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**Poland's Cultural Diplomacy in Ukraine****Dyplomacja kulturalna Rzeczypospolitej Polskiej  
na Ukrainie****Abstract**

The article examines the peculiarities of the implementation of the Republic of Poland's implementation of cultural diplomacy in Ukraine. Considerable attention is paid to the analysis of the basic foundations and principles of the development of Polish cultural diplomacy in modern modern times, and the activities of governmental and non-governmental institutions working in the field of cultural diplomacy. It is noted that the development of Poland's cultural diplomacy has been positively influenced by its EU membership, the modernization and expansion of cultural infrastructure, the growing number of cultural institutions in Poland, and the intensification

of Ukrainian-Polish cultural cooperation The activities of cultural diplomacy actors such as the Polish Institute in Kyiv, the Center for Polish Culture and European Dialogue in Ivano-Frankivsk, the Mickiewicz Institute, the Stefan Batory Foundation, the Other Space Foundation, the Krzysztof Skubiszewski Foundation, and the Lane Kirkland Program, and their roles in developing and strengthening Ukrainian-Polish cultural cooperation are analyzed. Since the onset of Russia's full-scale invasion of Ukraine, it is noted that the Polish government has continued to advance cultural diplomacy in Ukraine. The Polish Institute, in particular, has been implementing numerous cultural and artistic projects at various levels. Support for the Polish diaspora during the war has intensified, Polish culture is being increasingly promoted, and scientific diplomacy is actively progressing, particularly through joint Ukrainian-Polish research, scientific exchanges, and academic mobility programs for scholars.

**Key words:** *cultural diplomacy, EU, Ukrainian-Polish cultural cooperation, Ministry of Foreign Affairs of Poland, Polish Institute in Kyiv.*

### Abstrakt

Artykuł analizuje specyfikę realizacji dyplomacji kulturalnej Rzeczypospolitej Polskiej na Ukrainie. Dużo uwagi poświęcono analizie podstawowych zasad rozwoju polskiej dyplomacji kulturalnej we współczesnych warunkach oraz działalności instytucji rządowych i pozarządowych działających w tej dziedzinie. Zauważono, że na rozwój polskiej dyplomacji kulturalnej pozytywnie wpłynęło członkostwo Polski w UE, modernizacja i rozbudowa infrastruktury kulturalnej, wzrost liczby instytucji kulturalnych w Polsce oraz intensyfikacja ukraińsko-polskiej współpracy w dziedzinie kultury. Przeanalizowano działalność takich podmiotów dyplomacji kulturalnej, jak Instytut Polski w Kijowie, Centrum Kultury Polskiej i Dialogu Europejskiego w Iwano-Frankiwsku, Instytut Mickiewicza, Fundacja im. Stefana Batorego, Fundacja Inna Przestrzeń, Fundacja Krzysztofa Skubiszewskiego, Program im. Lane'a Kirklanda oraz ich rolę w rozwoju i wzmocnieniu ukraińsko-polskiej współpracy kulturalnej. Zauważono, że od początku pełnej inwazji Rosji na Ukrainę polski rząd kontynuuje rozwój dyplomacji kulturalnej na Ukrainie. W szczególności Instytut Polski realizuje wiele projektów kulturalnych i artystycznych na różnych poziomach, zintensyfikowano pomoc dla przedstawicieli polskiej diaspory w czasie wojny, promowana jest polska kultura. Aktywnie rozwija się także dyplomacja naukowa, w szczególności wspólne ukraińsko-polskie badania, wymiana naukowa i programy mobilności akademickiej dla naukowców.

**Słowa kluczowe:** *dyplomacja kulturalna, UE, ukraińsko-polska współpraca kulturalna, Ministerstwo Spraw Zagranicznych RP, Instytut Polski w Kijowie.*

## Introduction

Cultural diplomacy is an important component of the foreign policy of modern states and an effective tool for constructive dialogue and partnership. It shapes a positive image of the state in the world and is a powerful factor in lobbying for the foreign policy interests of the state by disseminating national cultural values. A country's success at the international level and the protection of its national interests depend on how effectively its cultural diplomacy functions. The study of the development of cultural diplomacy has become especially relevant over the past two decades, as this type of public diplomacy promotes the integration of the state into the global cultural space, and opens up prospects for development in the economic, social, and cultural spheres.

Cultural diplomacy is based on the cultural demands of society, keeps pace with modern global cultural trends, and contributes to shaping social-cultural development and generating new ideas. Practice shows that cultural diplomacy affects other areas of public relations, in particular, it has a significant impact on national security, strengthening national identity and democratic values, and shaping the image of the state in the international arena.

Poland's cultural diplomacy has undergone a long stage of formation and today Poland successfully develops cultural diplomacy in many countries, implements international cultural projects, and serves as a platform for communication and exchange of experience at the international level. The experience of Polish cultural diplomacy institutions shows that state support plays an important role in their functioning, they have a stable network structure and are guided by the state's strategy. The main areas of development in cultural diplomacy are the promotion of the Polish language, support for art projects, book publishing, and projects of contemporary Polish culture. Polish international cultural institutions actively combine both diplomatic activities (most of them are subordinated to the Ministry of Foreign Affairs and work at diplomatic missions) and cultural activities.

Although the Russian-Ukrainian war, one of the largest armed conflicts of the twenty-first century in modern Europe, has been ongoing for more than two years, Poland has been implementing its cultural diplomacy in Ukraine, in particular, the Polish Institute in Ukraine has been implementing many cultural and artistic projects at various levels.

The research is based on theoretical foundations and methodological principles of historicism, a systematic approach, using general scientific methods and research techniques (analysis, synthesis, generalization, etc.), which were applied in combination with content analysis. Specifically, structural-functional, comparative, and systemic scientific methods were used. With the help of these methods, a holistic characterization of the peculiarities of Polish cultural diplomacy in Ukraine was carried out. The use of the historical method made

it possible to study the development of Polish cultural diplomacy after the 2000s tracing the development and role of state and non-state cultural institutions. The structural-functional method was employed to identify the main directions and mechanisms of Polish cultural diplomacy, as well as the structure and functions of leading cultural institutions. Particular attention was paid to the use of empirical methods, namely, the analysis of documents, such as reports of the Institute of Poland in Ukraine, and materials of Ukrainian and Polish media.

### **The Concept of Cultural Diplomacy in Modern International Relations Studies**

Cultural diplomacy is a dynamic and innovative field of research, playing a crucial role in international relations, and it serves as a key tool for modern governments at the international level. The term "cultural diplomacy" has gained prominence only recently, and there are ongoing discussions among scholars, regarding its definitions. Some equate it with public diplomacy, while others view it as a distinct form of international cultural relations. Cultural diplomacy is a type of public diplomacy that fosters mutual understanding through the exchange of ideas, art, and information between states and people to increase mutual understanding and is often regarded by cultural scholars, politicians, and practitioners as a form of soft power. Governments frequently employ cultural diplomacy as soft power, leveraging cultural exports such as literature and film to shape public opinion and achieve diplomatic goals. Additionally, cultural diplomacy also has a positive impact on conflict resolution and negotiation, often serving as a mediator, promotes fostering political cooperation and collaboration even in the most hostile political environments, and providing stability during crises.

Within public authorities, particularly ministries of foreign affairs and their associated institutions, cultural diplomacy manifests as promotional and informational activities directed at governments, societies, and public circles of other countries.

Cultural diplomacy involves the dissemination of a state's cultural elements to uphold its positive image on the global stage. These activities, especially government communication with foreign audiences to positively influence them, are considered integral to public diplomacy. (Mark, 2009)

For cultural diplomacy to be effective, scholars emphasize the importance of clearly understanding its primary goals and objectives. Beyond creating a positive national image, cultural diplomacy also strengthens social cohesion and consolidation, which are vital tasks for any state.

Cultural diplomacy actively promotes the exchange of ideas, values, traditions, and other cultural or identity-related aspects between nations and societies. It is implemented by both public and private sectors, as well as civil society, to promote cooperation through the exchange of cultural values and traditions.

Key tasks of modern cultural diplomacy, as identified by most researchers, include shaping the state's image, developing foreign policy, reforming and modernizing the state's domestic cultural policy, and enhancing interstate relations and civil society. It is crucial to ensure the systematic execution of cultural initiatives abroad to build a positive image of the state and its citizens, and to establish new international cultural communications. Fully utilizing the potential and resources of cultural diplomacy is essential to achieving the goal of a positive international image.

The main principles of cultural diplomacy include respect for and recognition of cultural diversity and heritage; fostering global intercultural dialogue; upholding justice, equality, and interdependence (cultural diplomacy supports equality while working to eliminate cultural barriers and promote inclusiveness); protecting international human rights (preserving human rights within the framework of cultural diplomacy); and promoting global peace and stability (cultural diplomacy contributes to peace and stability on a global scale).

The tools and strategies of cultural diplomacy are also important and can include both traditional and more modern digital platforms. The most commonly used strategies include art and music festivals; educational exchange programs; international conferences; and digital diplomacy. The choice of tools, certainly, depends on the goals of diplomatic efforts and the cultural characteristics of the target audience. Through these approaches, cultural diplomacy seeks to build bridges and create a platform for open dialogue.

Each state develops its own tools of cultural diplomacy, but the most sustainable methods often involve partnerships between states and organizations; communication, and programs (educational, artistic, training, etc.).

To understand the broader issue of cultural diplomacy, it is essential to consider the theoretical perspectives presented in the works of scholars such as M. Cummings in "A Study of Cultural Diplomacy and the US Government" (Cummings, 2003), M. Leonard in "Diplomacy by Other Means" (Leonard, 2009), and J. Nye in "Soft Power and American Foreign Policy" (Nye, 2004).

It is worth noting that Polish authors cover the issue of the institutional dimension of the Republic of Poland's cultural diplomacy in detail. Scholars analyze the organizational structure of Poland's cultural diplomacy both in general and special studies. Among the most significant contributions to the field, it is worth highlighting the fundamental work of R. Zenderowski, who provides an in-depth analysis of Poland's international cultural relations. (Zenderowski, 2010)

A special place among the scientific works dedicated to this research topic is occupied by the report commissioned by the Ministry of Culture and National Heritage of Poland, which summarizes the results of the development of the country's cultural relations over the past two decades. (*Raport...*, 2009) The general conditions and powers of Polish institutions abroad are presented in the works of R. Wisniewski and A. Woronecka. (Woronecka, 2011)

It is important to **highlight** that some of Rafał Wisniewski's works (Wiśniewski, 1999) **focus specifically** on the implementation of Polish cultural diplomacy in the Eastern region, namely in Lithuania, Belarus, and Ukraine. Considerable attention is given to the prospects for developing Polish cultural diplomacy in Ukraine, especially in the educational sphere. Analytical centers also forecast the expansion of Ukrainian-Polish cooperation in education as a vital element of cultural diplomacy.

The monograph "Models of Polish Cultural Policy in 1944-2015" by Andrzej Leśniewski (Leśniewski, 2017) is also worth noting. In this work, Leśniewski examines the evolution of Poland's cultural policy, analyzing the formation of cultural policy as a distinct area of foreign policy. Of particular importance is his characterization of the political and legal frameworks supporting the development of cultural diplomacy in Poland, as well as his analysis of the agreements between states to foster cooperation in education, science, and culture. Leśniewski emphasizes that each political system has created its own environment for the development of cultural policy. While state cultural institutions played a more prominent role in earlier periods, non-governmental international organizations have increasingly entered the international arena, sometimes proving more effective than state institutions in certain areas. (Leśniewski, 2017)

Ukrainian scholars also place significant emphasis on the study of Polish cultural diplomacy in Ukraine, including S. Hutsal, N. Musienko, O. Rozumna, Y. Turchyn, A. Tsivaty, and others.

Cultural diplomacy is typically implemented at three levels: state (to promote national interests through governments or other authorities), public (where public organizations and individuals create opportunities for mutual cultural exchange), and private (carried out by private companies interested in expanding intercultural communication).

### **Developing Poland's cultural diplomacy in Ukraine**

The development of Polish cultural diplomacy in Ukraine is regulated by a legal framework that provides opportunities for the development of effective cooperation in this area. The main documents regulating interstate cooperation in the field of culture are the Agreement on Cooperation in the Field of Culture,

Science, and Education (20.05.1997); Agreement on Cooperation in the Field of Education between the Ministry of Education and Science of Ukraine and the Ministry of National Education of the Republic of Poland (19.01.2015); punctuation change Agreement on Cooperation in the Field of Protection and Return of Cultural Property Lost and Illegally Displaced During the Second World War (25.05.1997); Agreement on Cooperation between the State Committee on Archives of Ukraine and the General Directorate of State Archives of the Republic of Poland in the Field of Archival Affairs (17.10.2008). Meanwhile, for the implementation of cultural diplomacy, the activities of both state and non-governmental cultural institutions are important, as their main task is to disseminate knowledge about Poland and, through various events, create a positive image of the country in the international arena.

The accession of the Republic of Poland to the EU provided a significant boost to the intensification of activities in the field of modernization of cultural infrastructure, and the number of national cultural institutions increased significantly after 2000. The International Cultural Center in Krakow and the Ujazdowski Castle Center for Contemporary Art in Warsaw were both established in 2000. Other institutions include the Adam Mickiewicz Institute (2000), the National Center for Culture in Warsaw (2002), the Zbigniew Raszyński Theater Institute in Warsaw (2003), the Institute of Books in Krakow (2003), the Museum of Modern Art in Warsaw (2005), the Polish Audiovisual Publishing House in Warsaw (2009), the Polish Film Institute in Warsaw (2005), the Museum of Polish History in Warsaw (2006), and the Center "Memory and Future" in Wrocław (2007). The presented above list of cultural institutions demonstrates the diverse directions of the cultural policy of the Republic of Poland.

As noted by the Polish researcher - Justyna Langowska, Polish cultural diplomacy is increasingly facilitating cultural exchange programs and promoting the development of the state through culture. Many programs are related to the Ukraine's future membership in the European Union and the Council of Europe. (Langowska, 2018)

Today, the number of Polish state and non-governmental institutions working in the field of culture in Ukraine is constantly growing, given the high level of interest from the state in improving its image through cultural diplomacy. The development of Poland's cultural diplomacy has been particularly accelerated with Poland's accession to the EU, the modernization of cultural infrastructure, the increase in the number of projects, and the growth of funding to support international cultural projects. Poland's cultural diplomacy includes such activities as promoting Polish culture and cultural identity; promoting the study of the Polish language; and concluding interstate agreements on cultural cooperation. However, the structure and intensity of cultural diplomacy activities periodically change depending on its foreign policy priorities. Poland's policy in the field of cultural diplomacy is characterized by the fact that cultural



institutions and government agencies actively cooperate, and scientific diplomacy is developing through joint international research, scientific exchanges, and academic mobility programs for scientists and students.

Among Polish state institutions, the Ministry of Foreign Affairs plays a key role, with its Department of Public and Cultural Diplomacy, which, in cooperation with Polish institutions, embassies, and consulates general, ensures the presence of Polish artists in the most important cultural events in the world, develops cooperation in the fields of culture, education, science and information, as well as youth exchange.

The Polish government pays special attention to analyzing and defining strategic directions for the development of cultural and public diplomacy; identifying priority areas for cultural institutions in the field of public and cultural promotion, as well as providing tools for their implementation. It also constantly monitors the formation of Poland's image in the media and foreign environments; and conducts activities that help to create a positive image in the international arena, in cooperation with relevant cultural institutions. State structures supervise the activities of cultural institutions in the fields of cultural, educational, and scientific activities; make forecasts of the development of cultural institutions, and conduct promotional activities of cultural institutions. Equally important is cooperation with state and foreign cultural institutions, as well as with non-governmental organizations in the field of public diplomacy and, the promotion of cultural and scientific activities abroad.

For many years, the Government's program for cooperation with Polonia and Poles abroad has included various initiatives such as supporting Polish schools overseas, developing Polish media, providing charitable and social assistance, enhancing the infrastructure of the Polish diaspora, supporting the integration and educational visits of young people to Poland, promoting Poland and Polish culture abroad, constructing the Polish House in Lviv, and supporting the activities of national, regional, and local Polish diaspora organizations. (Ilczuk, 2002) Special attention is given to promoting Poland and preserving Polish cultural and historical heritage abroad.

Support for book publishing as a significant means of cultural influence is a common feature of international cultural projects in Poland. Translation projects are equally important, as translation itself shapes the dialog between different cultures. For example, in 2006, the Polish Institute, in collaboration with the International Renaissance Foundation, established an annual competition for Ukrainian publishers entitled "Translation of Contemporary Polish Scientific Literature and Essays into". Thanks to this project, Polish scientific and fiction literature is now available in Ukrainian bookstores.

Another significant player in cultural diplomacy is the Polish Forum of Young Diplomats, a national non-governmental organization that unites



students and graduates of various Polish and international universities who aspire to work in the international arena.

### **Activities of the Polish Institute in Ukraine**

The Polish Institute in Kyiv, established in 1998, plays a leading role in Polish cultural diplomacy in Ukraine, actively cooperating with Ukrainian state authorities and NGOs, and implementing cultural projects in cooperation with Polish institutions.

Polish institutions promote culture, history, science, the Polish language, and national heritage. The main tasks of the Institute are primarily to disseminate knowledge about the country abroad: history, culture, social life, scientific and educational potential. These organizations have a fairly wide range of activities, an example of which is the provision of language courses both at the Polish Institute and in cultural centers abroad. Polish institutes work to develop bilateral relations and shape the image of Poland abroad. The activities of the Polish Institute take into account the priorities of Poland's foreign policy, which includes public and cultural diplomacy. Another task of the Polish Institutes is to establish long-term contacts between Polish and foreign partners operating in the field of international cultural exchange, for example, within the framework of EUNIC cooperation (European National Institutes for Culture of EU countries). In addition, they ensure the fulfillment of international obligations arising from agreements and cultural programs between Poland and other countries. (*Misja...*, 2024)

The Institute is increasingly acting as an "intermediary" and a platform for cooperation between Polish and Ukrainian cultural communities, paying attention to events directly related to Polish historical diplomacy. At the same time, the number of projects related to the presentation of contemporary literature, art, and architecture in Poland is also growing. In addition, unlike Polish institutions operating in Western Europe and beyond, the Polish Institute in Kyiv participates in programs addressed to the Polish community, supporting the Polish national minority in Ukraine.

The activities of the Ministry of Culture and National Heritage of Poland, which initiates state programs in the field of culture, coordinates the activities of other central executive bodies involved in the field of foreign cultural relations, are aligned with the cultural policy of the state, both inside and outside the country. The Department for Cooperation with the European Union and the Department for Bilateral Cooperation at the Ministry of Foreign Affairs of Poland also play an important role in the development of Poland's cultural diplomacy. The Adam Mickiewicz Institute in Warsaw and the International Center for Culture in Krakow promote the spread of the Polish language and

culture abroad. In particular, the Mickiewicz Institute was established in 2000 and states its mission as "demonstrating the role of the Republic of Poland as a necessary component in the international exchange of ideas, values, and cultural heritage." Today, the Mickiewicz Institute is involved in large-scale projects in the field of international cultural cooperation. This is evidenced by the implementation of projects in the format of the "Year of Polish Culture" in 26 countries. The Institute has developed an information database on the country's cultural achievements and prepares promotional materials (multilingual publications, films, literary programs, and exhibition projects). (*Raport. Stan..., 2021*)

The International Center for Culture in Krakow was founded in 1991. According to the institution's charter, the main areas of its work are research, information, and educational activities. "The cultural integration of Europe is the main goal of the center. Only within a united Europe can ideological, religious, and political differences be resolved or avoided. Central Europe plays a key role in the development and preservation of European and world cultural heritage" – these are the main principles guiding the International Cultural Center. (*Międzynarodowe..., 2023*)

The Ministry of Culture and National Heritage approved the program "Promoting Polish Culture Abroad", which enabled specialized cultural institutions and organizations to receive funding for cultural projects aimed at popularizing Polish culture abroad.

Assessing the current state of Poland's cultural diplomacy, it can be argued that Poland has reached a qualitatively new level of cooperation in the field of culture. Scholars note that the influence of the Ministry of Foreign Affairs and the Ministry of Culture and National Heritage is a strong point in the development of the country's cultural sphere. While in leading countries, such as Germany or the United Kingdom, non-governmental organizations are active in the field of cultural diplomacy, in Poland the leading role belongs to the state, which has greater capabilities and develops a strategy for representing the country in the international arena.

Public institutions also play an important role in the development of Poland's cultural diplomacy, notably, the Center for Polish Culture and European Dialogue (Ivano-Frankivsk), which was established in 2015. The Center brings together people who are interested in gaining knowledge, conducts cultural activities, and hosts literary evenings, conferences, and art events. The Center also has a library containing the literature on the history of Poland, the European Union, and the Polish press. The Center's activities also contribute to supporting the Polish national minority, including the implementation of projects related to the development of cooperation with Poles in Ivano-Frankivsk, projects related to culture, history, religion, tourism, sports, and activities carried out to protect the sites of Polish national memory. Cooperation

is also fostered in the field of education, including Polish language training, youth exchange programs, and projects aimed at developing historical education, and one of the main tasks is the integration of civil society. The Center pays special attention to the implementation of social projects aimed at promoting the Republic of Poland, building civil society, fostering European dialogue among national and ethnic minorities, and close cooperation with non-governmental organizations in Poland and Ukraine.

The main goal of the Center for Polish Culture and European Dialogue is to encourage the Polish community to be active in all spheres of human life to strengthen the positive perception of the Republic of Poland in Ukraine; it is also important to develop the platform of dialogue among the residents of the city.

Experts note that the most effective way to promote the culture of the Republic of Poland is through the Days of Polish Culture. The purpose of such projects is, first and foremost, to establish long-term direct cooperation between interested partners and to ensure its continuation after the official end of the season. The significance of the Days of Polish Culture as one of the leading forms of Polish cultural diplomacy is evident from the results and effectiveness of their impact on multilateral relations between the two countries. Educational events also play an important role, with students, cultural managers, artists, and leading scholars invited to participate.

### **Support for the Polish minority in Ukraine in the context of the Russian-Ukrainian war**

The war has caused enormous damage to all sectors of Ukrainian culture, including film production, museums, book publishing, and theater. Since February 24, 2022, about a thousand objects of Ukraine's cultural heritage have been damaged or destroyed. Poland has helped Ukraine preserve cultural monuments during the war by providing financial assistance. Some cultural assets of Ukraine are stored on Polish territory, Poland supplies materials for the protection of cultural monuments, and helps conduct an inventory of cultural sites destroyed by the Russians.

Poland pays considerable attention to supporting the Polish diaspora on the eastern border, in particular, the state-owned Jan Olszewski Foundation "Pomoc Polakom na Wschodzie" is active.

The main goal of the Foundation is to provide assistance and support to the Polish community and Poles and people of Polish descent living in the East. This includes supporting Polish cultural and educational institutions abroad, developing media for the Polish and Polish diaspora outside the country, and promoting Poland, including Polish culture and Polish history abroad.

To a certain extent, the Foundation performs the role of public diplomacy abroad, creates a positive image of Poland, and spreads knowledge about Poland abroad.

With the outbreak of the full-scale Russian-Ukrainian war, the Foundation expanded its activities. Many Polish companies, organizations, and government agencies have become involved in helping Ukrainian citizens affected by the war. About 60 public associations of the Polish national minority are registered in Ukraine, many of them actively cooperate with the Pomoc Polakom na Wschodzie Foundation, receive grants for projects, and implement such programs as Culture in Action, Polish Media in the East, New Quality of Polish Media in the East, etc. (*Na Ukrainie...*, 2023)

As part of the cooperation, humanitarian aid is provided to Ukrainian Poles who suffered in the war, and cooperation with Polish organizations, especially Polish Houses, is ongoing. It also offers the opportunity to study Polish for free, receive free textbooks for learning Polish, reimburse expenses for translating documents into Polish, and cover costs for obtaining a state certificate in Polish, among other benefits.

In 2023, the Polish project "Assistance to Poles from Ukraine" was implemented by Wspólnota Polska in cooperation with the Foundation for Assistance to Poles in the East and the Freedom and Democracy Foundation. This project is addressed to holders of the Card of the Pole in Ukraine and their immediate family members, as well as to persons of Polish origin in need of assistance.

The Polish Institute in Kyiv organized several exhibitions dedicated to the Russian-Ukrainian war. In particular, an exhibition of posters "I was a Pole - a citizen of Ukraine" was held. The exhibition presents the stories of Ukrainian citizens of Polish origin who died in the war against the Russian aggressor. The exhibition was initiated by the Ministry of Foreign Affairs of the Republic of Poland, the Center for Polish Culture and European Dialogue in Ivano-Frankivsk. The exhibition was organized in cooperation with the Consulate General of the Republic of Poland in Lviv and the Freedom and Democracy Foundation.

The National Institute of Cultural Heritage of Poland, within the framework of the Center for Cultural Support in Ukraine, supported the creation of a Polish documentary film "Wymazać Narod", which details how Russians are destroying Ukrainian culture. The film will be translated into six languages and shown in many countries around the world.

At the same time, the Russian-Ukrainian war has created many obstacles to the development of Polish cultural diplomacy in Ukraine, but has also opened up new opportunities. Today, Ukrainian culture is widely represented and recognized in leading museums, theaters, festivals, venues, and universities, both through projects and personal contacts between cultural professionals.

## Conclusion

The study demonstrates that the development of Polish cultural diplomacy in Ukraine has been a gradual process since 1991, following the signing of the Agreement on Cooperation in the Fields of Culture, Science, and Education between the Government of Ukraine and the Government of the Republic of Poland. Poland has established an extended infrastructure for cultural diplomacy, with Polish culture in Ukraine being represented by both state and non-governmental institutions, including the Polish Institute in Kyiv, which plays a pivotal role in implementing a wide array of cultural projects. The Polish government is fostering cooperation with Polonia centres in Ukraine, placing particular emphasis on engaging the younger generation of Poles, strengthening the position of Polish communities and the Polish diaspora, and developing Polish organizational structures. This includes activities directed at Poles in Ukraine, the promotion of Polish education and culture, as well as the preservation of Polish cultural and historical heritage abroad.

Polish cultural diplomacy in Ukraine can generally be categorized into several key activities: 1) long-term promotional initiatives such as "Polish Year", "Polish Days," the "Opole 2024 festival", and Polish Film Days in Ukraine; 2) the creation of information portals to disseminate knowledge about Poland; 3) publications showcasing Polish culture, science, and history; 4) the organization of study tours to Poland for government officials, non-governmental organizations, journalists, students, and others; 5) events arranged by Polish diplomatic missions, including activities by institutions such as the Adam Mickiewicz Institute; and 6) the promotion of scientific cooperation, scholarship exchanges, and international collaboration on joint projects.

Since the beginning of Russia's full-scale invasion of Ukraine, Poland has intensified its support for members of the Polish diaspora affected by the war and has actively supported Ukrainian culture during this period. It is also important to note that in promoting Polish culture in Ukraine, it is necessary to integrate historical and contemporary elements. Expanding the cultural space, enhancing the dissemination of information about Polish film and television production, and increasing cultural and educational exchanges among students are all vital strategies.

The educational sector represents a particularly promising avenue for Poland's cultural diplomacy, as higher education institutions play a significant role in advancing the Polish language and culture. Poland has been among the first countries to offer scholarships and grants to students from the Eastern Partnership countries, with well-known scholarship programs such as those offered by Krzysztof Skubiszewski, Lane Kirkland, the Center for East European Studies at the University of Warsaw, and Gaude Polonia. The analysis indicates that the role of public institutions in the implementation of cultural diplomacy is increasing annually, driven by their focus on direct communication with people

and their efforts to build civil society. Poland's cultural diplomacy serves as a successful model for Ukraine. Key priorities should include recognizing the importance of cultural diplomacy, securing increased funding for related projects, and extending its activities beyond Eastern Europe. Additionally, a clear strategy must be articulated for developing cultural diplomacy cooperation between Poland and Ukraine.

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