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**THIS ACTION IS FUNDED BY THE EUROPEAN UNION**

**ANNEX 4**

to the Commission Implementing Decision on the financing of the annual action plan in favour of the Asia Pacific region for 2023 Part 3

**Action Document for EU Public and Cultural Diplomacy in the Republic of Korea**

**ANNUAL PLAN**

This document constitutes the annual work programme within the meaning of Article 110(2) of the Financial Regulation, within the meaning of Article 23 of the NDICI-Global Europe Regulation.

**1 SYNOPSIS**

**1.1 Action Summary Table**

<p><b>1. Title</b> <b>CRIS/OPSYS</b> <b>business reference</b> <b>Basic Act</b></p>	<p>EU Public and Cultural Diplomacy in the Republic of Korea OPSYS number: ACT-62187 Financed under the Neighbourhood, Development and International Cooperation Instrument (NDICI-Global Europe)</p>
<p><b>2. Team Europe Initiative</b></p>	<p>No</p>
<p><b>3. Zone benefiting from the action</b></p>	<p>The action shall be carried out in the Republic of Korea</p>
<p><b>4. Programming document</b></p>	<p>Regional Multi-annual Indicative Programme Asia and the Pacific 2021 – 2027</p>
<p><b>5. Link with relevant MIP(s) objectives / expected results</b></p>	<p><b>Priority Area 2 – ‘Pursuing EU Interests with Key Partners’</b> <i>2.2.4. – ‘Pursuing EU Interests with Asian partners in Asia and the Pacific (High Income Countries and other key partners)’;</i> <b><u>Specific Objectives</u></b> <b>SO 1</b> – ‘Reinforced cooperation with the EU’s partners in Asia and the Pacific to strengthen multilateralism (partnerships for multilateralism) by effectively implementing the EU Strategy for Cooperation in the Indo-Pacific and enhance the EU’s role and profile as a global actor in Asia and the Pacific.’ <b>SO 2</b> – ‘Promotion and projection of EU policies and standards in collaboration and alliance with Asian and Australasian HICs (alliance diplomacy)’. <b><u>Expected Results:</u></b> <b>ER 1.1:</b> Effective policy dialogues on global and regional challenges, increased cooperation on rules-based multilateral order and governance and enhanced EU participation in Asian multilateral organisations and enhanced EU participation in Asian multilateral organisations leading to improved understanding, appreciation and alignment with EU positions.</p>

	<p><b>ER 1.4:</b> Strengthened recognition of the EU in the Asia-Pacific as a value-based global actor and standard-setter across the whole spectrum of EU policies, through public diplomacy action.</p> <p><b>ER 1.5:</b> Stronger engagement with and greater mobilisation of networks of key target audiences and potential partners in the Asia-Pacific such as youth, academics, influencers (e.g., media, think tanks, business community), civil society and cultural actors.</p>			
<b>PRIORITY AREAS AND SECTOR INFORMATION</b>				
<b>6. Priority Area(s), sectors</b>	Priority Area 2 – Pursuing EU Interests with Key Partners Sectors: public and cultural diplomacy covering EU priority policy areas			
<b>7. Sustainable Development Goals (SDGs)</b>	Main SDG: SDG 17 - Partnerships to achieve the Goal Other significant SDGs: SDG 5 - Gender Equality			
<b>8 a) DAC code(s)</b>	15160 – Human rights 25% 15150 – Democratic participation and civil society 25% 15170 - Women's rights organisations and movements, and government institutions 25% 16061 - Culture and recreation 25%			
<b>8 b) Main Delivery Channel</b>	60000 – Private sector institutions			
<b>9. Targets</b>	<input type="checkbox"/> Migration <input type="checkbox"/> Climate <input type="checkbox"/> Social inclusion and Human Development <input checked="" type="checkbox"/> Gender <input type="checkbox"/> Biodiversity <input type="checkbox"/> Education <input type="checkbox"/> Human Rights, Democracy and Governance			
<b>10. Markers (from DAC form)</b>	<b>General policy objective @</b>	<b>Not targeted</b>	<b>Significant objective</b>	<b>Principal objective</b>
	Participation development/good governance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Aid to environment @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Gender equality and women's and girls' empowerment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Reproductive, maternal, new-born and child health	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Disaster Risk Reduction @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Inclusion of persons with Disabilities @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Nutrition @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>RIO Convention markers</b>	<b>Not targeted</b>	<b>Significant objective</b>	<b>Principal objective</b>
	Biological diversity @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Combat desertification @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change mitigation @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Climate change adaptation @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Internal markers and Tags	Policy objectives	Not targeted	Significant objective	Principal objective
	Digitalisation @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	digital connectivity digital governance digital entrepreneurship digital skills/literacy digital services	YES <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NO <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	/
	Connectivity @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	digital connectivity energy transport health education and research	YES <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	NO <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	/
	Migration @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>BUDGET INFORMATION</b>				
<b>12. Amounts concerned</b>	Budget line(s) (article, item): 14 02 01 31 - South and East Asia Total estimated cost: EUR 3 000 000 Total amount of EU budget contribution EUR 3 000 000			
<b>MANAGEMENT AND IMPLEMENTATION</b>				
<b>13. Type of financing</b>	<b>Direct management</b> through: Procurement			

## 1.2 Summary of the Action

The EU-Republic of Korea relations cover diverse areas of cooperation underpinned by a likeminded approach and common objectives in responding to current global political, economic and security challenges. Public and cultural diplomacy are important enabling tools for the EU to engage meaningfully with selected audiences in the Republic of Korea and, overall, to stimulate local cooperation and address challenges across policy areas. Through targeted outreach and engagement activities, the action can shape new strategic partnerships with key local stakeholders, ultimately supporting the implementation of EU foreign policy objectives and EU-RoK cooperation.

The overall objective of this action is to contribute to enhance the profile and visibility of the European Union (EU) in the Republic of Korea (RoK), by building trust and mutual understanding through meaningful engagement with key audiences and groups. The specific objectives are: 1) Enhance the knowledge and understanding and the perception of the EU among target audiences in the RoK; and 2) Mobilise and engage networks, target audiences, and key stakeholders via concrete partnerships and joint activities on a consistent and long-term basis.

The action will target a broad range of audiences, by means of a people-to-people approach, in EU priority areas which requires a long-term EU engagement at the local level. The action is expected to create new collaborations with networks of influencers and multipliers and, it also seeks to strengthen already established partnerships while targeting new groups. The focus of the action will be on outreach and engagement events targeting Korean civil society at large and, specifically it will pursue engagement with the Youth and non-state actors (e.g., civil society

organisations/CSOs, academia, students, future leaders, national think tanks, media and journalists, as well as operators in the field of culture / arts / creative industries, e.g., film and audio-visual) in the Republic of Korea.

Through this Action, specific activities will be reinforced such as the EU Model Simulations and other events targeting students and academia, and Human Rights (HR) and societal issues (via engagement with Civil Society) while new activities in the cultural field (e.g., via cultural events/festivals) will be introduced.

This action will particularly raise awareness of the EU's commitment to address global challenges, to multilateralism and international solidarity, as well as help to share EU values and principles, and the respect for gender equality and non-discrimination and human rights and fundamental rights, including in the field of trade and the twin green and digital transitions.

The action will be implemented in line with the “*whole of delegation approach*”, in coordination with all required EU services and, where relevant, in partnership with EU Member States. Ultimately, this action will contribute to enhancing a widespread understanding and visibility of the EU and its role in the RoK and on the world scene, fully in line with the Commission priority ‘A stronger Europe in the world’ for 2024-2027. In particular, as outlined in section 1.1, this action will contribute to SGD 19 and Priority Area 2 – ‘*Pursuing EU Interests with Key Partners*’ outlined in the multi-annual indicative programming document for the Asia Pacific region, namely High-Income Countries (HIC) and other key partners and contribute towards strengthening partnerships for multilateralism and alliance diplomacy in line with the EU Indo-Pacific Strategy.

Whenever relevant, the action will also seek synergies with and promote any interventions supported under the EU's Global Gateway initiative.

## 2 RATIONALE

### 2.1 Context

Today's information environment has shown the importance of engaging more and better with partner country citizens to increase their understanding of, and support for, EU values, objectives and actions. EU Public Diplomacy initiatives contribute to the broader set of communication and outreach activities including Strategic Communication, Press & Information and the fight against disinformation. The conjunction of these tools allow the EU to listen carefully to the opinions and voices of various audiences, as well as to speak with a consistent but friendly voice about EU values, such as multilateralism, rule based global order, human rights and gender equality, key elements for a responsible global leadership. In line with the above and the EU Global Strategy, strategic communication and public diplomacy play a crucial role in supporting and projecting EU policies and improving the EU's standing in this rapidly changing geopolitical landscape. Hence, close contact and collaboration with a wide range of stakeholders, and the active engagement of civil society organizations, academia, journalists, media and private industry are paramount.

The illegal and unjustified war started by Russia in Ukraine in 2022 has triggered new geopolitical and economic dynamics at global level and regional level. It is also bringing dramatic challenges to world perceptions and trust dynamics with repercussions on multilateral and bilateral relations, including in the Asia-Pacific region. The current environment raises challenges and opportunities, including for the European Union to promote European values and to develop and strengthen partnerships with key partners based on shared values and common interests and priorities.

The European Union (EU) and the Republic of Korea (RoK) are strategic partners that share similar values and interests and have forged over the past 60 years strong relations in economics/trade, security and politics. The bilateral cooperation builds upon three main bilateral agreements, namely the Framework Agreement (FA), the Free Trade Agreement (FTA) and the Framework Participation Agreement (FPA) on crisis management operations, all of which provide the basis for some 40 bilateral consultations and dialogues.

As reflected in their recent respective *Indo-Pacific Strategies* (IPS), both the EU and RoK uphold the international rules-based order and multilateral system and aim at expanding and enhancing cooperation with key partners. The implementation of these IPS will provide avenues for the EU to increase cooperation with the RoK, including on regional security, human rights and multilateral issues, economic security and supply chains, energy and climate change, digital issues, and development cooperation. In November 2022, moreover, the EU and the RoK signed the Digital Partnership that will open new high-level and technical exchanges and cooperation.

Public and cultural diplomacy constitute an important tool enabling the EU to engage meaningfully with selected audiences (e.g., students/academics, multipliers/influencers, civil society and cultural operators/artists) in the RoK. Outreach and engagement activities can stimulate local cooperation and address challenges across policy areas and ultimately convey key messages and spur and shape new strategic partnerships with key stakeholders. By promoting long-term engagement with a wide range of audiences in the RoK, the EU can increase mutual understanding, trust and improve the local perception about the EU as a global player and its policies, values and principles and, more specifically its role and relevance in the RoK. This in turn contributes to enhancing bilateral cooperation in support of the implementation of EU foreign policy objectives.

Previous Public diplomacy activities implemented through the EU Policy and Outreach Partnership (EUPOP) projects in the period 2017-2023 have enabled the EU Delegation to establish collaboration and partnerships and engage consistently at local level with selected audiences and groups, namely CSOs active in human rights issues (through seminars, webinars, workshops and conferences) and with the youth and students (through the Model European Union simulations events). In the medium-long term, it will be essential to ensure the continuation of these activities to consolidate established networks and platforms of engagement as well as to avoid losing the momentum for up-scaling and expanding the scope of the current EU public diplomacy action in the RoK (i.e., reaching out to wider audiences, covering new priority areas and expanding the variety of events).

Moreover, in line with the Joint Communication *‘Towards an EU strategy for international cultural relations’*<sup>1</sup>, the EU seeks to advance cultural cooperation with partner countries. Promoting diversity through culture constitutes a foundational element of the EU’s role on the global scene. The proposed action will also implement specific actions in support of cultural diplomacy of the EEAS and various line DGs (e.g., economic and climate diplomacy), as important vehicle for enhancing perceptions of the EU. Current cooperation with the Republic of Korea in the field of culture has scope for further action by the EU Delegation in close cooperation and coordination with the EU Member States. It can facilitate mutual understanding - as also highlighted in a recent independent perception study<sup>2</sup> which assessed past EU Policy and Outreach Partnerships (EUPOP) projects – and further improve the EU perception among local audiences. In particular, the cultural diplomacy activities aim at increasing interest in EU cultural diversity and related industries (audio-visuals and performing arts); thereby enhancing recognition in the EU know-how and in EU principles and values.

Finally, the action will implement the EU Delegation’s strategic approach for public diplomacy and strategic communication in the spirit of the *‘whole-of-delegation’* approach. Activities of this project will be closely coordinated within the EUD i.e., with activities of the Political, Press & Information and the Economy and Trade Sections under the strategic guidance of the Head of Delegation. They will reinforce the EU strategic communication and other public diplomacy and outreach activities, as appropriate, in line with the NDICI-Global Europe instrument spirit of deploying a globally coherent and strategic approach to this key area of foreign policy. The overall communication efforts will include consistent references to major EU external instruments and actions such as the Global Gateway.

## 2.2 Problem Analysis

The Republic of Korea is increasingly playing an active role in global issues, including contributions to international peace and security, development assistance, the promotion of universal human rights principles, continued expansion of an impressive FTA network and a strong push for innovative technologies for a digital transformation. Through its own cultural and public diplomacy and the K-wave (Hallyu), the RoK has also transcended Asia and become part of the global cultural scene and a major “soft diplomacy” force, exporting Korean cultural goods and a model of successful nation internationally.

The public perception of the EU as a global actor in the RoK remains generally positive. While the RoK is generally appreciative of the EU model (e.g., multilateralism, peace project, global standard setter and world largest trading block) and bilateral cooperation rests on solid agreements, there is scope for both consolidating established partnerships and exploring new areas of cooperation. There is a growing interest in strengthening cooperation with the EU amid the illegal and unjustified war by Russia in Ukraine and looming geopolitical challenges especially in light of rising US-China tensions.

<sup>1</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=JOIN%3A2016%3A29%3AFIN>

<sup>2</sup> 2021 Global Thematic Evaluation of EU Public and Cultural Diplomacy, Service Contract No. 300018529 — PSF-2019-4721

The RoK unveiled its Indo-Pacific (IP) Strategy in December 2022 that reflects an expanded Korean foreign policy vision beyond the Korean Peninsula. The strategy puts a strong focus on values and the rules-based order and shares considerable similarities with the EU IP strategy. It serves as a basis for active RoK participation in regional peace and prosperity and engagement with key partners, including the EU. It is expected to provide avenues for the EU to cooperate better with the RoK across various thematic areas (e.g., on regional security, economic security and supply chains, energy and climate change, digital issues, science & technology and development cooperation, and others).

Overall, the RoK looks to strengthening ties with like-minded partners, while establishing new partnerships and diversifying its partners, based on shared objectives in responding to current global political, economic and security challenges. Both the domestic and foreign policy agendas offer opportunities for enhanced bilateral EU-RoK cooperation and for continued and consistent EU public and cultural diplomacy.

In the medium and long term, considering the local need for structural reforms to boost productivity and address labour participation; the service sector, societal transformation and social inclusion in a rapidly aging society, this action will ensure continued EU public and cultural diplomacy that is expected to positively complement EU-RoK dialogues and concrete cooperation across various sectors (e.g. on human rights at large, social and societal issues, including welfare, labour, youth and gender issues, non-discrimination, responses to ageing society and establishing an inclusive social dialogue).

Moreover, during the 19<sup>th</sup> EU-RoK Joint Committee held in March 2023, both sides expressed their continued commitment to overcoming current global challenges by working together with partners in upholding the international rule-based order, and to explore cooperation in various thematic areas. Hence, there is increased potential for partnership building with local stakeholders across the strands of Korean civil society. While economic stakeholders are internationalised and generally well informed on EU policies affecting economic affairs, there is still widespread unawareness among other civil society groups about the EU, its role, its cooperation at sectoral and policy level, and of implications of the EU-RoK partnership and cooperation at national and regional level.

South Korean Civil Society Organisations (CSO) are relatively small and mostly focused on the national agenda, yet they have shown increasing interests in building Asian links and projecting the RoK as the model democracy in Asia. They are interested in joining networks which channel information and expertise which is a good basis to reach out to local CSOs especially offering them opportunities to network and exchange knowledge with European CSOs. Previous public diplomacy actions implemented since 2017 have focused on establishing contacts and collaborations between the EU Delegation and local CSOs to raise awareness about the EU and its values and policies, especially related to Human Rights, Gender Equality, global issues and societal challenges as well as on facilitating networking and knowledge sharing between Korean and European CSOs. Nevertheless, this type of engagement requires investment in the longer term and a consistent and targeted support to established networks for sustained cooperation in the same, and possibly more, thematic areas.

With regards to local media coverage of foreign policy issues, their focus is mainly on the US, China and Japan and the regional context while coverage of EU-RoK relations remains rather limited to economic aspects. Thus, there is merit in outreach and engagement activities targeting media, networks of influencers and multipliers on EU aspects other than economic ones. This would contribute towards enhancing the understanding and perception of the EU among a wider audience among the Korean civil society (at large), whilst raising awareness on the external dimensions of a wider range of EU policies, especially with regard to EU-RoK cooperation. In particular, a better understanding of the EU among the youth, students and CSOs is important for reinforcing mutual understanding and trust. It can create space for civic engagement, including with EU peers, support societal resilience and prevent disinformation, while ultimately facilitating the achievement of specific policy objectives of EU-RoK mutual interest in support of the bilateral strategic partnership.

In the field of culture, current EU cooperation with the RoK has scope for further action by the EU Delegation in close cooperation and coordination with the EU Member States. Cultural diplomacy can facilitate mutual understanding - as also highlighted in a recent independent perception study<sup>3</sup> which assessed past EU Policy and Outreach Partnerships (EUPOP) projects – and further improve the EU perception among local audiences. In particular, cultural diplomacy activities proposed by this action aim at increasing interest in EU cultural diversity

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<sup>3</sup> 2021 Global Thematic Evaluation of EU Public and Cultural Diplomacy, Service Contract No. 300018529 — PSF-2019-4721

and related industries (e.g., audio-visuals and performing arts); thereby enhancing recognition in the EU know-how, cultural goods and common EU principles and values overall.

Building new partnerships and fostering networks and alliances for ongoing and future cooperation does however require higher level of trust and understanding which need a long-term perspective to see tangible results, long-term investment and a consistent approach. The approach on how to engage Korean audiences, how to concentrate on (selected) policy areas and maintain consistency has been initiated and developed by FPI under previous public diplomacy actions, namely the ‘EU Policy and Outreach Partnership in the RoK (EUPOP RoK)’ funded by the Partnership Instrument in the period 2017-2022. The proposed action will provide continuity to past and ongoing targeted diplomacy efforts in the RoK, and it will ensure the consistency and reiteration of messages while nurturing the partnerships and networks already established since 2017. It will seek synergies and complementary with other relevant EU flagship activities (e.g., Erasmus+ and Horizon Europe programmes) and EU-RoK projects as appropriate. Consequently, the proposed action will build upon and consolidate the results already yielded, consolidate their impact, and expand the scope of successful public diplomacy and outreach efforts by working with targeted local partners based on current and arising local needs.

**Identification of main stakeholders and corresponding institutional and/or organisational issues (mandates, potential roles, and capacities) to be covered by the action:**

Via outreach and peer-to-peer activities, the proposed action will consolidate and expand the engagement with key target audiences and stakeholders for the EU’s policy, public and cultural outreach, including Korean and international partners that already participated in previous EU actions. It will therefore consolidate and expand created local networks, with, but not exclusively:

- Youth, students and academics;
- Civil Society Organisations (CSOs);
- Multipliers (journalists, local media and influencers);
- Operators in the cultural and creative sectors;
- Think Tanks;
- National and local authorities;
- Private sector organisations; and
- Universities and academia.

### 3 DESCRIPTION OF THE ACTION

#### 3.1 Objectives and Expected Outputs

**The Overall Objective** of this action is to contribute to enhance the profile and visibility of the European Union (EU) in the Republic of Korea (RoK), by building trust and mutual understanding through meaningful engagement with key audiences and groups.

The action should contribute towards strengthening the EU-RoK bilateral cooperation and ‘enhancing widespread understanding and visibility of the European Union on the world scene’.

**The Specific Objectives (Outcomes)** are:

1. Enhance the knowledge, understanding and the perception of the EU among target audiences in the RoK;
2. Mobilise and engage networks of influencers and multipliers and targeted audiences via concrete partnerships and joint activities on a consistent and long-term basis.

**The Outputs** to be delivered by this action and contributing to the corresponding Specific Objectives (SO) are:

**Contributing to Outcome 1 (or SO1)**

- 1.1 Knowledge about the EU and its policies, principles and values among audiences targeted by the project is increased, and their virtue is understood, through outreach, expertise, and cooperation;
- 1.2 Cultural and public diplomacy is used as an effective vehicle to promote EU policies, principles and values towards targeted stakeholders and the general public.

**Contributing to Outcome 2 (or SO2)**

- 2.1 Alliances, networks and partnerships for sustained local engagement and concrete cooperation established and consolidated;
- 2.2 Outreach channels to interact with key target audiences established; and
- 2.3 Interest among the target audiences to learn about the EU and engage regularly is fostered and maintained through outreach platforms and engagement events.

### 3.2 Indicative Activities

**In order to achieve SO1**, the following activities will be carried out:

- **Activities relating to Output 1.1:** Outreach actions increasing EU visibility and promoting understanding of the EU (at large) among target audiences in the RoK, particularly the youth, CSOs, multipliers (media and influencers) and the general public. According to the target groups, activities will include communication and information sessions, public talks and open-house events;
- **Activities relating to Output 1.2:** Cultural and public diplomacy events to promote EU principles, values and innovation building synergies with local operators in the cultural and creative sectors, including festivals and arts and culture exhibitions combined with public talks and other events;

**In order to achieve SO2**, the following activities will be carried out:

- **Activities relating to Output 2.1:** Outreach and engagement activities and events targeting civil society in the RoK, with a specific focus on civil society organisations (CSOs) and activists, young leaders and influencers on topics related to EU policies and strategies (e.g. EU-RoK CSO- matchmaking sessions and exchange visits, seminars/workshops, roundtables and conferences);
- **Activities relating to Output 2.2:** Events targeting students such as Model European Union (MEU) simulation events and other academic events (e.g., lectures, roundtables) targeting academics including the Jean Monnet and EU Centres of Excellence, think thanks and a broader local young audience in the Republic of Korea; and
- **Activities relating to Output 2.3:** Engagement activities co-organised with local stakeholders involving both specialised and wider target audiences in RoK (e.g., public talks, conferences incl. press conferences, exchanges/study tours, debates and structured dialogues).

The proposed activities will reach out to target groups as described in section 2.8 and will complement other ongoing and future EU-RoK bilateral and multi-country actions. In fact, the action is expected to support sector-specific cooperation by raising understanding and visibility of the EU in support of the EU-RoK priorities as per the outcomes of the High-Level Summit and Joint Committees. It will focus on new policy areas and/or subjects that can contribute to expand EU-RoK cooperation and seek synergies with other projects (e.g., under Horizon Europe and linked to the EU Delegation priorities). Through this Action, the cooperation in the academic (via the EU Model Simulation and other events), cultural fields (e.g., via cultural events/festivals) and Human Rights and societal issues (via engagement with Civil Society) will be reinforced.



### 3.3 Mainstreaming

This action mainstreams the following cross-cutting issues: Multilateralism (building alliances) contributing to a global order based on international law, EU principles and values (democracy, rule of law, human rights and fundamental freedoms, respect for human dignity, the principles of equality, including gender equality, and solidarity); Resilience and Innovation.

#### **Environmental Protection & Climate Change**

In line with the NDICI-Global Europe Regulation Article 8.8, the action will systematically integrate messages and target audiences to promote climate action (i.e., the fight against climate change), as well as environmental protection, in line with EU messages and climate diplomacy.

#### **Gender equality and empowerment of women and girls**

As per OECD Gender DAC codes identified in section 1.1, this action is labelled as G1. This implies that gender equality is an important and deliberate objective, but not the principal reason for undertaking the programme. The action will promote the participation of women in public and cultural diplomacy activities and events to ensure equal opportunities and inclusion of women stakeholders. It will also promote EU gender policies and enhance understanding of the importance of gender policies, gender equality objectives and women and girls' empowerment among selected target audiences. Actions on the ground will reflect the selected areas of engagement and thematic objectives on gender equality and women's empowerment (such as advancing equal participation and leadership, addressing challenges and harnessing opportunities offered by the digital transformation), laid out in the RoK Gender Action Plan III (Country Level implementation Plan)

#### **Human Rights**

Respect for human rights, including women's rights, is a fundamental value of the European Union. Through public and cultural diplomacy activities, the proposed action will promote EU fundamental values including non-discrimination, women's rights and freedom of expression. The approach will be guided by the principle of "leaving no one behind", equality and non-discrimination on any grounds. The activities targeting CSOs will focus on human rights, democracy, and gender equality and address interlinkages (cross-sectionality) to promote integrated actions that can create co-benefits and meet multiple objectives in a coherent way. To this end, the action will implement activities in line with the strategic priorities for action in the RoK drawn from the EU Action Plan on Human Rights and Democracy 2020-2024 as well as other EU policies and strategies which focus on people with disabilities, women and youth, elderly with a view to promote non-discrimination on any grounds, inclusiveness and societal resilience. The involvement of CSOs in the design and planning of local engagement and outreach activities will ensure that the above issues will be addressed during implementation.

#### **Disability**

As per OECD Disability DAC codes identified in section 1.1, this action is labelled as D0. This implies that the action will not specifically target people with disabilities, but it will implement activities in line with the EU policies and strategies which focus on people with disabilities and elderly with a view to promote non-discrimination on any grounds, inclusiveness and societal resilience. The involvement of CSOs in the design and planning of local engagement and outreach activities will ensure that the above issues will be addressed during implementation. Particularly the project will engage CSO working on disability issues to promote right of people with disabilities.

### 3.4 Risks and Lessons Learnt

<b>Category</b>	<b>Risks</b>	<b>Likelihood</b> <b>(High/ Medium/ Low)</b>	<b>Impact</b> <b>(High/ Medium/ Low)</b>	<b>Mitigating measures</b>
Lack of attractiveness of the EU among target audience and low	Risk 1	<b>L</b>	<b>M</b>	Establishing early communication and collaboration with local actors for the organisation of activities (e.g.: cultural operators and others in the creative and

participation in EU events/activities				cultural sectors, CSOs, multipliers and influencers) will ensure that activities are designed, and messages (about the EU values, principles and virtue) are channelled in the most appealing way and fine-tuned to the context
Limited resources (budget and human) to ensure consistent follow up in the medium-long term against EU priorities and of EU-RoK mutual interest	Risk 2	<b>L</b>	<b>M</b>	Prioritisation of needs in the medium-term and parallel planning of longer-term actions will significantly reduce such risk. Constant monitoring and stocktaking (lessons learnt post implementation of events/activities) will feed into the planning and budgeting of future activities
Inability to work with specific local stakeholders, due to lack of interest and/or perceived low relevance and/or political sensitivity	Risk 3	<b>M</b>	<b>M</b>	Identification of groups of alternative local partners (e.g., private sector, CSOs and local institutions) and relying on networking and outreach platforms to explore possible means of engagement.

**Lessons Learnt:**

Building partnerships and fostering networks and alliances for ongoing and future cooperation between the EU and the Republic of Korea calls for continued trust building and targeted local actions that increase understanding about the EU in the long-term. Tangible results require both long-term investment and a consistent approach. The approach on how to engage Korean audiences, how to concentrate on selected policy areas and maintain consistency has been initiated and developed by the Commission under previous public diplomacy actions, namely the ‘*EU Policy and Outreach Partnership in the RoK (EUPOP RoK)*’ funded by the Partnership Instrument under the previous MFF 2015-2021.

Through the EU policy and outreach partnership projects, the EU has been carrying out public diplomacy in support of policy dialogues and local cooperation that reinforced Strategic Communication and Press and Information (P&I) activities. This long-term engagement helps to build trust and understanding about the EU, its role, policies and external dimension and has contributed to raise the profile of the EU in the country(ies) of implementation and have supported the EU to project its policies and asserts its position, thus working for a “*Stronger Europe in the World*”.

By nature, these projects were designed under the geopolitical lead of EU Delegations, with the support of FPI for the management and coordination with line DGs responsible for specific EU policy areas. This close coordination has in turn ensured that actions did address EU priorities and interests whilst pursuing bilateral cooperation on areas of mutual interest to the partner country(ies).

A recent evaluation has determined that the impact of EU public diplomacy actions is medium to long term and requires a consistent approach and investment to advance EU interests. Lessons learnt from the FPI Public Diplomacy and Policy Dialogues Support Facilities (in the Republic of Korea, Japan, China, India, Indonesia, Vietnam, Singapore, and Malaysia) showed that successful activities require locally based support to ensure reactivity and flexibility, as well as adequate participation of EU stakeholders in the definition and review of actions.

These actions are a tool for the EU to react quickly to political momentums, whilst also allowing DGs and EEAS to remain active as projects roll out - in between dialogues sessions and can be linked back to previous and future sessions - and support the EU Delegation(s) to follow up, at the local level with key stakeholders, on how to convey messages and raise awareness on EU policies and influence the uptake of EU standards and policies in partner countries.

Similarly, public diplomacy activities need clear result-oriented targets in order to achieve tangible outcomes. With public diplomacy actions ongoing in various Asian countries, lessons learnt have shown that engaging at the local

level and using local platforms are a prerequisite if the EU wishes to resonate with target audiences in partner countries. This is particularly true to building mutual understanding and trust with youth audiences, where a mixture of direct engagement, establishing partnerships, and clear communication will bring credibility to the EU's positive narrative as a recognised global leader and key partner for countries in Asia.

Through public diplomacy actions, the EU has a unique opportunity to pass messages and reach wider audiences, provide information on key issues based on facts, as well as recognise and join forces with opinion leaders and groups that are already promoting a sustainable transformation of their societies. Public diplomacy based on high quality standards, strong values and principles of human rights, human protection, and green economic transition enhances the recognition of the EU as a global leader and policy trendsetter.

The proposed action will therefore provide continuity to past and ongoing targeted diplomacy efforts in the RoK and ensure the consistency and reiteration of messages while nurturing the partnerships and networks already established since 2017 in the Republic of Korea, especially with CSOs. It will build upon and consolidate the results already yielded, consolidate their impact, and expand the scope of successful public diplomacy and outreach efforts by working with targeted local partners based on local needs. It will also seek synergies and complementary with other relevant EU flagship activities (e.g., Erasmus+ programme), as appropriate.

### 3.5 The Intervention Logic

The underlying intervention logic for this action is that trust can be nurtured, and meaningful engagement can be established if knowledge and understanding, perception and attractiveness of the EU among target audiences in RoK is enhanced. Target audiences, like-minded partners and key stakeholders will be mobilised and engaged via concrete partnerships and joint activities on a consistent and long-term basis.

The perception and attractiveness of the EU among target audiences in the RoK will be enhanced through specific activities to be delivered by this action - contributing to the corresponding specific objectives – namely by holding outreach and engagement events and setting up and using communication and visibility channels that create and disseminate knowledge about the EU, and its policies, principles and values among key target audiences. This will help to achieve wider awareness about the benefit and implications of the EU-RoK cooperation at national level. Similarly, activities in support of cultural diplomacy (and other EU sector-diplomacy e.g., climate, economic, alliance diplomacy) will enhance the overall EU public diplomacy efforts, and be an effective vehicle to promote EU policies, principles and values. The project will set up tailored outreach and engagement channels to interact with key target audiences. It will carry out events as described in section 3.2 to foster interest among the target audiences to learn and engage regularly with the EU – on a collaborative approach seeking the co-design and co-organisation of events with Korean partners, CSOs and institutions. The activities will activate and maintain platforms for discussions, exchanges, debates and structured dialogues involving both specialised and wider target audiences in RoK.

If the above activities and outputs are delivered, the EU Delegation will have built trust and understanding about the EU and the external dimension of its policies, thus reinforcing the cooperation with local key stakeholders and with the RoK overall.

### 3.6 Logical Framework Matrix

This indicative logframe constitutes the basis for the monitoring, reporting and evaluation of the intervention.

On the basis of this logframe matrix, a more detailed logframe (or several) may be developed at contracting stage. In case baselines and targets are not available for the action, they should be informed for each indicator at signature of the contract(s) linked to this AD, or in the first progress report at the latest. New columns may be added to set intermediary targets (milestones) for the Output and Outcome indicators whenever it is relevant.

- At inception, the first progress report should include the complete logframe (e.g., including baselines/targets).
- Progress reports should provide an updated logframe with current values for each indicator.
- The final report should enclose the logframe with baseline and final values for each indicator.

The indicative logical framework matrix may evolve during the lifetime of the action depending on the different implementation modalities of this action.

The activities, the expected Outputs and related indicators, targets and baselines included in the logframe matrix may be updated during the implementation of the action, no amendment being required to the Financing Decision.

Results	Results chain (@): Main expected results (maximum 10)	Indicators (@): (at least one indicator per expected result)	Baselines (values and years)	Targets (values and years)	Sources of data	Assumptions
<b>Impact</b>	To contribute towards enhanced understanding and visibility of the European Union (EU) in the Republic of Korea (RoK) through meaningful engagement with key audiences and groups whilst building trust and mutual understanding	IMP 1– Number of approaches and/or practices beneficial to the achievement of EU interests, values and standards which have been taken up in third countries  IMP 2 Number of processes related to partner country practices on challenges of global concern which have been influenced  Number of EU bilateral, regional, inter-regional and multi-lateral cooperation partnership strategies which have been enhanced	1 zero  2 zero	1 One  2 (one per EU event)	1 Reports  2 Local media (paper and digital)	<i>Not applicable</i>
<b>Outcome 1</b>	1. Knowledge and understanding and the perception of the EU among target audiences in the RoK have been enhanced	OC 1.1 - % of participants who acknowledge a positive change in their perception of the EU  OC 1.2 – Number of articles published in print and/or digital media about an event  OC 1.3 Number of communication products developed	1.1 zero  1.2 zero	1.1  1.2	1.1 EU intervention monitoring systems (Project reports)  1.2 post event perception surveys	Bilateral relationship between the EU and the RoK will remain positive
<b>Outcome 2</b>	2. Networks have been mobilised and target audiences and key stakeholders have been engaged via concrete partnerships and joint activities on a consistent and long-term basis	OC 2.1 – Percentage of participants targeted by outreach and advocacy events who acknowledge having engaged further on the topic on their own initiative as a result of their exposure to the events  OC. 1.2 - number of processes related to non-state level partnerships influenced	2.1 zero  2.2 zero	2.1  2.2	2.1 EU intervention monitoring systems (Final reports)  2.2 post event reach/engagement perception surveys	
<b>Output 1 relating to Outcome 1</b>	1.1 Knowledge about the EU, and its policies, principles and values among key target audiences has been increased and their virtue has been understood	OP 1.1.1 - Number of knowledge-based products developed  OP 1.1.2 - Number of public/media/communication campaigns designed and implemented	1.1.1 zero  1.1.2 zero	1.1.1  1.1.2	1.1.1 EU intervention monitoring systems (Final reports)  1.1.2	Updated information about EU policies, and actions is made available and regularly disseminated

		OP 1.2.1 - Number of communication products developed				through the project locally
		OP 1.2.2 - Number of public/media/communication campaigns designed and implemented				
<b>Output 2 relating to Outcome 1</b>	1.2 Cultural and public diplomacy has been used as an effective vehicle to promote EU policies, principles and values		1.2.1 zero	1.2.1	1.2.1 EU intervention monitoring systems (Final reports)	EUD carries out communication campaigns and events linked to cultural activities
			1.2.2 zero	1.2.2	1.2.2	
<b>Output 1 relating to Outcome 2</b>	2.1 Alliances, networks and partnerships for sustained local engagement and concrete cooperation have been established and consolidated	OP 2.1.1 - % of participants who acknowledge having engaged further on the topic	2.1.1 zero	2.1.1	2.1.1 EU intervention monitoring systems (Final reports)	
					2.1.2 post event reach/engagement perception surveys	
<b>Output 2 relating to Outcome 2</b>	2.2 Outreach channels to interact with key target audiences have been established	OP 2.2.1 Level of engagement online and on social media	2.2.1 zero	2.2.1	2.2.1 EU intervention monitoring systems (Final reports)	
		OP 2.2.2 - Number of participants in an event	2.2.2 zero	2.2.2	2.2.2 post event reach/engagement perception surveys	
		OP 2.3.1 - Percentage of participants who report having benefitted from an event				
<b>Output 3 relating to Outcome 2</b>	2.3 Interest among the target audiences to learn about the EU and engage regularly has been fostered and maintained through outreach platforms and engagement events		2.3.1 zero	2.3.1	2.3.1 EU intervention monitoring systems (Final reports)	

NB: Baseline for all indicators set to 0 as it is a new action and a not topping up on indicators for events held during past/ongoing public diplomacy project.

Targets are indicative only. They have been set based on experience with the present EUPOP in the RoK action but will be reviewed and if necessary adapted at the stage of drafting the terms of reference for the procurement of services to implement the project.

## 4 IMPLEMENTATION ARRANGEMENTS

### 4.1 Financing Agreement

In order to implement this action, it is not envisaged to conclude a financing agreement with the partner country

### 4.2 Indicative Implementation Period

The indicative operational implementation period of this action, during which the activities described in section 3 will be carried out and the corresponding contracts and agreements implemented, is 80 months from the date of adoption by the Commission of this Financing Decision. This includes a period of maximum 14 months for preparation of the contribution agreement and an indicative 48 months of action implementation.

Extensions of the implementation period may be agreed by the Commission's responsible authorising officer in duly justified cases.

### 4.3 Implementation Modalities

The Commission will ensure that the appropriate EU rules and procedures for providing financing to third parties are respected, including review procedures, where appropriate, and compliance of the action with EU restrictive measures<sup>4</sup>.

#### 4.3.1 Direct Management (Procurement)

The project will be implemented through procurement.

### 4.4. Scope of geographical eligibility for procurement and grants

The geographical eligibility in terms of place of establishment for participating in procurement and grant award procedures and in terms of origin of supplies purchased as established in the basic act and set out in the relevant contractual documents shall apply, subject to the following provisions.

The Commission's authorising officer responsible may extend the geographical eligibility on the basis of urgency or of unavailability of services in the markets of the countries or territories concerned, or in other duly substantiated cases where application of the eligibility rules would make the realisation of this action impossible or exceedingly difficult (Article 28(10) NDICI-Global Europe Regulation).

### 4.5. Indicative Budget

<b>Indicative Budget components</b>	<b>EU contribution (amount in EUR)</b>
<b>Implementation modalities</b> – cf. section 4.3	
Procurement (direct management) – cf. section 4.3.1	3 000 000
<b>Totals</b>	<b>3 000 000</b>

### 4.6. Organisational Set-up and Responsibilities

A dedicated steering committee will be established to act as advisory and reporting mechanism in order to provide the strategic and policy guidance needed to ensure the action's smooth implementation and alignment

<sup>4</sup> [www.sanctionsmap.eu](http://www.sanctionsmap.eu). Please note that the sanctions map is an IT tool for identifying the sanctions regimes. The source of the sanctions stems from legal acts published in the Official Journal (OJ). In case of discrepancy between the published legal acts and the updates on the website it is the OJ version that prevails.



with the EU Delegation's strategic approach to public diplomacy. The steering committee should meet indicatively twice a year but at least once a year, and it will review the priority work streams to be addressed by the action.

The steering committee will review and endorse annual work plans, monitor project outputs and achievements as well as provide strategic guidance during the project's implementation. The steering committee, whose composition will be further detailed, will comprise the relevant sections of the Delegation representing the EEAS (Political, Press and Information Section), FPI and other relevant Commission services, as appropriate. Participation of EU HQs may be encouraged through virtual platforms.

The steering of the action will be further embedded in the mechanisms established by the Delegation governing the whole-of-delegation approach to public diplomacy and strategic communication. This will ensure coordination between the various public diplomacy, strategic communication and visibility activities of the EU Delegation as well as alignment of the activities with the political priorities of the EU in the RoK. In this respect, the Delegation will share relevant and strategic information on the implementation of the action with concerned EU actors as appropriate (i.e., with the EEAS-INTPA-FPI-NEAR Coordination Mechanism established in HQ to endorse at macro-level the strategic communication and public diplomacy plans developed by the Delegations).

As part of its prerogative of budget implementation and to safeguard the financial interests of the Union, the Commission may participate in the above governance structures set up for governing the implementation of the action and may sign or enter into joint declarations or statements, for the purpose of enhancing the visibility of the EU and its contribution to this action and ensuring effective coordination.

## 5 PERFORMANCE MEASUREMENT

### 5.1 Monitoring and Reporting

The day-to-day technical and financial monitoring of the implementation of this action will be a continuous process, and part of the implementing partner's responsibilities. To this aim, the implementing partner shall establish a permanent internal, technical and financial monitoring system for the action and elaborate regular progress reports (not less than annual) and final reports. Every report shall provide an accurate account of implementation of the action, difficulties encountered, changes introduced, as well as the degree of achievement of its results (outputs and direct outcomes) as measured by corresponding indicators, using as reference the logframe matrix (for project modality) and the partner's strategy, policy or reform action plan list (for budget support).

The Commission may undertake additional project monitoring visits both through its own staff and through independent consultants recruited directly by the Commission for independent monitoring reviews (or recruited by the responsible agent contracted by the Commission for implementing such reviews).

The implementing partners will be responsible for day-to-day monitoring and reporting based on the agreed indicators in the logframe. Indicators shall be disaggregated at least by per gender of participants, type of activities and sectors of participants. Adjustments to the agreed indicators will be subject to a discussion and approval by the contracting authority. The contracting authority will also be responsible for the approval of reports (interim, final etc.).

All monitoring, evaluation and reporting shall assess how the action is taking into account the gender dimension, and, where applicable, the implementation of the human rights-based approach working principles (applying all human rights for all; meaningful and inclusive participation and access to decision-making; non-discrimination and equality; accountability and rule of law for all; and transparency and access to information supported by disaggregated data).

The implementing partners will bear primary responsibility for the data collection, analysis and monitoring.

## 5.2 Evaluation

Having regard to the nature of the action, a final/ex-post evaluation may be carried out for this action or its components via independent consultants contracted by the Commission.

Final or ex-post evaluation may be carried out for accountability and learning purposes at various levels (including for policy revision), taking into account in particular its contribution to the attainment of EU's political goals vis-à-vis the targeted countries/territories, and in particular the fact that, in the past, perception studies on EU public diplomacy have been carried out to collect lessons learnt and elaborate on innovative actions.

The Commission shall inform the implementing partner at least 1 months in advance of the dates envisaged for the evaluation missions. The implementing partner shall collaborate efficiently and effectively with the evaluation experts, and inter alia provide them with all necessary information and documentation, as well as access to the project premises and activities.

The evaluation reports may be shared with the partners and other key stakeholders following the best practice of evaluation dissemination. The implementing partner and the Commission shall analyse the conclusions and recommendations of the evaluations and, where appropriate, apply the necessary adjustments.

The financing of the evaluation may be covered by another measure constituting a Financing Decision.

## 5.3 Audit and Verifications

Without prejudice to the obligations applicable to contracts concluded for the implementation of this action, the Commission may, on the basis of a risk assessment, contract independent audit or verification assignments for one or several contracts or agreements.

# 6 STRATEGIC COMMUNICATION AND PUBLIC DIPLOMACY

The 2021-2027 programming cycle will adopt a new approach to pooling, programming and deploying strategic communication and public diplomacy resources.

In line with the 2022 “[Communicating and Raising EU Visibility: Guidance for External Actions](#)”, it will remain a contractual obligation for all entities implementing EU-funded external actions to inform the relevant audiences of the Union's support for their work by displaying the EU emblem and a short funding statement as appropriate on all communication materials related to the actions concerned. This obligation will continue to apply equally, regardless of whether the actions concerned are implemented by the Commission, partner countries, service providers, grant beneficiaries or entrusted or delegated entities such as UN agencies, international financial institutions and agencies of EU member states.

However, action documents for specific sector programmes are in principle no longer required to include a provision for communication and visibility actions promoting the programmes concerned. These resources will instead be consolidated in Cooperation Facilities established by support measure action documents, allowing Delegations to plan and execute multiannual strategic communication and public diplomacy actions with sufficient critical mass to be effective on a national scale.

## Appendix 1 REPORTING IN OPSYS

A Primary Intervention<sup>5</sup> (project/programme) is a coherent set of activities and results structured in a logical framework aiming at delivering development change or progress. Identifying the level of the primary intervention will allow for:

Articulating Actions or Contracts according to an expected chain of results and therefore allowing them to ensure efficient monitoring and reporting of performance;

Differentiating these Actions or Contracts from those that do not produce direct reportable development results, defined as support entities (i.e., audits, evaluations);

Having a complete and exhaustive mapping of all results-bearing Actions and Contracts.

Primary Interventions are identified during the design of each action by the responsible service (Delegation or Headquarters operational Unit).

The level of the Primary Intervention chosen can be modified (directly in OPSYS) and the modification does not constitute an amendment of the action document.

The intervention level for the present Action identifies as:

<b>Contract level</b>		
<input checked="" type="checkbox"/>	Single contract	EU Public and Cultural Diplomacy in the Republic of Korea

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<sup>5</sup> For the purpose of consistency between terms in OPSYS, DG INTPA, DG NEAR and FPI have harmonised 5 key terms, including 'Action' and 'Intervention' where an 'Action' is the content (or part of the content) of a Commission financing Decision and 'Intervention' is a coherent set of activities and results which constitutes an effective level for the operational follow-up by the EC of its operations on the ground. See more on the [concept of intervention](#).