



# SOFT POWER OF THE EUROPEAN UNION

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EXPLORE THE EU'S  
GLOBAL INFLUENCE  
THROUGH CULTURE,  
ECONOMICS, AND  
POLITICS.

1	Introduction to EU soft power
2	Soft Power and Hard Power
3	Why is soft power more affective?



# INTRODUCTION TO SOFT POWER

Soft power refers to the ability of a country or organization to influence others through non-coercive means such as culture, diplomacy, values, and policies rather than through military or economic force. It's about attracting and persuading others to align with your interests and objectives voluntarily rather than through coercion or payment.

The European Union exercises non-coercive influence globally, leveraging its cultural, political, and economic strengths to shape perceptions and preferences on the international stage



# SOFT POWER

1. Attraction, persuasion, and influence through non-coercive methods including culture, diplomacy, principles, and policies are the foundations of soft power.
2. It entails utilizing diplomatic, intellectual, and cultural channels to sway opinions, forge alliances, and win support.
3. Gaining support from the public by advancing constructive ideals, ideologies, and cross-cultural interactions is a key component of soft power.
4. Cultural exports like music and movies, diplomatic endeavors, humanitarian aid, and the advancement of democratic principles and human rights are a few instances of soft power.



# HARD POWER

1. In order to accomplish political goals, hard power tactics include intimidation, coercion, and the threat or actual use of military, economic, or political force.
2. It entails using economic sanctions, military force, or other coercive measures to force or compel other parties to comply with one's demands.
3. Imposing one's will via military might, economic clout, or political domination is known as "hard power."



# WHY IS SOFT POWER MORE AFFECTIVE?

1. Building relationship and Alliance
2. Shaping Perceptions and Reputation
3. Promoting stability and peace
4. Cultural exchange and understanding



# EU SOFT POWER RESOURCES



Values  
and  
principles



Cultures  
and  
languages



Economic  
integration



Assistance  
programmes



Tourism



# EUROPEAN VALUES

The EU's most important values are:

- Human dignity
- Freedom
- Democracy
- Equality
- Rule of law
- Human rights

In 2012, the EU was awarded the Nobel Peace Prize for advancing the causes of peace, reconciliation, democracy and human rights in Europe.





# CULTURES AND LANGUAGES

## *Countries and their own identities:*

- *Various languages*
- *Different cultures*
- *Different traditions*

## *European Union actions:*

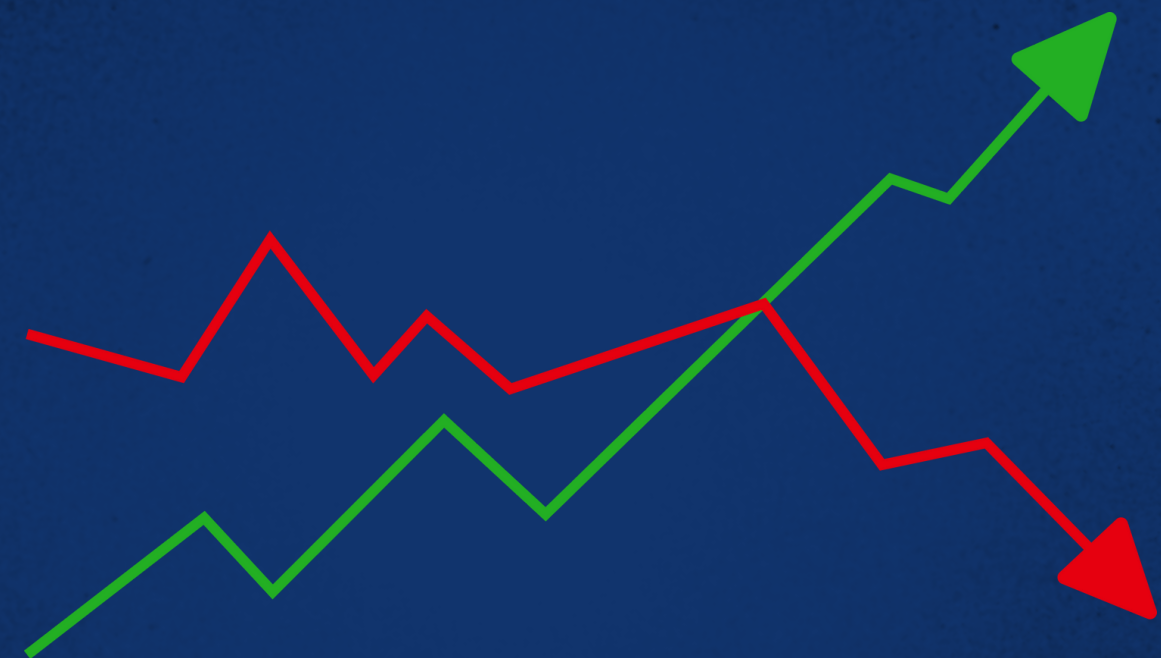
- Cultural Diplomacy
- Language Learning
- Creative Industries
- Cultural Heritage Preservation
- Cultural Policies



# ECONOMIC INTEGRATION

*Several aspects of EU's  
economic integration:*

- Market Attractiveness
- Trade and Investment
- Regulatory Power
- Economic Stability and Prosperity
- Regional Cooperation



# ASSISTANCE PROGRAMMES

These programs and initiatives aim to address various humanitarian crises, alleviate suffering, and promote stability and development.

- European Civil Protection and Humanitarian Aid Operations (ECHO)  
– provides humanitarian assistance to victims of natural disasters, conflicts, and other humanitarian crises
- EU Civil Protection Mechanism  
– to strengthen cooperation between the EU countries and 10 participating states on civil protection





# ASSISTANCE PROGRAMMES

- European Instrument for Democracy and Human Rights (EIDHR) – supports civil society organizations, human rights defenders, and grassroots initiatives worldwide to promote democracy, human rights, and the rule of law
- Instrument contributing to Stability and Peace (IcSP) – supports conflict prevention, crisis management, and peacebuilding efforts in regions affected by conflicts and instability



# EU's Initial Humanitarian Aid for 2023



**€513  
million**

Africa

**€382  
million**

Middle East  
and North Africa

**€237  
million**

Asia, Latin  
America, Pacific  
and Caribbean

**€208  
million**

Southeast Europe  
and European  
Neighbourhood

**€141.5  
million**

Sudden onset  
emergencies

**€122  
million**

Unforeseen  
humanitarian crises

**€108.2  
million**

Horizontal activities,  
innovative projects  
and policy initiatives

**Total budget :  
€1.7 billion**

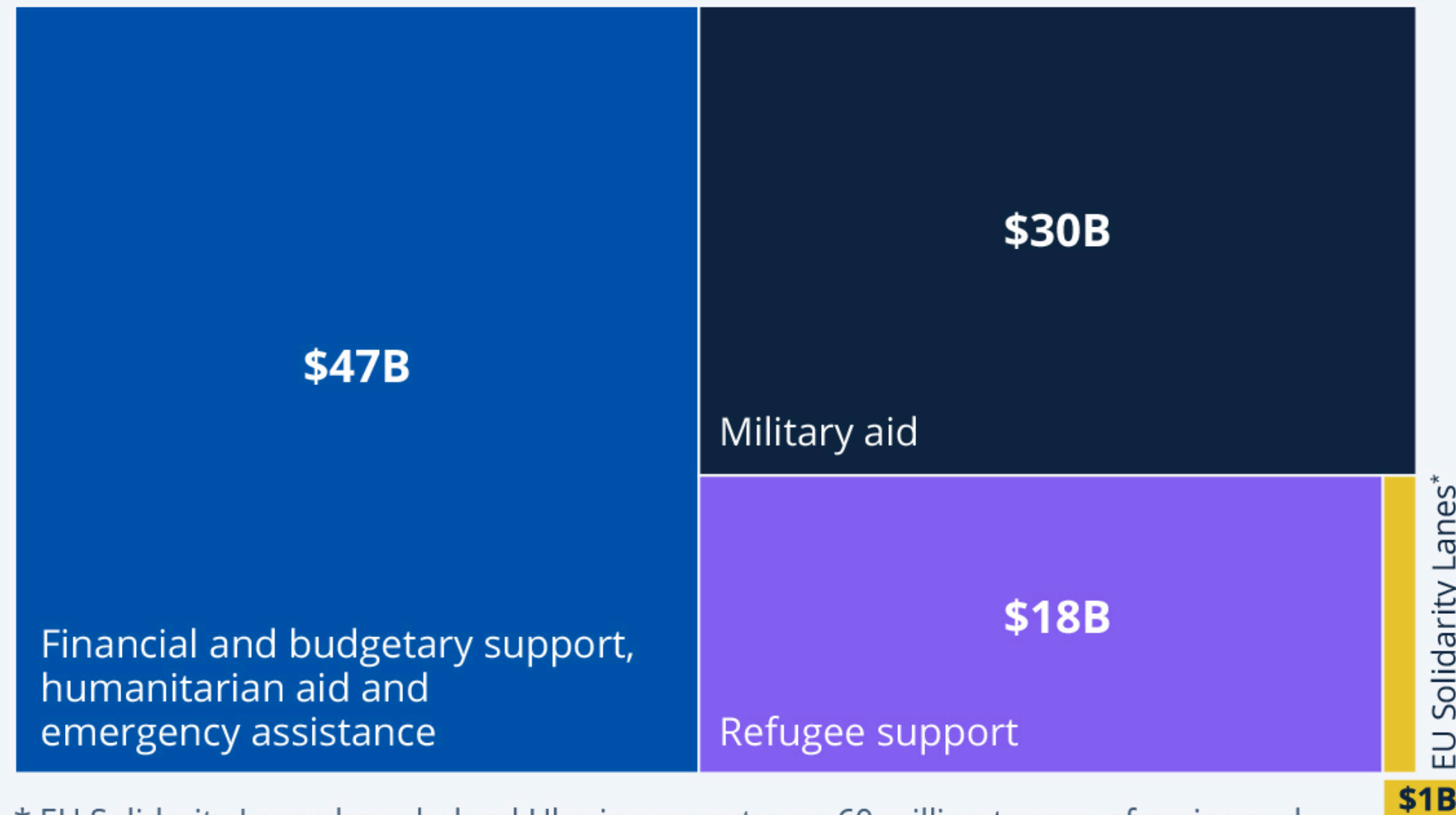


Source: [https://civil-protection-humanitarian-aid.ec.europa.eu/news-stories/news/humanitarian-aid-eu-increases-funding-eu17-billion-2023-2023-01-18\\_en](https://civil-protection-humanitarian-aid.ec.europa.eu/news-stories/news/humanitarian-aid-eu-increases-funding-eu17-billion-2023-2023-01-18_en)



# The EU Has Already Provided \$96 Billion in Aid to Ukraine

Collective assistance provided to Ukraine by the EU and its 27 member states as of January 2024



\* EU Solidarity Lanes have helped Ukraine export over 60 million tonnes of grains and related food products, generating more than \$45 billion in revenue for Ukraine's economy.

Source: European Union



Source:  
<https://www.statista.com/chart/31677/eu-assistance-to-ukraine/>

# TOURISM



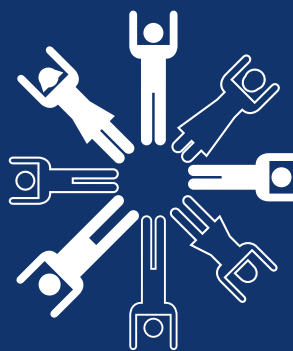
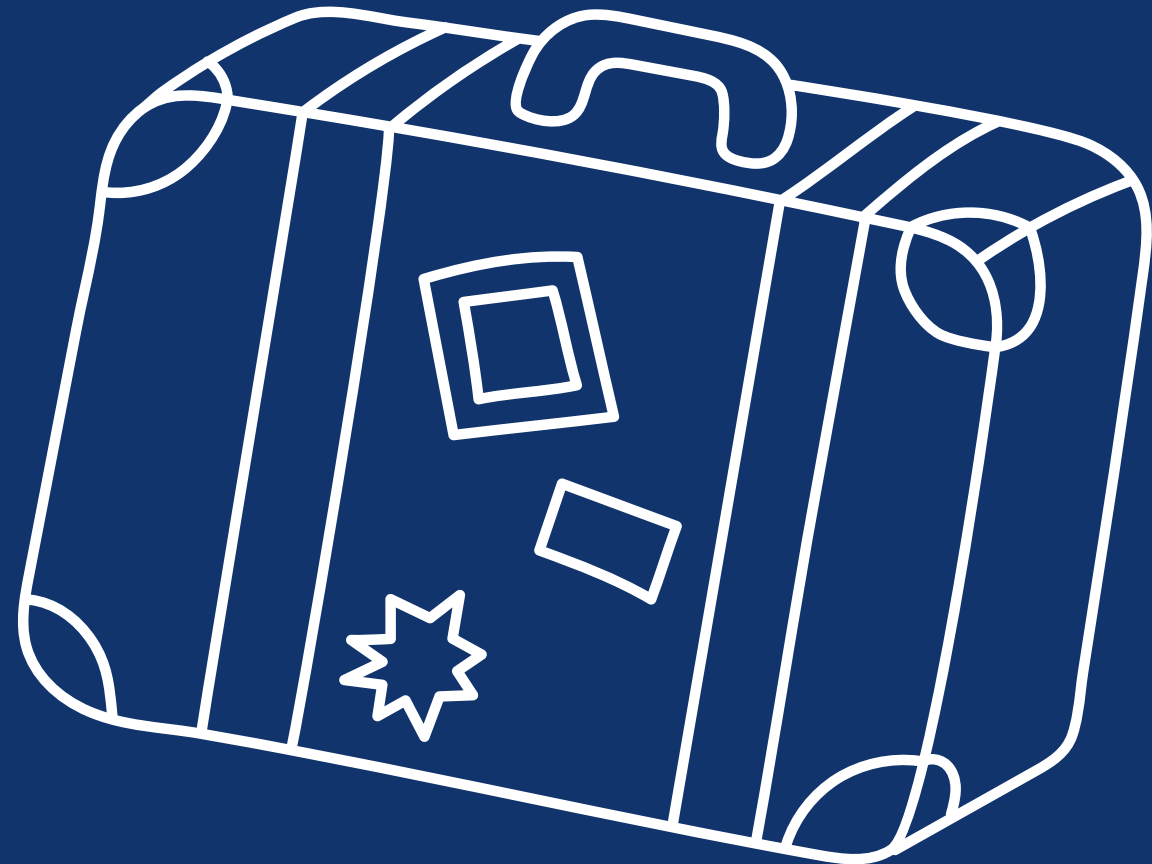
## Freedom

- Ease and fluidity in crossing borders



## Recognizability

- Many EU countries are known worldwide



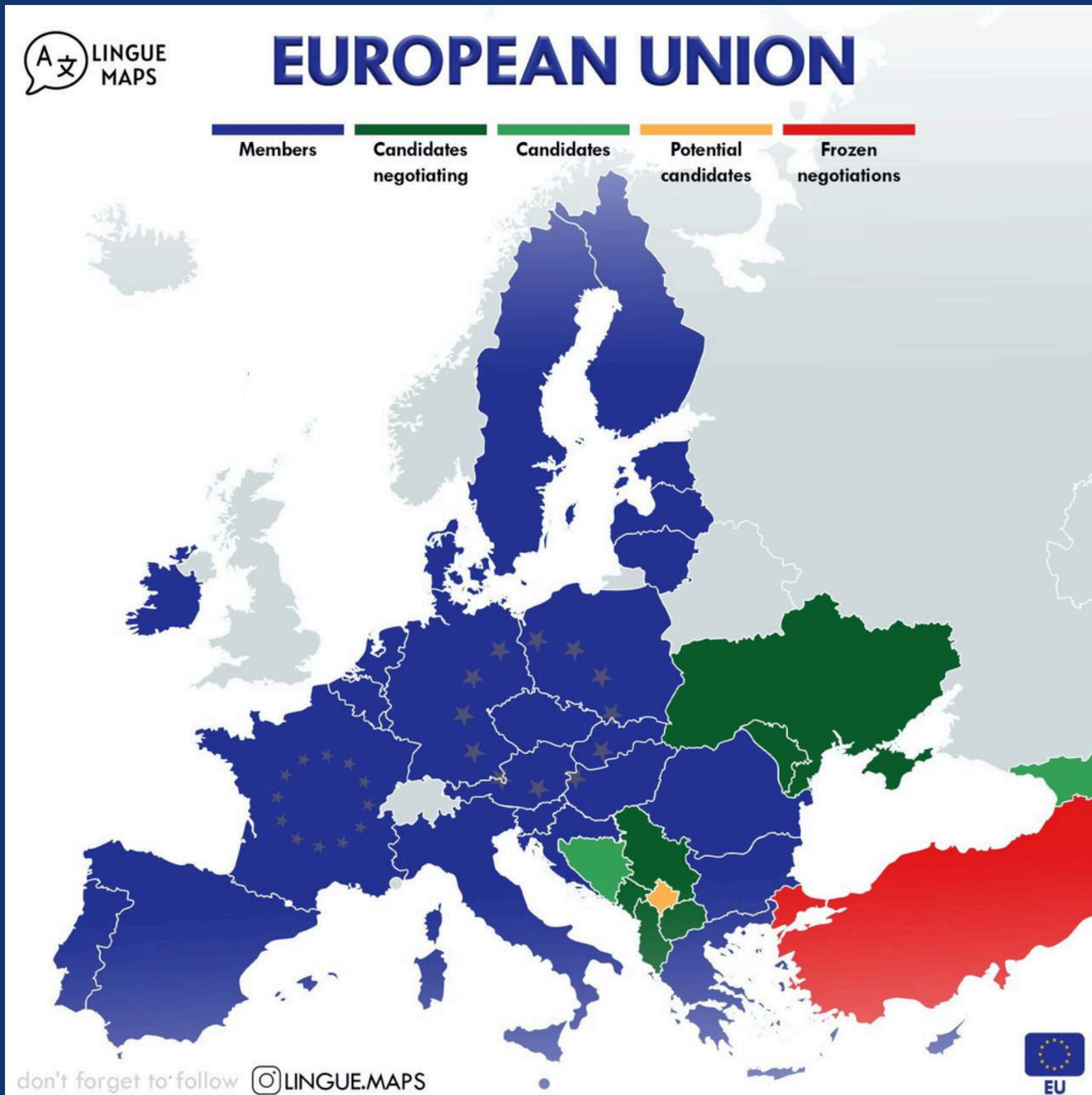
## Diversity

- Each country is unique, which distinguishes it within the entire Union



Source: <https://mapsontheweb.zoom-maps.com/post/746737304047124480/potential-enlargement-of-eu-by-linguemaps>

# EU ENLARGEMENT



*How countries can join the EU?*

## Copenhagen criteria:

- stability of institutions (democracy, the rule of law, human rights )
- a functioning market economy
- the ability to take on the obligations of membership





# THE BEST EXAMPLE OF EU SOFT POWER

IT'S US! Under 26!



# YOUTH INITIATIVES OF THE EUROPEAN UNION

## Program Erasmus+

The Erasmus+ program supports education and international exchanges, enabling you to gain experience abroad. Its aim is to develop skills and cooperation between countries.



## Program Discover EU

DiscoverEU is an EU initiative that allows 18-year-olds to travel around Europe for free. The program promotes European identity and youth mobility.



## European Solidarity Corps

European Solidarity Corps is an EU youth initiative that motivates social and solidarity activities and strengthens bonds between young Europeans.



# WEAKNESSES

## EUROSCEPTICISM

It results largely from the political decisions of the European Union.

Another reason is the lack of European education. European Union countries are different!

## COLLECTIVE RESPONSIBILITY

Situations in EU Member States, statements and behavior of both state politicians and MEPs affect the general image of the European Union

## BREXIT

Brexit caused an avalanche of negative effects on the scale of the EU's soft power. The UK has been a leader in soft power rankings for a long time, which has so far had a huge impact on the EU's position



# STRENGTHS

## COMMUNITY

The European Union is a unique community. It unites Europeans in many areas of social life.

## VALUES

The European Union built a community on the basis of democratic values. Which nowadays are an indicator of prosperity

## EUROPEAN DREAM

Life in Europe, and especially in the European Union, has become romanticized in recent years, much like the American Dream syndrome did in the past.

# SUMMARY

The European Union is building its own soft power by supporting member states.

## EU STRUCTURES



The stability and multi-area nature of the EU structures influences the building of the position of the European Union itself as an Organization.

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## MEMBER STATES



Member States build their soft power to different degrees and there is cultural and linguistic diversity

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## COMMUNITY



The whole is taken into account as the EU community. Both the soft power of the organization itself and all member states contribute to the position of the European Union



THANK YOU FOR  
YOUR ATTENTION!



# RESOURCE PAGE



- [https://european-union.europa.eu/principles-countries-history/eu-enlargement\\_en](https://european-union.europa.eu/principles-countries-history/eu-enlargement_en)

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- European Institutions websites
- Nielsen, Kristian L. "EU soft power and the capability-expectations gap"

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- [https://youth.europa.eu/discovereu\\_pl](https://youth.europa.eu/discovereu_pl)

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- <https://erasmus-plus.ec.europa.eu/pl>

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- Joseph Nye, „Soft Power.The means to success in World Politics”, 1990