

Expert Roundtable
Winning Hearts and Minds?
Public Diplomacy and Norm Entrepreneurs in Central Asia

Date and Time	November 26, 2021, 14:00 – 18:00
Venue	OSCE Academy, 3 rd Floor, Conference Hall & Zoom Webinar
Language	English/Russian (Russian translation will be available for online participants only)
Zoom Webinar	https://zoom.us/j/92113804987 Webinar ID: 921 1380 4987

Abstract

Public diplomacy as a component of national foreign policies has gained a new prominence in the age of universal digitalisation and social media communications. This half-day long expert roundtable aims to bring together several qualified speakers to discuss foreign public diplomacy actors and norm entrepreneurs in Central Asia. Based on a selection of experts on foreign policy, public diplomacy and soft power, this roundtable aims to spark a discussion on the varieties, formats and contents of external public diplomacy efforts in Central Asia. The key purpose of this workshop is to increase awareness and understanding of soft power and public diplomacy and to facilitate a policy-relevant discussion on how and why external powers choose to have their norm entrepreneurs in Central Asia.

Agenda

14:00-14:15	Opening remarks Dr. Alexander Wolters, Director, OSCE Academy in Bishkek, Kyrgyzstan Dr. Aijan Sharshenova, Postdoctoral Research Fellow, OSCE Academy in Bishkek, Kyrgyz Republic Dr. Chiara Pierobon, Associate Research Fellow, OSCE Academy in Bishkek, Kyrgyz Republic & Senior Researcher, Bielefeld University, Germany
14:15-15:45	Panel I: Public Diplomacy Actors and Norm Entrepreneurs: The Macro Perspective Moderator: Dr. Chiara Pierobon, Associate Research Fellow, OSCE Academy in Bishkek, Kyrgyz Republic & Senior Researcher, Bielefeld University, Germany <i>Mapping Russia's Public Diplomacy Instruments in Central Asia</i> Dr. Aijan Sharshenova, Postdoctoral Research Fellow, OSCE Academy in Bishkek, Kyrgyz Republic <i>Reviving Silk Road Memories with Chinese Characteristics</i> Niva Yau, Senior Researcher, OSCE Academy in Bishkek, Kyrgyz Republic

Turkey's Soft Power and Public Diplomacy in Central Asia

Dr. Eleonora Tafuro Ambrosetti, Research Fellow, Italian Institute for International Political Studies, Italy (online)

The US's Norm-Promotion in Central Asia: Failed, Suspended or Abandoned?

Dr. Shairbek Dzhuraev, Postdoctoral Research Fellow, OSCE Academy in Bishkek, Kyrgyz Republic

Q&A

15:45-16:15

Coffee break

16:15-17:45

Panel II: Implementation of Public Diplomacy on the Ground: The Meso and Micro Perspective

Moderator: Dr. Aijan Sharshenova, Postdoctoral Research Fellow, OSCE Academy in Bishkek, Kyrgyz Republic

German Political Foundations as Norm Entrepreneurs in Kyrgyzstan: The Social Capital Perspective

Dr. Chiara Pierobon, Associate Research Fellow, OSCE Academy in Bishkek, Kyrgyz Republic & Senior Researcher, Bielefeld University, Germany

Panel II: Implementation of Public Diplomacy on the Ground: The Meso and Micro Perspective (cont.)

Soft Power of Neoliberal Civil Society in Tajikistan

Dr. Karolina Kluczevska, Postdoctoral Researcher, Ghent University, Belgium (online)

The EU's Public Diplomacy in Kyrgyzstan and Uzbekistan

Prof. Dr. Fabienne Bossuyt, Assistant Professor, Ghent University, Belgium (online)

Russian Public Diplomacy Toolbox and Agenda in Kazakhstan

Anna Gussarova, Research and Program Officer, the Central Asia Institute for Strategic Studies, Almaty, Kazakhstan (online)

Q&A

17:45-18:00

Closing remarks

18:00

Reception

Background and About Speakers

The roundtable is held in the framework of the Postdoctoral Fellowship Program "Institutional Change and Social Practice. Research on the Political System, Economy and Society in Central Asia and Caucasus". The Postdoctoral Fellowship Program is a 3-year project jointly run by **Bielefeld University** and TU Dortmund University and funded by **Volkswagen-Foundation**. In addition to supporting a total of eleven fellows and their research projects, the project includes an academic and professionalization program to accompany the individual projects. All this has been designed to provide a solid foundation for future cooperation and partnerships between universities and other institutions in Central Asia and the Caucasus as well as in Germany and Europe.

OSCE Academy in Bishkek (<https://www.osce-academy.net/>) is a public foundation, established in 2002 between the Kyrgyz Government and the Organization for Security and Cooperation in Europe (OSCE). The Academy promotes the principles and values of the OSCE through post-graduate education, professional training and intellectual exchange. Moreover, the Academy hosts Research Fellowships, as well as publishes articles, policy briefs, and research papers on questions relevant to the Academy's mission.

Anna Gussarova is currently a USAID CASSS Research and Program Officer in Kazakhstan. Anna is an OSCE LIVE certified facilitator. She is alumni of the UK Chevening scholarship, King's College London War Studies Program on Terrorism, Security and Society. She has served as adjunct professor at the George C. Marshall Center and the OSCE Academy in Bishkek (Programs on Terrorism and Cybersecurity). She has extensive research, policy and facilitation experience and expertise in P/CVE and counterterrorism. Anna is also Director of the Central Asia Institute for Strategic Studies.

Dr. Aijan Sharshenova is a Postdoctoral Research Fellow at the OSCE Academy in Bishkek. Dr. Sharshenova holds a PhD in Politics awarded at the University of Leeds, UK. Prior to joining the OSCE Academy, Dr. Sharshenova has worked at the UN and UNDP country offices in the Middle East. Dr. Sharshenova's current research project is on Russia's soft power and public diplomacy in Central Asia.

Dr. Chiara Pierobon is Senior Researcher at Bielefeld University (Germany) and Associate Research Fellow at the OSCE Academy (Kyrgyzstan). She holds a bi-national PhD in Sociology and Social Research awarded by the University of Bielefeld (Germany) and the University of Trento (Italy). In the past, Dr. Pierobon served as manager and executive director of international research projects and education exchange programmes in Europe, Central Asia and Russia funded by the European Commission, the German Academic Exchange Service (DAAD) and the Volkswagen Foundation. In addition to her academic activities, she has been active as consultant and trainer for DVV International, Europe-Central Asia Monitoring (EUCAM), European Neighbourhood Council (ENC) and the UNESCO Cluster Office for Central Asia.

Dr. Eleonora Tafuro Ambrosetti is a Research Fellow at the Russia, Caucasus and Central Asia Centre at ISPI. Prior to that, she was a Marie Curie fellow based at the Middle East Technical University (METU) in Ankara, Turkey, where she has also pursued her PhD. Eleonora's areas of interest include Russian and Turkish foreign policy, EU-Russia and Russia-Turkey relations, and EU neighbourhood policies (especially with Eastern neighbours).

Dr. Fabienne Bossuyt is Assistant Professor at the Department of Political Science at Ghent University (Belgium). In addition, she is coordinator of the Ghent Institute for International and European Studies, and co-director of the Russia Platform of Ghent University. She is also a professorial fellow at UNU-CRIS and an associate researcher at EUCAM. Her main area of expertise is the EU's relations with Central Asia. Her most recent research projects focus on various aspects of the EU's relations with and policies towards Central Asia and other post-Soviet countries, including development policy, human rights promotion and connectivity.

Dr. Karolina Kluczewska is a Postdoctoral Researcher at the Ghent Institute for International and European Studies, Ghent University in Belgium. She received her PhD degree in International Relations from the University of St Andrews in the UK. Her research interests include development aid and welfare governance in Central Asia.

Dr. Shairbek Dzhuraev is a Postdoctoral Research Fellow at the OSCE Academy in Bishkek, and a co-founder of Crossroads Central Asia research institute. He previously served as deputy director at the OSCE Academy in Bishkek and dean of academic development at the American University of Central Asia. Shairbek has a PhD in International Relations from the University of St Andrews.

Niva Yau is a Senior Researcher at the OSCE Academy in Bishkek and a Fellow at the Eurasia Program of the Foreign Policy Research Institute in Philadelphia. Her work focuses on Global China affairs, particularly on China's foreign policy, trade and security in its western neighbourhood, including Central Asia and Afghanistan.