

Nordic Branding

The Politics of Exceptionalism

Annual Conference 2018, Schæffergården, Denmark

Day 1, Monday 13 August 2018

LUNCH: 12:00 – 12:45

1. OPENING SESSION: 12:45-13:30

Welcome: *Malcolm Langford*, Professor, Faculty of Law, University of Oslo – ‘Nordic Branding: Progress on four research fronts’

Mads Mordhorst, Associate Professor, Copenhagen Business School

Presentation: *Fondet for dansk - norsk samarbeid*
Participant introduction

2. CROSS-CUTTING: 13:30-15:00

Chair: *Sidsel Roalkvam*, Professor, SUM, University of Oslo

Véronique Pouillard, Professor, Faculty of Humanities, University of Oslo

Mads Mordhorst, Associate Professor, Copenhagen Business School

Svein Ivar Angell, Professor, Faculty of Humanities, University of Bergen – ‘Education and images of Norway in the Post-War period’

Hallvard Notaker, Associate Professor, Faculty of Humanities, University of Oslo – ‘Corporatism and mixed messages: Communicating the Nordic Conservation Day 1970’

3. RIGHTS AND DEMOCRACY: 15:30-17:00

Chair: *Malcolm Langford*, Professor, Faculty of Law, University of Oslo

Johan K. Schaffer, Docent, Faculty of Social Science, University of Gothenburg – ‘The Scandinavian Rights Revolution: Rights, Courts and Civil Society Mobilisation’

Amanda Cellini, Research Fellow, Faculty of Law, University of Oslo – ‘The Nordic practice of refugee resettlement: A life-cycle analysis’

Kjersti Lohne, Postdoctoral Fellow, Faculty of Law, University of Oslo – ‘Promoting Nordicity as Penal Humanitarianism’

Kristin B. Sandvik, Professor, Faculty of Law, University of Oslo, with *Annica Allvin*, Research Assistant, Faculty of Law, University of Oslo – ‘22 July as legal event’

Mikael Rask Madsen, Professor, Faculty of Law, University of Copenhagen – ‘Rebranding Denmark? Neo Sovereigntist Politics and the Battle over Human Rights’

Thomas Gammeltoft-Hansen, Professor and Research Director, Raoul Wallenberg Institute – ‘Negative nation branding in asylum and immigration policy’

DINNER: 19:00

Day 2 Tuesday, 14 August 2018

5. SOCIAL WELFARE, HUMANITARIANISM AND PEACE: 9:00-10:30

Chair: *Inger Skjelsbæk*, Associate Professor, Faculty of Social Sciences, University of Oslo

Sidsel Roalkvam, Professor, SUM, University of Oslo

Kristian Bjørkdahl, Postdoctoral Fellow, SUM, University of Oslo

Kristin Sandvik, Professor, Faculty of Law, University of Oslo with *Kjersti Lohne*, Postdoctoral Fellow, University of Oslo – ‘Rights-based approaches in Norwegian humanitarianism’

Marko Lehti, Docent, Tampere Peace Research Institute, University of Tampere – ‘Peace as a joint brand for Nordic? National self-esteem, mutual competition and missed opportunity’

Andreas Mørkved Hellenes, Research Fellow, University of Oslo – ‘Fabricating Sweden. Swedish public diplomacy in France from the interwar to the nineties crisis’

6. RENEW, NORDFORSK AND NORDIC COUNCIL OF MINISTERS: 10:45-12:00

Chair: *Véronique Pouillard*, Professor, Faculty of Humanities, University of Oslo

Haldor Byrkjeflot, Professor and Academic Director of UiO:Nordic, University of Oslo

Peter Stadius, Professor and Research Director, CENS, University of Helsinki

Tobias Grut, Brand Manager, Nordic Council of Ministers

Discussion

LUNCH: 12:00-12:45

4. GENDER EQUALITY: 12:45-13:30

Inger Skjelsbæk, Associate Professor, Faculty of Social Sciences, University of Oslo and

Eirinn Larsen, Associate Professor, Faculty of Humanities, University of Oslo

‘Branding Gender Equality’ book project.

Sigrun Marie Moss, Postdoctoral Fellow, Faculty of Social Sciences, University of Oslo – ‘The positives and negatives of branding gender equality as Nordic. Discussions with Scandinavian diplomats’

7. PILLAR PROJECT MEETINGS – ROUND 1: 13:30-14:15

<i>Pillar</i>	<i>Project</i>	<i>Leaders</i>
Gender Equality	<i>Branding Gender Equality</i>	<i>Eirinn Larsen</i> , Associate Professor, University of Oslo <i>Inger Skjelsbæk</i> , Associate Professor, University of Oslo <i>Sigrun Marie Moss</i> , Postdoctoral Fellow, Faculty of Social Sciences, University of Oslo
Social Welfare	<i>The Humanitarian Impulse: The Nordic Model on the World Stage</i>	<i>Kristian Bjørkdahl</i> , Postdoctoral Fellow, University of Oslo <i>Antoine de Bengy Puyvallée</i> , Research Assistant, University of Oslo
Rights & Democracy	<i>Nordic Narratives on International Law</i> <i>Nordic Exceptionalism and Criminal Justice</i>	<i>Malcolm Langford</i> , Professor, University of Oslo <i>Kjersti Lohne</i> , Postdoctoral Fellow, University of Oslo
Cross-Cutting	<i>Nordic Aesthetics</i>	<i>Mads Mordhorst</i> , Associate Professor, Copenhagen Business School <i>Veronique Pouillard</i> , Professor, University of Oslo

7. BOOK/SPECIAL ISSUE MEETINGS – ROUND 2: 14:15-15:15

<i>Pillar</i>	<i>Project</i>	<i>Leaders</i>
Gender Equality	<i>Feminist foreign Policy</i>	Inger Skjelsbæk , Associate Professor, University of Oslo Torunn Tryggestad , Director, Center on Gender, Peace and Security, PRIO
Social Welfare	<i>Nordic Peace</i>	Marko Lehti , Professor, Tampere Peace Research Institute, University of Tampere
Rights & Democracy	<i>Scandinavian Rights Revolution</i>	Johan Karlsson Schaffer , Docent, University of Gothenburg Kjersti Lohne , Postdoctoral Fellow, University of Oslo Mikael Rask Madsen , Professor, University of Copenhagen Malcolm Langford , Professor, University of Oslo
	<i>Nordic/Norwegian Humanitarianism</i>	Kristin Sandvik , Professor, Faculty of Law, University of Oslo Amanda Cellini , Research Fellow, Faculty of Law, University of Oslo
Cross-Cutting	<i>The Making and Circulation of Nordic Models</i>	Haldor Byrkjeflot , Professor University of Oslo Mads Mordhorst , Associate Professor Copenhagen Business School

8. NEW AND EMERGING PROJECTS (PLENARY): 15:30-16:15

The role of indexes in creation of idea of Nordic exceptionalism

Tori Loven Kirkebø, Researcher, Faculty of Law, University of Oslo

Haldor Byrkjeflot, Professor and Academic Director of UiO:Nordic, University of Oslo

Nordic Branding: Historical Perspectives

Eirinn Larsen, Associate Professor, Faculty of Humanities, University of Oslo

Veronique Pouillard, Professor, Faculty of Humanities, University of Oslo (?)

Svein Ivar Angell, Professor, Faculty of Humanities, University of Bergen

9. CLOSING SESSION - WAY FORWARD 16:20-17:00