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Salzburg Seminar 1987

The purpose of the Salzburg Seminar is the study, at the highest level, of contemporary issues of worldwide scope as well as of significant aspects of American society. It provides a unique forum for the frank exchange of ideas and informed opinion. It offers to non-Americans practical, as well as theoretical, insights into developments in the United States at the same time as it familiarizes American participants with the ideas and attitudes of those from other countries.

In 1987 the Seminar offers ten sessions, lasting from eight days to three weeks, each on a different subject and each with a different faculty and group of Fellows. The Fellows the Seminar brings together are people of prominence or promise in their fields. They come primarily from Western Europe, Eastern Europe, North America and from developing countries with special emphasis on the Middle East. Usually, forty to fifty men and women are selected for each session. They are chosen to reflect a diversity of professional viewpoints and experiences. Most Fellows are in their 30's, though some are younger, some older. They work with a distinguished international faculty, all of whom serve without monetary compensation.

Of the 1987 programme, the Coordinating Committee for Exchanges, chaired by Mr. Ehlermann, has selected six sessions as being of particular interest to the Commission for which applications are now invited. Candidates will be chosen by that same Committee. The sessions are

1. Impact of East-West relations on the Third World - January 24-31
(Session 256)

This session will seek to identify the economic and political issues between East and West which have an impact on the Third World. The Seminar will also address the extent to which events in the Third World have a positive or negative influence on East-West and European-American relations. It will examine what action can be taken by the United States, by European countries or organizations, or by the international community, to improve economic and political conditions in the Third World which would, among other things, contribute to the reduction of tension in East-West and European-American relations.

2. Accountability of the Media - March 1-14 (Session 258)

Technical innovations have greatly enhanced the influence, wealth, presence and exposure of the media. This session will address the questions : to whom and to what are the media accountable - consumers, owners, advertisers, the public, their subjects, government, the truth ? What functions do the media perform in different societies ? How do the media manipulate events and how, in turn, are they manipulated ?

3. Managing Environmental Risk - March 2?. - April 4 (Session 259)

Scientific advances and technological developments have enhanced the survival, power, health and wealth of societies and individuals. Many of these technologies, however, can have adverse effects on the environment and on human health. Often the adverse consequences are borne by other groups or other nations than those who benefit.

This session will consider two types of policy challenges :

- 1) responsible marketing and export of potentially toxic chemicals, pesticides and drugs, and
- 2) organized coping with the large, but uncertain risks of acid deposition, carbon dioxide accumulation and such accidents as Bhopal and Chernobyl. Difference's in economic, political, cultural and diplomatic viewpoints will be highlighted.

4. The International Negotiation Process - April 26 - May 9
(Session 260)

Clearly, effective negotiation of any international problem is preferable to sustained confrontation and continued conflict. Yet the record of success in international negotiations has been disappointing. There has not, unfortunately, been an adequate professional focus on improving the international negotiation process.

This session will analyse basic elements of any negotiation : interests, criteria of legitimacy, communication, commitments, the relationship between parties and alternatives away from the table. Subjects considered will include : the international negotiation system ; training in international negotiation ; processes of international negotiation ; building working relationships > bilateral and multilateral negotiations ; cross-cultural aspects of negotiation ; and joint problem-solving. The session, intended for mid-career negotiators and for those who train them or otherwise teach negotiation, will concentrate on the use of analytical tools for coping with a wide variety

of negotiation problems. There will be no attempt to negotiate any current international issue.

The session will draw on the extensive experience of the PIN (Processes of International Negotiation) Project of the International Institute for Applied Systems analysis (IIASA) at Laxenburg, Austria and of the Harvard Negotiation Project at Cambridge, Massachusetts.

5. International Finance and Third World Debt - May 17-30
(Session 261)

This session will address two broad, interrelated issues : what can be done about the past accumulation of debt by Third World countries ? What can be done to ensure continued flows of capital to Third World countries in the future ? Emphasis will be placed on two groups of countries : the so-called market borrowers, mainly located in Latin America and East Asia ; and those dependent mainly on official sources of finance, located especially in sub-Saharan Africa. The session will seek "paths of opportunity" to ease cash-flow strains on debtor countries in a context of both renewed economic development and financial-market stability.

6. Entrepreneurship - June 27 - July 4 (Session 262)

The entrepreneurial spirit has contributed significantly to recent economical growth in the United States, which has created approximately 18 million new jobs, many in small businesses. It has expressed itself largely through new enterprises. This spirit is also flourishing in a few larger companies which have been able to create and maintain a favourable corporate environment. During the same period, however, there has been an absolute reduction in the number of jobs in Europe.

This session will examine the reasons why entrepreneurship has flourished in the United States. Conditions in the United States will be compared to those in Europe and Japan, including tax structure, access to risk financing through public markets, the influence of education on business and political and social attitudes towards individual enterprise. The life cycle of a new business and the management structure which preserves and enhances entrepreneurship in larger firms will be explored.

General Information for Applicants

Applicants should be men and women who have demonstrated a level of professional achievement or significant promise in the field covered by the sessions for which they apply. Most Fellows are in their 30's.

The language of the Seminar is English and a good command of spoken and written English is a prerequisite for participation. Fellows are required to be present for the full length of the session in order to benefit fully from this unique professional and internationally broadening experience.

The Seminar actively seeks the participation of women and men of all nationalities, races and political persuasions.

Due to the intensive nature of the programme, the Seminar recommends that spouses do not accompany Fellows for the full session. Spouses who visit Salzburg during a session may participate in social events at the Schloss and, for a nominal charge, may take lunch and dinner at the Schloss when space is available. Accommodation for visitors at nearby pensions are the responsibility of individual Fellows.

How to apply

Although applications are invited from individuals, the form to use is the "Application to attend a training course submitted by a Directorate-General or Department", which should be available from the official in your Directorate-General or Service responsible for training.

When you have completed parts 1 and 2 of the form, you should send the 4th copy (pink) direct to Mr. CHRISTOYANNOPOULOS, L.57 8/05, together with a curriculum vitae covering mainly academic and professional experience ; the remaining copies of the form should be submitted to your Director-General or his representative, for transmission after approval, to the training Division, L.57 8/06.

The closing date for the receipt of applications is 17 November 86 ; the candidates to be proposed by the Commission will be selected by the Coordinating Committee for Exchanges and will be given further instructions about their formal application to the organisers of the Salzburg Seminar.



R. HAY
Director-General for
Personnel and Administration