

The Coadunate Economic Model: WAALM and Cultural Diplomacy for Social Impact

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INTRODUCTION:

The World Academy of Arts, Literature, and Media - WAALM supports, develops, and promotes the dramatic and fine arts, music, creative writing and poetry, as well as professional journalism and media productions. WAALM regularly identifies and rewards excellence and benefits the public by means of awarding events and productions through which, the public gets the opportunity to learn more about cross-cultures.



As a non-for-profit, secular organization, WAALM stands for Cultural Diplomacy, it promotes Cross-cultural activities, Conferences and Humanitarian efforts. Through its extension, School of Cultural Diplomacy – SCD, it provides online seminars, short courses and research studies to less privileged countries.

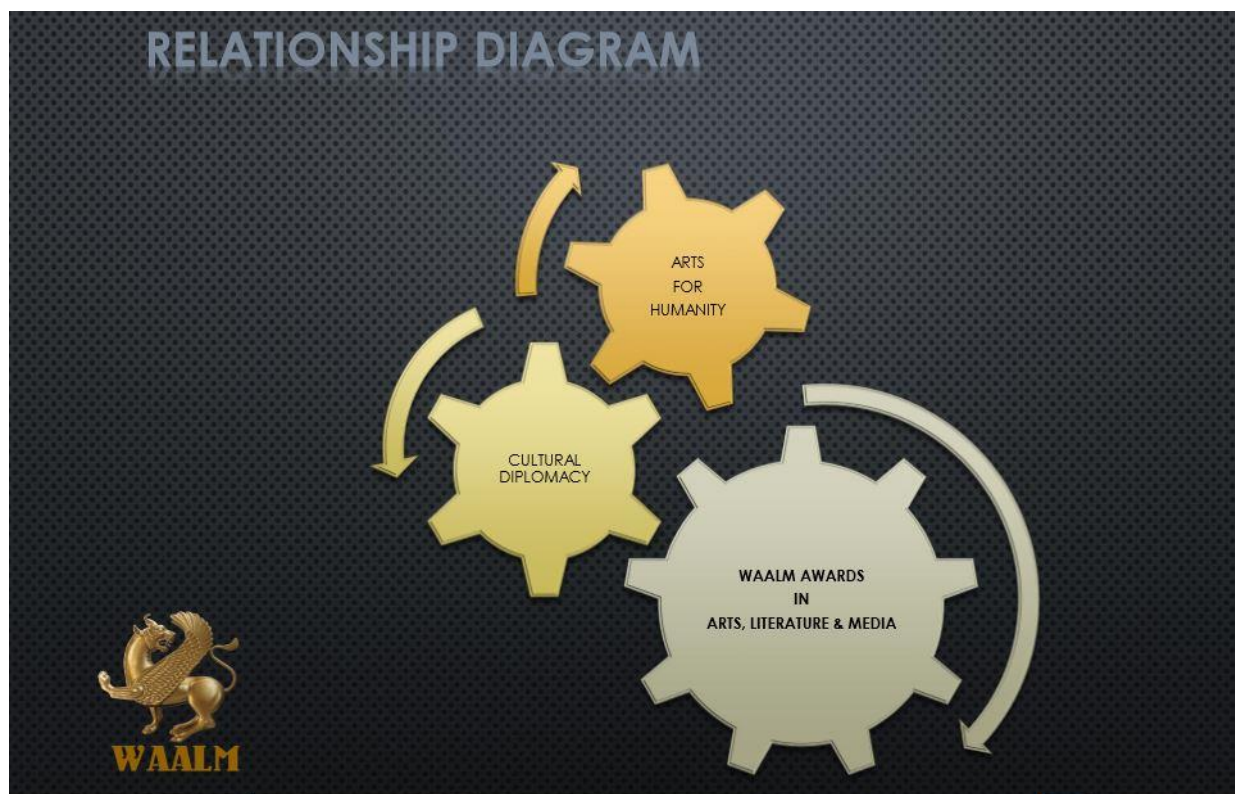
Through WAALM and my strategic model, not only I could raise the profile of artists across various genres and styles worldwide, but also facilitate many nations who establish artistic collaborations with each other, enjoy the same recognition.

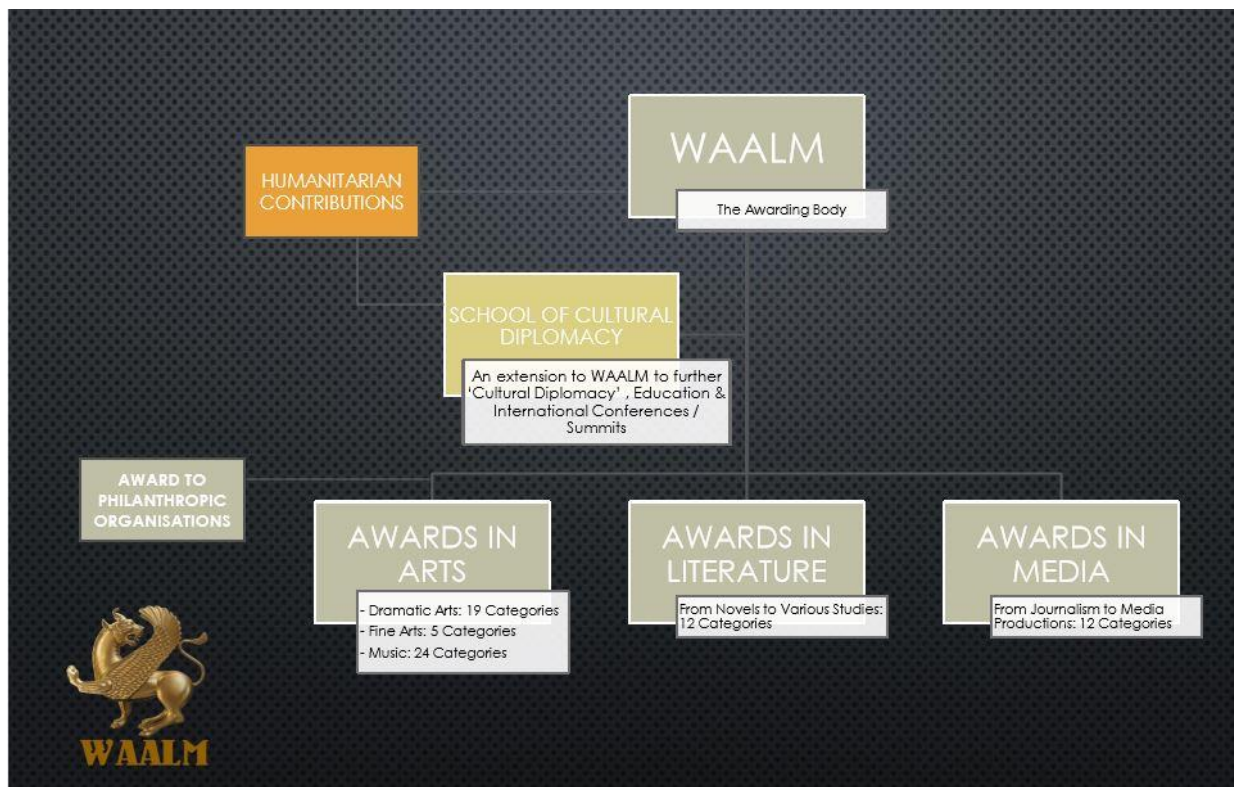
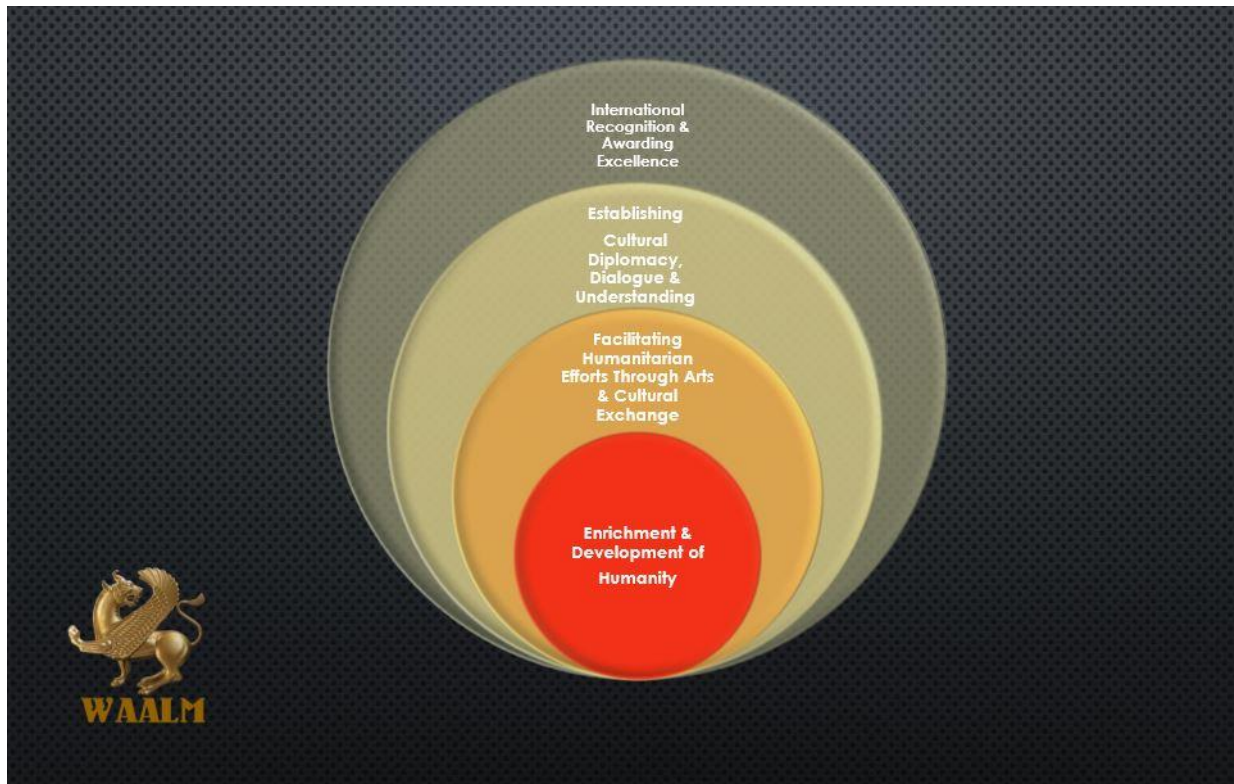
WAALM's red carpet events could bring over 10 nations under one roof to have dialogue and cultural exchange – far from any form of discrimination. WAALM's events and productions could encourage public diplomacy, cultural diplomacy, and not to say dialogue between commerce and creative industry.



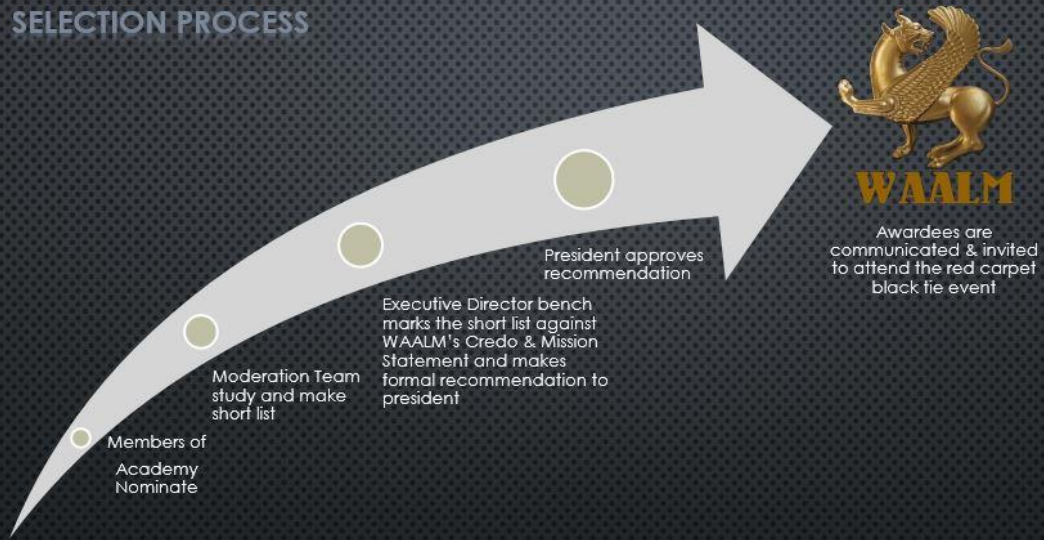
WAALM is noted as one of the top ten awarding bodies in the world, with over 70 awarding categories (2005-2008). Over 68% of WAALM's Academy Awardees are women, and nearly 55% of WAALM's productions are subcontracted to young female entrepreneurs and people with disabilities. WAALM is a Noble Peace Prize nominee of 2011 for its role in promoting understanding and dialogue through arts and cultural exchange (Cultural Diplomacy). WAALM began its activities in 2005 in Hungary and then in England and Wales, and is currently under reorganization to extend its activities in North America - Canada and the United States under a new holding firm, Orenda Enterprises Inc. So far, WAALM facilitated the productions of well over, 400 musical projects, 10 screen and stages, numerous award shows, displays / galleries, publications, conferences, and workshops. With over 120,000 followers across its social media pages, and 250,000 email subscribers, WAALM has a voice to encourage its network of international artists to contribute to humanity.

HOW WAALM OPERATES: AN OVERVIEW





SELECTION PROCESS



POST PRODUCTIONS



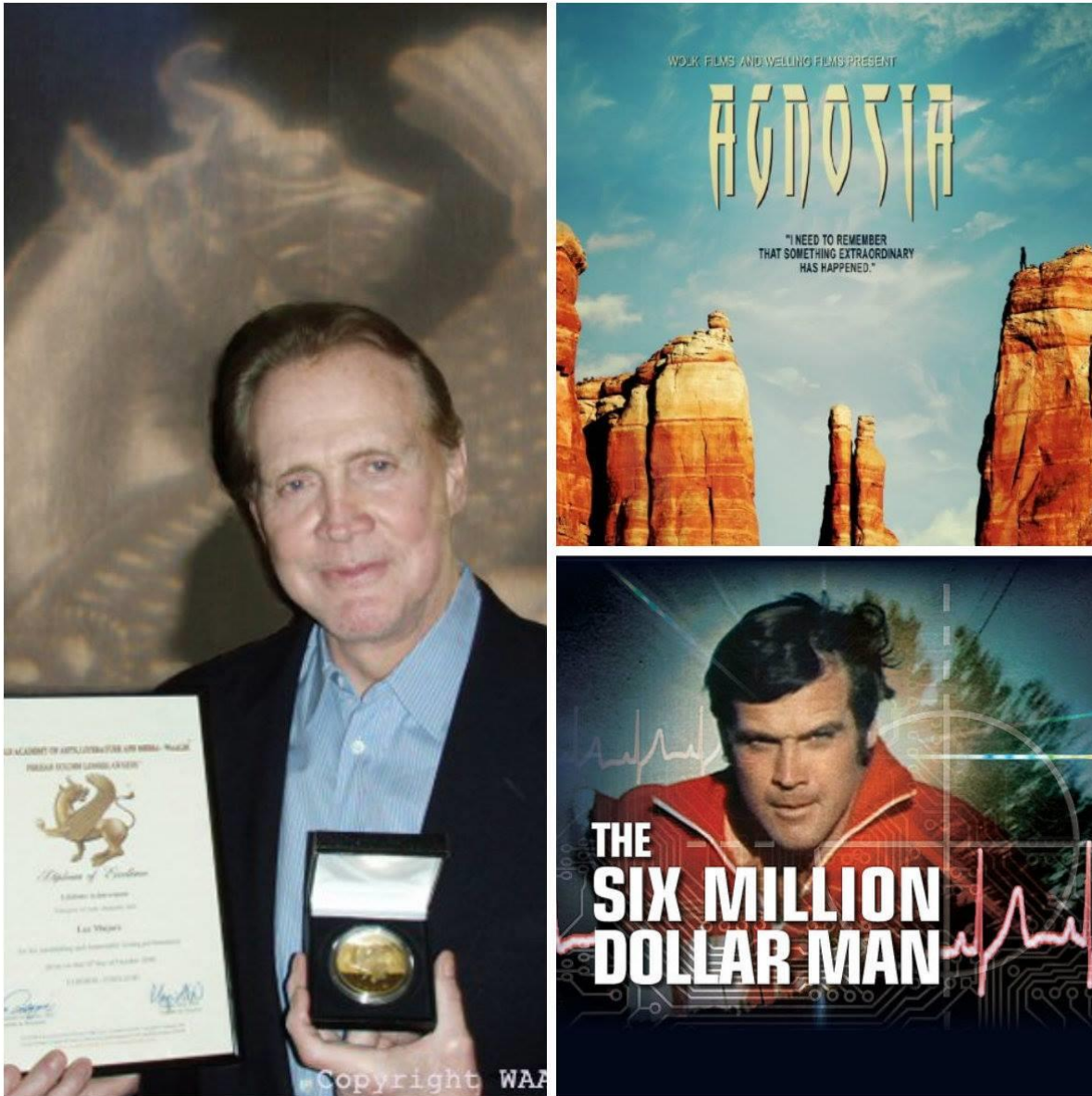


WAALM - School of Cultural Diplomacy - SCD is an extension/division of The World Academy of Arts, Literature, and Media – WAALM, which offers distance learning further and continuing education online for adults. It consists of five departments:

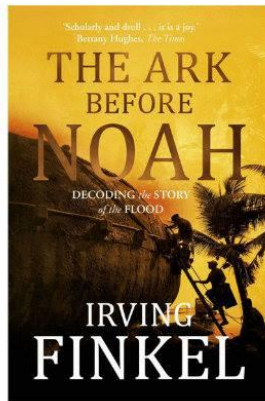
- Traditions and Cultural History
- Communications
- Arts and Literature
- Diplomacy, Public Relations and Media
- Human Rights Education

Each department is led by a team of highly acclaimed WAALM award winning Scholars and a selected Adjunct Professors from the most renowned universities and institutions around the world. WAALM-SCD is an Institutional member of ACUNS - The Academic Council on The United Nations System, and a member of International Peace Bureau - IPB, Geneva, Switzerland.

AMONG WAALM AWADREES...:



WAALM Lifetime Achievement Awards to Lee Majors



WAALM Awards to Dr. Irving Finkel, British Museum



Facebook.com/waalmawards
WAALM.COM

Jane Robinson, British Emmy Award Winner Costume Designer



WAALM Awardee, Omid Djalili, Actor, Comedian – Images include shots from Dickensian, BBC TV series - Courtesy of BBC TV & WAALM.

DANCE, PERFORMANCE, CONCERTS:



Patrick Monahan, Irish Stand-up Comedian



WAALM Awardee, Prof C. Foroughi
Performing Classical Violin



Persian Dance on Stage

THE OBJECTIVES:

The main objective of WAALM is to assist the expansion of Cultural Diplomacy throughout the world and to facilitate 'Recognition', 'Understanding' and 'Dialogue' among individuals and organizations through cross-cultural activities, events, productions and international education.

WAALM discourages the use of 'hard power', and strives to tackle crisis through the 'soft power' of culture and Cultural Diplomacy. Respect for Humanity, Dignity and Peace is a shared vision among all its members and associates.

Culture lies at the heart of human development and civilisation. Long before countries develop economic or trade ties, the art, literature and music united the nations. Centuries of creativity, migratory flows and exchanges enriched common values around the globe. Cultural cross-over forged common understanding and rules, which often have established peace, stability, prosperity and solidarity.

Today, cultural exchanges are as vibrant as ever. The advanced communication tools enabled cultural activities to grow wider, hence the demand for cultural goods are also spreading with unprecedented speed. Thanks to globalization, the exposure to more diverse cultures has increased, which heightened our curiosity, creativity and imaginations and improved our capacity to exchange with and benefit from other cultures – appreciating their contribution to the diversity of our societies.

While culture often points at fine arts, including a variety of works of art, literature, cultural goods and services, it also has an anthropological concept based on meanings, beliefs, values, and traditions, which are expressed in language, arts, religion and myths. Therefore, it not only plays a strategic role in human development, but also has a fundamental role in understanding the complex fabric of the identities, traditions, and habits of individuals and communities.

Culture is a genuine power, charged by norms and values such as human dignity, solidarity, tolerance, freedom of expression, respect for diversity, intercultural dialogue and values, which if upheld well, can be beneficial for humanity. Even from political point of view, there is a growing

acknowledgement that culture is an indispensable force to achieve strategic objectives of prosperity, solidarity and security. The soft power of culture has the potential to reshape global diplomacy. We all experienced it repeatedly that there is no military solution – dialogue is the only guarantee of lasting peace.

To maintain peace, order and stability, while strength and military may be kept reserved, tact and diplomacy would in fact best serve the objectives of world-order. Cultural Diplomacy and implementation of its soft power can create trust between people and among nations, provide a positive common ground for cooperation despite of political differences,



Author is signing International Memorandum of Cultural Exchange & Dialogue. Grand Royal, Budapest, Hungary – EU.

creating a platform for individuals and groups to interact and can pave new opportunities to resume diplomatic relations, where and when they have been constrained or cut.

Some current and former diplomats, academicians and writers try to make a distinction between cultural relations that ‘grow naturally and organically, without government intervention’, by preserving the term ‘Cultural Diplomacy’ only for those formal diplomats serving national governments.

The problem with making such distinction is that eventually it is not the politicians or political diplomats in the office who are creating the medium for Cultural Diplomacy or exchange, but the artists, writers, performers and their entire industry. Those voices, creative minds, contributors and performers are in fact the true savior and real cultural diplomats.

MY REFLECTION: WHY WAALM?

Often when people ask me “where are you from?” I answer, I am Earthion (people from the Earth) 🌍 I traveled, lived and worked in over 20 countries across the globe, and I was privileged to get to work with professionals from at least the same number of nationalities and learn a thing or two about their unique cultures. I am a proud Canadian, with a culture heritage that adores poetry. I am a fortunate individual who has been exposed to world’s creates classical and popular cultures: from the 10th century Persian mythology hero, ‘Rostam’ in ‘The Book of Kings’, to the 20th century American mythology superheroes of Marvel/DC Comics. From Saadi and Rumi, to Charles Dickens and Shakespeare. From Swedish sound of pop, ABBA, to voice of English peace activist John Lennon. From Euro-Caribbean band, Boney M., to American pop influencer Frank Sinatra. From powerful tenors such as Sattar and Andrea Bocelli, to creative writers like Paulo Coelho and Agatha Christie. From James Stewart, with his distinctive everyman screen persona, to tough guys on screen, such as Charles Bronson, Humphrey Bogart, and Toshiro Mifune. From the Nutcracker ballet, to Phantom of Opera, and Carman acts – all influenced my creative faculty. All inspired me to engage in promotion of cross-cultures.

Sadly, many believe, one culture is superior to another. Certainly, that’s not the case. They are not superior or inferior, but simply different and unique. Regretfully, sometimes media, and at times Hollywood, do not project a clear and genuine picture about certain cultures. They intentionally fuel the idea of cultural supremacy, which widens social and cultural gaps among communities. To address such dividing misrepresentation, and to increase tolerance, we need to facilitate greater ‘understanding’. Why?

The power for change lies in the power of individual’s understanding. Understanding is correlated with the ability to make inferences – a conclusion reached on the basis of evidence and reasoning. To that end, WAALM **provides tangible cultural evidence and reasoning.**



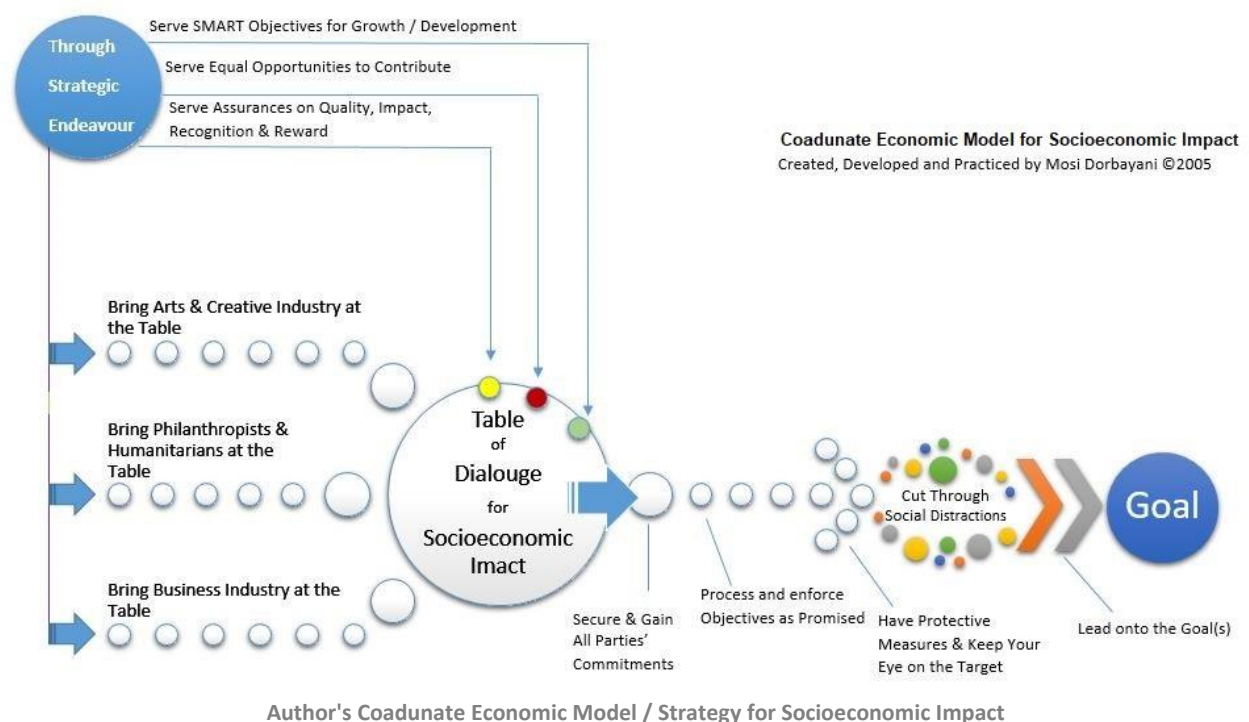
Author, Addressing Cultural
Representatives from 10 Countries,
250 delegates, London, England.

We need to understand that we are all part of the fabric of the world's culture, and that each and every one of us can have a positive role to play in it, if we want to. Culture is shaped by human beings, and if you refer to my song 'To Whom It May Concern', you would hear its singer (Kate Todd) delivers: *"Human beings are members of a whole. In creation of one essence and soul; If one member is afflicted with pain, other members uneasy will remain; If we have no sympathy for human pain, the name of human we cannot retain"* – So, perhaps it is with sympathy that, I humbly try to facilitate understanding and tolerance across the world through WAALM.

Moreover, even from economics point of view, cultural sector is already a dynamic factor of economic activities and employment – especially in North America and Europe. Cultural activities often facilitate promotion of social inclusion, diversity and contribute to the reduction of physical and mental poverty. Creative entrepreneurs, artists, writers, performers and vibrant cultural industries are unique sources of innovation for the future sustainability. This potential should be recognized even further, and fully explored by both cultural practitioners and government agencies.

Utilizing the full potential of culture can help building a more inclusive and fairer world, in which, innovation, creativity, sustainability and growth could be realized for all. Culture promotes active citizenship and intercultural dialogue within a nation and across the globe. It can empower people and facilitate social cohesion. It brings people and communities closer together, includes refugees and other migrants, and helps people feel related. Culture and creative industry have the power to improve lives, transform communities, generate jobs and growth, and influence other sectors of economy. Cultural participation also improves health and well-being. In Canada, the Access and Availability Survey, 2018 states that three-quarters (73%) of permanent immigrants say arts and culture is at least moderately important to quality of life for them and their family and this is consistent with the Canadian-born population at 68%. (www.capaco.ca)

71% of Europeans recently surveyed agreed "living close to places related to cultural heritage can improve quality of life". (www.europarl.europa.eu, Eurobarometer) People who attend theaters, pop music concerts or cultural festivals are up to 32% more likely to report great or excellent health, even accounting for other factors. (www.hillstrategies.com) People who attend concerts, theatres or movies are significantly healthier, have lower anxiety and are less subject to depression. (Cuyppers, 2011, p.6) The more frequently people attend performing arts and other receptive arts, the more likely they are to report good health. (www.capacoa.ca; Wilkinson, 2007) Attending concerts and theater increases perceived vitality. (Bygren, 2009) For children and youth, participation in cultural activities helps develop their thinking skills, builds self-esteem, and improves resilience – all of which enhance their education outcomes.



I see power is in sharing. In my view, for human being things like how to hunt or fish, how to build roads and canals, how to make shelter or even fly to the moon and back had never been a major challenge. **The biggest challenge for human being is human being – how to love and being loved, how to understand and being understood.** This motivated me to co-create 'The World Academy of Arts, Literature and Media – WAALM' to facilitate understanding, dialogue and

Cultural Diplomacy. WAALM also creates opportunities for commercial businesses and creative/artistic industries to meet and forge dialogue to assist each other to attain their goals. Businesses often benefit from artistic programs to enforce an atmosphere of collaboration for better sales, and the creative industries can potentially generate sponsorship for their artistic productions by meeting the commercial entities. **WAALM strives for identifying the “Shared Vision and Values” to build unity amongst the participating nations.**



But of course, establishing the above is not free from challenges. For example, just conducting an international WAALM red carpet award is a colossal undertaking. Once the awardees are shortlisted, celebrities, dignitaries, and delegates are enlisted, and guests are confirmed, then nothing can be left to chances. From daily communications with managers, agents, publicists, lawyers, and media, to coordinating flights, insurance, pickup services, and accommodations; from production of award statuettes, selecting event venue, stage design, security details, to food and entertainment – all are critical for a 4-hour successful night, which can change the public perceptions and form new expectations in context of multicultural diplomacy.

Further Readings:

Cultural Diplomacy:

https://www.amazon.com/gp/product/0994084285/ref=dbs_a_def_rwt_bibl_vppi_i3

Cultural Diplomacy and Global Governance:

[https://salford.figshare.com/articles/online_resource/Cultural Diplomacy and Global Governance_pdf/17162552](https://salford.figshare.com/articles/online_resource/Cultural_Diplomacy_and_Global_Governance_pdf/17162552)

Mosi Dorbayani: Re-defining Cultural Diplomacy

<https://ritzherald.com/mosi-dorbayani-re-defining-cultural-diplomacy/>

Culture and Economic Growth:

[https://salford.figshare.com/articles/presentation/Culture and Economic Growth/17108561](https://salford.figshare.com/articles/presentation/Culture_and_Economic_Growth/17108561)

Globalization Continues to Pose Challenges.

[https://salford.figshare.com/articles/presentation/Globalization Continues to Pose Challenges/17102747](https://salford.figshare.com/articles/presentation/Globalization_Continues_to_Pose_Challenges/17102747)

Meet The Father of Coadunate Economic Model

<https://tycoonherald.com/meet-the-father-of-the-coadunate-economic-model/>