



# EU(RO)VISION DAY AT MALMÖ UNIVERSITY

Friday, 10 May 2024  
09:00 - 18:00

Malmö University - Niagara  
Nordenskiöldsgatan 1, Malmö

[REGISTER FOR FREE HERE](#)

## PROGRAMME

**08:30**  
(Atrium)

### Registration desk opens

*Registration remains open during the whole day*

**09:00 - 09:10**  
(Auditorium C)

### Cultural performance: Spain

The flamenco duo **Chicos Fritos** – based in Malmö and Gothenburg – perform covers of Spanish entries throughout the history of the Eurovision Song Contest, playing the guitar and the harmonica (part 1).

**09:10 - 09:30**  
(Auditorium C)

### Welcome speeches

**Carina Nilsson**, Chairperson of Malmö City Council, Host City of the Eurovision Song Contest 2024

**Annika Wäppling Korzinek**, Head of the European Commission Representation in Sweden

**Annika Olsson**, Dean of the Faculty of Culture and Society, Malmö University

**Gunnhildur Lily Magnúsdóttir**, Vice Head of the Department of Global Political Studies, Malmö University

**09:30 - 10:00**  
(Auditorium C)

### Keynote speech

#### ***Europavision: The Eurovision Song Contest and European Integration***

**Dean Vuletic**, Adjunct Lecturer, University of Luxembourg, and European Commission official

No cultural event unites Europeans more than the ESC, which is also Europe's biggest election. In his keynote speech, Dr Dean Vuletic will discuss how the development of Eurovision has been intertwined with the history of European integration. He will draw from his book *Postwar Europe and the Eurovision Song Contest*, which is the result of a research project funded by the Marie Skłodowska-Curie Actions of the European Commission.

**10:00 - 10:45**  
(Auditorium C)

***European elections 2024: The most important European elections ever?***

**Per Johansson**, *Head of the European Parliament Liaison Office in Sweden*

In exactly 30 days, more than 8 million Swedes and over 400 million Europeans will go to the ballot boxes and vote in the European elections. In this session, Per Johansson explains why we are voting, the European Parliament's role in the EU system and what is at stake for Sweden and its citizens on 9 June 2024. Per will also talk about trends in public opinion and predictions for the outcome of the European elections 2024.

**10:00 - 10:45**  
(Auditorium B1)

***Eurovision in Liverpool: A multi-agency approach to large events***

**Mike Smith**, *Senior Lecturer in Policing, Edge Hill University*

**Rebecca Phythian**, *Reader in Policing, Edge Hill University*

**Michel Vincent Anderlini**, *Researcher, Malmö University*

*Moderated by*

Last year, the City of Liverpool hosted the ESC when it was concluded that the event could not be held in Ukraine for safety and security reasons. As well as three televised live shows, the city hosted a range of other events and cultural happenings. In this session, we will present our research providing a behind-the-scenes insight into the planning and delivery of ESC 2023, examining the work of the multi-agencies who worked together to deliver what has been hailed as one of the most successful ESC host city programmes ever.

**10:00 - 10:45**  
(Auditorium B2)

***The Role of the Eurovision Song Contest during the Cold War***

**Dean Vuletic**, *Adjunct Lecturer, University of Luxembourg, and European Commission official*

**Lisanne Wilken**, *Associate Professor, Aarhus University*

**Catherine Baker**, *Reader in 20<sup>th</sup> Century History, University of Hull*

**Inge Eriksson**, *Lecturer in European Studies, Malmö University*

*Moderated by*

This panel will examine how the establishment and development of the Eurovision Song Contest was shaped by the politics of the Cold War. It will address the impact that the contest had in the participating countries, e.g. in the Nordic region. It will also look beyond its Western and Northern European membership during that period, not only in Eastern Europe but also in other parts of the world.

**10:45 - 11:00**  
(Atrium)

**Coffee break (*Fika*... 12 points!)**

(Atrium)

## Cultural performance: Spain

The flamenco duo **Chicos Fritos** – based in Malmö and Gothenburg – perform covers of Spanish entries throughout the history of the Eurovision Song Contest, playing the guitar and the harmonica (part 2).

**11:00 - 15:00**

(Atrium)

## Info square

**EU corner:** Get informed about the European elections 2024 and meet a local EUROPE DIRECT centre from the region of Skåne to find out more about their services and activities communicating the EU at local level.

**EUNIC corner:** Meet representatives from Embassies and Cultural Institutes, and explore Europe's cultural and linguistic diversity.

**#YoungVoices4Europe:** Take part in a creative EU workshop and share your vision for the future of Europe by writing your own poem for the competition arranged by Europa Direkt Sydskåne.

**EU careers:** Learn more about job and traineeship opportunities in the EU institutions, and meet the EU Career Student Ambassadors.

**EU programmes:** Discover EU-funded programmes for youth.

**11:00 - 11:40**

(Auditorium C)

## Eurovision and EU Enlargement: embodiment of democracy, diversity, unity and freedom

**Barbara Jones**, Ambassador of Ireland to Sweden

**Siniša Grgić**, Ambassador of Croatia to Sweden

**Mihael Zupančič**, Ambassador of Slovenia to Sweden

**Ilinca Sîrbu**, Chargé d'Affaires, Embassy of Moldova in Sweden

Four Heads of Mission discuss EU enlargement and share their vision on the future of the EU. Seven enlargements have taken place since the EU was first formed by its six founding members. Today, there are 27 countries in the EU, 9 candidate countries and 1 potential candidate, while 37 countries participate in this year's ESC! Just like the Eurovision, is the EU enlargement process the embodiment of democracy, diversity, unity and freedom?

**11:00 - 11:45**

(Auditorium B1)

## Eurovision and the 'New' Europe: Identities, Feelings, and Politics in the Eurovision Song Contest

**Irving Wolther**, Team Leader, Eurovisions International Conference

**Peter Rehberg**, Associate Professor, University of Cincinnati

**Elad Carmel**, Postdoctoral Researcher, University of Jyväskylä

**Karen Fricker**, Adjunct Professor, Brock University

Moderated by

The 2013 edited volume *Eurovision and the 'New' Europe: Identities, Feelings, and Politics in the Eurovision Song Contest* took stock of the ESC as both a mirror and perhaps a driver of changing conceptions of Europe in the period following the fall of the Berlin Wall. Eleven years since the book was launched at an ESC conference at Malmö University, four ESC scholars – including the book's co-editor K. Fricker – reflect on its key themes and arguments in light of contemporary European geopolitics and evolution of the contest itself.

**11:45 - 12:30**  
(Auditorium C)

## ***Behind the Glitter: Unpacking the Geopolitical Power Play in Eurovision's Spotlight***

**Jon Ola Sand**, *Eurovision Executive Supervisor 2011-2020*

**Žiga Pirnat**, *Producer, Composer and Diplomat*

**Paul Jordan**, *Eurovision Media Commentator*

**Hera Björk**, *Iceland's representative at ESC 2010 and 2024*

The Eurovision Song Contest is often presented as a non-political event; its decades-long legacy, however, many times implies otherwise. How have major geopolitical circumstances and events impacted Eurovision and vice versa? Is Eurovision the ultimate attestation of the notable reach of soft power that artists and music have? If so, how can we prevent it from being – subtly or openly – used (and abused) by political actors who realise the extraordinary potential of such power?

**11:45 - 13:15**

(Restaurant  
Niagara)

## **Lunch**

*Participants may access the restaurant anytime between 11:45 and 13:15.*

(Atrium)

*The info square remains open during lunch break.*

**12:30 - 12:45**

(Atrium)

## **Cultural performance: Poland**

The folk song and dance group **Polish Flowers** (Polska Blommor), based in Malmö and drawing on unique Polish heritage, will perform an artistic programme featuring selected Polish folk dances, including the *Polonaise*, listed on UNESCO's World Representative List of Intangible Cultural Heritage of Humanity since last year.

**13:15 - 14:00**

(Auditorium C)

## ***Challenges to Human Rights in today's Europe***

**Bengt van Loosdrecht**, *Ambassador of the Netherlands to Sweden*

**Annika Wäppling Korzinek**, *Head of the European Commission*

*Representation in Sweden*

**Andreas Jahrehorn Önnersfors**, *Project Manager at Fojo Media Institute at Linnaeus University, Professor in Intellectual History*

**Joakim Nergelius**, *Professor of Law, Örebro University*

*Moderated by*

The aim of this seminar is to discuss Human Rights in Europe in light of the recent debate on Rule of Law – not least in Central and Eastern Europe – and the forthcoming elections to the European Parliament. A special emphasis will be put on Freedom of Speech and the Media situation, where journalists are subject to increased pressure throughout the EU.

**13:15 - 14:00**

(Auditorium B1)

## ***The Eurovision Song Contest as a musical experience***

**Isabel Campelo**, *Researcher, NOVA University of Lisbon*

**Sofia Vieira Lopes**, *Researcher, NOVA University of Lisbon*

**Michel Vincent Anderlini**, *Researcher, Malmö University*

*Moderated by*

It sounds almost redundant to speak about the ESC as a musical experience: one assumes it as evidence from the moment we read "song" in its title. However, from 1956 until today, the centrality of music has suffered major transformations: from the orchestra to pre-recorded backing vocals. In this session, we will address the role of stand-ins and fans in the musical experience provided by the ESC. What is the role that professional musicians and instrument players will have in the near future of the ESC? How has the fan community helped in the different musical experiences in the ESC?

**14:00 - 14:45**  
(Auditorium C)

***EU programmes for youth: A Europe full of possibilities!***

**Anna Karlsson, Asif Khan & Julian Taeri**, *Malmö Ideella & CCBE*

**Alanna Piquet & Sára Bányai**, *STPLN*

**Karolina Mazetyte & Christian Boysen**, *Well-being LAB*

**Soley Moreno & Ximena Cardozo**, *WESTEM, KC Kompetenscenter*

**Marcus Lampe & Maia Paounov**, *SPOTing & ESC program, Trans Europe Halles*

**Johan Wullt**, *Head of Communication, European Commission Representation in Sweden*

*Moderated by*

European Youth Mobility enables European citizens to engage in projects around Europe and beyond. How does this contribute to a more united Europe? In this seminar, the panellists will discuss the possibilities that the EU provides in relation to youth empowerment, volunteering abroad and community engagement. They will share their experience from local projects, based in Malmö or Lund, including *WESTEM*, *Youth sPEACEs*, *STPLN* interdisciplinary programme and *SPOTing*, funded by the Erasmus+ and European Solidarity Corps.

**14:00 - 14:45**  
(Auditorium B1)

***Pop and Paillettes - with Political Punch:***

***- Eurovision: The Unpolitical Pop Party and the Political***

***- Poland - Europeanization and nation branding***

***- What is happening to Scandinavia?***

***- Main musical trends and their meaning***

***- Ukraine and Eurovision - Politicization and soft diplomacy***

**Tea Sindbæk Andersen**, *Associate Professor in East European Studies, University of Copenhagen*

**Martin Jessen**, *BA Student, East European Studies, University of Copenhagen*

**Amalie Hestbæk Jakobsen**, *MA Student, Nordic Studies, University of Copenhagen*

**Inge Høeg Lauridsen**, *MA Student, Media Studies, University of Copenhagen*

**Michelle Padul Jensen**, *MA Student, Ethnology, University of Copenhagen*

Formally, Eurovision is an unpolitical pop party. But it is also always a battle ground for current political projects and burning issues. Geopolitics, economy and brain drain, gender and identity politics, collapse of health systems, mental health, and nation branding are some of the themes that are addressed through songs, shows, strange interventions and sour commentary. This snapshot panel explores burning issues - both musical and political - in this year's Eurovision Song Contest and in historic perspectives.

**14:00 - 14:45**  
(Auditorium B2)

### ***United by Music - Divided by Disinformation?***

**Andreas Jahrehorn Önnersfors**, *Project Manager at Fojo Media Institute at Linnaeus University, Professor in Intellectual History*

Ahead of the European elections in June, the image of Europe is exposed to contestation: democratic superpower or dystopian and decadent technocracy? How does the Eurovision Song Contest serve as a screen upon which such images are projected? This seminar is directed to journalists and provides an overview of malign information influence campaigns about Europe, how to detect, cover and counter them.

**14:45 - 15:00**  
(Atrium)

### **Coffee break and EU cake (*Fika*... 12 points!)**

*The info square is closing after the coffee break.*

**15:00 - 15:45**  
(Auditorium C)

### ***Highlights of my EU career: Working for "Unite, unite, Europe!"***

**Annika Wäppling Korzinek**, *Head of the European Commission Representation in Sweden*

**Nikolaos Tsiamis**, *Information and Communication Officer at the European Commission Representation in Sweden*

**Dean Vuletic**, *Information and Communication Officer at Eurostat, European Commission*

**Maria Ioannou Naoum**, *EU Careers Student Ambassador, Malmö University*

**Asia Riazantceva**, *Co-ordinator for EU recruitment, Swedish Council for Higher Education*

*Moderated by*

This seminar provides an overview of various career paths in the EU institutions and agencies via narrative storytelling and testimonials from EU staff members. Listen to their personal stories and learn about the unlimited possibilities for an EU career, the requirements to take part in a selection procedure and the support provided by the Swedish Council for Higher Education. Get inspired and start preparing for your future EU career making an impact to the future of Europe!

**15:00 - 16:30**  
(Auditorium B1)

### **Film screening followed by discussion**

#### ***The Portuguese national selection for Eurovision - 60 years***

**Miguel Pimenta**, *Director of the documentary "Festival da Canção - 60 Anos"*

**Gonçalo Madaíl**, *Director of RTP Inovação*

**Sofia Vieira Lopes**, *Researcher, NOVA University of Lisbon*

This year, the Portuguese national broadcaster (RTP) celebrated the 60<sup>th</sup> anniversary of the Portuguese national selection for Eurovision, known as *Festival da Canção*. Commissioned by RTP, this documentary places *Festival da Canção* in a historical, political and cultural context. Did you know that their 1974 Eurovision entry *E depois do adeus* by Paulo de Carvalho was used as a secret signal to begin the Carnation Revolution on 25 April 1974?

**15:45 - 16:30**  
(Auditorium C)

***From Volare to Europapa:  
The history of the Eurovision Song Contest from an EU perspective***

**Nikolaos Tsiamis**, *Co-ordinator of EU Networks and Cultural Affairs,  
European Commission Representation in Sweden*  
**Lucas Hammar**, *Eurovision YouTuber from Sweden*

In this session, we look back on the history of the Eurovision Song Contest from an EU perspective. Swedish YouTuber "SchlagerLucas" has created video compilations of past Eurovision entries focusing on the 27 EU countries and the 24 official EU languages. Which is the most successful EU country throughout Eurovision history? What is the least performed EU language? How would the results differ if only EU countries voted? Which Eurovision entries make a direct reference to Europe? Join this session to find out!

**16:30 - 17:00**  
(Auditorium C)

**End keynote lecture**  
***The end of the rainbow? Eurovision and queer politics in 2024***

**Catherine Baker**, *Reader in 20<sup>th</sup> Century History, University of Hull*

Dr Catherine Baker is a specialist in post-Cold War history, international relations and cultural studies. Her initial research explored the politics of national identity and popular music during and after the Yugoslav Wars, and she has researched the cultural politics of the ESC and other international competitive events for more than fifteen years, including what they reveal about changing relationships between LGBTQ+ and national identities in Europe since the 1990s.

**17:00 - 17:15**  
(Atrium)

**Cultural activity: Bulgaria**

Under the sounds of Bulgarian folk music, the dancers from **BG FOLK RITMI** - Copenhagen, Denmark and Malmö, Sweden - present a short programme with selected dances from different folklore areas of Bulgaria. At the end of the performance, they will dance the most famous Bulgarian *choro*, in which they will invite the audience to join in and have fun with the *choro*'s dancers.

**18:00**  
(Student Pub,  
Bassängkajen 8)

**After-work with a Eurovision theme**

After-work activity arranged by Student Union Malmö, including a Eurovision quiz. Join us to test your Eurovision knowledge!

**Hosts**

**Auditorium C**

**Nikolaos Tsiamis**, *Co-ordinator of EU Networks and Cultural Affairs,  
European Commission Representation in Sweden*

**Johan Wullt**, *Head of Communication,  
European Commission Representation in Sweden*

**Auditorium B1** **Michel Vincent Anderlini**, *Researcher and Lecturer,  
Department of Global Political Studies, Malmö University*

**Auditorium B2** **Inge Eriksson**, *Lecturer in European Studies with a historical orientation,  
Department of Global Political Studies, Malmö University*

**Atrium** **Ann-Louise Dahlgren**, *EU expert in the cultural and creative sectors,  
Team EUROPE DIRECT Sweden*

## Organisers

**Malmö University**

**European Commission** Representation in Sweden

**Europe Direct** centres in Skåne:

Europa Direkt **Lund**

Europa Direkt **Sydsååne**

Europa Direkt **Skåne Nordväst**

Europa Direkt **Håssleholm**

**Centre for Modern European Studies**: An Öresund Network of  
Lund University, Malmö University and the University of Copenhagen  
*under the auspices of the ESC Host* **City of Malmö**

## Partners

**European Parliament** Liaison Office in Sweden

**Embassies of EU Member States** in Sweden:

Embassy of the Republic of **Bulgaria**

Embassy of **Ireland**

Embassy of the Kingdom of **Spain**

Embassy of the Republic of **Croatia**

Embassy of the Kingdom of the **Netherlands**

Embassy of the Republic of **Poland** & Polish Institute in Stockholm

Embassy of the **Portuguese** Republic

Embassy of the Republic of **Slovenia**

Embassies of **EU candidate countries** in Sweden:

Embassy of the Republic of **Moldova**

European Union National Institutes for Culture / **EUNIC Stockholm**

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*Last update: 8 May 2024*