



EUPOP Gazette

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**EU POLICY AND
OUTREACH PARTNERSHIP
IN ASIA: ENGAGING
THROUGH CUISINE,
CULTURE AND WOMEN'S
RIGHTS**

EUPOP GAZETTE

What's inside..

This edition of EUPOP Gazette shines a light on the EU's public diplomacy activities, not just in Southeast Asia, but also in China, India, and the Republic of Korea. Across the region, EU policies are being promoted in partnership with local stakeholders, with a particular focus on food sustainability, cultural heritage, urban development, and higher education. Human rights remain a prominent feature of the EU's outreach efforts, with an emphasis on promoting gender equality.

Click the following icons to navigate more details on the activities:



EUROPEAN GREEN DEAL



CHINA

Taste Europe

"Taste Europe" brings together European cuisine and Chinese culture by promoting Geographical Indications. The 12 episodes introduce the foods and cultures of Greece, Belgium, Germany, Spain, Hungary and Malta, connecting the customs of these six EU Member States to sustainable and healthy food and lifestyles.

Chinese viewers, especially students, young professionals and parents are enthusiastic about EU food culture and cooking practices, appreciating the similarities and differences between Chinese and European cuisines.

Since December 2020 the show has been seen by more than 10 million viewers on multiple online platforms in China such as Baidu, Tencent, iQiyi and Migu.

 **10.5 MILLION VIEWERS**



EDUCATION



INDIA

Studying in Europe

In November, the EU welcomed over 9,000 Indian students to the 5th edition of the European Higher Education Virtual Fair India (25-27 November 2020), which saw interactive webinars hosted by 88 European universities from 21 EU Member States.

In 77 back-to-back webinars held over three days, university representatives spoke at length about the opportunities for higher education and research in the EU. More than 45,000 students registered through a digital marketing campaign that ran over the two months prior to the fair.



9,000 PARTICIPANTS





REPUBLIC OF KOREA Call to Order



The 2020 edition of the popular Model European Union (MEU) was organised in the Republic of Korea (ROK) on 30 October 2020 in collaboration with the Jean Monnet EU Centres at Hankuk University of Foreign Studies, Yonsei University, and Korea University.

The simulation, which replicates the decision-making processes of the Council of the European Union, saw 39 talented students from 16 universities making insightful contributions on climate change, with the three best performing participants rewarded with two weeks at a European university summer school in 2021.

More than 100 applications were received from universities and high schools in the 'EU Goes to School' initiative, wishing to represent pressure groups during the discussions.



HUMAN RIGHTS & GENDER EQUALITY



REPUBLIC OF KOREA Women at the Forefront

The EU marked International Women's Day on 8 March 2021 by co-hosting a workshop with the Global Gender Training Institute Hyo-jae, which works with the Seoul Gender Equality Support Center.

Civil societies and women activists in ROK and Europe have long contributed towards enhancing the social, economic, cultural and political status of women. This workshop celebrated acts of courage by women who have played an extraordinary role in both societies and reflected on the progress made in pursuing women's rights and gender equality.



The event also brought together the next generations of women's rights activists with gender equality advocates instrumental in creating a world better for women, allowing panelists and participants from both ROK and Europe to engage in a meaningful and visionary dialogue that amplifies women's voices.



INDONESIA Competition to Address Gender Bias

Despite the big strides in international women's rights, gender bias continues to create huge barriers for many women. The situation has worsened with COVID-19, with women everywhere facing greater vulnerability and less protection of their rights.

In October, the EU invited Indonesian journalists to submit their concerns and ideas about women's roles, rights, and gender equality during the pandemic. Five journalists won the chance to participate in Deutsche Welle (DW) Akademie's international journalist training course "Mixing It Together Multimedia Workshop" in January 2021.



The delegation also conducted two webinars for journalists to spark discussion on policies around gender equality and women's protection and the priorities during the pandemic not yet covered by the media.



THAILAND

Shared Heritage



EU-Thailand relations and shared history are being showcased through an EU Urban Heritage initiative, in a reminder of how Europe and Europeans have contributed to the development of Bangkok from its beginnings until today. A further aim is to contribute to sustainable urban development and link the conservation of cultural and heritage buildings to building sustainable and resilient cities.

Through a series of 4 videos, 4 walks to EU Heritage sites in Bangkok and Historical EU Embassies, this initiative engages directly with local citizens, urban developers, business operators and the creative art community.



The EU Delegation is collaborating with the Bangkok Metropolitan Administration, the Thai Ministry of Foreign Affairs, and EU Member States in this EU Cultural Heritage media and public outreach. The videos will be promoted on on The Cloud Online Magazine: <https://readthecloud.co>.

EUPOP IN ASIA CALENDAR 2021:

APRIL

MAY

JUNE

JULY



China | APRIL – JUNE

Food Culture Programme with GI promotion: Taste Europe



Philippines | 1 APRIL – 26 JUNE

EU Whiz: Filipino Youth of the FEUTURE – University Online Competitions



India | 13 APRIL

EU India Think Tanks
Twinning Initiative – Annual
Conference



Republic of Korea | 13 APRIL

Webinar on Accountability
and Legitimacy of CSOs:
Challenges and Best
Practices from Korea and
Europe



China | 1-30 MAY

European Culture Diversity
– Virtual Museum



Singapore | 6-23 MAY

30th Edition of the EU Film
Festival in Singapore



Thailand | 8 MAY

Europe Day Celebration with
EU Alumni & Promotion of EU
Scholarships

Thailand | 14 MAY

Public event to commemorate
IDAHOT Day



India | 12 MAY

Post EU-India Summit Virtual
Panel Discussion

India | 24 MAY (TBC)

Virtual Session on
“Strengthening EU-India
partnership on Disability
Inclusion in the Attainment of
SDGs”



China | MAY (TBC)

Europe Day Online Forum
on Biodiversity



China | JUNE (TBC)

Environment Day Campaign
Activity



India | 4 JUNE (TBC)

Virtual Media Event
on “Bio-diversity and
Health”



Malaysia | 13-16 JULY

ASEAN Economic
Diplomacy
Course: FTA & EU-
ASEAN Economic
Cooperation



Thailand | 21 APRIL – 30 JUNE

EU Urban Heritage in Bangkok: Media & Public Outreach

