cr.pdf.
- ¹⁵ The Government of the Czech Republic: *Resolution of the Government of the Czech Republic of 12 November 2014 No. 936 about the Report on Preparations of the Participation of the Czech Republic in the General World Exposition EXPO 2015 Milan*. On-line: apps.odok.cz/attachment/-/down/VPRA9R9BE91A.
- ¹⁶ The involved ministers include, pursuant to the Resolution, the First Deputy Prime Minister, Minister of Foreign Affairs, Ministers of Finance, Agriculture, Regional Development, Industry and Trade and Minister of Culture, which highlights a more complex approach to the Czech participation in the EXPO as a part of the external presentation of ČR.
- ¹⁷ Interview with the General Commissioner of the Czech participation in the EXPO 2015 J. Potužník of 17. 9. 2015.
- ¹⁸ The resolution about the Final Report that, at the same time, includes expressing thanks to the General Commissioner and his removal, was adopted by the Government of the Czech Republic in March 2016.
- ¹⁹ See on-line: www.pavilion-expo2015.cz/cs.
- ²⁰ *Czechia – Land of Stories at the General Exposition EXPO 2015*. On-line: www.Czechtourism.cz/getmedia/ae52cefc-6cb7-45f3-8bbc-e0ac93c7612c/Souhrnna-zaverecna-zprava.pdf.aspx.
- ²¹ The Government of the Czech Republic: *Resolution of the Government of the Czech Republic of 13 May 2015 No. 348 about the continuation of the Programme of Support of the Czech Cultural Heritage Abroad for the Years 2016 to 2020*. On-line: apps.odok.cz/attachment/-/down/VPRA9WN9U2W6.
- ²² International Compatriotic Festival. On-line: www.krajanskyfestival.eu/.

²³ Žijeme v zahraničí.cz. On-line: www.zijemevzahranici.cz/.

²⁴ První česká vědecká diplomatka působí v Izraeli, rozhlas.cz. On-line: www.rozhlas.cz/krajane/clanky/_zprava/prvni-ceska-vedecka-diplomatka-pusobi-v-izraeli--1606360.

²⁵ The Ministry of Foreign Affairs of the Czech Republic: *Ministr Zaorálek podepsal Memorandum o vzájemné spolupráci s Českým olympijským výborem*. On-line: www.mzv.cz/jnp/cz/udalosti_a_media/tiskove_zpravy/x2015_11_06_ministr_zaoralek_podepsal_memorandum.html.

²⁶ *Strategie činnosti Českých center v letech 2016–2019*. On-line: www.czechcentres.cz/_sys_/FileStorage/download/25/24271/strategie_cinnost_cc_2016_2019.pdf.

²⁷ *Světová literatura míří na Prahu 6*. On-line: www.literaturenights.eu/uploads/1174/f9960144b-4c0631a796a86fba0cfc514.pdf.

²⁸ EUNIC App. On-line: czech-republic.eunic-online.eu/?q=cs/content/eunic-app.