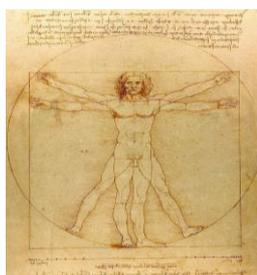




LEONARDO LAB



The New Silk Roads

Integrated Mediation & Diplomatic Interactions

GOALS

For many centuries, fame and fortune were to be found mainly in the West, in the New World. Today it is the East, Central Asia, China and India that offer wealth and adventure. This is a huge geographical area that was once at the heart of global trade and that now, with the *New Silk Roads*, has once again come to dominate the world politically, commercially and culturally.

During the lessons, students of the Umanitaria School for Linguistic Mediators will learn about the programmatic policies of the "New Silk Roads (Belt & Road Initiative-B&RI)", exploring the new International Relations, the Triangular Cooperation and the big regional Win-Win projects (in particular of the Mediterranean Magna Graecia Hub). The main goal of the Leonardo Lab, therefore, is to create paths of Integrated Mediation & Diplomatic Interactions, identifying Italy as a strategic hub for the entire Mediterranean area and the European hinterland.

Data and forecasts (OECD, 2019) confirm that the Asia-Europe trade balance has become and will remain the most important in the world, overturning the paradigm of the prevalence of transatlantic trade of the last century. China decided to go along with this epoch-making change by launching its own Marshall Plan, the Belt & Road Initiative of 2013, which would help to build from scratch, renovate or improve logistics infrastructures, information technology and trade networks.

The Chinese Government Initiative, along the New Silk Roads, affects all the "Stan" countries and it documents the implementation of numerous projects over the last five years (2016-2021), some of which involve African and Latin-American countries.

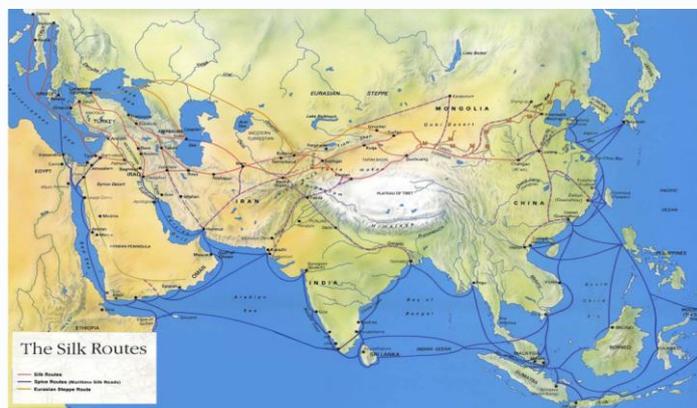
In particular, the B&RI will be analysed in 9 language workshops on International Economic Geopolitics with the participation of diplomats, consuls-general,

entrepreneurs, legal advisors, cooperators of international organisations, local administrators, banks and other financial institutions.

The final goal of the course is to enable 3rd-year students to gain an understanding of the growing Diplomatic Interactions and the elaboration of Integrated Mediation skills (linguistic, cultural and visual) as well as International Cooperation practices in Eurasia, Latin-America and Africa. So far, B&RI has generated over 1400 projects for a total of almost 300 billion dollars of investments (data Business Forum Italy-China) involving 65 mostly Stan countries representing 60% of the world's GDP.

The methodological approach adopted for "In the footsteps of Marco Polo", aims to provide a vision of Eurasian and international geopolitics of the B&RI through an Integrated Mediation addressed to Diplomatic Interactions as a further tool for research and in-depth analysis in the following training profiles: Diplomatic and International Organisations, Business Management and Company Internalisation, Tourism Management and International Trade, Advertising & Marketing, Multicultural Planning and Integration, Criminology and Security.

**In the footsteps of Marco Polo
Belt & Road Initiative (B&RI)**



CONTENTS

The contribution of an innovative element such as linguistic and cultural mediation is a fundamental aspect in the grammar and syntax of the reading of the B&RI in the key to Globalization 5.0 as China is working on six Eurasian corridors with all the Stan countries building highways, freight railways, gas and oil pipelines that will cross Central Asia (Kazakhstan Agreements, 2013; AIB 2014), Russia (Russian Trans-Asian Agreement, 2014), the Middle East (2016) to finally reach Europe (agreements with several Central Eastern European countries, 2015) (Figure 1).



Figure 1

"The String of Pearls" is the Maritime Silk Road (Asian Forum, 2016) that from the major ports of Shanghai and Guangzhou descends along the South China Sea, the Indian Ocean, stops in Kenya, goes up the Red Sea, reaches the Mediterranean at Piraeus (Accord 2016) and finally on one side continues to Venice and on the other to Genoa (Accord, 2016) passing through the Strait of Messina. In January 2018, the Chinese Government published its first White Paper on the Arctic identifying a Polar Silk Road (Russia, Finland, Norway, Iceland). An international cooperation project with Northern European countries centred on ice retreat and climate change (COP26). The conceptual framework of the Leonardo workshop should therefore be seen as part of an operational concertation between the following study and research paths on the New Silk Roads.

- **First Itinerary:** "The Belt & Road Initiative and the New Era of Globalization 5.0 of Economies and Cultures".

As China prepares to become the world's leading economy, its relationship with the world's economic development is getting closer and closer. The international community is increasingly paying attention to the mighty growth of the ancient Celestial Empire, which has entered a new phase with the speeding up of economic planning (2015), industrial restructuring and improvement, and the steady advancement of the B&RI (2013). The project is supported by more than 65 countries, regions and international organisations from all around the world, especially in the current context which lacks solid driving forces capable of acting as an engine of world growth, along with the presence of inadequate economic governance and uneven global development (Limes, January 2017).

In this framework of international political and economic geography, the spirit of the New Silk Road aims to integrate China's development with the growth of other countries along the Silk Road routes and unite the Chinese dream with the dreams of the populations of these countries to give the ancient Silk Road a new significance. B&RI embodies a new era of Globalization Governance 5.0.

The project design of the New Silk Road, therefore, is determined by a gradual work-in-progress of diplomatic exchanges between China and other countries. The factors that underlie the spirit of the B&RI are peace and cooperation, open-mindedness and inclusiveness, knowledge, and mutual benefits.

- **Second Itinerary:** EURASIA cooperation and WIN-WIN projects.

The B&RI promotes the principle of broad consultation, joint contribution, and shared benefits to develop a dynamic growth model based on technological innovation.

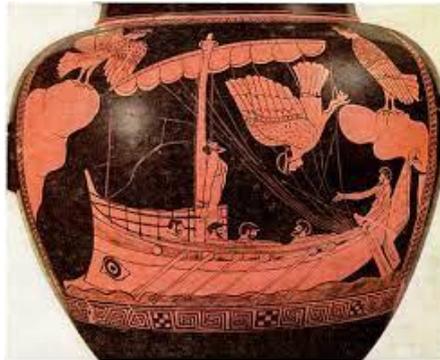
It is a win-win cooperation model with countries and companies participating in different projects with a well-coordinated and interconnected approach of equitable and participatory governance that will have cascading effects on the countries that the New Silk Roads will cross. A model of Eurasian cooperation that on one hand will facilitate the flow of global trade, increasing its importance, and on the other hand will cause spill-over effects on local communities, stimulating new residential, commercial and tourist developments.

The study of this development model aims to contribute to the analysis of the B&RI, which embodies the two new processes of global governance that characterise the projects on the new Silk Routes and Roads. The two processes are, on the one hand, the Globalization 5.0 of economies and cultures that tend to transform EURASIA into a sort of single market and, on the other hand, the re-emergence of local societies, which, by reaffirming their "being there" on the Silk Roads, re-propose territorial identities, human resources and cultural values.

the need to combine the purposes of decentralised cooperation with the management of tourist and commercial flows.

- **Fourth Itinerary:** Magna Graecia Hub on the New Silk Roads and the Expo 2021 Route

Infrastructures, Flows and Communication.



Ulysses and the sirens' song between Scylla and Charybdis

Today, Italian ports on the Tyrrhenian Sea, the Adriatic Sea and in the Mediterranean Basin have an average seven-day advantage in the logistics chain compared to Northern Europe and Southern Italy must take advantage of this favourable moment as countries such as Hungary, Austria, Bavaria and Switzerland, and other countries in the European hinterland, are looking southwards with great attention considering that the Tyrrhenian and Adriatic ports are expected to become the most efficient B&RI terminal in the Mediterranean with the Magna Graecia Hub (Figure 4).

The Mediterranean seaport network

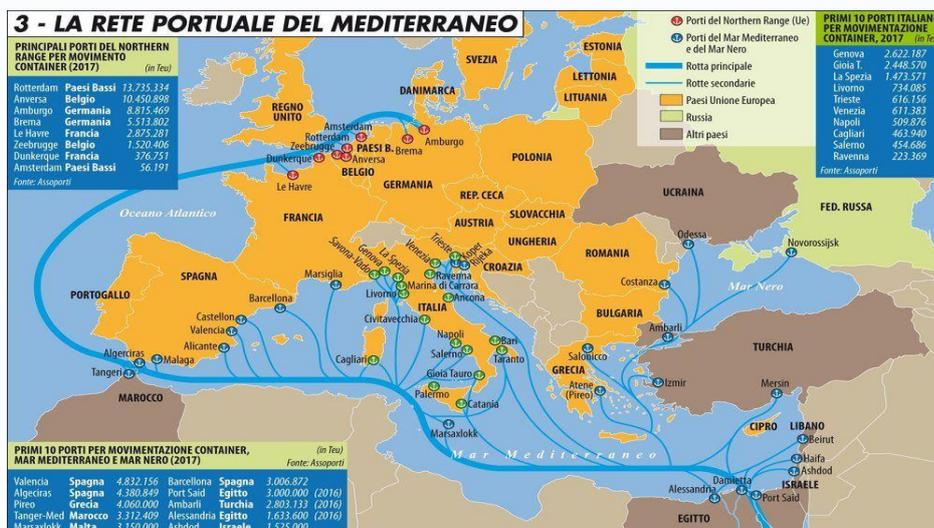


Figure 4

As far as the marine tourism sector is concerned, linked to the blue economy (UN, 2000), the main international operators have long defined clear growth strategies on the

Maritime and Coastal Silk Route with the creation of new brands dedicated to the development of partnerships with local and regional tourism operators.

On the Maritime Belt & Road, a series of initiatives have been implemented aimed at supporting and developing the domestic tourism market, particularly in the Cruise (Figure 5, Port of Messina), Motor Boating, and Sailing sectors, in which the Italian shipbuilding industry boasts the excellence of innovative technologies closely linked to marine archaeological tourism.



Figure 5

In particular, the development of the Yachting Platform, in its multiple aspects, promotes the "pleasure boating" supply chain, starting from the design, industrial and craftsmanship area, with Italy being the world leader in the construction and export of large yachts, arriving at sea management services, nautical pleasure, and leading to the private and commercial use of Nautical Tourism.

Leonardo Lab and Belt & Road Initiative

The Magna Graecia Hub digital platform and the Belt & Road Initiative

Digital Agora of the Magna Graecia Hub, according to its three linguistic, cultural and visual objectives, intends to carry out activities giving priority to the following aspects:

- **Linguistic:** idea/action and study of language mediation projects of the Magna Graecia Hub along the New Silk Roads and on the Expo Route in support of the B&RI policies for the development of attractive territories.
- **Cultural:** the course strategy that, operating within the framework of the Limec training offer on the routes of Ulysses, on the Footsteps of Marco Polo and on the eighteenth-century Grand Tour travellers, is able to interpret intercultural mediation paths in the context of the New Silk Routes.
- **Visual:** in this context the aim is to implement three visual routes of iconic languages and on the digital Agora of the Magna Graecia Hub:
 - **photographic exhibitions** (inside the frame), aimed at making visible what is sociologically and inter-ethnically invisible, the territory and the landscape, the people and the individual in the environmental context of Magna Graecia.
 - **cinema with a suitcase**, in collaboration with consulates and film schools, intends to show the forms and syntax of film language in presenting the image of the world of Magna Graecia in from two different viewpoints.

- **digital tourism**, social networks, web marketing, information technology of Magna Graecia.

Three paths that are fundamental elements in the elaboration of Mediterranean cooperation policies and strategies centred on solid diplomatic interactions and socio-economic co-development.



We thank Paola Agnoletto, Helen Downes, Michelle Farhi e Carmen Sellés De Oro. for the translations and the language supervision of the texts

Umanitaria Leonardo Lab

Address: Umanitaria - Scuola Superiore per Mediatori Linguistici
Via Barnaba, 7 Milano

Information: dott. Guido Catiri
c/o Segreteria studenti

Coordination: prof. Nicolò Leotta in collaboration with prof. Paola Agnoletto
(nicolo.leotta@uniroma.it)

Information for participation in the Leonardo Lab

The activities of the Lab consist in 9 workshops including *Lectio Magistralis*, seminars, meetings, lectures and special events, with testimonials in the contributors' own languages. UNIUMA student participants will receive CFUs on completion of the course. The Lab Leonardo workshops are open to students, consulates, associations, communities, cooperators, public officials and private individuals.

Reference Bibliography for the Leonardo Lab

Leotta N., (2016), *Mondi sociali e sistemi comunicativi*, Viator, Milano.