

Abstract

Small states have limited possibilities in promoting their own interests internationally due to their limited resources. They therefore use certain strategies to help them achieve their foreign policy objectives. This thesis deals with cooperative strategies in cultural diplomacy, as it often becomes a tool of small states for enhancing its visibility. But even in this environment, they face competition from stronger, larger states. Do small states use cooperative strategies in cultural diplomacy? And if so, how? The issue is examined in more detail on the case of the Czech Republic's participation in the association of EUNIC (European Union National Institutes of Culture), which represents a platform for cooperation of cultural diplomacy actors from the EU Member States. The Czech Republic is represented in the structures of EUNIC by the Czech Centers. The research of this thesis focuses specifically on the opportunities to strengthen the influence of small states in the international field, which EUNIC offers to the members. It focuses also on what motivations and risks are associated with cooperation. Through the methods of interviews, content analysis and quantitative data analysis the thesis describes activity of the Czech Republic as a representative of small state in the EUNIC network in years 2016–2018. It focuses both at the level of EUNIC Global management and at the level of practical cooperation in clusters.

The thesis concludes that the Czech Republic is an active member of EUNIC at both levels, but at the level of clusters it succeeds in filling the chairmanship positions more than at the level of EUNIC Global management. Thanks to its activity, the Czech Republic takes advantage of membership in the form of sharing of costs and experience and thus has the possibility to realize larger projects. The Czech Republic's motivation for cooperation largely coincides with the theoretical background, but there is also another motivation in the form of strengthening the Czech Republic's image as a part of the European space. The research also shows that the Czech Republic is able to promote its priority topics, which is demonstrated on the example of year 2018 and related anniversary celebrations. On the contrary, the risks of cooperation coincide only partially with given theories. The actors are aware of the potential consequences of cooperation in the EUNIC network, but they do not consider them as an obstacle to cooperation. They perceive the activity in EUNIC as an important part of Czech cultural diplomacy.