

# The Possibilities of Cultural Diplomacy for Sustainable Development at Different Levels of Social Interactions

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## Summary

One of the important areas of state policy in the socio-economic and cultural development of the country is cultural diplomacy. It contributes to the information dissemination about the country, strengthens interstate relations, and forms a positive image. Through cultural diplomacy, we achieve a positive perception of the world community of the country, determined by its place in the modern system of international relations. The aim of the study is a comparative analysis of cultural diplomacy opportunities for sustainable development at different levels of public relations, as well as the impact of cultural diplomacy opportunities on the indicators of the Global Sustainable Competitiveness Index and the Global Sustainable Development Index. Regarding the results of the research on the impact of cultural diplomacy opportunities on the indicators of the Global Index of Sustainable Competitiveness and the Global Index of Sustainable Development, four groups are identified among the countries of the European Union: countries with a very high level of sustainable competitiveness and sustainable development; countries with a high level of sustainable competitiveness and sustainable development; countries with low levels of sustainable competitiveness and sustainable development.

## Keywords:

*Cultural Diplomacy. Sustainable Development. Image. State Instability.*

## 1. Introduction

The development of cultural diplomacy for countries that are being integrated into the global socio-economic, political and cultural space is extremely important since the state must monitor current global trends and tendencies, retransmit the demands of society, generate new ideas, and promote socio-cultural development. As international practice shows, effective intercultural communication can ensure the lobbying of the national interests of the state in

the international arena and enhance its image. Cultural diplomacy assumes the leading role of society and authorities in an interstate cooperation system, creating transnational communication networks, and contributes to the formation of public opinion about a particular state and overcoming certain negative stereotypes.

Cultural diplomacy is one of the primary tasks of the foreign policy of European states, as it is designed to ensure not only the formation of the image of states but also the effective development of the policy of reform, modernization, and updating the domestic policy. The main actors of cultural diplomacy, with public authorities, non-governmental organizations, journalists, politicians, social activists, artists, academics, and students.

## 2. Literature review

The intensification of the society's informatization processes necessitates the states' popularization among the international community. The state image formation is interconnected with the state's influence on its intercultural dialogue development process. In highly developed countries, cultural diplomacy promotes the national state interests in the international arena and has a direct impact on socio-economic and political processes.

The "cultural diplomacy" concept is a relatively new term in the socio-cultural sphere. One of the first to propose this definition usage as an independent statement is Cummings (2003), who interprets cultural diplomacy as the exchange of ideas, information, values, traditions, systems, and other aspects to build mutual understanding.

Rozumna (2016) argues that cultural diplomacy is a set of techniques, methods, and practices developed and

implemented by foreign relations bodies whose competence includes supporting the state's diplomatic activities.

Kostyrya (2016) believes that cultural diplomacy is not the only component of foreign cultural policy, implemented with the individual initiatives involvement by actors in the educational, scientific, and cultural spheres. The scholar identifies several levels of cultural diplomacy:

- (1) public promotion of state interests through government and political organizations;
- (2) public – promotion of mutual cultural exchange through non-governmental organizations and individuals;
- (3) private – implementation of cultural diplomacy by public companies.

Each level of cultural diplomacy is characterized by individual characteristics of the transmission of cultural values to position the country, promote peace and establish inter-state relations.

At the same time, Lutsyshyn & Honcharuk (2017) note that European cultural institutions combine cultural diplomacy with diplomatic activities.

Nye (2004); Nye (2011) holds the view that cultural diplomacy is part of the concept of so-called "soft power," influencing through culture, national values, and ideas the formation of public processes at all levels. The scholar argues that European countries' relations with the outside world are based on cultural diplomacy while ensuring the economic and military power of the state contributes to the state's high position in international rankings.

As Makhynya (2021) notes, the establishment of close cooperation and recognition of countries in the international arena depends on the presence in the foreign policy departments of special units that coordinate work in the sphere of culture and deal with cultural ties. The main European non-state structures are the British Council, the French, Goethe, Polish, Swedish Institutes, and the Czech Cultural Center.

David Clarke (2020) substantiated those cultural relations arise at different levels of public life, determine the sphere of politics in which states seek to realize their foreign policy goals, and mobilize cultural resources. The scholar considers cultural diplomacy a component of broader public diplomacy, and its interpretation is the expression of national identity directed at the international public. At the same time, Goff (2013), in defining cultural diplomacy, distinguishes it from public policy and positions cultural diplomacy as a means to mitigate negative attitudes created by top-level politics, bridge differences, and build mutual understanding.

Zamorano (2016) notes that the definition of cultural diplomacy is as varied as the approaches to securing the state foreign policy and the formation and promotion of national interests abroad by the government.

In this context, Eagleton's (2020) assertion that cultural diplomacy is a very complex concept and covers a wide range of phenomena starting from the perfect art to the everyday habits of individuals in society, is obvious.

According to Wyszomirski et al. (2003), cultural diplomacy is an activity that is aimed at an educational exchange, distribution, and promotion of cultural means outside the country, exhibitions, language education, the configuration of foreign affairs departments, cultural institutes, and language training, state funding of cultural institutions, non-governmental organizations in the field of culture.

Carta & Higgott (2020) hold an opinion that international organizations strive to form an effective cultural diplomacy policy. In particular, we are talking about the European Union, where states attach importance to cultural development in the international relations context.

At the international level, cultural diplomacy is considered a determining factor of the state's foreign economic interests, rather than a supplement to political and economic ones, so in Germany, cultural diplomacy is proclaimed part of the European integration policy and one of the priorities in this direction is to support the expansion of cultural diplomacy in the "Third World". At the same time, an emphasis is placed on the dissemination and promotion of the language, which is considered a key factor of country influence abroad, which is one of the priorities of the Goethe Institute [21]. According to Weigel (2019) [40], Germany has sought to balance the state's international image with the promotion of intercultural dialogue, through which securing national values, in particular human rights and democracy in the world, is a priority of the state.

The peculiarity of cultural diplomacy in France is that its development is in the state creation plane, representing and supporting national interests outside the country, while private institutions and artists are much less involved in this process. The institutionalization of cultural diplomacy promotes propaganda outside the state, projecting the country's prestige in the context of the international system of interstate relations [17].

The peculiarity of the British model of cultural diplomacy is the prestige of British education, and the positioning of the country, the promotion of language, and the establishment of intercultural dialogue belong to the competence of the British Council (Official site of the British Council), created to counter the excessive influence of Germany on the countries of Europe [26].

Adam (2018) argues in his writings for the interconnection of one state's foreign cultural policy with the cultural policies of other states, which gives them an identity that, in turn, is mobilized for specific purposes in an international context.

Echoing Adam (2018), Clarke (2016), Clarke (2017) argue for the difficulty of evaluating the effectiveness of cultural diplomacy while also noting the importance of cultural policy identity and the differentiation of views on this definition.

Given that the international community has been struck by the Ukrainians courage to strive for freedom and change, Ukraine is considered a potential member of the European Union. It becomes evident that it is expected to be

consistent and determined in implementing its cultural diplomacy policy.

In the conditions of increasing anger of the Russian Federation towards Ukraine, the necessity of positioning the country on the international arena, which can be achieved by cultural means, becomes more acute. At the same time, the intensification of the Russian system of information influence, aimed at the formation of a trivial and disfigured image of Ukraine, requires appropriate measures to promote the cultural presence of Ukraine in the world and the development of an effective strategic policy of cultural diplomacy to ensure sustainable development on different levels of public relations.

Achieving a country's sustainable development under the conditions of instability, global threats strengthening, new challenges, and aggravation of crisis phenomena involves international cooperation, the introduction of innovations, and improvement of the state's image in the international arena. Ensuring sustainable development depends significantly on the level of socio-economic and cultural development of the country, on their ability to establish interstate cooperation, in particular, developing countries need increased assistance in its implementation [29], [30], [31], [32] and in conducting accurate and comprehensive assessments of opportunities for achieving sustainable development and methods to minimize global threats. Let us note that the assessment of a country's sustainable development involves a study of such components as security, the human development level, and the quality of population life. At the same time, the European Union countries are characterized by the fact that the level of development of the socio-cultural sphere significantly depends on the growth of economic well-being. In particular, it concerns directly highly developed countries [28], in which there is a directly proportional dependence on these indicators.

When it comes to developing countries in Europe, global threats and challenges have a significantly destructive impact on sustainable development indicators, reducing the level of human development and parameters of other indicators, which requires a greater influence of cultural diplomacy to increase the credibility of such countries in the international arena.

Studies of sustainable development at different levels of social relations have been conducted for a long time but, the so-called "soft" approaches of cultural diplomacy, at the present stage, do not give the desired effect, which leads to the need to deepen such research and the application of analytical tools and economic-mathematical methods. In addition, considerable debate in the scientific community is held about the contradictions in the interests that can be violated, so there is still no specific list of indicators used in quantifying the possibilities of cultural diplomacy for sustainable development. A. Kovalchuk [16] suggests using a model analysis by indicators such as Gini Index, Global Competitiveness Index, Terrorism Index, Corruption Index, Trade Index, Social Progress

Index, and Global Inequality Index when assessing sustainable development.

The UN General Assembly [39] proclaimed the global Sustainable Development Goals until 2030, which provide for the measurement of sustainable development by such indicators as: overcoming poverty and reducing inequality, achieving food security, ensuring healthy lifestyles, education quality, gender equality, insurance of sustainable management of water resources, reliable energy sources, promotion of sustainable economic growth, full employment, sustainable industry. sustainable development.

In recent years the Sustainable Development Reports [29], [30], [31], [32] have been published, which highlight the results of the calculations of the Sustainable Development Index in terms of countries of the world, which, in our opinion, are reasonable and appropriate for use in determining the possibilities of cultural diplomacy to ensure sustainable development at different levels of social relations.

In any case, sustainable development implies such countries and regions development, which would ensure the need to balance the modern needs of humanity with the protection, without causing possible harm, the interests of generations in the future, achieving stable economic growth, material production, and consumption based on the renewability of ecosystems. It corresponds to the concept of development of cultural diplomacy and the goal of strengthening the international image of countries, which corresponds to the cultural diplomacy formation concept.

D. Esty and S. Charnovitz [8] note the defining connection of sustainable development with competitiveness. According to the World Economic Forum experts, sustainable competitiveness is understood as a set of institutions, policies, and factors through which a country's productivity is ensured in a strategic perspective while achieving social and environmental sustainability [5]; [1]. Let us note that the sustainable competitiveness concept, in contrast to the sustainable development concept, focuses on productivity and focuses on environmental and social aspects.

At the same time, the positioning of the European Union countries and Ukraine in the mentioned international ratings are of great importance, which, in its turn, testifies to their image and recognition by the world community. Therefore, it is proved that the development of cultural diplomacy is extremely important and necessary to ensure sustainable development at different public relations levels.

This *study aims* at a comparative analysis of cultural diplomacy opportunities for sustainable development at different levels of social relations, as well as the impact of cultural diplomacy opportunities on the indicators of the Global Sustainable Competitiveness Index and the Global Sustainable Development Index.

The research objects. EU countries and Ukraine.

3. Materials and Methods

The study uses the method of economic analysis and synthesis in the study of theoretical and applied bases of certain problems; the method of comparison and analogy in conducting empirical research indicators; generalization and systematization in formulating conclusions and results of the study; method of cluster analysis in grouping the European Union and Ukraine by indicators of the Global Sustainable Competitiveness Index and the Global Sustainable Development Index.

The European Union countries and Ukraine were chosen for carrying out the research.

The information base of the study is based on the reports for 2017–2021: Human Development Index by Country by Human Development Index indicator; List of countries by Fragile States Index by Fragile States Index indicator; The Global Sustainable Competitiveness Index by Global Sustainable Competitiveness Index indicator; The Global Sustainable Development Report by Global SDG Index indicator.

4. Results and discussion

4.1. Empirical studies of the main cultural diplomacy indicators

The effectiveness of cultural diplomacy in inter-state relations is an important aspect of building trust in countries. The lack of standardized methods for measuring cultural diplomacy makes it difficult to conduct

assessments of opportunities for cooperation. The absence of an integral indicator, which would allow determining the countries' positions and their rating on the formation of authority and image among the world community, makes it hard to conduct such research. However, we consider it expedient to analyze the main indicators of the countries' development and, based on the results obtained, to conclude the potential of cultural diplomacy to ensure sustainable development at different public relations levels.

Since among the main components characterizing the level of cultural diplomacy to ensure sustainable development of the country are indicators of education and language development of the country, the establishment of cultural dialogue, the analysis of the Human Development Index – an integral indicator used by the world community for general interstate comparison and measurement of living standards (assessed through GNI per person on PPP), literacy and life expectancy in countries is justified.

Conducted research on the dynamics of the human development index in the European Union and Ukraine during 2017–2020 (Fig. 1) suggest that the highest value is recorded in such countries as Denmark (0,929–0,930), Austria (0,908–0,914), Ireland (0,938–0,942), Luxembourg (0,904–0,909), the Netherlands (0,931–0,933), Germany (0,936–0,939), Finland (0,920–0,925), Sweden (0,933–0,933), such countries as Bulgaria (0,813–0,816) and Romania (0,811–0,816). In comparison with the countries of the European Union on the index of human development Ukraine, shows much lower values and during 2017–2020 is in the range of 0,747–0,751, indicating its quite low position.

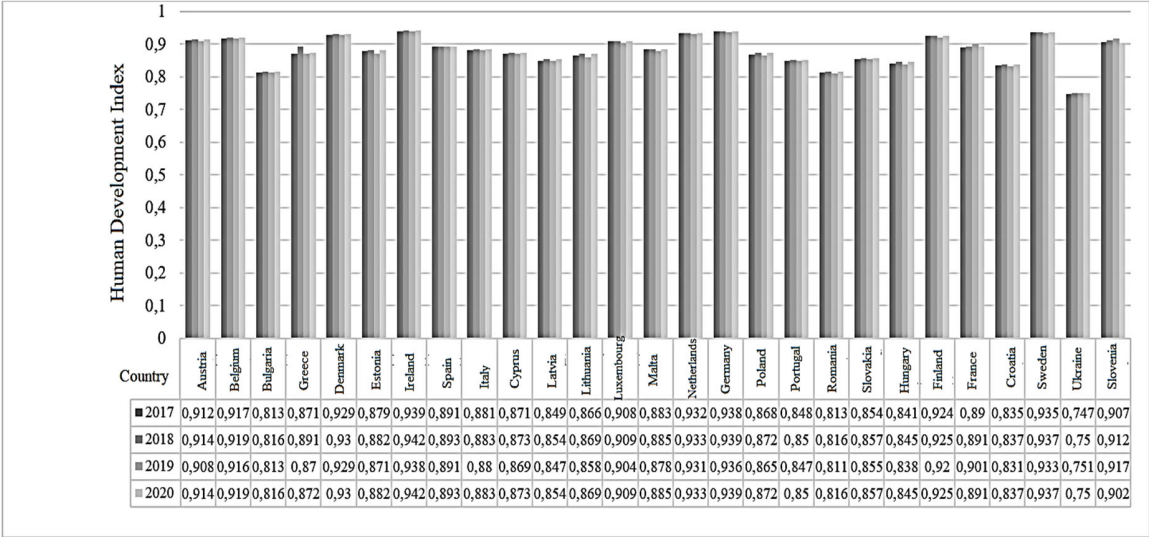


Fig. 1. Dynamics of the Human Development Index in the European Union and Ukraine in 2017–2020  
Calculated using: *Human Development Index by Country, 2020; Human Development Index, 2017–2019*

Mainly irreversible processes are observed in the decrease of the Human Development Index in the countries that later

acquired membership in the European Union and have similar parameters and characteristics to Ukraine. The

decrease of the Human Development Index in such countries is connected with an uneducated and illiterate population as a result of limited access to education, low level of life expectancy in these countries, and relatively low indicators of their well-being.

Undoubtedly, every country has the desire to strengthen its position in the world rankings, regardless of its geographical location, which in turn requires an increase in sustainable development indicators. The impact of the global economy on national economies is proven and substantial. While highly developed countries can secure and assert their position at the international level, to establish interstate relations to ensure sustainable development, developing countries are only the driving force behind the recovery of the global economy. It should be noted that not all countries of the European Union belong to the highly developed ones. A large proportion of them requires additional financing, constrained by tight credit conditions and indicative of downward trends in competitiveness and growth.

To determine the ability of countries to control the integrity and inviolability of their borders, socio-economic, political, and demographic situation, the Fragile States Index is calculated by such sub-indices as demographic pressure, emigration level, economic inequality, economic situation, state criminalization, dispersion in power and elite, internal relocation of refugees, revanchism feelings growth, external interference, number of services provided

by the state and compliance with laws. At the same time, the positive value of the index is characterized by a downward trend, and rising trends indicate increasing state instability.

The data analysis of state instability index in the EU countries and Ukraine in 2017–2020 (Fig. 2) gives reasons to state that quite high values of this indicator are observed in Bulgaria – 53 in 2017, 52 in 2018, 51 in 2019, and 49 in 2020; Greece – 56 in 2017, 55 in 2018, 54 in 2019 and 52 in 2020; Cyprus – 60 in 2017 and 2018, 58 in 2019 and 56 in 2020; Hungary – 51 in 2017, 50 in 2018 and 2019 and 48 in 2020, which are not politically and economically stable regions. In addition, it should be noted that Cyprus has the largest number of registered offshore jurisdictions used for the legalization (laundering) of proceeds of crime. At the same time, we should note positive shifts and insignificant stable decreases in the value of the state instability index during the analyzed period in all countries.

The studied index growth in comparison with the European Union countries was also observed in Ukraine, in particular, in 2017 – 72, in 2018 – 73, in 2019 – 71, and 2020 – 69. This situation is due to the political and socio-economic instability in the country, the presence of military conflict in Donetsk and Lugansk regions, the Annexation of the Autonomous Republic of Crimea, and spending a significant share of GDP to resolve existing conflicts and problems.

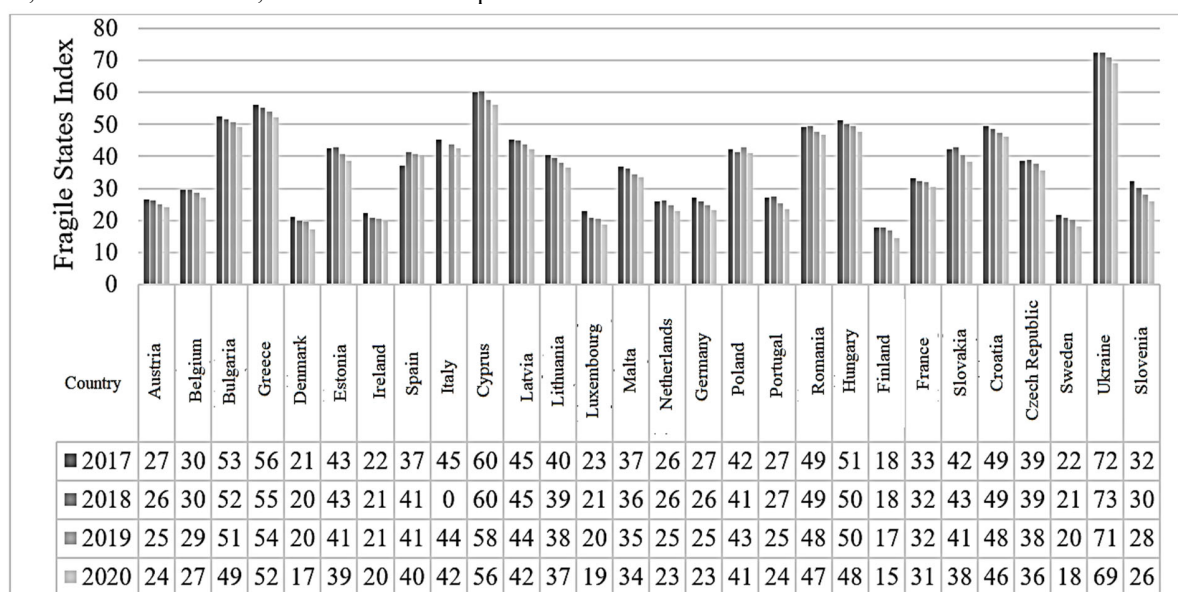


Fig. 2. Dynamics of the Fragile States Index in the European Union and Ukraine in 2017-2020  
Calculated using: *Fragile States Index, 2021; List of countries by Fragile States Index, 2017–2020*

According to the results of studies conducted on the EU and Ukraine during 2017–2020, stable trends are indicating that highly developed countries have higher

positions in international rankings, the performance of such countries is much higher than that of developing countries, and the process of formation of cultural diplomacy is at a much higher level.



#### 4.2. European Union and Ukraine clustering by indicators of the Global Competitiveness Index and the Index of Future Development

The need to achieve the sustainable development goals by 2030 actualizes the problem of sustainable competitiveness research and determines forming the main principles of its increase in the context of global competition, increasing globalization, and dynamism of the international environment. The primary task of the creation and functioning of the European Union is to establish interstate relations, eliminate trade barriers, promote the development of less developed regions and ensure a sufficient level of cultural diplomacy to protect interests in the international arena. It is becoming obvious that the countries' sustainable development achievement requires a high level of global competitiveness.

The integral indicator that most comprehensively illuminates a country's ability to ensure a high level of

competitiveness and productivity in the use of available resources is the Global Sustainable Competitiveness Index, which is a more comprehensive indicator and provides a quantitative measure of a country's competitiveness.

We consider it expedient to investigate the value of the Global Index of Sustainable Competitiveness during 2018–2020 in the European Union countries and Ukraine (Fig. 3). Based on the analysis, it can be stated that the highest values of the Global Index of Sustainable Competitiveness in the period under consideration are recorded in Sweden (61–62), Denmark (57–61) and Finland (57–60), and the lowest in such countries as Cyprus (42–48), Greece (47–50), Malta (47–51) and Hungary (48–53). The position of Ukraine, according to the analyzed indicator in comparison with the EU countries, is the worst, the value is the lowest and is within the 43–47 range.

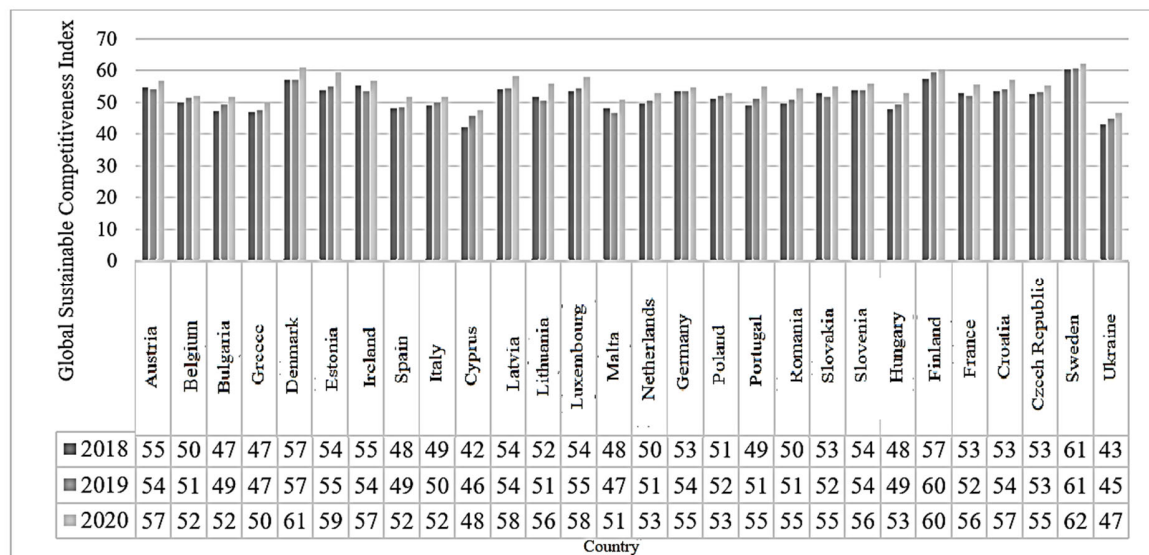


Figure 3. Dynamics of the Global Sustainable Competitiveness Index in the European Union and Ukraine in 2018–2020  
Calculated using: *The Global Sustainable Competitiveness Index, 2017–2020*

To deepen the research, we propose to group the selected countries by conducting a cluster analysis using

the k-means method (Table 1) to identify countries with common competitiveness features.

Table 1. Grouping of European Union countries and Ukraine according to the Global Sustainable Competitiveness Index indicator (Global Sustainable Competitiveness Index) in 2018–2020

2018			2019			2020		
Country	Cluster number	Euclid distance	Country	Cluster number	Euclid distance	Country	Cluster number	Euclid distance
Denmark	1	1,17	Denmark	1	2,03	Denmark	1	0,28
Finland		0,97	Finland		0,47	Estonia		1,33
Sweden		2,13	Sweden		1,57	Finland		0,33

Austria	2	1,43	Austria	2	0,18	Sweden	2	1,38
Estonia		0,33	Estonia		0,88	Austria		0,26
Ireland		2,03	Ireland		0,42	Ireland		0,16
Latvia		0,83	Latvia		0,38	Latvia		1,24
Lithuania		1,57	Luxembourg		0,48	Lithuania		1,06
Luxembourg		0,23	Germany		0,52	Luxembourg		1,04
Germany		0,03	Slovenia		0,22	Slovenia		1,06
Poland		2,17	Croatia		0,18	Croatia		0,24
Slovakia		0,37	Czech Republic		0,92	Netherlands	3	1,36
Slovenia		0,33	Belgium	3	0,56	Germany		0,34
France		0,47	Bulgaria		1,54	Poland		1,46
Croatia		0,03	Italy		0,84	Portugal		0,74
Czech Republic		0,67	Lithuania		0,14	Romania		0,24
Belgium	3	1,38	Netherlands		0,24	Slovakia		0,64
Bulgaria		1,32	Poland		1,16	Hungary		1,36
Greece		1,62	Portugal		0,36	France		1,24
Spain		0,42	Romania		0,06	Czech Republic		0,94
Italy		0,48	Slovakia	4	0,86	Belgium	4	1,81
Malta		0,42	Hungary		1,54	Bulgaria		1,31
Netherlands		1,08	France		1,26	Greece		0,29
Portugal		0,38	Greece		0,80	Spain		1,51
Romania		0,18	Spain		1,90	Italy		1,31
Hungary		0,72	Cyprus		0,80	Cyprus		2,69
Cyprus	4	0,35	Malta		0,00	Malta		0,61
Ukraine		0,35	Ukraine		1,90	Ukraine		3,59

Calculated using: *The Global Sustainable Competitiveness Index, 2017–2020*

According to the research results, the European Union countries were divided into four clusters according to the Global Sustainable Competitiveness Index. The first group in 2018–2019 included such countries as Denmark, Finland, and Sweden, which can be characterized as leaders in international rankings for most indicators. In terms of sustainable competitiveness, these countries have a high level of development in all 12 benchmarks (institutions, infrastructure, adaptation of information and communication technology, macroeconomic stability, health, skills, goods market, labor market, financial system, market size, business dynamics and ability to innovate). At the end of 2020, Estonia was included in the first cluster; Sweden moved into the second cluster. The second cluster in 2018 also included Austria, Estonia, Ireland, Latvia, Lithuania, Luxembourg, Germany, Poland, Slovakia, Slovenia, France, and Croatia; the third cluster included Belgium, Bulgaria, Greece, Spain, Italy, Malta, the Netherlands, Portugal, Romania, and Hungary. Only Cyprus and Ukraine are in the fourth cluster, indicating their low competitiveness.

In 2019, the number of countries in the second cluster decreased significantly, and countries such as Lithuania, Poland, Slovakia, and France moved to the third cluster. At the same time, the number of countries in the fourth cluster increased, which, in addition to Cyprus and Ukraine, included such countries as Greece, Spain, and Malta.

In 2020, Estonia significantly improved its position and entered, as already noted, the first cluster. The second cluster included Austria, Ireland, Latvia, Lithuania, Luxembourg, Slovenia, and Croatia. At the same time, there was a significant increase in countries in the fourth cluster, in particular, Belgium, Bulgaria, Greece, Spain, Italy, Cyprus, Malta, and Ukraine.

Consequently, based on the data obtained, it can be stated that among the countries of the European Union according to the Global Index of Sustainable Competitiveness, four groups are distinguished:

(1) countries with a very high level of sustainable competitiveness; (2) countries with a high level of sustainable competitiveness;

(3) countries with a medium level of sustainable competitiveness; (4) countries with a low level of sustainable competitiveness. Throughout the whole period under review, Ukraine held a stable position in the fourth cluster, which indicates that it belongs to the countries with a low level of sustainable competitiveness.

An examination of trends on the Global Sustainable Development Index (Figure 4) proves the leading positions of such countries as Denmark (85), Sweden (85), Germany (81–82), France (81–82), the Netherlands (80) and Austria (80–81). At the same time, the lowest values are recorded in such countries as Greece (71–74), Cyprus (70–75),

Romania (71–75), and Ukraine (72–74), the sustainable development of which requires the additional measures.

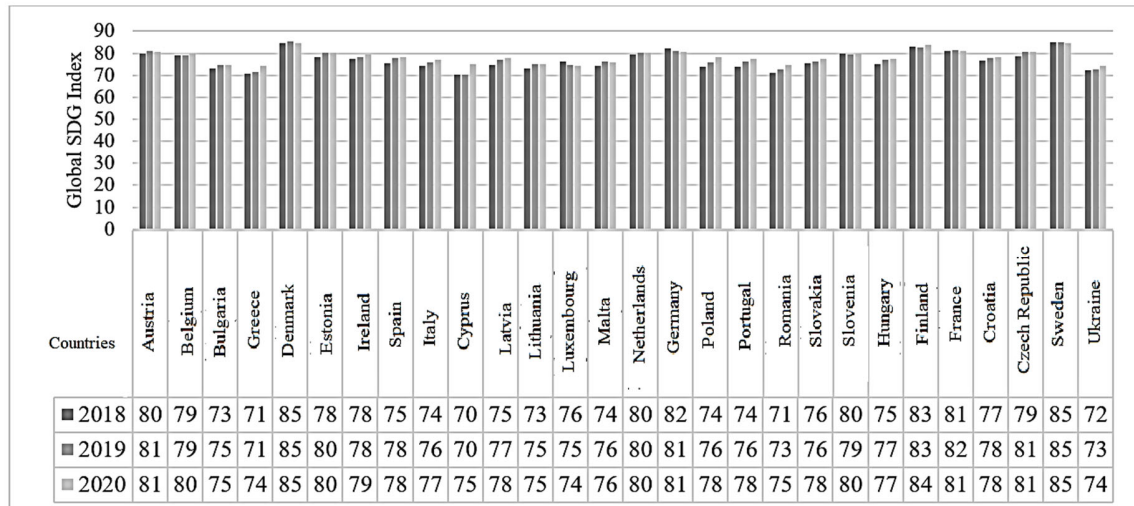


Fig. 4. Dynamics of the Global Sustainable Development Index (Global SDG Index) in the European Union and Ukraine in 2018–2020

Calculated using: *Sustainable Development Report, 2017–2020*

The grouping of selected countries according to the Global Sustainability Index indicator during 2018–2020 (Table 2) based on cluster analysis (k-means method) allows us to identify four groups of countries, namely: countries with a very high level of sustainable development (Austria, Denmark, Finland, Netherlands, and Sweden); countries with a high level of sustainable development

(Belgium, Estonia, Ireland, Germany, Netherlands, France, Slovenia, and the Czech Republic); countries with a medium level of sustainable development (Spain, Italy, Latvia, Poland, Portugal, Slovakia, Luxembourg, Hungary, and Croatia) and countries with a low level of sustainable development (Romania, Cyprus, Greece, Bulgaria, Lithuania, and Ukraine).

Table 2. Grouping of European Union countries and Ukraine according to the Global Sustainable Development Index indicator in 2018–2020

2018			2019			2020		
Country	Cluster number	Euclid distance	Country	Cluster number	Euclid distance	Country	Cluster number	Euclid distance
Austria	1	0,73	Austria	1	0,90	Denmark	1	0,23
Belgium		0,28	Denmark		3,20	Finland		0,57
Estonia		0,98	Estonia		1,80	Sweden		0,33
Ireland		1,78	Netherlands		1,60	Austria	2	0,38
Netherlands		0,23	Germany		0,90	Belgium		0,32
Slovenia		0,73	Finland		0,80	Estonia		0,22
France		1,93	France		0,50	Ireland		0,92
Czech Republic		0,58	Czech Republic		1,30	Netherlands		0,08
Denmark	2	0,88	Sweden	2	3,00	Germany		0,48
Germany		1,43	Belgium		0,89	Slovenia		0,52
Finland		0,73	Ireland		1,19	France		0,78
Sweden		1,28	Spain		0,21	Czech Republic		0,28
Spain	3	0,46	Latvia		0,91	Spain	3	0,39



Italy	4	0,74	Slovenia	3	1,39	Italy	4	0,71
Latvia		0,24	Hungary		1,11	Latvia		0,01
Luxembourg		1,60	Croatia		0,21	Poland		0,39
Malta		0,74	Bulgaria		1,10	Portugal		0,11
Poland		1,24	Italy		0,20	Slovakia		0,21
Portugal		0,94	Lithuania		0,50	Hungary		0,41
Slovakia		0,66	Luxembourg		0,80	Croatia		0,69
Hungary		0,06	Malta		0,50	Bulgaria		0,03
Croatia		1,56	Poland		0,30	Greece		0,53
Bulgaria		1,35	Portugal		0,80	Cyprus		0,38
Greece		1,15	Slovakia		0,60	Lithuania		0,18
Cyprus		1,35	Greece	4	0,35	Luxembourg		0,53
Lithuania	4	1,15	Cyprus		1,65	Malta		1,18
Romania		0,55	Romania		0,95	Romania		0,03
Ukraine		0,55	Ukraine		1,05	Ukraine		0,63

Calculated using: *Sustainable Development Report, 2017–2020*

It should be noted that the results of the cultural diplomacy possibilities study to ensure sustainable development at different levels of public relations in the European Union and Ukraine are characterized by relatively stable trends and reflect similar signs. The analysis carried out on the indicators of the Sustainable Competitiveness Global Index and the Sustainable Development Global Index most comprehensively characterize the state of the countries in the international arena and indicate different levels of development and functioning of cultural diplomacy. In particular, in the countries that position the best indicators and pay significant attention to improving their international image, the analyzed indicators are significantly higher than in countries that are more favorable to the influence of destabilizing factors, indicating the highest level of cultural diplomacy in highly developed countries and the need to strengthen cultural diplomacy policies in countries with a lower level of development.

The research results allow us to identify several groups of European Union countries that have common features, characteristics, and characteristics of cultural diplomacy, which is a tool to increase their sustainable development level.

Group 1. Countries with a very high level of cultural diplomacy and sustainable development (Sweden, Finland, Estonia, Austria, Denmark, the Netherlands), which have developed a program and strategies of interstate cooperation, a balanced policy of all-European identity, adhere to the multiculturalism principles.

Group 2. Countries with a high level of cultural diplomacy and sustainable development (Belgium, Ireland, Germany, France, Slovenia, and the Czech Republic) which have an effective foreign policy, the cultural identity of ethnic communities, a high level of international status, the political leadership ( regional, but also global) and

international and intergovernmental formal and informal connections.

Group 3. Countries with a medium level of cultural diplomacy and sustainable development (Spain, Italy, Latvia, Poland, Portugal, Slovakia, Luxembourg, Hungary, Croatia), where the formation of cultural diplomacy occurs with a partial centralization of international cultural activities, is based on the principle of distance from state authorities, focuses on the fight against cultural stereotypes and emphasizes the development of their cultural uniqueness.

Group 4. Countries with a low level of cultural diplomacy and sustainable development (Romania, Cyprus, Greece, Bulgaria, Lithuania), which are characterized by the incomplete process of their international activity model formation, the establishment of interstate relations, and cooperation, there are significant language barriers.

As for Ukraine, according to all indicators, it lags far behind the countries of the European Union. Accordingly, the formation of cultural diplomacy has its characteristics. In particular, the development of cultural diplomacy in Ukraine is not systemic, characterized by the lack of a clear state strategy and support for cultural initiatives. Activities of several state structures, designed to ensure the development of cultural diplomacy and enhance the international image of the country, remain ineffective and inefficient. It can be argued that cultural diplomacy in Ukraine is just beginning to actively develop, so the development of public consensus in the implementation of its policy is of paramount importance.

Given both the outlined trends and the presence of problems in achieving the proper level of cultural diplomacy to ensure sustainable development at different levels of public relations, it is necessary to highlight the main ways to strengthen its formation, in particular:

Strengthening of comprehensive state support.

Popularization of the language and the creation of conditions for its unimpeded study.

Retransmission of European values.

Establishment of long-term international relations and development of productive international partnerships.

## 5. Conclusions

Thus, the research conducted on the possibilities of cultural diplomacy for sustainable development at different public relations levels suggests that the country's prestige, international status, and development degree are significantly dependent on the development of cultural diplomacy and the effectiveness of the institutions that represent it. Cultural diplomacy contributes to sustainable development, in particular, in those countries where cultural diplomacy institutions have been established and function effectively for a long time. There are higher indicators of the Global Sustainable Development Index (Sweden, Denmark – 85; Netherlands, Germany, France – 81–82; Austria – 80–81), and in developing countries, such institutions have been established relatively recently (in Ukraine in 2017) and the value of the Global Sustainable Development Index is within 72–74, which confirms the need to strengthen the attention to cultural diplomacy. Ensuring the successful implementation of cultural diplomacy, taking into account the foundations of socio-economic and political development of countries will allow achieving interstate understanding through overcoming cultural barriers, demonstrating the openness of democratic society, increasing the effectiveness of the foreign policy, strengthening international prestige, and reduce the impact of destabilizing factors on the socio-economic, political and cultural.

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