



**THE UNIVERSITY
OF AUCKLAND**

FACULTY OF ARTS

**DEPARTMENT OF
POLITICAL STUDIES**

Proudly Hosts

The European Union in the World

Friday 8th August 2008
9.30am-3pm

Political Studies Department
Seminar Room, 16 Symonds Street, City

Speakers include:

Martin Holland and Natalia Chaban (Canterbury)
Lisa Tortell (Dinamia, Lisbon), Jan Orbie (Gent, Belgium)
Jacqui True, Dr. Anita Lacey, and Steve Hoadley (Auckland)

Workshop supported by the Jean Monnet Information and Research Activity Grant funded by the European Commission under 'Professional character of the indemnification'.

For more information on the larger project of which this workshop is a part, see EU and the Social Dimension of Globalization site: www.eu-sdg.ugent.be

WORKSHOP PROGRAMME

FRIDAY AUGUST 8TH, 2008

Seminar Room, 16 Symonds Street.

9-9.30AM Informal Gathering

9.30am Introduction to Workshop Participants

9.35–9.55am Jan Orbie and Lisa Tortell (Ghent University, Belgium and DINÂMIA – Research Centre for Socio-Economic Change, Lisbon)
"The EU in the World: From a Social Clause to the Social Dimension of Globalisation"

9.55-10.10am Discussion

10.10-10.30am Jane Kelsey (University of Auckland)
"The EU and the EPAs in the Pacific: Negotiating Services and Investment"

10.30-45am Discussion

10.45-11.05am Morning Coffee/Tea Break

11.05-11.25am Anita Lacey, University of Auckland
"The European Union's 'Non-Aid' Development Policies in Solomon Islands: Partnerships, Capacity and Livelihoods?"

11.25-11.40 Discussion.

11.40-12pm Stephen Hoadley, Auckland University
"The European Union, the Pacific Islands, and Fiji: Diplomacy, Trade, and Democracy Promotion."

12-12.15pm Discussion

12.15-1.15pm Lunch –Spicers, Business School

1.15-1.35pm Natalia Chaban (Canterbury University)

“Images of the EU as a Social, Developmental, and Environmental Actor in Asian Media and Public Discourses”.

1.35-1.50pm Discussion

1.50-2.10pm Jacqui True (University of Auckland)

“Gender and European Union Free Trade Agreements”

2.10-2.25pm Discussion

2.25-2.55pm Future Directions for EU Research Networks and Collaboration

3pm Close

Workshop Dinner, Bowmans Restaurant, Mt Eden Road, 7.30pm

ABSTRACTS

Jan Orbie and Lisa Tortell, Ghent University and DINÂMIA, Lisbon

“The EU in the World: From the Social Clause to the Social Dimension of Globalisation”

This presentation will give an overview of the forthcoming edited volume, *The EU and the Social Dimension of Globalisation* to be published by Routledge later this year. The volume provides a comprehensive account of the European Union’s social role in the world, assessing the EU’s ability to shape the social aspect of globalization from both law and political science perspectives. Focusing explicitly on the EU, the authors address the extent of coherence between the Union’s international social objectives compared with the activities of the International Labour Organization (ILO) and with other EU foreign policy goals. Various dimensions of Europe’s global social role are addressed, including:

- the social dimension of EU trade relations
- the involvement of civil society in EU development policies
- the linkage between the EU’s internal and external ‘social model’
- the export of Europe’s social *acquis* through enlargement and neighbourhood policies
- the EU’s international position on health, gender equality, children’s rights, and corporate social responsibility
- the role of the Union in the ILO

Jacqui True, University of Auckland

“Trading in Gender Equity? European Free Trade Agreements

Mainstream economists and political scientists assume that trade liberalization is a gender-neutral process that increases overall prosperity and wellbeing. Feminists have questioned this view highlighting the often adverse, differential impacts of economic liberalization and crises on women relative to men. This article explores the European Union’s trade relationships in light of its political commitments to mainstreaming gender equality in all activities and policy at all levels. The European Union (EU) is a powerful trade actor with the greatest market share of world trade in goods and services;

- But what impact does its global trade policy have on gender equality — especially beyond the Union?
- To what extent have EU institutions addressed the structural gendered power of trade in policy dialogues, instruments, and agreements?
- And what approaches and instruments could enable the EU to redress negative gender impacts and promote gender equality and women's human rights as part of the commitment to advancing the social dimension of globalisation?

Martin Holland and Natalia Chaban, Canterbury University

“Connecting people and Saving the Planet? Images of the EU as a Social, Developmental, and Environmental Actor in Asian Media and Public Discourses.”

This paper analyses images of the European Union (EU) constructed by news media and by the general public in nine Asia locations – Japan, South Korea, Mainland China, SAR Hong Kong, Singapore, Thailand, Vietnam, Indonesia and the Philippines. In particular, it focuses on the meanings assigned to the EU as an actor in the field of social norms, environmental protection and developmental aid. It was expected that the EU'S global reputation as an 'adopter' and a 'trendsetter' of sophisticated normative and progressive social justice agendas was likely to raise the EU's profile in Asian discourses. Yet, this analysis observed that a peculiar media framing of EU social, environmental and developmental actions by the Asian newsmakers produces a rather distant, confusing, indifferent and even negative portrayal of the EU. Such imagery is argued to be counterproductive to an effective dialogue between the EU and Asia -- an ambivalent and dispersed media framing was observed to correlate to the general Asian public visions of the EU social, developmental and environmental roles (both inside and outside its borders).

The data for this paper are drawn from the findings of the trans-national comparative project 'The EU through the Eyes of Asia'— an inaugural study within the framework "European Studies in Asia" supported by the Asia-Europe Foundation (ASEF). This on-going project aims to identify, measure and raise public awareness and extend knowledge of the EU within Asian partners of the Asia-Europe Meeting (ASEM). This study employs an interdisciplinary approach incorporating intertextual critical discourse analysis into the EU studies in general, and the 'EU foreign identity' and 'external capabilities' debates in particular. This multidisciplinary insight is contextualised within the studies of international

political communication -- a key area of inquiry for increasingly global Europe and Asia.

Steve Hoadley, University of Auckland

“The European Union, the Pacific Islands, and Fiji: Diplomacy, Trade, and Democracy Promotion.”

European relations with the Pacific islands have evolved from exploration and exploitation through a century of colonialism to the current post-colonial links of diplomacy, trade, aid, and cultural exchange. Bilateralism has been overlaid by the collective policies of the European Union (EU) and the coordination efforts of the Pacific Island Forum, although policy variations remain. The most significant development of the past decade, illustrative of the growing influence of the WTO, is the conversion of the preferential trade arrangements of the Cotonou Agreement into Economic Partnership Agreements with Pacific island states and the potential consequences, namely loss of import tax revenue and erosion of the competitiveness of island enterprises. Of secondary but rising priority is the EU's exercise of political dialogue in pursuit of democracy, human rights protection, rule of law, and good governance on the part of partner island governments, which was applied to Fiji following the coup of December 2006. Despite EU (and other governments') admonitions and sanctions, the Interim Government of Fiji by mid-2008 had not responded with substantial plans for an election and return to civil government. Nevertheless the EU has gone ahead with an interim Economic Partnership Agreement. At time of writing the stalemate continues without a resolution in sight. The essay concludes with brief remarks regarding the relevance of this case to theories of post-colonial relations, democracy promotion, and foreign policy analysis.

Anita Lacey, University of Auckland

“The European Union's 'Non-Aid' Development Policies in Solomon Islands: Partnerships, Capacity and Livelihoods?”

The Solomon Islands and the European Union share multi-faceted development aid and trade relationships, framed by, for example, the Country Strategy Paper for Solomon Islands (2008-2013) under the 10th European Development Fund (EDF) and an Interim Economic Partnership Agreement. The use of the term 'non-aid' to describe some of these relationships points to a possible broad shift

from ACP-EU development aid to an emphasis on trade-related development assistance. This paper examines the complex aid, development and trade partnerships in place between the Solomon Islands government, Solomon Islands communities and non-government organisations, and the European Commission and Union more generally. It explores the 'non-aid' nature of these partnerships and the ways in which frameworks for aid, development and trade and their effectiveness are important technologies of governance in contemporary Solomon Islands.