

## MARPE Diplo

### ”MARPE Diplo - Developing a European Curriculum in Public, Corporate and Civic Diplomacy”

1.09.2018 - 31.08.2021

Faculty of Journalism and Communication Science

Project Manager: Lect. dr. Anca ANTON

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Project Coordinator: Université de Lorraine

Project Partners: Artevelde University College, Universidade de Lisboa – ISCSP,  
Universidad Cardenal Herrera CEU, University of Bucharest

”MARPE Diplo - Developing a European Curriculum in Public, Corporate and Civic Diplomacy” (2018-1-FR01-KA203-047819) is a 3 year Erasmus+ KA2 (Strategic Partnerships) project developed by the MARPE Network – <http://marpenetwork.eu/marpe-diplo/>. The aim of the project is to develop a European Higher Education curriculum in public, corporate and civic diplomacy.

The MARPE Network is a EUPRERA affiliate, pan-European network of academics and professionals aiming to expand students’ understanding of public relations and its practice in the EU and global contexts. It is innovative in its flexible structure, cross viewed content and pedagogical approach. In view of recent European and global social and political developments, the MARPE Network aims to explore and contribute to the advancement of new areas of study connected to PR and communication, such as lobbying, public and corporate diplomacy.

The MARPE Diplo project is implemented by the MARPE Network **Core Partners**:

Belgium – [Artevelde University College](#) - Representative: [Anne-Marie Cotton](#)

France – [Université de Lorraine](#) (coordinator) - Representative: [Hélène Boulanger](#)

Portugal – [Universidade de Lisboa – ISCSP](#) - Representative: [Susana de Carvalho Spínola](#)

Romania – [University of Bucharest – FJSC](#) - Representative: [Anca Anton](#)

Spain – [Universidad Cardenal Herrera CEU](#) - Representative: [Pepe Martinez](#)

The project is supported by a series of **Associated Partners** from accros Europe:

**National Professional Associations in Communication & PR:** Asociația Română de Relații Publice – ARRP (Romania), Associação Portuguesa de Comunicação de Empresa – APCE (Portugal), C<sup>2</sup> Square (Belgium), Chartered Institute of Public Relations – CIPR (UK), Corporate Excellence (Spain)

**Knowledge organisations:** Euprera (EU), GovLab (NYU-USA), Protagoras (Belgium)

**Independent researchers and experts:** Bruno Asdourian – Senior Lecturer in Communication and Medias Sciences, University of Fribourg; Pierluigi Puglia – Head of Press and Public Affairs – Spokesperson for the UK in Italy, British Embassy in Rome; Wilfried Bolewski – Dr. jur., Professor of International Law and Diplomacy, Associate Editor of ‘Diplomacy and Foreign Policy’

In order to reach its aim, MARPE Diplo implements from September 2018 to August 2021 the folowing **activities**:

The **MARPE Diplo Talks** provide a collection of academic and professional reflections and case studies showing how the coherent and consistent use of digital competencies influences the practice of Public, Corporate and Civic Diplomacy. The MARPE Talks are half-day panels of maximum 5 speakers debating on a specific topic related to Public, Corporate or Civic Diplomacy, closely involving both strategic and associated partners. Five MARPE Talks are scheduled at the locations of the five Strategic partners involving academics, professionals and students both in real and virtual life.

[Ghent, Belgium](#) – 06 Feb 2019 – A Public Diplomacy perspective on Brexit: Are States ignoring the power of Soft Power?

[Valencia, Spain](#) – 23 May 2019 – Corp (H)ate Diplomacy. Exploring theory and practice in Corporate Diplomacy

[Bucharest, Romania](#) – 28 Feb 2020 – Strategic communication: taking civic movements towards civic diplomacy

[Lisbon, Portugal](#) – 10 December 2020 – A Compass for Public/Private Management in Turbulent Times: Corporate Diplomacy

Bucharest, Romania – 13 July 2021 – Developing a European Curriculum in Public, Corporate and Civic Diplomacy

The **MARPE Diplo ISP (Intensive Study Programme)** is an intensive learning program taking place in Ghent, Belgium, over a period of 2 weeks. The ISP is designed to be an experience through which students from the 5 strategic partners explore the fields of public, corporate and civic diplomacy under the guidance of the MARPE Diplo team, invited speakers and lecturers. In 2019, 42 students attended lectures, workshops and delivered presentations - <http://marpenetwork.eu/marpe-isp-2019/>. The 2020 edition was cancelled because of the COVID-19 pandemic.

The **MARPE Diplo academic conference - Developing a European perspective on Public, Organisational and Civic Diplomacy** takes place on May 31st – June 1st 2021 – venue: ISCSP, University of Lisbon (Ajuda, Lisboa, Portugal). <http://marpenetwork.eu/marpe-conference/>

The MARPE Diplo newsletter is sent every two months or for special events. All newsletters are available on their dedicated website page – consult all issues [HERE!](#)

For further details about the MARPE project, please contact lect. dr. Anca Anton at [anca.anton@fjsc.ro](mailto:anca.anton@fjsc.ro).